

ABSTRACT

The purpose of this research is to analyze market reaction to the 1st, 5th, 7th, 11th and 13th economic policy packages. This research uses event study approach and measurement of market reaction could be seen from the difference of Abnormal Return and Trading Volume Activity before and after the events with the observation period 5-days before the announcement and 5-days after the announcement.

This research uses quantitative method. The secondary data used are daily closing stock price and number of shares traded in property, real estate and building construction index. Sample of this research was selected through a purposive sampling techniques and concluding 12 firms. The data analysis using paired sample t-test. Testing was performed using SPSS. These results indicate that there is no differences in abnormal returns in property, real estate and building construction index stocks before and after 1st, 5th, 7th and 13th economic policy packages announcement. There is a differences in abnormal returns before and after 11th economic policy packages announcement. There is no differences in abnormal return before and after between each companies. There is no differences in trading volume activity before and after 1st, 5th, 7th, 11th and 13th economic policy packages announcement. There is a differences in trading volume activity before and after in Puradelta Lestari Tbk.

Keywords: Abnormal Return, Trading Volume Activity, Event Study, Economic Policy Packages