

SUMMARY

This is survey research on the millennial generation regarding investment interest in the Banyumas district. This research takes the title: "The Influence of Social Media Influencers, Investment Knowledge, and Income on The Millennial Generation Share Investment Interest (Study on Banyumas Regency)". This study aims to analyze and determine how much influence Social Media Influencers, Investment Knowledge, and Income have on Millennial Generation's investment interest in Banyumas Regency. Determination of the sample in this study using the purposive sampling method. The number of respondent data needed in this study is 100 respondent data. The research data were processed using SPSS.

The results of this study show: (1) Social media influencers do not significantly affect the investment interest of the millennial generation. (2) Investment knowledge has a significant positive effect on the investment interest of the millennial generation. (3) Income has a significant positive effect on the investment interest of the millennial generation.

The implications of this research are expected to be literature material for further research and add knowledge and understanding of factors that influence interest in investing. This research is expected to provide an overview of the millennial generation so that they do not invest just because of trends or following their idols. With this research, it is hoped that the millennial generation will have basic investment knowledge to increase their interest in investing and not make wrong decisions. This research is expected to increase the interest of the millennial generation to be able to set aside their income and start trying to invest.