

Edupols: The Utilization of Blockchain Technology to Increase Investment Interest in the Sharia Capital Market

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ABSTRAK

Kegiatan dalam pasar modal menjadi salah satu indikator dalam perkembangan ekonomi suatu negara. Pasar modal syariah tidak jauh berbeda dengan pasar modal menurut konvensional, yang membedakan antara keduanya yaitu prinsip dan praktek yang digunakan didalamnya. Dalam pasar modal syariah, setiap aktivitasnya menggunakan prinsip-prinsip syariat dan tidak bertentangan dengan ajaran agama yang sudah ada. Akan tetapi, ternyata masih banyak yang tidak mengetahui tentang pasar modal syariah secara mendalam. Rumusan masalah dalam penelitian ini ingin mengetahui minat masyarakat dalam pasar modal syariah, inovasi EduPols sebagai peningkatan minat masyarakat terhadap pasar modal syariah dan pebandingan pemahaman masyarakat terhadap pasar modal syariah setelah adanya inovasi EduPols. Metode penelitian yang digunakan adalah analisis kualitatif deskriptif dengan teknik pengumpulan data berupa observasi dan wawancara secara langsung kepada 30 responden dalam penelitian ini. EduPols memanfaatkan teknologi blockchain karena agar akuntabilitas dan responsibility dalam aplikasi ini tetap terjaga dengan menghadirkan 5 fitur unggulan dan semuanya mudah dipahami oleh semua kalangan. Hasil dari penelitian ini menunjukkan bahwa minat dan pemahaman masyarakat sebelum adanya EduPols hanya sebatas kata saja tidak mengetahui secara mendalam. Setelah hadirnya EduPols, 90% dari responden tertarik dengan prototype EduPols untuk digunakan dalam media literasi masyarakat dalam acuan melakukan kegiatan pada pasar modal syariah.

Kata Kunci: Pasar Modal Syariah, Minat Masyarakat, Edupols, Teknologi Blockchain

ABSTRACT

Activities in the capital market are one of the indicators of a country's economic development. The Islamic capital market is not much different from the conventional capital market, with the main distinction being the principles and practices used. In the Islamic capital market, every activity adheres to Sharia principles and does not contradict established religious teachings. However, there is still

a lack of deep understanding about the Islamic capital market among many people. The research problem in this study aims to understand the public's interest in the Islamic capital market, the innovation of EduPols as a means to increase public interest in the Islamic capital market, and the comparison of public understanding of the Islamic capital market before and after the introduction of EduPols. The research method used is descriptive qualitative analysis, with data collection techniques including observation and direct interviews with 30 respondents. EduPols utilizes blockchain technology to ensure accountability and responsibility within the application by presenting five main features, all of which are easily understood by all demographics. The results of this study indicate that prior to the introduction of EduPols, the public's interest and understanding were superficial. After the introduction of EduPols, 90% of the respondents showed interest in the EduPols prototype for use as a literacy tool to guide activities in the Islamic capital market.

Keywords: *Islamic Capital Market, Public Interest, EduPols, Blockchain Technology*

Introduction

The development of a country's economy is influenced by several things, one of which is activities in the capital market. Capital market policy in Indonesia is regulated in the Capital Market Law (UUPM), namely in Law No. 8 of 1995 it is stated that in Article 1 paragraph (4) related to the capital market is a party that organizes and provides a system and means to meet the offer to sell and buy securities of other parties with the aim of trading securities between them. Meanwhile, according to Suhartono and Fadillah (2009), the capital market is an activity related to public offerings and trading of securities of public companies issued by institutions related to securities. The one that is the institution and that supervises the capital market in Indonesia is the Indonesia Stock Exchange (IDX).

The sharia capital market is a capital market in which sharia principles are used in every activity. In addition, the Islamic capital market in Indonesia still has a system that is integrated with the conventional capital market. Sharia capital market activities do not have any difference from the conventional capital market, but there is a special characteristic, namely the sharia capital market does not contain elements that are prohibited by sharia. The development of the

sharia capital market is one of the Government's strategies in advancing and developing the capital market in Indonesia. This is a reflection in carrying out capital market development activities in Indonesia. The government wants the existence of a sharia capital market because it is able to increase the number of investors and can advance the capital market, so that the capital market becomes developed and active and can have a positive impact on the country's economy.

In Indonesia, the development of the capital market in general shows a fairly rapid increase, this is strengthened based on data issued by the Indonesia Stock Exchange (IDX) which explains that at the beginning of 2023 the capital market in Indonesia will grow positively by targeting the growth of capital market investors to increase by 35 percent from the previous year, where from 10.3 million Single Investor Identification (SID) increased to 13.5 million SID during 2023. In relation to investment in the capital market, the Indonesian government considers that the capital market is a means that can support the acceleration of Indonesia's economic development. This is possible because the capital market raises the movement of long-term funds from the public (investors) which is then channeled to productive sectors in the hope that these sectors can develop and generate new jobs for the community.

However, the discussion and expectations in the capital market above, in fact, are more aimed at individuals who already have excess assets, while small individuals such as young people, especially students, are only a few percent of hope 2 to become a Single Investor Identification (SID). Based on the researcher's review, it turns out that the general public still experiences many obstacles and problems in carrying out activities in the sharia capital market. This is reinforced by data from databoks.katadata at the end of 2022 regarding interest in investing in the Islamic capital market, that it is known that there are many reasons why individuals do not invest. Starting from their income is not enough, they don't want to take a risk, they feel that investment practices are difficult to understand, and they are traumatized by investment fraud.

The main problems felt by the community related to activities in the sharia capital market start from the public's knowledge and understanding of the sharia capital market. The lack of literacy of the Indonesian people towards investment in the capital market is also an obstacle to the interest in investment among the public. The supervisory institution of the money market, the Financial Services Authority (OJK), explained that public literacy towards investment in the capital market only reached 5%, which was only a few percent less than literacy in general. In fact, literacy towards the sharia capital market is an important and main thing in the process of implementing activities in the capital market, including investing, if in the understanding of the community is not able to understand, it will result in the problems mentioned above.

Based on this phenomenon, it can be seen that the general public's understanding of activities in the sharia capital market is still small and has not been understood thoroughly. The author concludes that public literacy towards the sharia capital market is important for the community to practice activities in the sharia capital market. Therefore, massive efforts are needed to overcome this problem.

Referring to several studies on the influence of Islamic financial literacy on investment interest, the results tend to vary. As in the study (Vania, Fitri & Siwi, 2021; Okca & Dentik, 2022; Dini & Hendry, 2020; Ratih & Deny, 2022; Linda, Deny & Amalia, 2023), which shows a

positive influence between financial literacy and investment interest. Meanwhile, in research (Amanda & Binti, 2022; Rizal & Rosida, 2022) found that there was no influence between financial literacy and investment interest.

Interest in investment in the Islamic capital market is influenced by several other factors, one of which is the level of religiosity. From research (Firdariani & Hartutik, 2020; Dea, 2023; Sof'an, 2023; Eli, 2020), showing that there is a positive influence between religiosity and investment interest. In addition to the level of religiosity, investment interest is also influenced by motivation. Some of them are research from (Reksa & Noval, 2021; Silvi & Luqman, 2022; Raja & Deny, 2020; Aling & Amalia, 2022) which suggests that there is an influence between motivation and investment interest.

Islamic financial literacy has been proven to have a positive effect on investment interest in the Islamic capital market, so efforts to increase literacy are important to encourage investment interest. Therefore, the author provides a comprehensive innovation as a progressive step in increasing the general public's understanding of investment in the capital market. The EduPols application is a solution specifically designed to provide knowledge and understanding in Islamic capital market activities.

Literature Review

Sharia Capital Market

The sharia capital market is a capital market that is run with the concept of sharia, where every securities trade complies with the terms of transactions in accordance with sharia provisions. The sharia capital market does not only exist and develop in Indonesia but also in other countries, such as Malaysia. The first institution to pay attention to operating its portfolio with sharia portfolio management in the sharia market was the Amanah Income fund which was established in June 1986 by members of The North American Islamic Trust headquartered in Indiana, United States.

Although sharia capital market instruments have existed since 1997, the capital market that officially complies with sharia principles was launched on March 14, 2003. At that time, there

was a cooperation agreement between Bapepam-LK (Capital Market Supervisory Agency and Financial Institutions) and the National Sharia Council (DSN-MUI), which was then continued with cooperation between DSN-MUI and SRO (Self-Regulatory Organization). As a result of this cooperation, several MUI fatwas were issued to regulate the operations of the sharia capital market, including Fatwa No. 20/DSN-MUI/IX/2000 on investment guidelines for sharia mutual funds, Fatwa No. 33/DSN-MUI/IX/2002 on sharia bonds, and Fatwa No. 33/DSN-MUI/IX/2002 on mudharabah sharia bonds.

Blockchain Technology

Blockchain technology is a decentralized digital ledger that allows all features in this application to be immutable and only accessible to related parties. Each feature or part of the application in the blockchain will create a secure and automatically verified digital footprint so that potential investors (the public) can track the activities carried out in this application related to the entire feature.

The application of blockchain technology has many benefits for its users, one of which is blockchain is a system that provides a very high level of security and trust in today's digital transactions. Concerns about the manipulation of basic software to create counterfeit currencies have always existed, but blockchain relies on three key principles: cryptography, decentralization, and consensus to build a highly secure and very difficult to manipulate software base. No single point can be a point of weakness, and no user can change a transaction record.

Method

Types of Writing and Writing Approaches

This research was carried out in Semarang and the target respondents were people from all walks of life. This research was carried out directly through interviews and direct observations. In addition to these data collection techniques, research is equipped with knowledge obtained from journals, articles or previously existing data.

With in-depth research activities, namely using descriptive writing, qualitative approach data will be obtained. The qualitative approach is a procedure that produces descriptive data, which includes written words on the object of writing that is being carried out which is supported by literature studies based on the experience of literature review, both in the form of writing data and numbers that can be understood well.

Types of Data and Research Methods

The data used in this study are primary data, and secondary data. Primary data is data collected and processed by the researcher directly from the subject or object of research. Primary data was obtained from observation. Meanwhile, secondary data, namely, data obtained is not directly from the subject or object of research. Secondary data is obtained from literature and documentaries. Here's the explanation:

1. Primary Data

- a. Observation

The observation here adheres to the observation of participation, namely, the researcher comes directly to the research site, namely directly meeting with UIN Walisongo Semarang students and the general public in Semarang City.

- b. Interview

In the interview process, the researcher used an irregular interview process. Where in this case, the researcher hopes that the resource persons will be more comfortable in providing information that will later affect the completeness of the research data.

2. Secondary Data

- a. Study Literature

Literature is carried out by reading literature related to and supporting this writing, in the form of print and electronic libraries (internet data).

- b. Documentary

Documentation studies are carried out by reading previous written reports as well as articles accessed from the internet, books and journals that are in accordance with the problem. In this method, the author only moves relevant data from a source or document as needed.

Data Analysis

In the data analysis process to process the data found so that it can easily decipher the formulation of the problem. The author uses a qualitative descriptive method, namely explaining the data obtained from the primary and secondary data processes so as to produce qualitative data based on literature and participation observation. This is intended to make it easier for readers to understand the data and be confident in the validity of the data.

4.	Have you ever used services from the capital market sharia?		
No.		Answer	
1.	What do you think about the sharia capital market?		
2.	What are the reasons for using Islamic capital market services?		
3.	What are the challenges in the Islamic capital market?		
4.	What are your expectations for the Islamic capital market?		

Results and Discussion

Public Understanding of the Sharia Capital Market

Based on observation and direct interviews with 30 respondents who are 20 students from UIN Walisongo Semarang and 10 members of the general public of Semarang City, the results of the research related to 10 statement indicators consisting of 5 statements with closed answers and 5 statements with open answers include:

No.	Indicators	Yes	Not
1.	Do you know what the sharia capital market is?		
2.	Do you know the types and services of the capital market sharia?		
3.	Do you know about the products released by the market Sharia capital?		

Through the indicators of statements related to the capital market above, the results of the study were obtained that there were 25 respondents who knew about the sharia capital market in general, while the other 5 respondents did not know what the sharia capital market was. Of the 25 respondents who knew the sharia capital market, only 17 people knew the types, services, and products issued by the sharia capital market. Meanwhile, of the 30 respondents in this study who have used sharia capital market services, only 5 respondents.

Meanwhile, from statements with open answers, it was found that there were many challenges experienced by respondents in using sharia capital market services. They said that they had never used capital market services at all, either sharia or conventional because of the limited assets they had, they said that they did not know how to start and enter the sharia capital market, and there was fear in respondents because of the existence of a capital market page that was not verified legal.

Mini Profile EduPols

The "EduPols" application is an application-based platform that aims to increase public understanding of the Islamic capital market through the use of blockchain technology as its

main foundation. In the application, the community will be fulfilled with all the necessary understandings related to the sharia capital market, starting from a general understanding of the sharia capital market, simulations of how to invest in sharia, to the provision of a community consisting of parties who make sharia investments.

The EduPols application is designed with accessibility in mind so that it is easy to use by users of various ages. The user-friendly user interface (UI) design ensures that everyone, including those with no technical experience, can easily explore the features within the app. In this application, there is also a profile page as a prospective sharia investor and a company database to ensure the accessibility and usability of the application. With this profile, users can create a personal account and manage their personal data information, including the use of the six features in this application.

Application Production Mechanism

As the originator of the EduPols application, we create structured production flow stages as a reference in application development. The production flow stage of the EduPols application involves developing the application and integrating it into the application platform. For more details, here is a chart containing the stages of the EduPols application production flow.

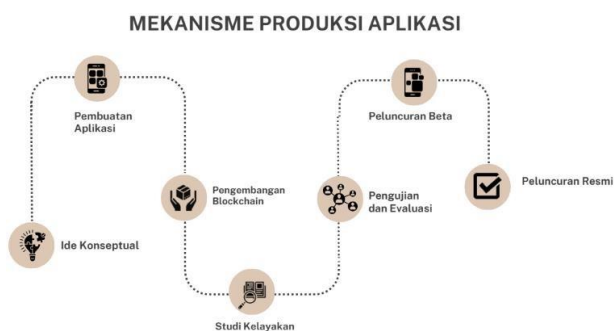


Figure 1. Application Production Mechanism

At the conceptual idea stage, the team will prepare an initial concept, determine the vision and mission, including the identification of the problems to be overcome and the expected benefits, as well as the features that will be provided. Next, the team will conduct an application feasibility study. At this stage, the team will conduct an in-depth analysis related to

the technical feasibility of the blockchain, the economic feasibility of the cost of building and maintaining the application, and the social feasibility of the social impact of the application.

After the initial concept is approved, the team will start developing the initial prototype of the EduPols application. This prototype is a simplified version used for basic visualization and functionality. The next stage is the maintenance of blockchain technology. This stage involves the development of the blockchain infrastructure that will be used in the EduPols application, including the development of smart contracts and strong encrypted security arrangements. The next stage is to build an application based on the initial prototype which includes user interface design, database development, and integration of planned features. Once the platform is fully built, testing will be carried out to ensure that all features are working properly. Prior to the official launch, there will be a beta version launch for limited public testing. This test will help identify server or accessibility issues that need to be fixed. After a successful trial, the platform will be officially launched to the public.

Features of EduPols

The EduPols application has a number of features designed to facilitate the public in understanding how to invest in the sharia capital market easily. Here are some of the features implemented in the EduPols application:

1. ModulPols, is a feature designed to provide information in the form of articles about interactive learning that cover the basic concepts of the Islamic capital market, sharia principles in investment, Islamic financial instruments, and other related topics.
2. QuizzPols, is a short quiz and interactive game feature to test users' knowledge of the Islamic capital market. Then there are virtual rewards or rewards to encourage user

participation and achievement in understanding investments.

3. NewsPols, is a stream of news and analysis of the latest Islamic financial market in the form of articles and videos to help users understand events that can affect their investments. NewsPols also features historical graphs and data that help users monitor their investment performance.
4. ComPols, is a discussion feature where users can interact with the community in the application where they share experiences, ask questions, and discuss sharia investment strategies. With the support from the community, it is hoped that it can be a source of additional motivation and learning.
5. SimulaPols, is a sharia investment simulation feature that allows users to virtually experience how their sharia investment portfolio has grown over time. Users can create fictitious sharia investment portfolios and see how their sharia investment decisions affect the growth of that portfolio. This feature is very useful to ensure that when the simulation is in real time, it is expected to educate the public to better understand how to invest in sharia in the world of stocks without worry.

SWOT Analysis

A. Strength

1. Functions to provide information related to the initial understanding of the sharia capital market
2. The EduPols application is practical because it comes with easy-to-understand features
3. Blockchain technology provides data security in every investment activity, so that data remains protected and safe from hacking or manipulation
4. Improving understanding of the Islamic capital market through the six features of EduPols

5. The system used in the application has easy accessibility

B. Weakness

1. The EduPols application is only limited to training in understanding the capital market, not an application related to the capital market
2. Limited and unstable internet access in some remote areas

C. Opportunities

1. Increased public trust due to the existence of a verified superior system
2. Expanding the reach between potential investors with the ComPols feature
3. Participated in socializing related to the capital market and collaborated with the Indonesia Stock Exchange (IDX)
4. Minimizing misunderstandings related to the sharia capital market due to the ModulPols feature

D. Threats

1. There are still people who are less digitally literate
2. Lack of interest from EduPols users because it is only limited to understanding training, not real application in the application of the sharia capital market
3. The emergence of similar platforms that compete in improving public understanding of the Islamic capital market

Community Comparison Through EduPols Innovation

After conducting initial interviews regarding the public's understanding of the sharia capital market, it can be concluded that the public has a limited understanding of the capital market, especially the sharia capital market. This is due to the lack of public literacy in the practice of the sharia capital market. With the results of the research in the first point, finally the researcher provided a solution in the form of socialization to the respondents about EduPols innovations, by

introducing the application by explaining each feature contained in EduPols.

The results obtained through EduPols socialization are that as many as 90% of the respondents or 27 respondents are very interested in the EduPols application. According to him, after knowing EduPols, they can increase their understanding of the Islamic capital market with the various features offered. In addition, according to him, there are many simulations in the use of the sharia capital market so that they know the procedures in sharia capital market activities. There is a quiz feature that according to him this application is not boring and happy in using the EduPols application.

The researcher concluded that more than 90% of the respondents were interested in the EduPols prototype provided, because with this innovation, the respondents only knew the sharia capital market in general and did not even know how to use and practice directly in sharia capital market activities. With this innovation, it can certainly help the general public in sharia capital market activities as evidenced by the results of the research and discussion above.

Conclusion

1. Public understanding before the EduPols innovation was only limited to the sharia capital market in general, even for public interest in carrying out activities in the capital market was very low due to the lack of literacy and deeper understanding of the community.
2. EduPols is present as a medium to increase public understanding and interest in capital market activities through 5 excellent features in EduPols, namely, ModulPols, QuizzPols, NewsPols, ComPols, and SimulaPols.
3. After the innovation of the EduPols Prototype socialized by researchers, it turned out that more than 90% of the respondents were interested and wanted the EduPols application as their medium in carrying out activities in the Islamic capital market.

Confession

More respondents are needed in the next research related to EduPols as a medium to increase public interest and understanding of the sharia capital market so that the next research will be more accurate.

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Edupols Prototype

