ABSTRACT

The COVID-19 outbreak has had a significant impact and made major

changes to the joints of life. In addition, suppressing Indonesia's economic growth

includes affecting the finances of every generation, especially millennials. In the

midst of the widespread lockdown and the spread of the COVID-19 virus

throughout 2020, many investment opportunities emerged. There is a relationship

between financial literacy and investment interest. Financial literacy has a

positive influence on interest in investing and it can be concluded that financial

literacy is known to have a significant influence on investment decisions.

The younger generation in Bandung City still has low financial literacy,

even though the early adult age group who are believed to be agents of change

have a strategic role to drive the economy and also serve as an example for the

community in managing their finances. This research uses quantitative research

methods. Based on the implementation time, this research is a cross sectional

research which is conducted in one time period. The type of investigation used in

this research is causal verification research because it examines cause and effect.

Based on the analysis that has been done, the researchers found several

conclusions, namely the level of financial literacy of the early adult age group in

Bandung is very good, the level of investment interest in the early adult age group

in Bandung is very good, financial literacy affects the investment interest of the

early adult age group in the Bandung city.

Keywords: Financial Literacy, Investment Interest, Youth

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