

PRESS RELEASE

EXPANDING FINANCIAL EDUCATION, OJK LAUNCHES THE 2025 FINANCIAL LITERACY MONTH

Brebes, May 21, 2025. Indonesia Financial Services Authority (OJK) launched the 2025 Financial Literacy Month (BLK) in nation-wide scale for continuous, equal, and massive financial literacy and inclusion for all.

The launching of the 2025 BLK was held simultaneously with the Financial Education “Financially Woke Young Generation, Creating Prosperous Future in the Digital Era” at the Auditorium of Universitas Muhadi Setiabudi (UMUS), Brebes Regency, on Thursday.

Chief Executive of Market Conduct supervision, Education, and Consumer Protection of OJK Friderica Widyasari Dewi, Vice Chairman of Commission XI of DPR RI Mohamad Hekal, Rector of Universitas Muhadi Setiabudi Roby Setiadi, Vice Regent of Brebes Wurja and leaders of the financial services industry attended the event.

More than 500 UMUS students participated on-site, and 2,314 Universitas Panca Sakti and other university students attended online. The youth of Indonesia is one of the ten priority education targets of the National Financial Inclusion Movement GENCARKAN.

In her remarks, Chief Executive of Market Conduct supervision, Education, and Consumer Protection of OJK Friderica Widyasari Dewi emphasized why youth should be financially well-informed.

“University students and the youth is one of the ten segments we have prioritized to educate. So, my young friends, let’s learn more about finances better, even if you are majoring in engineering, medical science, and other studies, understand finances is important for you, as it is the capital for you to be successful in the future,” said Friderica.

BLK is a new program by OJK to equally and massively boost the implementation of public financial literacy program, and the event went live on air for all Financial Services Business Actors and OJK Offices in the regions.

BLK will be held from May to August 2025, with champion programs such as Financial Literacy Series and Financial Literacy Campaign, then concluded with Financial Literacy Award.

Vice Chairman of Commission XI of DPR RI Mohamad Hekal extended appreciation to OJK for organizing this educational event as an implementation of the GENCARKAN and BLK program.

Hekal said that the youth have a major opportunity in shaping the future through better financial comprehension, especially as a tech-savvy generation.

“Hopefully with this event, with OJK and all licensed business actors, will be able to improve financial literacy to our young friends to prevent misfortunes in the future. Because we want our young friends to be smart, adept in managing their finances, incomes. We want you to enjoy life fully and freely,” said Hekal.

Meanwhile, Vice Regent of Brebes Wurja in lieu of Regent of Brebes expressed his support upon OJK and the financial services industry’s financial literacy and inclusion improvement programs. He also relayed a message to the participants of the event to continuously hone their financial insights and management skills.

“You have a great potential, which makes you a catalyst in developing a community who will be financially smart in Brebes. With good financial literacy, you will not only be able to manage your personal finances well, but also contributing to creating a stable and sustainable economic growth in Brebes.

Rector of Universitas Muhadi Setiabudi Roby Setiadi extended appreciation and the institution’s pride for becoming a part of establishing a financially woke young generation.

“I hope university students and other participants will gain new knowledge, skills, and awareness on the urgency of smart and responsible financial planning, asset management, and financial technology usage through this event,” said Roby Setiadi.

The event was proceeded with Financial Talk Show “Prospering Your Future through Financial Planning”, which featured three inspirational speakers: Director of Financial Literacy and Education of OJK Cecep Setiawan, Regional CEO of BNI Regional Office 05 I Gusti Nyoman Putra, and Deputy Head of BEI Central Java Representative Office Akhmad Nuranyanto.

For more information

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