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PRESS RELEASE

OJK ISSUES REGULATION ON FINANCIAL SERVICES SECTOR INFORMATION PROVIDER (FINANCIAL INFLUENCER) FOR PUBLIC PROTECTION

Jakarta, 24 June 2026. Indonesia Financial Services Authority (OJK) issued Financial Services Authority Regulation (POJK) Number 6 of 2026 on Financial Services Sector Information Provider (Financial Influencer) Conduct. The Financial Influencer POJK serves as OJK's measure to encourage accurate, clear, easily accessible, truthful information dissemination that does not mislead the audience, supporting consumer and public protection.

The POJK is set to become a guideline for Financial Influencers, especially those who are well-known and highly influential, to maintain financial services sector information, creating a more credible, integrous financial services sector ecosystem capable to support public financial literacy improvement.

The regulation is prepared to mitigate potential losses to consumers and the public arising from financial services information disseminated by Financial Influencers.

The rise of information providers on financial products and services for the public, a responsible information dissemination conduct guideline becomes necessary. The regulation is also expected to improve the information quality for the public in making financial decisions.

According to the POJK, Financial Influencers are parties outside Financial Services Business Actors (PUJK) who disseminate financial services sector information with the objective of directly and indirectly improving financial literacy and/or influencing consumers and the public in utilizing products and/or services.

The regulation contained several provisions, such as:

a. Basic conduct of Financial Influencer;

b. Financial Service Sector Information Provision Activities, including:

    - Financial Education
    - Marketing
    - Recommendation

c. Financial Education Learning Management System utilization by Financial Influencers;

d. Guidance/Mentoring by Indonesia Financial Services Authority;

e. Written Order for Financial Influencers; and

f. Electronic media access termination.

Financial Influencers may collaborate with Financial Services Business Actors (PUJK) in marketing activities. In marketing activities, PUJK is responsible of the information disseminated by Financial Influencers.

The regulation underlines license and permit for financial products and services recommendations by Financial Influencers, if the recommendation requires licensing in accordance with the laws and regulations.

For instance, Financial Influencers who provide recommendations on capital market products or services must hold an investment adviser license. Likewise, those who recommend digital financial asset products and/or services must hold the relevant competency certification and have adequate knowledge of the financial services sector.

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For more information

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Read more about Indonesia Financial Services Authority Regulation Number 6 of 2026 on Financial Services Sector Information Provider (Financial Influencer) Conduct: https://www.ojk.go.id/id/regulasi/Pages/POJK-6-Tahun-2026-Perilaku-Penyampai-Informasi-Sektor-Jasa-Keuangan.aspx