

ABSTRAK

Iis Aisyah. 2014. “Pengaruh Pengalaman Belajar dan Modernitas terhadap Literasi Ekonomi (Studi Pada Masyarakat di Desa Cijaku, Kecamatan Cijaku, Kabupaten Lebak-Banten)”. Dosen Pembimbing I : Prof. Dr. H. Disman, M.S. Dosen Pembimbing II : Prof. Dr. H. Eeng Ahman, M.S.

Penelitian ini bertujuan untuk mengetahui pengaruh pengalaman belajar dan tingkat modernitas masyarakat terhadap literasi ekonomi masyarakat. Selain itu, literasi ekonomi masyarakat dianalisis dengan menggunakan variabel kontrol jenis pekerjaan dan tingkat pendidikan. Teknik sampling menggunakan teknik *Two Stage Cluster Random Sampling*. Sampel penelitian adalah masyarakat di Desa Cijaku, Lebak-Banten sebanyak 175 kepala keluarga. Metode penelitian adalah survey eksplanatori dengan menggunakan analisis data regresi linier berganda. Hasil penelitian menunjukkan bahwa literasi ekonomi, pengalaman belajar dan modernitas berada pada kategori sedang. Pengalaman belajar dan modernitas berpengaruh positif terhadap literasi ekonomi. Terdapat perbedaan literasi ekonomi masyarakat berdasarkan jenis pekerjaan dan tingkat pendidikan.

Kata Kunci : jenis pekerjaan, literasi ekonomi, modernitas masyarakat, pengalaman belajar, tingkat pendidikan

ABSTRACT

Iis Aisyah. 2014 “The Effect of Learning Experience and Modernity towards Economic Literacy (Study of People of Cijaku village, Cijaku Sub-district, Lebak district-Banten)” Supervisor I : Prof. Dr. H. Disman, M.S. Supervisor II : Prof. Dr. H. Eeng Ahman, M.S.

The purpose of this research is to find out the influence of learning experience and modernity level of people towards their economic literacy. Besides, people's economy literacy was analyzed using variable control on types of occupations and levels of education. The sampling technique applied was Two Stage Cluster Random Sampling. The sample of this research was people of Cijaku Village, Lebak district-Banten, consists of 175 family. The research method applied was survey explanatory which used Double linear regression data analysis. The output of this result showed that economy literacy, learning experience, and modernity are on the middle level. Learning experience and modernity give a positive influence towards economy literacy. There are differences on economy literacy levels of people based on their types of occupations, and levels of education.

Keywords : types of occupation, economy literacy, people's modernity, learning experience, levels of education