

ABSTRAK

Shafa Anatasya Mahia Salsabila : Analisis Peran Galeri Investasi Syariah (GIS) UIN Sunan Gunung Djati Bandung sebagai Sarana Edukasi Investasi Syariah dalam Meningkatkan Minat dan Literasi Investasi Mahasiswa

Mahasiswa sebagai generasi produktif memiliki potensi besar dalam pengembangan literasi dan budaya investasi syariah. Namun, tingkat literasi dan minat investasi mahasiswa, khususnya pada pasar modal syariah, masih tergolong rendah. Kehadiran Galeri Investasi Syariah (GIS) di perguruan tinggi diharapkan mampu menjadi sarana edukasi yang efektif dalam meningkatkan pemahaman serta partisipasi mahasiswa terhadap investasi syariah.

Penelitian ini bertujuan untuk mendeskripsikan peran GIS UIN Sunan Gunung Djati Bandung dalam meningkatkan literasi dan minat investasi mahasiswa, serta mengidentifikasi faktor pendukung dan penghambat dalam pelaksanaannya.

Metode yang digunakan adalah penelitian kualitatif dengan pendekatan deskriptif studi kasus. Data diperoleh melalui wawancara mendalam dengan pengurus GIS dan mahasiswa, serta dokumentasi kegiatan. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan dengan metode analisis Chen dan Volpe.

Hasil penelitian menunjukkan bahwa GIS berperan sebagai fasilitator edukasi melalui kegiatan Sekolah Pasar Modal Syariah (SPMS), seminar, sosialisasi, pembukaan rekening efek syariah, serta kolaborasi dengan BEI dan OJK. Kegiatan tersebut mampu meningkatkan pemahaman mahasiswa terhadap investasi syariah dan mendorong minat untuk berinvestasi. Namun, efektivitas peran GIS masih menghadapi kendala berupa kurangnya konsistensi program, keterbatasan promosi, dan lemahnya branding.

Kesimpulannya, GIS UIN Sunan Gunung Djati Bandung telah menjalankan perannya sebagai sarana edukasi investasi syariah, tetapi optimalisasi program, strategi promosi, dan keberlanjutan kegiatan perlu diperkuat agar peningkatan literasi dan minat investasi mahasiswa dapat tercapai secara lebih maksimal.

Kata Kunci: Galeri Investasi Syariah, literasi investasi, minat investasi, mahasiswa, edukasi investasi syariah.

ABSTRACT

Shafa Anatasya Mahia Salsabila : Analysis of the Role of the Sharia Investment Gallery (GIS) of UIN Sunan Gunung Djati Bandung as a Medium for Sharia Investment Education in Enhancing Students' Investment Interest and Literacy

Students as a productive generation have significant potential in developing Islamic financial literacy and investment culture. However, the level of literacy and investment interest among students, particularly in the Islamic capital market, remains relatively low. The presence of the Sharia Investment Gallery (GIS) in universities is expected to serve as an effective educational platform to enhance students' understanding and participation in Islamic investment.

This study aims to describe the role of the Sharia Investment Gallery (GIS) at UIN Sunan Gunung Djati Bandung in improving students' investment literacy and interest, as well as to identify supporting and inhibiting factors in its implementation.

The method used in this study is qualitative research with a descriptive case study approach. The data were obtained through in-depth interviews with the management of the Sharia Investment Gallery (GIS) and students, as well as activity documentation. The data were analyzed through data reduction, data presentation, and conclusion drawing using the Chen and Volpe analysis method.

The findings indicate that GIS functions as an educational facilitator through Sharia Capital Market School programs, seminars, socialization activities, sharia securities account openings, and collaborations with the Indonesia Stock Exchange (IDX) and the Financial Services Authority (OJK). These activities contribute to improving students' understanding of Islamic investment and encouraging their interest in investing. However, the effectiveness of GIS is constrained by inconsistent programs, limited promotion, and weak branding.

In conclusion, GIS at UIN Sunan Gunung Djati Bandung has carried out its role as an educational medium for Islamic investment; however, program optimization, promotional strategies, and sustainability need to be strengthened to maximize improvements in students' literacy and investment interest.

Keywords: Sharia Investment Gallery, investment literacy, investment interest, students, Islamic investment education.