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The Service Learning: Constructing the Financial Future of YBM Briliant Scholarship Recipients through Understanding the Role and Strategies of Stock Investments

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ABSTRACT

The YBM Briliant scholarship program, administered by the national zakat institution Yayasan Baitul Maal BRIliaN, plays a crucial role in shaping competent and socially responsible human resources. However, scholarship recipients, primarily from Syiah Kuala University and Ar-Raniry State Islamic University in Aceh, face a notable gap in financial literacy, particularly concerning stock investment. Despite residing in disciplined dormitories and participating in YBM Brilian training, these students lack exposure to essential financial management skills related to stock investments. This community service initiative aims to bridge the financial literacy gap by providing YBM Briliant Aceh scholarship recipients with insights into stock investment principles and leveraging technology for improved investment performance. The objective is to empower scholarship recipients with the necessary skills for effective financial management, fostering confidence and competence in navigating the complexities of stock markets. Implemented using the Service Learning method, the project includes sessions on the Basics of Stock Investment, Technical Analysis, Stock Price Valuation, and the Use of Technology in Improving Stock Investment Performance. Initial results indicate an increased understanding of financial management through stock investment among scholarship recipients. By engaging in practical learning experiences and community service, the participants develop the knowledge and confidence required for astute financial decision-making. This community service initiative underscores the significance of disseminating knowledge on stock

investment and leveraging technology to guide scholarship recipients towards informed financial management. The results highlight the positive impact of practical learning methods in enhancing financial literacy and empowering students with the skills necessary for effective stock investment. Overall, this initiative contributes to the construction of a resilient financial future for YBM Brilian Aceh scholarship recipients.
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1. Introduction

Stock investment is an innovative source of energy that can spur financial growth (Pengabdian, 2022). It is necessary to increase public participation in becoming investors in the stock market, considering that historically, stock market performance tends to be more robust compared to other investment options (Lai, 2019). Public participation in investment activities carries several positive implications, such as increasing the level of the national economy. In addition, community-related research will benefit all stakeholders, including capital markets and securities companies, to attract more participants in the market. This will stimulate the growth of the number of investors in a country, especially in countries with emerging markets such as Indonesia (Nugraha &; Rahadi, 2021). To enhance involvement in the stock market, it is crucial to impart financial literacy to the populace. Financial literacy encompasses knowledge and skills that can influence attitudes toward financial management to attain prosperity, encompassing the analysis, management, and comprehension of financial aspects (Kurniawan et al., 2022).

Financial literacy about stock investment holds significant importance when imparted to the younger generation, particularly to university students who are recipients of scholarships from the Baitul Mal Foundation (YBM) Brilliant. This is to enable their active participation in augmenting the count of investors in Indonesia. Despite encouragement coming from various quarters, stakeholder initiatives remain essential, such as orchestrating engaging socialization events, to motivate this young generation to initiate involvement in stock investments (Nugraha &; Rahadi, 2021).

Based on the official portal, Yayasan Baitul Maal BRIliaN (YBM BRIliaN) is a national zakat institution that manages zakat funds and their distribution in the form of economic, educational, health, social and da'wah programs. One of the leading programs in the field of education is the YBM BRILiaN Bright Scholarship, which is a scholarship program given to selected students in a step to present superior human resources who are competent, character, competitive, and have high social care. The YBM Brilian scholarship recipients are students from Syiah Kuala University and Ar-Raniry State Islamic University which are the largest universities in Aceh, live in disciplined dormitories, and are required to attend training held by YBM BRilian. One of the problems faced by the recipients of this scholarship is the lack of literacy and education obtained related to financial management with stock investment, so there is a need for literacy and education activities about. The purpose of this society empowering activity is to build a financial future by understanding the role and investment strategy in the stock market for YBM Brilian Aceh scholarship recipients.

The need to support potential value in actively involved student activities is also considered. This paper outlines efforts to encourage the empowerment of students to have financial management skills. The service program will enhance discipline with active involvement; building positive confidence with an ongoing commitment to community service; Realizing community service based on financial expertise (Zainuri & Huda, 2023). The article emphasizes the importance of increasing public participation in stock investments, particularly among university students receiving scholarships. While acknowledging the necessity of financial literacy for effective stock market involvement, there is a noticeable gap in understanding the specific challenges and gaps in financial education faced by scholarship recipients, especially in emerging markets like Indonesia. The literature highlights the overarching need for literacy and education activities related to financial management with stock investment but does not delve into the specific gaps or challenges faced by YBM Brilian scholarship recipients in acquiring such knowledge.

2. Methods

Papers in community service using service learning methods. Service Learning is one of the learning methods that emphasizes practical aspects by referring to the concept of Experiential Learning, namely the application of lecture knowledge in the midst of society / community while interacting with the community / community and being a solution to problems faced by the community or community, so as to be able to apply the real role of students and campuses in carrying out community service. It involves practical experience, academic learning and community engagement (Iverson & Dervan, n.d.)

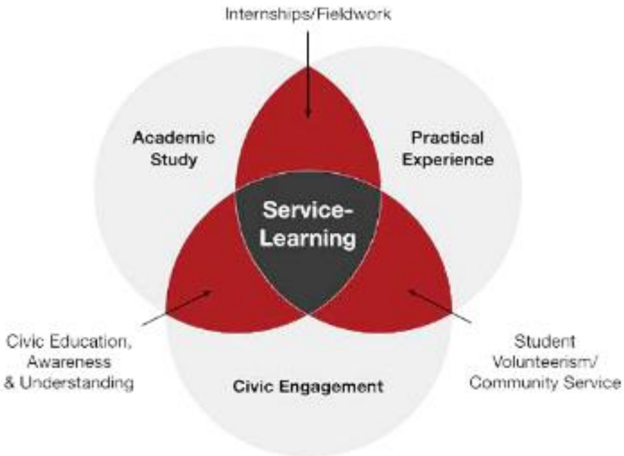

Figure 1. The Position of Service Learning among Community Service Models

This community service method by providing learning about the role and strategy of financial management through stock investment with the material: Basics of Stock Investment, Use of Technology in Improving Stock Investment Performance to YBM Brilian Aceh scholarship recipients. For the sake of carrying out this activity, the person in charge of YBM Brilian scholarship recipients, service participants, contacted prospective speakers to get support and discuss all the things needed in service activities.

This community service activity will be held on August 9, 2023, at the Bright Scholarship Dormitory Batch 7 and 8 Putra, Jalan Rawa Sakti Barat, Jeulingke, Syiah Kuala District, Banda Aceh City. This activity was attended by two YBM Brilian managers and 30 scholarship recipients.

The framework for solving the problem is by providing an understanding of stock investment as initial capital in managing the scholarship recipients' finances

3. Result and Discussion

Community service activities are carried out directly by meeting with the managers and recipients of YBM BRIlian Aceh scholarships. This activity began with the presentation of literacy material, namely stock investment. This is an effort to increase the scholarship recipients' understanding of financial management. Almost all scholarship recipients do not know and invest through stocks. The material presented in this activity is as follows:

Stock Investment Basics

a. Technical Analysis

Technical analysts believe that they can find out patterns of stock price movements in the future based on observations of stock price movements in the past. This philosophy contradicts the market efficiency hypothesis, where a stock's past performance will not affect a stock's future performance. This philosophy is also contrary to the concept of fundamental analysis, where investment decisions on the value of a stock are based on fundamental economic factors and industry fundamental factors that affect the company's fundamental factors. Levy (1966), put forward several assumptions underlying technical analysis:

1. The market value of goods and services, determined by the interaction of demand and supply.
2. The interaction of demand and supply is determined by various factors, both rational and irrational.
3. Individual security prices and overall market values tend to move with a trend over a relatively long period of time.
4. The trend of changes in price and market value can change due to changes in the relationship of demand and supply.
5. For technical analysts, using market data, investors only need to identify how the stock price movement tends and determine when is the right time to take action to buy or sell shares, to take advantage of the time of stock price adjustments so that they can make a profit (Seralurin & Muslimin, 2022).

b. Stock Price Valuation

Investors who want to invest need to first understand the track record of the stock they want to buy. Some key information to understand about stock price fluctuations and the various relationships between stock prices and earnings and dividends (Irawan, 2021). The main purpose of stock valuation is to obtain the intrinsic price (actual price) of a particular stock. In assessing stock prices fundamentally, there is one approach that is often used by investors, namely the dividend approach which focuses on determining the present value of the amount of dividends expected to be obtained by investors in the future using data from financial statements such as profit generation, dividends paid, growth, prospects and financial condition of the company (Budiarti, 2022).

Common stock prices are affected by cash dividends and retained earnings. Cash dividends to stock prices are higher than income retention effects. The stock price reaction to the large dividend increase was positive. Stock price variances are largely based on future dividend changes (et al., 2018). Therefore, to pick stocks, it is important to look at how dividends perform.

Use of Technology in Improving Stock Investment Performance

The process of investing has become more accessible through the utilization of digital technology in every aspect of buying and selling shares, including transactions conducted through smartphones. Furthermore, numerous platforms provided by securities firms incorporate stock recommendation systems, which can be instrumental in decision-making processes. These recommendations are readily available on securities platforms. Novice investors lacking expertise in stock investment analysis can leverage these recommendations to oversee their stock portfolio effectively and enhance their investment performance.

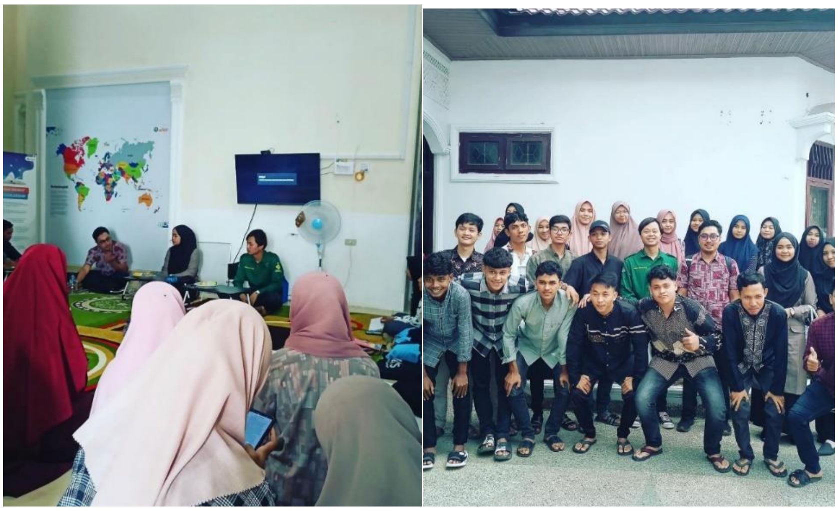

Figure 2. Material Submission and Discussion with YBM Brilian Scholarship Recipients

4. Conclusion

The basic comprehension of investment principles and the adoption of technological advancements in stock investment are pivotal elements for enhancing investment performance, particularly among YBM Briliant scholarship recipients. Utilizing stock recommendations available on securities platforms and grasping investment strategies empower novice investors lacking proficiency in stock investment analysis to proficiently oversee their stock portfolios. The incorporation of digital technology, including transactions conducted through smartphones, has rendered the investment process more accessible, presenting scholarship recipients with opportunities to shape their financial futures. This conclusion underscores the significance of imparting knowledge on investment and leveraging technology to guide scholarship recipients toward astute financial management and improved investment yields. The results of community service that have been carried out for YBM BRIlian Aceh scholarship recipients are increasing understanding of financial management through stock investment.

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