

ABSTRACT

EFFECT OF QUICK COUNT ELECTION RESULT'S DIFFERENCE TOWARDS ABNORMAL RETURN AND TRADING VOLUME ACTIVITY ON MEDIA COMPANY LISTED IN INDONESIAN STOCK EXCHANGE (Event Study)

By

LINTANG DAMARJATI

The purpose of this study is to analyze the impact on different announcement of election of president and vice president 2014 towards abnormal return, and the average trading volume activity between before and after the event of announcement election of president and vice president 2014

This study used event study method on five broadcast company at Indonesia stock exchange. The sampling technique of this study use purposive sampling method and use capital asset pricing model to find abnormal return. Estimation period was 40 days. Event period was 21 days, they were 10 days before the event, one day at event date and 10 days after the election.

The results obtained by the analysis of the first hypothesis is there is no significant effect on the average abnormal return before and after announcement of election of president and vice president 2014. While the second hypothesis indicates that there is no significant effect on the average of trading volume activity before and after the election. this condition did not give the significant change of economy at Indonesia. So the market responses were stable.

Keywords : *announcement of election of president and vice president 2014, event study, Abnormal Return, Trading Volume Activity, Broadcast company at Indonesia stock exchange*