ABSTRACT

Financial literacy has a long-term goal for all segments of society, which is

to increase literacy someone who previously less literate or not literate become

well literate and increase the number of users of products and financial services.

Targets for the creation of a society that financial literacy is a Housewife, SMEs,

Professionals, Students, Student Employees and Pensioners. In 2016 the focus of

the Financial Services Authority targets are employees including professors. This

study was conducted to determine the level of financial literacy professor at the

Telkom University 2016.

This study uses a quantitative approach. With a sampling technique

proportionate stratified random sampling by the number of respondents was 100

respondents. Data analysis technique used is descriptive analysis.

The results showed that the level of financial literacy professor at the

University of Telkom in 2016: high category (9%), moderate category (35%) and

low category (56%). So that the average financial literacy of all respondents ie

53.1%.

The conclusion of this study, financial literacy professor at the University of

Telkom 2016 included in the low category. According to Huston (2010) Financial

Literacy is defined as a component of human resources that can be used to

improve the financial well-being. If the lecturer has a good financial literacy will

help improve the welfare of his life, so it can be good also for the students

because teachers can convey his knowledge of finance formally or informally to

students. It is also expected to be a boost to be able to improve the quality of

human resources Telkom University alumni.

Keywords

: Financial literacy, lecturer.

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