

## ABSTRACT

*The advancement of digital technology has driven innovation in the investment sector, including productive property investment through crowdfunding schemes. This study aims to examine the influence of investment knowledge and the use of social media platforms on investment interest, with trust as a mediating variable. The research focuses on PT Aksara Semesta Investama, which utilizes social media to boost investor engagement. The methodology includes literature review, conceptual framework development, and the design of research instruments using the Partial Least Square-Structural Equation Modeling (PLS-SEM) approach. This research is expected to offer insights into how investment knowledge and social media contribute to building trust and enhancing investment interest. The findings will provide strategic recommendations for companies to leverage social media in expanding Accessibility and increasing investor loyalty.*

**Keywords:** *Investment Knowledge, Social Media, Trust, Investment Interest, Crowdfunding*