# DEVELOPING MOBILE-BASED CAPITAL MARKET EDUCATION APPLICATION

# (CASE STUDY: UTY CAPITAL MARKET STUDY GROUP)

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## ABSTRACT

*Capital market education still relies on traditional media such as PowerPoint and PDF, which are less interactive and do not always present relevant material. This reliance poses a challenge to enhancing student comprehension. This study aims to design an application that supports capital market education within the Capital Market Study Group at Universitas Teknologi Yogyakarta (UTY). The methods employed include case studies, observations, interviews, document analysis, system design, application development, and functionality testing. The results indicate that the implementation of the capital market learning application aligns with its intended functionality, achieving a test success rate of 100%, and can significantly assist students in understanding capital market concepts.*

***Keywords****: Capital Market Learning, Information Technology, UTY Capital Market Study Group.*