

ABSTRACT

Many people think that retirement is an unpleasant period, so that when approaching retirement will feel stressed, anxious and depressed because they are not ready to face retirement. Early retirement planning is important to deal with the transition period from initially working to being forced to stop working due to age factors whose life afterwards is full of uncertainty, because after retirement a person must give up all his position and power in the agency where the person works. The purpose of this study is to determine the factors that determine retirement planning behavior, to find out generation X in allocating assets to protect and maintain the value of wealth in retirement and to find out the differences in retirement planning behavior and asset allocation between generation X and generation Y. The research method was conducted qualitatively with a phenomenological approach through semi-structured interview instruments with a population of 5 generation X and 5 generation Y. The results showed that generation X and generation Y have differences in planning for retirement, besides that the existence of wealth management helps generation X and generation Y allocate assets in protecting and maintaining the value of an asset so that its value does not decrease or disappear.

Keywords: *Wealth Management, Retirement Planning, Generation X, Generation Y, Wealth Protection & Preservation*