

ABSTRAK

Suci Alfia Imania. 2026. Pengaruh Literasi Digital Terhadap Etika Bermedia Sosial FKIP UNIPMA Dalam Pembentukan Kewarganegaraan Digital. Program Studi Pendidikan Pancasila dan Kewarganegaraan, FKIP, Universitas PGRI Madiun, Pembimbing (I) Drs, Budiyono M.Si, Pembimbing (II) Dr. Yuni Harmawati, S.Pd., M.Pd

Perkembangan teknologi digital telah mendorong meningkatnya penggunaan media sosial di kalangan mahasiswa. Namun, tingginya intensitas penggunaan media sosial belum sepenuhnya diimbangi dengan kemampuan literasi digital dan penerapan etika bermedia sosial yang baik, sehingga masih ditemukan perilaku seperti penyebaran informasi yang belum terverifikasi, komunikasi yang kurang santun, dan rendahnya kesadaran terhadap privasi digital. Penelitian ini bertujuan untuk mengetahui pengaruh literasi digital terhadap etika bermedia sosial mahasiswa FKIP Universitas PGRI Madiun dalam pembentukan kewarganegaraan digital. Penelitian menggunakan pendekatan kuantitatif dengan metode survei dan desain penelitian asosiatif. Populasi penelitian berjumlah 553 mahasiswa FKIP angkatan 2022, dengan sampel sebanyak 232 responden yang dipilih menggunakan teknik *purposive sampling* dan *proportionate stratified random sampling*. Data dikumpulkan melalui angket skala Likert dan dianalisis menggunakan analisis statistik deskriptif, uji prasyarat, regresi linier sederhana, uji t, dan uji koefisien determinasi. Hasil penelitian menunjukkan bahwa literasi digital berpengaruh positif dan signifikan terhadap etika bermedia sosial mahasiswa dengan nilai signifikansi 0,000 ($<0,05$). Nilai koefisien determinasi (*R Square*) sebesar 0,558 menunjukkan bahwa literasi digital memberikan kontribusi sebesar 55,8% terhadap etika bermedia sosial, sedangkan 44,2% dipengaruhi oleh faktor lain di luar penelitian. Berdasarkan hasil tersebut dapat disimpulkan bahwa semakin tinggi literasi digital mahasiswa, semakin baik etika bermedia sosial yang dimiliki. Oleh karena itu, perguruan tinggi disarankan untuk terus memperkuat program literasi digital yang tidak hanya berfokus pada penguasaan teknologi, tetapi juga pada penguatan etika dan keamanan digital guna membentuk warga digital yang bertanggung jawab.

Kata kunci: literasi digital, etika bermedia sosial, kewarganegaraan digital, mahasiswa.

ABSTRACT

Suci Alfia Imania. 2026. The Influence of Digital Literacy on Social Media Ethics in the Formation of Digital Citizenship. Pancasila and Civic Education Study Program, Faculty of Teacher Training and Education (FKIP), Universitas PGRI Madiun. Supervisors: (I) Drs. Budiyono, M.Si.; (II) Dr. Yuni Harmawati, S.Pd., M.Pd.

The rapid advancement of digital technology has significantly increased the use of social media among university students. However, the growing intensity of social media use has not been fully accompanied by adequate digital literacy and proper social media ethics, resulting in behaviors such as the dissemination of unverified information, inappropriate online communication, and a lack of awareness regarding digital privacy. This study aimed to examine the influence of digital literacy on the social media ethics of students at the Faculty of Teacher Training and Education, Universitas PGRI Madiun, in fostering digital citizenship. This study employed a quantitative approach using a survey method with an associative research design. The population consisted of 553 students from the 2022 cohort of the Faculty of Teacher Training and Education, with a sample of 232 respondents selected through purposive sampling and proportionate stratified random sampling techniques. Data were collected using a Likert-scale questionnaire and analyzed through descriptive statistics, prerequisite tests, simple linear regression, the t-test, and the coefficient of determination. The findings revealed that digital literacy had a positive and statistically significant effect on students' social media ethics, with a significance value of 0.000 ($p < 0.05$). The coefficient of determination (R Square) was 0.558, indicating that digital literacy accounted for 55.8% of the variance in social media ethics, while the remaining 44.2% was explained by other factors beyond the scope of this study. It can therefore be concluded that higher levels of digital literacy are associated with better social media ethics. Accordingly, higher education institutions are recommended to strengthen digital literacy programs that emphasize not only technological competence but also digital ethics and digital safety to foster responsible digital citizens.

Keywords: digital literacy, social media ethics, digital citizenship, university students.