

ABSTRACT

The high popularity of social media has led many parties to review and compare the impact of social media to see the value of a company. One of the real impacts of the use of the internet and social media by generation Z in Indonesia is a shift in the demographic characteristics of capital market investors towards a younger age so that social media becomes one of the main tools used as a digital transformation of stock exchange support institutions to obtain information related to investment decision making. The purpose of this study is to analyze factors that have the potential to increase participation in the Islamic capital market. These factors include social media platform, financial literacy, and individual background on Islamic capital market participation.

The data collection method was carried out through a questionnaire. The research population includes the Muslim community of Semarang as participant in the Islamic capital market. The population size was not known with certainty, so the researchers took a sample of 100 respondents with a purposive sampling approach. The analysis technique used was multiple linear regression analysis and data testing using the SPSS Statistics 26 program.

The results of the analysis show that the variables of social media platform, financial literacy, and individual background have a positive and significant effect on Islamic capital market participation. The most dominant variable is social media platform. All variables, namely social media platform, financial literacy, and individual background both simultaneously and partially have a positive and significant influence on Islamic capital market participation.

Keywords: social media platforms, financial literacy, individual background, and Islamic capital market