

ABSTRACT

The number of Single Investor Identification (SID) DKI Jakarta for the period of June 2022, was 1,267,468 investors, the second highest position by province, after West Java, dominated by investors in the productive age group and based on the results of a survey conducted by the Financial Services Authority, regarding the 2019 National Survey of Financial Literacy and Inclusion found that the level of financial literacy in DKI Jakarta reached 59.16%, the highest in Indonesia. Therefore, the researchers conducted a study that aims to determine what factors can affect investment awareness in productive age in DKI Jakarta. This research is a quantitative research method using primary data in the form of questionnaires distributed in the DKI Jakarta area and using data from 410 respondents.

This study found that financial literacy, personal interest, and environmental factors simultaneously influence the investment awareness of the productive age population of DKI Jakarta. Financial literacy and personal interest have a partially positive influence on investment awareness, while environmental factors have a negative influence and do not have a partial effect on the investment awareness of the productive age population of DKI Jakarta, which can be caused by respondents preferring long-term investments and invest in gold and mutual funds, whose value is always increasing and the risk experienced as a result of economic, social and political events is relatively low.

Keywords: *investment awareness, productive age, financial literacy, personal interest, environmental factor*