

## *ABSTRACT*

*This research examines market reaction toward the announcement of PROPER. There are three ranks of PROPER which become the object of this research: gold, green, and blue predicat. This research uses daily average abnormal return and daily average trading volume activity to examine wether the announcement of PROPER has importance information toward investors. Also this research uses cummulative average abnormal return and cummulative trading volume activity to examine the difference of abnormal return and trading volume activity before and after the announcement of PROPER.*

*This reserach uses event studies on 10 days observation period, which is 5 days before announcement and 5 days after announcement. Data were analyze using T-test and Wilcoxon-Signed Ranks Test.*

*The result of this research indicate that the announcement of PROPER has no importance information toward abnormal return and there is no difference of cummulative average abnormal return before and after announcement. But this research indicate that the annoucnment of PROPER has importance information toward trading volume activity and there is difference of cummulative average trading volume activity before and after the announcement.*

*Keyword: PROPER, abnormal return, trading volume activity*