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REVITALIZATION AND OPTIMIZATION INVESTMENT GALLERY AS A SUPPORTING CAPACITY FOR KSPM IN FORMING A RELIABLE PROFESSIONAL CAREER IN THE HUMAN RESOURCES FIELD.

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ABSTRACT
This research aims to explore the revitalization and optimization of investment areas in order to increase the carrying capacity of the Capital Market Study Group (KSPM) in forming a reliable professional career in the field of Human Resources (HR). The main reason for this research is the need to develop effective strategies in preparing KSPM members for an increasingly competitive job market. The method used in this research is a qualitative approach with case studies and in-depth interviews with KSPM members, as well as analysis of documents related to existing training and development programs. Important results from this research show that revitalization and optimization of investment areas can improve the practical skills and knowledge of KSPM members, which in turn strengthens their readiness for professional careers in the HR field. The main conclusion of this research is that appropriate investment strategies and comprehensive training programs are essential to support the formation of competent HR professionals. The implications of the results of this research emphasize the need for educational institutions and related organizations to collaborate in developing programs that are relevant and based on market needs in order to maximize the potential of KSPM members as professionals in the HR field.

INTRODUCTION

In the era of globalization and development rapid technology , necessity will be human resould competent and professional HRD the more urge. One of effort For fulfil need the is through development careers based on relevant knowledge and skills with demands industry. Gallery investment, as means education and practice for students and candidates professional in the field of capital markets, has role strategic in formation career the . However , in order to play a role This can optimized, required revitalization and optimization gallery investment as Power support Capital Market Study Group (KSPM). Results Study . Study show that existence gallery managed investments with Good can increase competence student in field economics and management. According to (Solatiyah & Yakub, 2023), the millennial era is filled with energetic young people who are already proficient in using internet-based information systems such as online media platforms that can be easily accessed using smartphones. In this way, they can survive the development of the 4.0 era, where projections rely on the use of the internet as the main capital to enter various industrial elements that are increasingly developing (Selasi, 2021). The problem that is currently occurring There are students at SMK Negeri 1 Pangkalan Baru, namely students who are

very familiar with gadgets but don't maximize technology with more useful things. They spend more time just playing games and social media. Apart from that, students often get information about promising investments, but they cannot differentiate between fake investments and investments that are covered by the OJK (Financial Services Authority). Millennial children's investing style is much different compared to their parents in the past. The presence of an investment gallery on campus and collaboration with other partners can be a bright spot for both pupils and students as a place for them to invest safely (Riastuti & Sujana, 2020). What they can do is set aside a little of their pocket money to start investing. The presence of investment galleries at high schools, especially STIE-IBEK Pangkalpinang, provides a platform for all university students, high school students and the community around the city of Pangkalpinang to start investing safely, this can certainly prevent people from being trapped by fraudulent investment indications. Apart from that, it can provide more useful education regarding capital markets and can increase financial literacy from an academic perspective (Sabda Ar Rahman & Subroto, 2022). In investing. A study by Budi and Sari (2022) reveals this that active students involved in activity gallery investment show significant improvement in understanding capital market theory and practice. Apart from that, research by Andriani (2023) concluded that participation in gallery investment can strengthen Skills analytical and retrieval decision , which is very important in the world of business and management. Ideas and Contributions Economics and Science Economy:Development curriculum based on deep capital markets For give more understanding comprehensive about dynamics economy global.Research advanced about impact capital market education towards stability economy micro and macro. Management: Implementation of modern management strategies in management gallery investment For develop ability leadership and managerial student.Study case about success management risks in the environment gallery investment . accounting:Integration practice accountancy to in gallery investment For strengthen understanding student about reporting finance and analysis report finance.Research about role accountancy in decision investment and management portfolio.Business and Entrepreneurship , Implementation of incubation programs business that aims to advance startups that use financial technology (fintech) to promote innovation and entrepreneurial spirit among students. Coaching projects related entrepreneurship with investment and management assets . Taxation: Education about implications tax in investment For help student understand impact taxation towards investment strategies . Research about policy supportive taxation investment and growth economics.Marketing:Training marketing product investment and services finance For develop Skills communication and marketing strategy. Market and behavioral analysis consumer In context investment , optimization campaign marketing through management technology focused on utilization technology information and communications (ICT) for manage gallery investment , so increase efficiency operational and expanding access information. Study about application blockchain technology in capital markets and investment. Revitalization and optimization gallery investment This expected No only give contribution significant in formation career professional students in various fields , but also produce knowledge new one can enrich literature in the field economics, management, accounting, business, taxation, marketing, entrepreneurship, management technology, and science economy.

With this comprehensive approach, investment galleries can play a key role in developing competent human resources who are ready to compete in the global job market. Investment is one of effective method For obtain profit. Investment can done in various shape, good in form physique or non-physical. One of form investment that follows developments over time are investment in the capital market, which involves instruments like shares, warrants, options and futures, both in the domestic capital market nor international . Investment share is one of the alternative promising investment income tall but has significant risks. Preferences in choosing investments are based on various reasons, with the main factors considered being the level of risk and the rate of return. Usually, investors tend to look for high rates of return with low risk. The more tall the risks taken, the more There is also a large potential return that can be obtained. Indonesia remains an attractive destination for investors to invest their capital, even beating countries such as Thailand and Malaysia. Influencing factors interest investment including convenience in licensing investment in the country and efforts For simplify regulations bureaucracy. According to data from The Economist for in 2015, Indonesia was ranked second after China as destination global investment. Data from the Coordinating Body Capital Investment (BKPM) shows enhancement realization Foreign Direct Investment (PMA) and Domestic Investment (PMDN) in the first semester of 2015 compared with the same period year before, with significance in absorption power Work around 685 thousand person. The Indonesian Stock Exchange (BEI) noted growth number of active investors, esp from circles young with age between 17 to 30 years.

METHODS

Research methods Research Approach. This research uses a qualitative approach to understand in depth how the investment gallery can be revitalized and optimized to support KSPM in forming a reliable professional career in the HR field.Research Design. Study This designed as studies deep case , with focus on one or a number of gallery investment that works as center learning and development for member . study This will focused on a few gallery investment that has been made operate in period significant time and involvement in a way active with Community Human Resources (KSPM). Research subjects include: Investment gallery managers. KSPM members (students or program participants). Lecturers or supervisors involved in the KSPM program. Practitioners in the capital markets sector related to the investment gallery. tation of Interview Data Collection Techniques Deep Done with manager gallery investment, KSPM members, and capital market practitioners. Objective : Explore perception, experience , and view they about role gallery investment in support career professional in the field of HR. Example Question : " How? role gallery investment in support KSPM activities ?" " What constraint main problem faced in optimization gallery investment ?"" How gallery investment can increase competence and professionalism KSPM members ?" Observation Observation direct activities and programs that take place in the gallery investment. Goal : Understand the processes and dynamics that occur , as well as identify practice best and areas in need improvement. Aspects observed : Interaction between KSPM members and managers, methods training , available facilities , and involvement capital market practitioner.

DISCUSSION

Explanation of Discussion 1

Scientific Findings Structured Curriculum and Training Findings indicate that a well-structured curriculum and intensive training are essential. Investment gallery that provides comprehensive and ongoing training modules helps KSP M members develop the necessary knowledge and skills Facilities and Technology : Optimization gallery investment with Modern facilities and technology recent , like simulation real-time trading and data analysis, improving experience learn and enable participant For understand market dynamics with more OK. Collaboration with Industry : Partnership with company securities , banks, and institutions finance other provide chance internships and networking broad professional . Collaboration This enrich experience practical and revealing road for career in industry finance , Soft Skills Development : Beyond knowledge technical , soft skills development such as communication , management time , and leadership are also very important important . Programs that include soft skills training helps member KSPm become more professional competent and adaptive . System Evaluation and Feedback ongoing evaluation and feedback ensure that training program always relevant and effective . Participants who get bait come back constructive can Keep going repair performance they . Dissemination of information and socialization regarding the Capital Market in Indonesia is considered very important in educate public about the role and function of the Capital Market in Indonesian economy . Executed programs in a way integrated and focused expected can develop as well as increase understanding public will importance invest since early , including in the environment College . As center information regarding capital markets, universities are expected capable provide knowledge This Good for member academic nor public general . Establishment Gallery Indonesia Stock Exchange (BEI) investment aims For introducing the Capital Market to community academic since early . 3 in 1 concept from Gallery BEI investment , involving BEI, Universities and Securities Companies , is expected can teach No only Capital Market theory but also practice direct to the academic community . Target from Gallery IDX investment is For expand knowledge and understanding regarding the Capital Market , especially among education high , as step For prepare generation younger skilled in understand and participate in Capital Markets. Gallery Role IDX investment as center activity learning in the academic world expected can become effective means For increase literacy finances and intellectuals nation . Through capital markets laboratory that provides real-time data for analysis trading stock , expected Universities can print academics who do n't only understand theory but also capable apply it in a way practical in the world of Capital Markets. this collaboration expected can give mutual benefits profitable for all party , make sure spread information about the right Capital Market target, as well give benefit maximum for students, practitioners economics, investors, capital market observers, and society common in the area surroundings, good from facet socialization, education, etc opportunity investment.

Explanation of Discussion 2

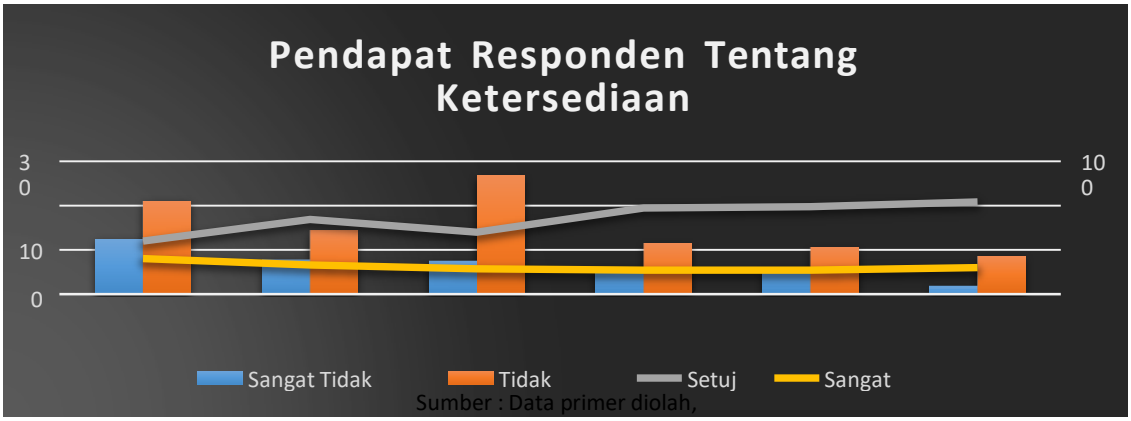


Chart 1. Opinion Respondent About Availability of Facilities And Infrastructure

Based on graph 1, the majority of respondents agree with the question about the availability of facilities and infrastructure. In detail, 40.0% of respondents agreed that the room facilities were comfortable, 56.2% agreed that there were adequate WiFi facilities, 46.7% agreed that the computers available in the investment gallery were adequate for use, 64.8% stated that the software stock transactions are easy to use, 65.7% agree that the process of creating a stock account is easy, and 69.5% agree that guidebooks for novice stock investors are well available. Information : In a survey regarding the availability of facilities and infrastructure, the majority of respondents gave positive responses. This can be seen from the high percentage in several aspects, such as room comfort, WiFi availability, ease of use of stock transaction software, and easy stock account creation process. In addition, the high percentage of respondents who agree with the availability of guidebooks for novice investors indicates that the necessary information is well available. This shows that the facilities provided meet the needs of users.

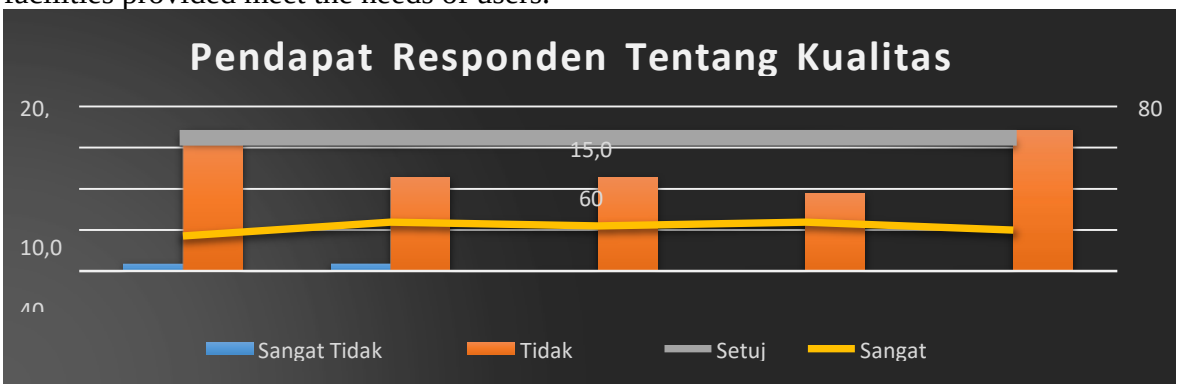


Chart 2. Opinion Respondent About Quality HR

Based on graph , majority respondents agree with statement related quality of human resources in questionnaire . Following is results survey in a way details : 64.8% of respondents agree that officer in the gallery investment often present. The Strength of HR in the Investment Gallery Attendance of Officers: The majority of respondents (64.8%) agreed

that officers are often present in the gallery, showing good commitment from HR to support activities in the gallery. 63.8% of respondents agree that officer gallery investment behave friendly. As many as 63.8% of respondents agreed that gallery staff provide a sense of security, indicating that human resources have been well trained in security aspects and provide a sense of confidence to visitors. 66.7% of respondents agree that officer gallery investment cooperative in handle complaint student related transaction share. 66.7% of respondents agreed that gallery staff had sufficient knowledge about investment, demonstrating the competency and capability of human resources in providing the information needed by students and gallery visitors. 66.7% of respondents agree that officer gallery investment help understanding about capital markets. 62.9% of respondents agree that officer gallery investment do socialization regarding capital markets. Next, become one indicator the success of the program has been executed. Participation student Faculty Economy to gallery IDX investment is visible from liveliness they become an investor in the gallery IDX investment. Based on answer respondents , some big state interested become an investor in the gallery IDX investment. High participation from student This make function gallery as means practice and learning the more increase.

Analysis and Findings Based on the graph, above can also be done We explain that analysis of HR strengths and weaknesses in the investment gallery. Identify areas that require improvement need further training for officers, additional personnel to increase presence, or improvements to the security system.Revitalization and Optimization StrategyHR Training and Development: Plan regular training to increase the knowledge and skills of gallery officers.Addition of Personnel: Recruit more officers to ensure consistent presence in the gallery .Security Systems: Improved physical and digital security systems to ensure security for all gallery users.Collaboration with Industry: Invite professionals from industry to give guest lectures or workshops.Implementation and Monitoring Detailed steps to implement the planned strategy. Monitoring and evaluation plan to ensure the strategy is running effectively and goals are achieved, namely with exists Revitalization and Optimization Strategies include , Routine Training Plans Holding regular training programs that cover the latest investment knowledge, financial technology, as well as soft skills such as communication and customer service, Professional Certification Encouraging officers to obtain certification related to investment and financial management to increase credibility and expertise , Planned Recruitment Carrying out structured recruitment to increase the number of personnel according to the gallery's needs. Focus on the quality of recruitment in order to obtain competent human resources , Implement an internship program that allows students to participate in gallery operations, so as to increase the workforce while providing practical experience for students, Collaboration with Industry is also important because it's there there is Guest Lectures and Workshops Inviting practitioners and professionals from the financial and investment industry to provide guest lectures, workshops and experience sharing sessions. So that We can defender in collaboration with the Company: with Create partnerships with investment companies for mentoring programs, case studies, and collaborative projects that can increase students' exposure to the real world of work. After that can We also apply Implementation and Monitoring. With this comprehensive strategy, the investment gallery is expected to make a significant contribution to developing students' professional careers in the HR field, as well as improving the quality of services and

investment knowledge offered. With this article, it is hoped that the investment gallery can function more optimally as a means of education and career development for students, especially in the PM class, as well as improving the quality of reliable human resources in the investment sector.

CONCLUSION

Scientific Findings Structured Curriculum and Training Findings indicate that a well-structured curriculum and intensive training are essential. Investment gallery that provides comprehensive and ongoing training modules helps KSP M members develop the necessary knowledge and skills Facilities and Technology : Optimization gallery investment with Modern facilities and technology recent , like simulation real-time trading and data analysis , improving experience learn and enable participant For understand market dynamics with more OK. Collaboration with Industry : Partnership with company securities , banks, and institutions finance other provide chance internships and networking broad professional. Focus on the quality of recruitment in order to obtain competent human resources, Implement an internship program that allows students to participate in gallery operations, so as to increase the workforce while providing practical experience for students , Collaboration with Industry is also important because it's there there is Guest Lectures and Workshops Inviting practitioners and professionals from the financial and investment industry to provide guest lectures, workshops and experience sharing sessions. So that We can defender in collaboration with the Company: with Create partnerships with investment companies for mentoring programs, case studies, and collaborative projects that can increase students' exposure to the real world of work . After that can We also apply Implementation and Monitoring. With this comprehensive strategy, the investment gallery is expected to make a significant contribution to developing students' professional careers in the HR field, as well as improving the quality of services and investment knowledge offered.

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Muhammad Syaifullah1, Fachrurazi2, Firdaus Achmad3 Sandi Adji Usman4, Rizki Wahini5 Management of Sharia investment gallery strategies in increasing students' interest in investing in the Sharia capital market ,: Journal of Sharia Economics, Finance and Banking ISSN (p): 2597-4904 ISSN (e): 2620-5661 Volume 3, Number 2, October (2019), p.108-127 https://doi.org/10.24252/al-mashrafiyah.v3i2.10037

Adhitya, dawn revitalization of the investment gallery and optimization of kspm as a supporting capacity for providing reliable human resources in the sharia capital market sector .