

ABSTRAK

Marsandha Damayanti. 2026. *Pengaruh Literasi Digital Berbasis Proyek dan Literasi Keuangan Digital Terhadap Kesiapan Kerja Mahasiswa Fakultas Keguruan dan Ilmu Pendidikan Universitas PGRI Madiun*. Skripsi. Program Studi Pendidikan Ekonomi, Fakultas Keguruan dan Ilmu Pendidikan, Universitas PGRI Madiun. Pembimbing (I) Dr. Ramadhan Prasetya Wibawa, M.Pd., (II) Drs. Wikanso, M.Pd.

Kesiapan kerja mahasiswa merupakan salah satu indikator keberhasilan pendidikan tinggi di era digital. Masih terdapat kesenjangan antara kompetensi digital mahasiswa dengan tuntutan dunia kerja, khususnya pada mahasiswa FKIP sebagai calon pendidik. Penelitian ini bertujuan untuk mengetahui: (1) pengaruh literasi digital berbasis proyek terhadap kesiapan kerja mahasiswa FKIP Universitas PGRI Madiun; (2) pengaruh literasi keuangan digital terhadap kesiapan kerja mahasiswa FKIP Universitas PGRI Madiun; dan (3) pengaruh keduanya secara bersama-sama terhadap kesiapan kerja mahasiswa FKIP Universitas PGRI Madiun. Penelitian ini menggunakan pendekatan kuantitatif dengan desain kausal-asosiatif. Populasi adalah seluruh mahasiswa aktif FKIP Universitas PGRI Madiun semester 6 dan 8 tahun akademik 2024/2025 berjumlah 983 mahasiswa dari 13 program studi. Sampel diperoleh menggunakan rumus Slovin dengan tingkat kesalahan 10% sehingga diperoleh 91 mahasiswa melalui teknik *proportional random sampling*. Instrumen penelitian dinyatakan valid (r hitung $>$ r tabel 0,3610) dan reliabel (Cronbach's Alpha 0,760–0,837 $>$ 0,60). Sebelum dilakukan analisis regresi linear berganda, data dinyatakan memenuhi uji asumsi klasik yang meliputi uji normalitas, linearitas, multikolinearitas, dan heteroskedastisitas. Analisis data dilakukan menggunakan IBM SPSS *Statistics* 25. Hasil penelitian menunjukkan bahwa: (1) literasi digital berbasis proyek berpengaruh positif dan signifikan terhadap kesiapan kerja mahasiswa (t hitung 8,004 $>$ t tabel 1,987; sig. 0,000 $<$ 0,05); (2) literasi keuangan digital berpengaruh positif dan signifikan terhadap kesiapan kerja mahasiswa (t hitung 2,729 $>$ t tabel 1,987; sig. 0,008 $<$ 0,05); (3) kedua variabel secara simultan berpengaruh positif dan signifikan terhadap kesiapan kerja mahasiswa (F hitung 134,225 $>$ F tabel 3,10; sig. 0,000 $<$ 0,05). Koefisien determinasi (R^2) sebesar 0,753 menunjukkan bahwa kedua variabel mampu menjelaskan 75,3% variasi kesiapan kerja mahasiswa. Berdasarkan hasil tersebut, dapat disimpulkan bahwa literasi digital berbasis proyek dan literasi keuangan digital secara signifikan meningkatkan kesiapan kerja mahasiswa FKIP, sehingga penguatan program literasi digital seperti UKK IC3 dan mata kuliah Komputer Bisnis perlu terus dioptimalkan guna mempersiapkan lulusan yang kompetitif di dunia kerja.

Kata kunci: literasi digital berbasis proyek, literasi keuangan digital, kesiapan kerja.

ABSTRACT

Marsandha Damayanti. 2026. *The Influence of Project-Based Digital Literacy and Digital Financial Literacy on Students' Work Readiness at the Faculty of Teacher Training and Education, Universitas PGRI Madiun. Undergraduate Thesis. Economics Education Study Program, Faculty of Teacher Training and Education, Universitas PGRI Madiun. Supervisor (I) Dr. Ramadhan Prasetya Wibawa, M.Pd., (II) Drs. Wikanso, M.Pd.*

Students' work readiness is one indicator of the success of higher education in the digital era. There is still a gap between students' digital competencies and the demands of the workplace, particularly among students of the Faculty of Teacher Training and Education (FKIP) as prospective educators. This study aims to determine: (1) the effect of project-based digital literacy on the work readiness of FKIP students at Universitas PGRI Madiun; (2) the effect of digital financial literacy on the work readiness of FKIP students at Universitas PGRI Madiun; and (3) the effect of both variables simultaneously on the work readiness of FKIP students at Universitas PGRI Madiun. This study employed a quantitative approach with a causal-associative design. The population consisted of all active FKIP students at Universitas PGRI Madiun in the 6th and 8th semesters of the 2024/2025 academic year, totaling 983 students from 13 study programs. The sample of 91 students was obtained using the Slovin formula with a 10% margin of error through proportional random sampling. The research instrument was proven valid ($r\text{-count} > r\text{-table } 0.3610$) and reliable (Cronbach's Alpha $0.760\text{--}0.837 > 0.60$). Prior to conducting multiple linear regression analysis, the data were confirmed to meet the classical assumption tests, including normality, linearity, multicollinearity, and heteroscedasticity tests. Data were analyzed using IBM SPSS Statistics 25. The results showed that: (1) project-based digital literacy had a positive and significant effect on students' work readiness ($t\text{-count } 8.004 > t\text{-table } 1.987$; $\text{sig. } 0.000 < 0.05$); (2) digital financial literacy had a positive and significant effect on students' work readiness ($t\text{-count } 2.729 > t\text{-table } 1.987$; $\text{sig. } 0.008 < 0.05$); (3) both variables simultaneously had a positive and significant effect on students' work readiness ($F\text{-count } 134.225 > F\text{-table } 3.10$; $\text{sig. } 0.000 < 0.05$). The coefficient of determination (R^2) of 0.753 indicates that both variables together explain 75.3% of the variation in students' work readiness. Based on these results, project-based digital literacy and digital financial literacy significantly improve the work readiness of FKIP students, so digital literacy programs such as UKK IC3 and the Business Computer course need to be continuously optimized to prepare graduates who are competitive in the job market.

Keywords: project-based digital literacy, digital financial literacy, work readiness.