

**PERAN MEDIA SOSIAL, INFLUENCER FINANSIAL DAN LITERASI
KEUANGAN DALAM MENINGKATKAN MINAT GEN Z
BERINVESTASI DI PASAR MODAL**

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ABSTRAK

Tujuan penelitian antara lain untuk menganalisa peran media sosial, influencer finansial dan literasi keuangan dalam meningkatkan minat gen Z berinvestasi di pasar modal. Pendekatan kuantitatif dengan populasi dalam penelitian ini merupakan Gen Z Berinvestasi di Pasar Modal di Medan. jumlah sampel adalah sebanyak 75 responden dengan purposive sampling sebagai teknik sampling. Simpulan penelitian bahwa secara parsial dan simultan media sosial, influencer finansial, dan literasi keuangan memiliki peran yang saling melengkapi dalam membentuk dan meningkatkan minat Gen Z berinvestasi di pasar modal.

Kata Kunci: Media Sosial, Influencer Finansial, Literasi Keuangan, Minat Gen Z

ABSTRACT

The purpose of the study, among others, to analyze the role of social media, financial influencers and financial literacy in increasing gen Z's interest in investing in the capital market. Quantitative approach to the population in this study is Gen Z invest in the Capital Market in Medan. the number of samples was 75 respondents with purposive sampling as a sampling technique. The research concludes that partially and simultaneously social media, financial influencers, and financial literacy have complementary roles in shaping and increasing Gen Z's interest in investing in the capital market.

Keywords: Social Media, Financial Influencers, Financial Literacy, Gen Z Interests