INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh sentimen politik Pemilu 2024 terhadap harga saham pada peristiwa Debat I, II, III, IV, V, serta Hari Pemilihan Umum, menggunakan metode *event study* yang diterapkan pada 100 perusahaan di sektor barang konsumsi non-siklis. Fokus penelitian ini untuk melihat apakah ada respon pasar dari rangkaian peristiwa politik pemilihan umum 2024 dilihat dari indikator perubahan harga saham dengan *Average Abnormal Return* (AAR) dan perubahan aktivitas perdagangan dengan *Average Trading Volume Activity* (ATVA). Pengujian dilakukan menggunakan uji statistik *Wilcoxon Paired Test* untuk menganalisis AAR dan ATVA selama periode peristiwa. Hasil penelitian menunjukkan bahwa pada tingkat signifikansi 5%, terdapat perbedaan signifikan dalam AAR sebelum dan sesudah Debat I dan II. Selain itu, perbedaan signifikan dalam ATVA juga terdeteksi sebelum dan sesudah Debat I, III, IV, serta Hari Pemilihan Umum. Namun, pada Debat III, IV, V, dan Hari Pemilihan Umum, tidak ditemukan perbedaan signifikan dalam AAR, sementara ATVA tidak menunjukkan perubahan signifikan pada Debat II dan V.

Kata kunci: event study, average abnormal return, average trading volume activity, pemilihan umum.

ABSTRACT

This study aims to analyse the impact of political sentiment from the 2024 General Election on stock prices during the events of Debates I, II, III, IV, V, and Election Day, using an event study method applied to 100 companies in the non-cyclical consumer goods sector. The research focuses on examining whether there is a market response to the series of political events surrounding the 2024 general election, as reflected by stock price changes through the Average Abnormal Return (AAR) and shifts in trading activity via the Average Trading Volume Activity (ATVA). Statistical testing was conducted using the Wilcoxon Paired Test to analyse AAR and ATVA over the event periods. The findings reveal that, at a 5% significance level, there are significant differences in AAR before and after Debates I and II. Additionally, significant changes in ATVA were observed before and after Debates I, III, IV, and Election Day. However, no significant differences in AAR were found for Debates III, IV, V, and Election Day, while ATVA showed no significant changes during Debates II and V.

Keywords: event study, average abnormal return, average trading volume activity, general election.