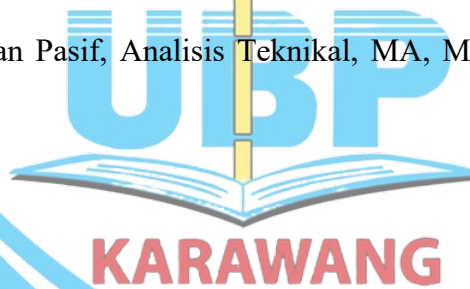


ABSTRAK

Penelitian ini bertujuan untuk menganalisis efektifitas strategi aktif Analisis Teknikal menggunakan indikator *Moving Average* (MA), *Moving Average Convergence Divergence* (MACD) dan strategi pasif *Buy And Hold* untuk menentukan strategi mana yang paling efektif dalam menghasilkan *return* secara optimal. Penelitian ini dilakukan dengan menggunakan metode deskriptif dengan data kuantitatif, data diambil dari website *investing.com* yang berupa harga beli dan harga jual saham berdasarkan sinyal yang muncul dari masing-masing metode yang digunakan. Hasil penelitian menunjukkan strategi aktif Analisis Teknikal dengan indikator *Moving Average* (MA) dan *Moving Average Convergence Divergence* (MACD) mampu menghasilkan *return* yang lebih unggul dari strategi pasif *Buy And Hold*. Indikator MACD menghasilkan *return* paling optimal dengan nilai rata-rata 77,95%, kemudian indikator MA menghasilkan *return* rata-rata 13,15% sedangkan strategi pasif *Buy And Hold* menghasilkan *return* negatif (kerugian) dengan nilai rata-rata -11,17%.

Kata Kunci: Strategi Aktif dan Pasif, Analisis Teknikal, MA, MACD, *Buy And Hold Strategy*



ABSTRACT

This study aims to analyze the effectiveness of the active strategy Technical Analysis using indicator of Moving Average (MA), Moving Average Convergence Divergence (MACD) and a passive strategy Buy And Hold to determine which strategy is the most effective to gain optimal returns. This research was conducted using a descriptive method with quantitative data, data taken from the investing.com website in the form of buying and selling prices of shares based on signals that emerged from each method used. The results show that the active strategy of Technical Analysis with the Moving Average (MA) and Moving Average Convergence Divergence (MACD) indicators is able to produce returns that are superior to the passive strategy Buy And Hold. The MACD indicator generates the most optimal return with an average value of 77.95%, then the MA indicator generates an average return of 13.15% while the passive strategy Buy And Hold generates a negative return (loss) with an average value of -11.17%.

Keywords: Active and Passive Strategy, Technical Analysis, MA, MACD, Buy And Hold Strategy

