

ABSTRAK

Penelitian ini mengkaji tentang pengaruh penerapan *New Normal* untuk meningkatkan ekonomi Indonesia pada saat terjadinya Pandemi Covid-19. Didalam penelitian ini, penulis menggunakan *purposive sampling* yang tergabung dalam LQ-45 pada periode 2020. Penelitian ini bertujuan untuk mengetahui pengaruh *abnormal return* dan *trading volume activity* terhadap pengumuman penerapan fase *New Normal* pada LQ-45. Periode pengamatan selama 11 hari dan periode penelitian H-5 sebelum diumumkannya penerapan fase *New Normal*, H-0 saat diumumkannya penerapan fase *New Normal* dan H+5 setelah diumumkannya penerapan fase *New Normal*. Metode yang digunakan pada penelitian ini adalah metode *event study*. Sedangkan alat uji yang digunakan ialah uji *one sample t-test* dan uji *paired sample t-test*. Hasil dari penelitian ini menunjukkan terdapat *abnormal return* selama *event window*, tetapi tidak terdapat perbedaan pada *abnormal return*. Dan terdapat perbedaan *trading volume activity* selama *event window*.

Kata Kunci : *New Normal, Abnormal Return, Trading Volume Activity, Event Study, LQ-45*

ABSTRACT

This study examines the effect of implementing the New Normal to improve the Indonesian economy during the Covid-19 Pandemic. In this study, the author uses purposive sampling which is incorporated in the LQ-45 in the 2020 period. This study aims to determine the effect of abnormal returns and trading volume activity on the announcement of the implementation of the New Normal phase on LQ-45. The observation period is 11 days and the research period is H-5 before the announcement of the implementation of the New Normal phase, H-0 when the announcement of the implementation of the New Normal phase and H+5 after the announcement of the implementation of the New Normal phase. The method used in this research is the event study method. While the test equipment used is the one sample t-test and paired sample t-test. The results of this study indicate that there are abnormal returns during the event window, but there is no difference in abnormal returns. And there are differences in trading volume activity during the event window.

Keywords: New Normal, Abnormal Return, Trading Volume Activity, Event Study, LQ-45