

## **ABSTRACT**

*This study aims to examine the reaction of the capital market to the COVID-19 pandemic event in service companies in the consumer cyclicals sector in Indonesia by using abnormal return indicator. The Covid-19 pandemic event studied included the announcement of the first Covid-19 case in Indonesia and the announcement of new normal implementation in Indonesia.*

*This study is an event study with the data obtained using secondary data in the form of daily stock price data during the research. The population used is service companies listed in the customer cyclicals sector in the Indonesia Stock Exchange. The sampling technique was carried out by purposive sampling with certain criteria in order to obtain a sample of 71 companies.*

*The results of study using the wilcoxon signed rank test show that there is no difference in the average abnormal return before and after the announcement of the first covid-19 case in Indonesia. However, there are differences in the average abnormal return before and after the announcement of covid-19 new normal in Indonesia.*

*Keywords : Event study, abnormal return, covid-19, new normal*