

INVESTMENT CULTURE THROUGH DIGITAL PLATFORMS AS AN ALTERNATIVE TO THE SANDWICH GENERATION IN INDONESIA

Ichmi Yani Arinda Rohmah

This study explores investment culture through digital platforms in Indonesia using an economic sociology perspective. In the current development of digital technology, investment culture is widely known in society and various types of digital platforms open services for people who want to invest. There are various reasons why people change their saving culture to an investment culture, one of which is an alternative way to prevent and break the sandwich generation. Based on the background of this problem, this research tries to dig up further information using qualitative research methods and digital research. This research shows that investors make investments partly because of the demand to fulfil current and future living needs, the threat and pressure of being a sandwich generation that carries three generations at once, and the desire for a more decent life with stable economic conditions. There are several ways that people can change their culture of saving into a culture of investing, including learning about investment, getting to know the types and levels of investment risk, increasing digital literacy, and starting to invest according to their investment portfolio. **Keywords: Investment culture, digital platform, sandwich generation.**