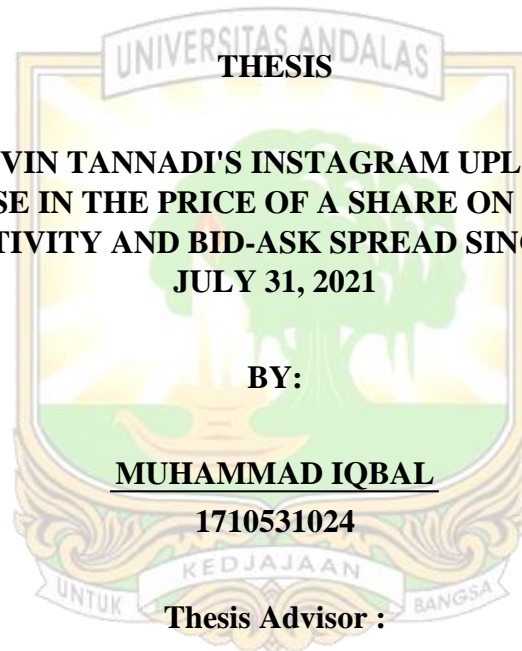




**DEPARTMENT OF ACCOUNTING
ECONOMICS FACULTY OF ANDALAS UNIVERSITY**



**THE EFFECT OF BELVIN TANNADI'S INSTAGRAM UPLOAD REGARDING THE
POTENTIAL INCREASE IN THE PRICE OF A SHARE ON ABNORMAL RETURNS,
TRADING VOLUME ACTIVITY AND BID-ASK SPREAD SINCE AUGUST 1, 2020 UNTIL
JULY 31, 2021**

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*Proposed as One of the Requirements for Obtaining a Bachelor's
Degree in Accounting at the Faculty of Economics, Andalas University*

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ABSTRACT

Information is something that is useful for investors or share traders to make decisions such as buying and selling shares owned. Nowadays, social media is widely used by people to share information, one of which is about share information, like what BelvinTannadi did on his Instagram social media account. This study aims to determine the effect of the information provided by BelvinTannadi on his Instagram social media account regarding shares that have the potential increase tomorrow to Abnormal Return (AR), Trading Volume Activity (TVA), and Bid-Ask Spread (BAS). This research is a quantitative research using secondary data obtained from Indopremier (IPOT), IDX (BEI) website, RTI Business, yahoo finance and other official websites that can provide the required information. The test used in this study is the Wilcoxon signed rank test. Test results show BelvinTannadi's Instagram upload regarding the potential increase in the price of a share has triggered share market reaction in term of the declining in share prices which impact on abnormal return and trading volume activity but has no impact on the spread of Bid-Ask.

Keywords : Instagram social media content of BelvinTannadi, Abnormal Return (AR), Trading Volume Activity (TVA), and Bid-Ask Spread (BAS)

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