

RINGKASAN

Penelitian ini berjudul “Pengaruh Literasi Digital dan Kreativitas Terhadap Kinerja Pegawai Dinas Kebudayaan Provinsi Sumatera Barat.” Penelitian ini dilatarbelakangi oleh perkembangan teknologi digital yang semakin pesat sehingga menuntut pegawai untuk memiliki kemampuan literasi digital yang baik serta kreativitas dalam melaksanakan tugas. Kinerja pegawai menjadi faktor penting dalam mendukung keberhasilan organisasi, sehingga diperlukan peningkatan kemampuan dalam memanfaatkan teknologi digital dan menghasilkan ide-ide inovatif dalam pekerjaan.

Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh literasi digital terhadap kinerja pegawai, pengaruh kreativitas terhadap kinerja pegawai, serta pengaruh literasi digital dan kreativitas secara simultan terhadap kinerja pegawai pada Dinas Kebudayaan Provinsi Sumatera Barat.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Populasi dalam penelitian ini adalah seluruh pegawai Dinas Kebudayaan Provinsi Sumatera Barat yang berjumlah 119 orang. Teknik pengambilan sampel menggunakan purposive sampling, dengan jumlah sampel sebanyak 68 orang pegawai tetap yang telah bekerja minimal satu tahun. Data dikumpulkan melalui penyebaran kuesioner kepada responden. Teknik analisis data yang digunakan adalah analisis regresi linear berganda dengan bantuan program SPSS.

Hasil penelitian menunjukkan bahwa secara parsial literasi digital berpengaruh signifikan terhadap kinerja pegawai. Hal ini menunjukkan bahwa semakin baik kemampuan pegawai dalam menggunakan teknologi digital, maka semakin meningkat kinerja pegawai dalam melaksanakan tugasnya. Selain itu, kreativitas juga berpengaruh signifikan terhadap kinerja pegawai, yang berarti kemampuan pegawai dalam menghasilkan ide-ide baru dan solusi inovatif dapat meningkatkan efektivitas dan kualitas pekerjaan.

Berdasarkan hasil uji simultan, diperoleh bahwa literasi digital dan kreativitas secara bersama-sama berpengaruh signifikan terhadap kinerja pegawai. Hal ini menunjukkan bahwa peningkatan kinerja pegawai dipengaruhi oleh kombinasi antara kemampuan dalam memanfaatkan teknologi digital dan kemampuan berpikir kreatif dalam menyelesaikan pekerjaan.

Kesimpulan dari penelitian ini adalah bahwa literasi digital dan kreativitas memiliki peran penting dalam meningkatkan kinerja pegawai pada Dinas Kebudayaan Provinsi Sumatera Barat. Oleh karena itu, disarankan kepada instansi untuk meningkatkan kemampuan literasi digital pegawai melalui pelatihan penggunaan teknologi digital serta mendorong pengembangan kreativitas pegawai agar mampu menghasilkan inovasi dalam pekerjaan.

Kata Kunci : Literasi Digital, Kreativitas, Kinerja Pegawai

SUMARRY

This research is entitled "The Effect of Digital Literacy and Creativity on Employee Performance at the Cultural Office of West Sumatra Province." This study was conducted based on the rapid development of digital technology, which requires employees to have adequate digital literacy skills and creativity to improve their work performance. In the modern work environment, employee performance plays an important role in determining the success of an organization. Therefore, improving employees' ability to utilize digital technology and develop creative ideas is essential to achieve better performance outcomes.

The objectives of this study were to determine and analyze the effect of digital literacy on employee performance, the effect of creativity on employee performance, and the simultaneous effect of digital literacy and creativity on employee performance at the Cultural Office of West Sumatra Province. Digital literacy refers to the ability of employees to use digital technology effectively in completing their tasks, while creativity refers to the ability to generate innovative ideas and solutions in the workplace.

This research used a quantitative research method with a survey approach. The population of this study consisted of 119 employees at the Cultural Office of West Sumatra Province. The sampling technique used was purposive sampling, and the number of samples obtained was 68 permanent employees who had worked for at least one year. Data were collected using questionnaires distributed to respondents. The collected data were analyzed using multiple linear regression analysis with the help of the Statistical Package for Social Sciences (SPSS) program.

The results of the study showed that digital literacy partially had a significant effect on employee performance. This finding indicates that employees who have better digital literacy skills tend to perform their duties more effectively and efficiently. In addition, creativity also partially had a significant effect on employee performance, meaning that employees who are able to produce innovative ideas and solutions are more capable of improving their work quality and productivity.

Furthermore, based on the simultaneous test results, digital literacy and creativity simultaneously had a significant effect on employee performance. This result indicates that employee performance improvement is influenced not only by one factor but also by the combination of digital literacy skills and creative abilities in carrying out work responsibilities.

In conclusion, digital literacy and creativity are important factors in improving employee performance at the Cultural Office of West Sumatra Province. Therefore, it is recommended that the institution provide training programs related to digital technology usage and create a work environment that supports creativity and innovation. These efforts are expected to enhance employee performance and contribute to achieving organizational goals more effectively.

Keywords: Digital Literacy, Creativity, Employee Performance