

# Counseling on strategies to become a trader or investor in the capital market

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## Abstract

This community service program aimed to enhance financial literacy and investment awareness among the academic community of Sekolah Tinggi Ilmu Ekonomi (STIE) Pancasetia Banjarmasin through the theme “Strategy to Become a Trader/Investor in the Capital Market.” The activity was conducted to address the limited understanding of capital market mechanisms, particularly the distinction between trading and investing, and to introduce practical strategies for financial decision-making. The method used was a participatory socialization approach that included presentations, interactive discussions, and question-and-answer sessions. Participants were introduced to fundamental concepts such as the differences between traders and investors, the factors influencing stock prices, and the role of technical analysis as a probability-based tool for market forecasting. The materials included key indicators such as candlestick patterns, support and resistance levels, moving averages, RSI, and MACD, allowing participants to better understand buy and sell signals. The results showed that participants demonstrated high enthusiasm, improved comprehension of trading and investing strategies, and increased awareness of the importance of discipline and risk management in capital market activities. The program successfully strengthened participants’ ability to make informed investment decisions and aligned with Indonesia’s National Strategy for Financial Literacy 2021–2025. Overall, this initiative contributed to promoting financial literacy and responsible investment behavior within the academic environment.

**Keywords:** capital market, trader, investor, technical analysis, financial literacy, STIE Pancasetia

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## 1. Introduction

The capital market plays a vital role in driving a country’s economic development, acting as a bridge between investors seeking returns and companies requiring funds to grow their operations. In Indonesia, the growth of the capital market has been remarkable over the past decade, particularly due to increased participation from retail investors supported by digital trading platforms and government-led financial literacy initiatives (Otoritas Jasa Keuangan [OJK], 2023). However, despite the expanding access, many potential investors—especially among students, lecturers, and small business owners—still lack sufficient understanding of investment principles and trading strategies, which often results in unwise financial decisions and market losses.

The distinction between traders and investors is essential in understanding capital market behavior. According to Tandelilin (2017), trading involves short-term transactions focused on taking advantage of price fluctuations, while investing emphasizes long-term value creation through company fundamentals such as profitability, growth potential, and dividends. A trader seeks profit from short-term market

movements using technical analysis, whereas an investor relies on fundamental analysis to make decisions based on financial statements, macroeconomic conditions, and long-term expectations. Both approaches require knowledge, discipline, and risk management to achieve financial goals (Reilly & Brown, 2019).

Technical analysis serves as a crucial tool for traders to forecast price trends and identify potential buy or sell opportunities. This method uses historical price patterns, volume, and indicators such as Moving Average, Relative Strength Index (RSI), and MACD to estimate future price behavior (Murphy, 1999). Candlestick charts, as introduced by Japanese traders centuries ago, are among the most popular tools for visualizing market sentiment, representing the battle between buyers (bulls) and sellers (bears). As stated in the workshop material, technical analysis is a study of probabilities, not certainties, which underscores the importance of combining analytical skills with prudent decision-making to minimize risk.

This community service program aimed to enhance participants' literacy in capital market activities by introducing strategies for becoming informed traders and investors. The activity was designed for academic communities at Sekolah Tinggi Ilmu Ekonomi (STIE) Pancasetia Banjarmasin, providing knowledge about market fundamentals, trading psychology, and technical indicators. Through interactive presentations, discussions, and practical examples, participants learned how to analyze stock movements, determine optimal buy or sell timing, and understand market forces such as supply, demand, and investor sentiment. The goal was to bridge the knowledge gap between theoretical finance and real-world trading experience.

Ultimately, this program supports the Indonesian government's mission to improve financial inclusion and literacy as outlined in the National Strategy for Financial Literacy 2021–2025 (OJK, 2023). By empowering lecturers and students to understand investment strategies, the program contributes to cultivating a more financially literate society that can participate responsibly in the capital market. In turn, this initiative aligns with the broader objective of creating sustainable economic development through informed investment behavior.

## **2. Community Service Design and Method**

This community service activity was designed as a form of financial literacy education aimed at improving understanding of investment and trading strategies among the academic community at Sekolah Tinggi Ilmu Ekonomi (STIE) Pancasetia Banjarmasin. The program focused on the theme “Strategy to Become a Trader/Investor in the Capital Market” and sought to equip participants with both theoretical and practical insights into stock market operations. The main objective was to develop participants' ability to distinguish between traders and investors, understand stock price movements, and make informed decisions when engaging in capital market activities.

The method used in this program was a participatory socialization approach, combining lectures, discussions, and interactive demonstrations. The activity was divided into several stages: (1) opening and introduction to the program's objectives; (2) registration of participants; (3) delivery of materials; (4) interactive sharing sessions and question-and-answer discussions; and (5) closing and evaluation. The lecture session was conducted using a slide presentation to facilitate participants' understanding of key topics, including the concept of trading and investing, the right time to buy and sell, factors influencing stock prices, and the fundamentals of technical analysis.

The training materials emphasized practical understanding of how traders and investors operate in the market. As outlined in the session, trading was introduced as short-term activity focused on price fluctuations, while investing was described as a long-term effort to gain value from company growth and dividends. Participants were also introduced to technical analysis tools, such as candlestick charts, support and resistance levels, and indicators including Moving Average, Relative Strength Index (RSI), and MACD.

These tools were used to help participants identify buy and sell signals and understand how price patterns reflect the balance between market supply and demand.

Throughout the session, participants were actively encouraged to engage in discussions and share their experiences or challenges related to investment activities. The interactive approach allowed for two-way communication, making the learning process more engaging and practical. The facilitator also provided case studies illustrating market behavior and demonstrated how to interpret chart patterns for decision-making. In addition, the concept that technical analysis is based on probability rather than certainty was emphasized, reminding participants that discipline and risk management are key elements in successful trading and investing.

The community service activity took place at STIE Pancasetia Banjarmasin Campus, located on Jalan Trikora, Banjarbaru. It involved lecturers, students, and other members of the academic community interested in the capital market. All materials presented during the session are included in the appendix for further study. By applying this participatory and educational method, the program successfully combined theoretical explanation with real-world examples, fostering a deeper understanding of capital market mechanisms and empowering participants to make more informed and responsible financial decisions.

### **3. Results and Discussion**

The community service program titled “Strategy to Become a Trader/Investor in the Capital Market,” conducted online via Zoom at Sekolah Tinggi Ilmu Ekonomi (STIE) Pancasetia Banjarmasin, was successfully implemented and received with great enthusiasm from the participants. The activity attracted lecturers, students, and other members of the academic community interested in understanding how to make informed investment decisions in the capital market. The interactive format encouraged active participation, allowing attendees to engage directly with the material through discussions, questions, and real-world examples.

During the session, participants gained a comprehensive understanding of the difference between a trader and an investor. A trader, as explained in the material, seeks to benefit from short-term price movements by analyzing daily or weekly trends, while an investor takes a long-term perspective by focusing on company value, earnings growth, and dividend potential (Tandelilin, 2017). This distinction helped participants recognize their own risk tolerance and investment goals. Furthermore, the facilitator emphasized that both approaches require discipline, strategy, and consistent evaluation of market conditions to achieve sustainable results.

A major highlight of the training was the introduction to technical analysis, which participants found particularly engaging. The facilitator demonstrated how to read candlestick charts as a visual representation of the ongoing “battle” between buyers and sellers in the market. Concepts such as support and resistance, moving averages, and momentum indicators like RSI and MACD were explained in a practical context (Murphy, 1999). Participants learned that technical analysis does not guarantee results but rather increases the probability of success when applied with sound judgment. The idea that “technical analysis is a study of probabilities, not certainties” became a central takeaway, emphasizing the need for prudent decision-making and emotional control in trading activities.

In addition to technical aspects, the discussion also addressed factors influencing stock price movements, such as supply and demand dynamics, investor sentiment, and macroeconomic indicators. Participants learned that when demand exceeds supply, prices rise, while the opposite leads to a decline. This concept was linked to real examples from the Indonesian stock market, helping participants relate theory to observable market behavior. The session also underscored the importance of avoiding impulsive decisions driven by panic or greed, as these are common causes of financial losses in both trading and investing. investment awareness. They were able to differentiate between speculative trading and strategic



**Figure 1. Online Counseling on Trading and Investing Strategies**

investing. Overall, the outcomes of this program indicate that participants improved their financial literacy and understand the use of technical tools, and apply analytical reasoning to evaluate market opportunities. The community service activity not only enhanced participants' knowledge but also aligned with the broader goal of promoting financial inclusion and literacy as part of Indonesia's National Strategy for Financial Literacy 2021–2025 (Otoritas Jasa Keuangan [OJK], 2023). Through this initiative, the academic community of STIE Pancasetia demonstrated a growing commitment to integrating financial education into higher learning, empowering individuals to participate responsibly in the capital market and contribute to sustainable economic growth.

#### **4. Conclusions**

The community service program “Strategy to Become a Trader/Investor in the Capital Market” conducted online via Zoom at Sekolah Tinggi Ilmu Ekonomi (STIE) Pancasetia Banjarmasin successfully achieved its objectives of improving participants' understanding of investment and trading strategies. The program enhanced financial literacy by providing a comprehensive overview of the differences between traders and investors, the dynamics of stock price movements, and the practical use of technical analysis in making informed market decisions. Participants demonstrated great enthusiasm and actively engaged in discussions, indicating that the material was relevant, applicable, and effectively delivered.

The results of the activity revealed that most participants were able to identify their preferred investment approach—whether as short-term traders focused on market trends or as long-term investors emphasizing company fundamentals and value creation. Moreover, they gained a practical understanding of how to analyze stock charts, determine appropriate entry and exit points, and interpret key indicators such as moving averages, RSI, and MACD. This experience helped bridge the gap between theoretical financial knowledge and real-world investment practice.

This program also underscored the importance of discipline, patience, and risk management in both trading and investing. Participants learned that market analysis is not a certainty but a probability-based approach requiring continuous evaluation and learning. By promoting these principles, the program contributes to the development of a financially literate and responsible academic community capable of making informed investment decisions.

For future community service initiatives, it is recommended to expand similar programs to cover more advanced topics such as portfolio diversification, behavioral finance, and digital trading platforms. Further collaboration with financial institutions and market regulators, such as the Otoritas Jasa Keuangan (OJK) and the Indonesia Stock Exchange (IDX), is also suggested to strengthen practical exposure and provide real-time trading simulations. Such efforts will ensure that the participants not only understand the theory behind trading and investing but are also equipped with the practical skills necessary to participate effectively and responsibly in the capital market.

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