

ABSTRAK

ANALISIS FUNDAMENTAL DAN *TECHNICAL* TERHADAP TRADING EMAS DI META TRADER-4 (STUDI KASUS PILPRES 2024)

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Penelitian ini bertujuan untuk mengetahui analisis fundamental dan technical terhadap trading emas di meta trader-4 dengan studi kasus pilpres 2024. Dalam melakukan trading emas dengan tujuan untuk mengetahui pengaruh analisis fundamental terhadap trading emas di meta trader-4 dengan melihat perbandingan pada pilpres dengan tempoh-15 dan h+15, pengaruh analisis technical terhadap trading emas di meta trader-4 dengan melihat perbandingan pada pilpres dengan tempo h-15 dan h+15, dan pengaruh analisis fundamental dan technical terhadap emas di meta trader pada perbandingan antara H-15 dan H+15 tidak adanya perbandingan. Penelitian ini menggunakan metode kualitatif serta pengumpulan secara wawancara. Metode pengambilan sampel berupa purposive sampling berdasarkan kriteria dan tujuan dari penelitian. adapapun kriteriasebagai yaitu perusahaan PT Pro strategic yang beroperasi dibidang digital, perusahaan yang bergerak dibidang digital yang sudah melakukan trading di meta trader-4 pada pilpres 2024 h-15 sebelum dan h+15 sesudah, melakukan investasi trading menggunakan Analisis fundamental dan technical berpengaruh positif dan signifikan terhadap trading emas di meta trader-4 pada pilpres 2024. Berdasarkan hasil hipotesisdari abnormal return yang signifikan menunjukkan bahwa pengamatan pada abnormal return mengandung respon pada pilpres 2024 dengan nilai satu arah yang samayaitu positif, serta hasil trading volume activity yang signifikan antara sebelum dan sesudah pilpres menunjukkan bahwa tidak terdapat perbedaan pada trading volume activity yang signifikan antara sebelum dan sesudah dilakukannya pilpres.

Kata Kunci : Analisis Fundamental, Analisis Technical, trading volume activity Pilpres2024

ABSTRACT**A FUNDAMENTAL AND TECHNICAL ANALYSIS OF GOLD TRADING IN
META TRADER-4
(A CASE STUDY OF THE 2024 PRESIDENTIAL ELECTION)**

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The purpose of the study was to find out fundamental and technical analysis of gold trading in meta trader-4 with a case study of the 2024 presidential election. In conducting gold trading with the aim of understanding the effect of fundamental analysis on gold trading in meta trader-4 by comparing the presidential election with tempo h-15 and h+15, the effect of technical analysis on gold trading in meta trader-4 by comparing the presidential election with tempo h-15 and h+15, and the effect of fundamental and technical analysis on gold in meta trader in the comparison between H-15 and H+15 with no comparison. This study used a qualitative method and data collection through interviews. The sampling method was purposive sampling based on the criteria and objectives of the research. The criteria were companies such as PT Pro Strategic operating in the digital field, companies operating in the digital field that had traded in meta trader-4 in the 2024 presidential election h-15 before and h+15 after, and had invested in trading using fundamental and technical analysis that significantly affected gold trading in meta trader-4 in the 2024 presidential election. Based on the hypothesis result of significant abnormal returns, it showed that observations on abnormal returns contain responses to the 2024 presidential election with the same one-way positive value, and the result of significant trading volume activity between before and after the presidential election showed that there was no significant difference in trading volume activity between before and after the election.

Keywords: *Fundamental Analysis, Technical Analysis, Trading Volume Activity, 2024 Presidential Election.*