

**PENERAPAN *WORK FROM HOME* SEBAGAI IMPLIKASI  
TRANSFORMASI STRATEGI BURSA EFEK INDONESIA KANTOR  
PERWAKILAN JAMBI DALAM MENINGKATKAN LITERASI PASAR  
MODAL PADA MASA PANDEMI COVID-19**

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**ABSTRAK**

Penelitian ini bertujuan untuk mendeskripsikan transformasi strategi Bursa Efek Indonesia dalam meningkatkan literasi pasar modal pada masa pandemi Covid-19 setelah adanya penerapan *work from home*, serta edukasi, sosialisasi dan kegiatan seperti apa yang dilakukan maupun peluang dan tantangan yang dihadapi dalam meningkatkan literasi pasar modal pada masa pandemi Covid-19 setelah adanya penerapan *work from home*. Penelitian ini menggunakan pendekatan kualitatif yang bersifat deskriptif, dengan teknik pengumpulan data studi pustaka, wawancara, dan dokumentasi. Wawancara dilakukan kepada Kepala Bursa Efek Indonesia Kantor Perwakilan Jambi, Trainer, dan Staff Administrasi. Teknik analisis data dilakukan dengan cara berfikir induktif. Berdasarkan hasil penelitian, transformasi strategi Bursa Efek Indonesia dalam meningkatkan literasi pasar modal pada masa pandemi Covid-19, yaitu strategi sosialisasi, edukasi dan digitalisasi yang terus digencarkan. Kegiatan dari strategi sosialisasi dan edukasi ini diantaranya yaitu sosialisasi publik, sekolah pasar modal (SPM) dan sekolah pasar modal syariah (SPMS), mendatangi beberapa instansi, mendirikan Galeri Investasi, melakukan kerjasama dengan perusahaan sekuritas, strategi digitalisasi yaitu media sosial sebagai media penyebaran informasi pasar modal. Tantangan dan kendala diantaranya yaitu kurangnya Pemahaman mengenai Aplikasi dan kecakapan digital, Keterbatasan Akses Internet dan Jaringan, Kurangnya Pemahaman Budaya Komunikasi media digital.

**Kata Kunci:** *Work From Home*, Transformasi, Strategi, Bursa Efek Indonesia, Literasi Pasar Modal, Pandemi Covid-19

## ABSTRACT

*This study aims to describe the transformation of the Indonesia Stock Exchange's strategy in increasing capital market literacy during the Covid-19 pandemic after the implementation of work from home, as well as education, socialization and activities such as what is being carried out as well as the opportunities and challenges faced in improving capital market literacy in Indonesia. the Covid-19 pandemic after the implementation of work from home. This study uses a descriptive qualitative research, with data collection techniques literature study, interviews, and documentation. Interviews were conducted with the Head of the Indonesia Stock Exchange Jambi Representative Office, Trainers, and Administrative Staff. The data analysis technique is done by inductive thinking. Based on the results of the study, the transformation of the Indonesia Stock Exchange's strategy in increasing capital market literacy during the Covid-19 pandemic, namely the strategy of socialization, education and digitalization that continues to be intensified. Activities from this socialization and education strategy include public outreach, capital market schools (SPM) and Islamic capital market schools (SPMS), visiting several agencies, establishing Investment Galleries, collaborating with securities companies, digitalization strategies, namely social media as a medium for disseminating information. capital market. The challenges and obstacles include lack of understanding of digital applications and skills, limitations of internet and network access, lack of understanding of digital media communication culture.*

***Keywords: Work From Home, Strategy, Indonesia Stock Exchange, Capital Market Literacy, Covid-19 Pandemic***