ABSTRACK

The Indonesian telecommunications industry was shaken by the arrival of a new internet service. Indonesia welcomed one of the world's technology giants. On May 19, 2024, Starlink, a telecommunications device by SpaceX owned by Elon Musk, was officially launched at a community health center in Denpasar, Bali. The launch was attended by Elon Musk as the owner of SpaceX and Joko Widodo as the President of Indonesia.

This study aims to analyze how the arrival of Starlink in Indonesia, along with changes in exchange rates and stock trading volume, influences the stock prices of telecommunications companies in Indonesia listed on the Indonesia Stock Exchange (IDX) in 2024.

The research employs a quantitative comparative method. The population of the study consists of Indonesian telecommunications companies listed on the IDX in 2024. The sample includes top-tier telecommunications companies that meet the criteria of not conducting a stock split during the research period and having complete stock price data recorded on the IDX throughout the research period.

The research results indicate that the exchange rate has a significant negative impact on stock prices, while stock trading volume has a significant positive effect on the stock prices of Indonesian telecommunications companies in 2024. Additionally, Starlink, as a moderating factor for the exchange rate, exerts a significant negative influence on stock prices. Similarly, when Starlink acts as a moderating factor for stock trading volume, it also has a negative impact on stock prices.

These findings are expected to contribute to academic discourse and serve as a reference for individuals interested in entering the investment sector.

***Keywords**: Stock Prices, Exchange Rates, Stock Trading Volume*