

ABSTRACT

The purpose of this study is to measure the effect of abnormal returns and trading volume activity on the initial announcement of the entry of COVID-19 in Indonesia. This research uses quantitative methods and is included in descriptive research with comparative research type. The hypothesis contained in this study was tested using a parametric statistical test, which is paired sample t-test if the data is normally distributed. However, if the data are not normally distributed, the analytical tool used is the non-parametric Wilcoxon Signed rank Test. and SPSS software for data processing. The results of this study indicate that there is no significant difference in abnormal returns and trading volume activity to the initial announcement of the entry the corona virus in Indonesia.

Keywords: COVID-19, abnormal return, trading volume activity