

ABSTRACT

Investment is an activity that it must do as early as possible to fulfill its financial future. The purpose of this study is to find out the reasons why millennial retail investors decide to invest in the Indonesian stock market, find out the index preferences that millennial investors are interested in, find out the behavior of millennial retail investors who are successful and fail in making investment decisions and can be used as recommendations for a securities company if you want to make a stock mutual fund product for the millennial generation.

The research method was carried out qualitatively. The approach is carried out with phenomenology. Collecting data through semi-structured interview instruments with the millennial generation population and a sample of 10 millennial retail investors.

The study results show that millennial retail investors are interested in investing in the Indonesian stock market due to profit in the future. The index preference for millennial retail investors is the sector financial in the majority. Retail investors' are millennial generation success tends to multiply the workings of the stock market itself. In contrast, retail investors millennial generation, who fail, tends to follow the call of others without understanding the workings of the stock market itself. In that case, the index recommendation is IDX-IC in the financials, consumer non-cyclical, properties & real estate, energy, and infrastructure sectors.

Keywords: *Investment, Retail Investor, Millenials, Index Preferences*