

**ANALISIS KOMPARATIF REAKSI *ABNORMAL RETURN*,
CUMMULATIVE ABNORMAL RETURN, DAN *TRADING VOLUME*
ACTIVITY SEBELUM DAN SESUDAH TREND NFT DI INDONESIA**

Oleh

Ni Kadek Suantari, NIM. 1817051101

Jurusan Ekonomi dan Akuntansi

Abstrak

Tujuan penelitian ini adalah untuk mengetahui perbedaan reaksi rata-rata *abnormal return*, *cummulative abnormal return* dan *trading volume activity* sebelum dan sesudah peristiwa *trend* NFT. Jenis data yang digunakan dalam penelitian ini adalah data sekunder dengan teknik pengumpulan data menggunakan metode dokumentasi. Penentuan sampel dalam penelitian ini menggunakan metode *purposive sampling* dengan kriteria-kriteria tertentu sehingga memperoleh 79 sampel. Teknik analisis yang digunakan dalam penelitian ini adalah *paired sample t-test* dan *wilcoxon signed rank* dengan periode pengamatan selama 10 hari. Hasil penelitian ini menunjukkan bahwa: (1) Tidak terdapat perbedaan rata-rata *abnormal return* sebelum dan sesudah peristiwa *trend* NFT. (2) Tidak terdapat perbedaan rata-rata *cummulative abnormal return* sebelum dan sesudah peristiwa *trend* NFT. (3) Terdapat perbedaan rata-rata *trading volume activity* sebelum dan sesudah peristiwa *trend* NFT.

Kata kunci: *abnormal return*, *cummulative abnormal return*, *trading volume activity*.

**COMPARATIVE ANALYSIS ABOUT THE REACTION OF ABNORMAL
RETURN, CUMMULATIVE ABNORMAL RETURN, AND TRADING
VOLUME ACTIVITY BEFORE AND AFTER NFT TRENDS IN INDONESIA**

By

Ni Kadek Suantari, NIM. 1817051101

Abstract

This study aimed at determining the difference in the average of abnormal return, cummulative abnormal return and trading volume activity before and after NFT trends in Indonesia. The type of data used in this study was secondary data employing the data collection technique of documentation method. The determination of samples in this study employed a purposive sampling method through certain criteria so as to obtain 79 samples. The analysis techniques employed in this study were paired sample t-test and Wilxocon signed rank with the observation period of 10 days. The results of this study indicated that: (1) There was no average difference in the abnormal return before and NFT trends in Indonesia. (2) There was no average difference in the cummulative abnormal return before and after NFT trends in Indonesia. (3) There was an average difference on trading volume activity before and after NFT trends in Indonesia.

Keywords: *abnormal return, cummulative abnormal return, trading volume activity*