

## **ABSTRACT**

*The COVID-19 outbreak has had a significant impact and made major changes to the joints of life. In addition, suppressing Indonesia's economic growth includes affecting the finances of every generation, especially millennials. In the midst of the widespread lockdown and the spread of the COVID-19 virus throughout 2020, many investment opportunities emerged. There is a relationship between financial literacy and investment interest. Financial literacy has a positive influence on interest in investing and it can be concluded that financial literacy is known to have a significant influence on investment decisions.*

*The younger generation in Bandung City still has low financial literacy, even though the early adult age group who are believed to be agents of change have a strategic role to drive the economy and also serve as an example for the community in managing their finances. This research uses quantitative research methods. Based on the implementation time, this research is a cross sectional research which is conducted in one time period. The type of investigation used in this research is causal verification research because it examines cause and effect.*

*Based on the analysis that has been done, the researchers found several conclusions, namely the level of financial literacy of the early adult age group in Bandung is very good, the level of investment interest in the early adult age group in Bandung is very good, financial literacy affects the investment interest of the early adult age group in the Bandung city.*

*Keywords: Financial Literacy, Investment Interest, Youth*