



# Engaging Young Adults and Building Financial Resiliency in Indonesia

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# The Importance of Financial Education for Youth

There are endorsement from G20 leaders which underline the importance of financial education for youth (student). In Indonesia, with 27% population, youth population is a critical economic players. Financial education for youth become increasingly important. In addition, youth experience low financial inclusion.

## Indonesian Student

**20%**

from 255 million citizen

**51,9 million**

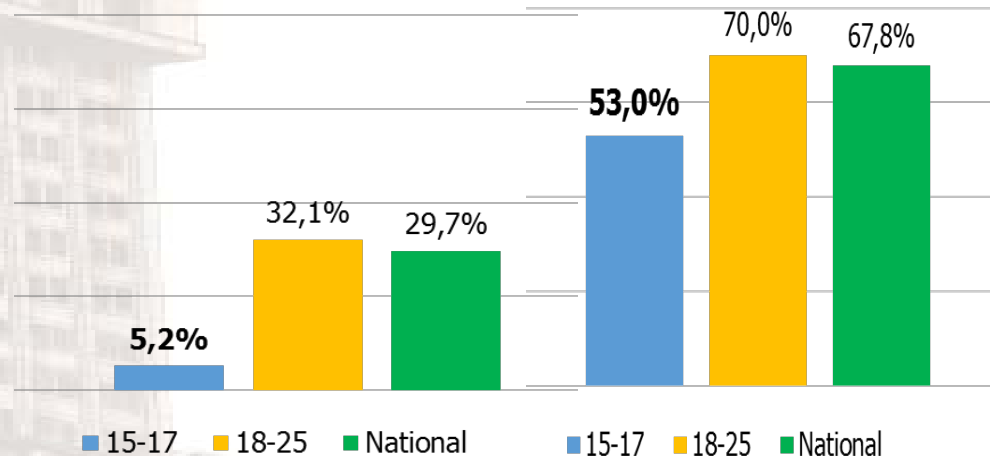
## Indonesian Youth (5-19)

**27%**

from 255 million citizen

**68 million**

## Financial Literacy

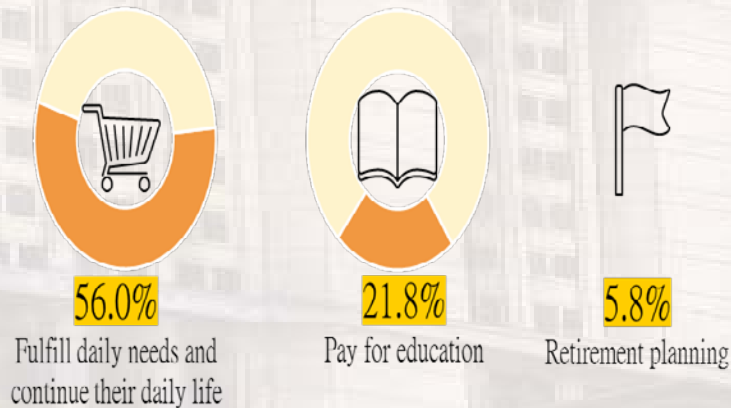


There are only 5,2% youth compare to 29,7% national who well literate. In addition, youth inclusion level is also below the national level.

# Financial Attitudes and Behaviour - Youth

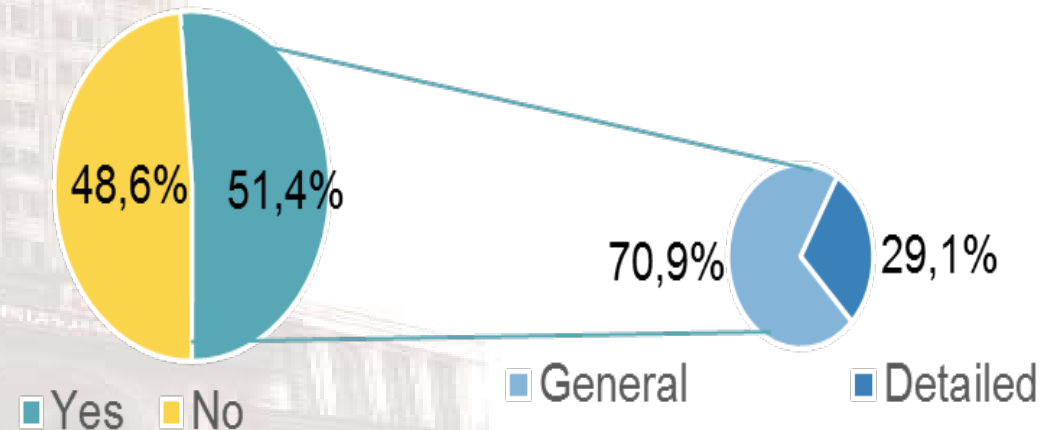
## FINANCIAL GOALS

More than 90% youth reveal that they have a financial goal. However, most of their financial goals is to fulfill daily needs.



## BUDGETING

More than half the respondents convey that they have monthly financial budgeting (51.4%). Yet, only 29.1% of them have detailed monthly budgeting.



# Main Strategies

“ *A strong foundation of financial education can help youth build competencies that can help them to a successful financial life.* ”

*Indonesia has commitments to support investor education for YOUTH through 3 main strategies:*

1

*Strengthening the Infrastructure*

2

*Youth-Based Education*

3

*Collaboration w/ Stakeholders*

**Change the mindset of the Investor  
that Capital Market is Safe, Not Gambling, Cheap and Easy**

# the Infrastructure - Materials

OJK has developed financial education materials, both printed and digital, for elementary, junior and senior high, and college student. The materials include capital market as one of their materials. This is important to **Increase Investing Culture among Students/Youth.**

## Materials for Elementary School



### Board Game



## Materials For Junior High School



## Materials For Senior High School



## Materials for College Students



## Subject:

- Indonesia FSA
- Banking
- **Capital Market**
- Insurance
- Finance Companies
- Pension Fund
- Other FI
- Islamic FI
- Financial Management

**Materials tailored to the Level of Education**

# the Infrastructure – Teachers and Channels

Training and other support for the teachers will support financial education in schools. Teachers are encouraged to incorporate financial education into their teaching programmes ...

**Conduct Training of Trainers (ToT) for Teachers and Lectures**

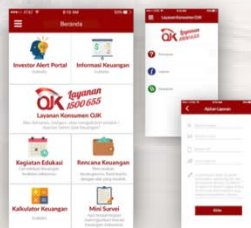
**2,054** Teachers and Lectures

**Digital Channels - Website, Mobile Application, and Social Media**

**Schools, Universities and Communities Channels**

Web Site and Mobile Application  
**SIKAPIUANGMU**

Social Media Campaign  
**SIKAPIUANGMU**



Facebook  
Sikapiuangmu



Twitter  
@sikapiuangmu



Instagram:  
Sikapiuangmu



Youtube:  
Sikapi Uang  
dengan Bijak

- Financial Tips
- Financial Calculator
- Investor Alert Portal
- Consumer Services

**Investment Gallery  
in Universities**

**OJK Goes to  
School/Campus**

**Education by  
Financial Institutions**



# Youth-Based Financial Education and Inclusion

## “ Different Stakeholders, Different Languages ”

### Introduced in 2006

#### Capital Market School

In 2006, Indonesia Stock Exchange (IDX) started “Capital Market School” to educate and increase people knowledge about investing in the capital market. The target including youth people who have no basic knowledge in investing world. The capital market school also equipped with **live** simulation.

### Introduced in 2015

#### “Yuk Nabung Saham”

Yuk Nabung Saham is a campaign that invites people to invest in the capital market through a share saving (start at IDR 100K or USD7.7). The goal is not only on increasing the number of new investors, but also change the mindset from saving to investing society



# Synergy and Collaboration

OJK develop Financial Education Materials collaborate with several institutions for Senior High School, Junior High School, Elementary School and University

## 1 Relevant Ministries



MoU with Ministry of Education

- Public Schools
- Private Schools



MoU with Ministry of Religious Affairs

- Islamic Schools
- Religious Schools



Collaboration with Ministry of Higher Education and Research

- University

for pedagogical (*the method and practice of teaching*) and conformity with the national curriculum

## 2

Academics and Schools Teachers

## 3

Financial Industry Association and Financial Institutions



# Key Takeaways



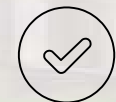
## **FIT THE YOUTH 'TASTE'**

Choose program or channels that attract youth. It should be something that **easy access, using technology, not using complicated words, and fun.**



## **COLLABORATION**

Collaboration with schools and universities could be one of the most effective ways for attracting many youth joining the programs. The involvement of other regulators and securities companies will make it more practical. In addition, collaboration with islamic boarding schools is a must.



## **QUALITY and SUSTAINABLE**

Initiatives must be well design and continuously improved for a long-term. Quality and sustainability should be a key for any program or initiatives.



INDONESIA  
FINANCIAL SERVICES  
AUTHORITY

# THANK YOU

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