ANALYSIS SHARIA FINANCIAL LITERACY OF KUALASIMPANG CITY COMMUNITY IN THE DIGITAL ERA

ANALISIS LITERASI KEUANGAN SYARIAH MASYARAKAT KOTA KUALASIMPANG DI ERA DIGITAL

Muhammad Dayyan
Institut Agama Islam Nengeri Langsa
Email: muhammad.dayyan@iainlangsa.co.id

Mansyur
Prodi Perbankan Syariah IAIN Langsa
Email: mansyurujikomap@gmail.com

Abstract

In the digital era, people are increasingly familiar with social media. This study aims to determine the effect of income, socio-economic status and social media on Islamic financial literacy of the people in Kota Kualasimpang District. This study used a quantitative method with data collection instruments through questionnaires. The sample used was 99 respondents who were the people of the Kualasimpang City District. The data analysis technique used consisted of multiple linear regression equations, coefficient of determination test, F test and t test. The research results obtained on the income variable with a coefficient of 0.147, socio-economic status variable with a coefficient of 0.398 and social media with a coefficient of 0.458, thus the value of income, socio-economic status and social media have a positive effect on financial literacy. The results of the t test on the income variable with a t sig value of 2.194, the socio-economic status variable with a t sig value of 5.447 and social media with a t sig value of 6.315, meaning that partially income, socio-economic status and social media have a significant effect on financial literacy. The results of the F test obtained the value of F count > F table (51.615> 2.70) meaning that simultaneously income, socio-economic status and social media have a significant effect on financial literacy. The test results for the coefficient of determination were obtained at 0.608 or 60.8% income, socio-economic status and social media affect financial literacy.

Keyword: Income, Socio-Economic Status, Social Media, Financial Literacy.

Abstrak
Di era digital masyarakat semakin akrab dengan media sosial. Penelitian ini bertujuan untuk mengetahui pengaruh dari pendapatan, status sosial ekonomi dan media sosial terhadap literasi keuangan syariah masyarakat di Kecamatan Kota Kualasimpang. Penelitian ini menggunakan metode kuantitatif dengan instrumen pengambilan data melalui kuesioner. Sampel yang digunakan sebanyak 99 responden yang merupakan masyarakat Kecamatan Kota Kualasimpang. Teknik analisis data yang digunakan terdiri dari persamaan regresi linier berganda, uji koefisien determinasi, uji F dan uji t. Hasil penelitian diperoleh pada variabel pendapatan dengan koefisien 0,147, variabel

status sosial-ekonomi dengan koefisien 0,398 serta media sosial dengan koefisien 0,458, dengan demikian maka nilai pendapatan, status sosial-ekonomi dan media sosial berpengaruh positif terhadap literasi keuangan. Hasil uji t pada variabel pendapatan dengan nilai t sig 2.194, variabel status sosial-ekonomi dengan nilai t sig 5,447 serta media sosial dengan nilai t sig 6,315, artinya secara parsial pendapatan, status sosial-ekonomi dan media sosial berpengaruh signifikan terhadap literasi keuangan. Hasil uji F diperoleh nilai F hitung > F tabel (51,615>2,70) artinya secara simultan pendapatan, status sosial-ekonomi dan media sosial berpengaruh signifikan terhadap literasi keuangan. Hasil uji koefisien determinasi diperoleh sebesar 0,608 atau 60,8% pendapatan, status sosial-ekonomi dan media sosial mempengaruhi literasi keuangan.

Kata kunci: *Pendapatan, Status Sosial-Ekonomi, Media Sosial, Literasi Keuangan.*

INTRODUCTION

       The digital era is characterized by the use of communication technology devices which are increasingly promoting lifestyles that influence people to tend to be extravagant (Kusumawati et al., 2022). Namely the behavior of using money that is not wise by buying goods those are sometimes not useful just because of the influence of advertisements and social media information. Therefore, sound personal financial management knowledge is needed (Yushita, 2017), because if miss financial management such as wasteful behavior will create environmental damage (Hidayat, 2022). Communities need to understand financial management in order to make wise decisions in managing finances (Rochendi et al., 2022). The ability to manage finances intelligently will help someone in financial planning by considering the time value of money and the benefits of getting bigger profits. By managing finances properly, we will avoid financial problems (Dewi et al., 2021). Intelligence in managing money aims to achieve prosperity and happiness.

       For a Muslim, understanding and ability to manage finances in accordance with sharia principles is an obligation (*fardhu ain*) and is part of cultivating good habits (Masruroh, 2013). That is a way of obtaining income and utilization that avoids usury, gharar, maisir, and fraud (Rozalinda, 2016). The financial literacy of the Indonesian Islamic community is still low as data from the Financial Services Authority (OJK) for 2021 shows that financial literacy is still at 8.93 percent, which means that only 9 people out of 100 Indonesian Muslims understand sharia finance (Santia, 2021). The low level of financial literacy of the Indonesian people is very at risk of experiencing financial problems, or in other words, they have the potential to become victims of fraudulent investments (Rochendi et al., 2022). Furthermore, Islamic financial literacy is very important to avoid mistakes in financial management (miss management) in accordance with Islamic principles, such as being trapped in the usury system due to lack of knowledge and good financial planning.

       The people of Aceh, who are known for their Islamic fanaticism, have agreed to implement Islamic law in all aspects of their lives, including financial management. Islamic Financial Literacy is knowledge, belief, and skills, which influence a person's attitude and behavior to improve the quality of decision making and financial management in order to achieve prosperity in accordance with the principles of the Al-Quran and Hadith (Qolbi, 2017). For the people of Aceh, sharia-compliant behavior, including in economic transactions, is an obligation after the enactment of Qanun Aceh

No. 11 of 2018 concerning Islamic Financial institutions (Hanif Fadillah & Reza Kusuma, 2021). The qanun instructs all financial institutions, both banks and non-banks, to carry out financial transactions in accordance with sharia principles. The results of the study show that the policy has not had a significant effect on the economic welfare of the Acehnese people (Danial, 2023). So the level of Islamic financial literacy of the people of Aceh is an important issue to be investigated so that it can continue to encourage people to get a prosperous and quality life in accordance with sharia principles. With intelligent financial management according to the guidance of Islamic teachings, a person can manage his assets in the form of money to fund higher education, savings and investments that bring inner and outer peace (Aprianto, 2017).

Various studies have been conducted to analyze the factors that influence a person's financial literacy. One of the determining factors is income, socioeconomic status, social media, age, gender, career, work experience, education and so on (Nanda et al., 2019). Research has also found that the higher the income level of an individual, the higher the financial literacy level of that person because they will learn to manage finances so that they can use it in a better way (Nasution, 2019). Based on previous studies, it is known that income that is managed wisely will avoid deficit problems before the next income is obtained (Rochendi et al., 2022). Besides that, social status, social media, lifestyle also influence the level of community financial literacy (Achirlita, 2021; Dewi et al., 2021; Pristian & Astuti, 2016). Even though social media is not often used to show self-existence, it is not uncommon for social media to lead to lifestyles that tend to be disorganized in financial management and wasteful (Purnama & Simarmata, 2021).

A number of previous studies have only examined financial literacy in general. This study not only examines the variables that have been tested before but also examines the variable Islamic financial literacy of the people of Kuala Simpang City, Aceh Tamiang based on income factors, socioeconomic status and social media. This study is important to find the factors that most influence the Islamic financial literacy of the Aceh Tamiang people who have implemented Islamic economics. With this study, it is hoped that steps can be taken in the form of government public policies to increase the Islamic financial literacy of the people of Aceh

OPERATIONAL VARIABLES
Financial literacy
Language literacy literally means individual abilities or skills in language which include the ability to read, write, speak, count and solve problems in everyday life (*Arti Kata Literasi Di Kamus Besar Bahasa Indonesia (KBBI)*, 2023). In the financial context, literacy is the ability to make effective judgments and decisions regarding the use and management of money. Financial literacy helps individuals to increase their level of understanding of financial issues which enables them to process financial information and make decisions about personal finances. Financial literacy is directly related to individual well-being (Bhushan & Medury, 2013). While Islamic financial literacy is a person's ability to manage their funds in accordance with sharia principles which are then implemented in financial attitudes and behavior to achieve prosperity in the future (*Literasi Keuangan Syariah*, 2023). This understanding includes knowledge of basic principles, contracts, transactions, institutions and financial products, which are actually applied as a whole in everyday life (Juliana, 2018).

Literacy shows knowledge that can affect a person's behavior in various ways. In the Qur'an Surah Al-An'am verse 152, Allah states that knowledge is an important requirement, so every Muslim can distinguish what is permitted or prohibited in Islam.

وَلَا تَقْرَبُوْا مَالَ الْيَتِيْمِ اِلَّا بِالَّتِيْ هِيَ اَحْسَنُ حَتّٰى يَبْلُغَ اَشُدَّهٗ

It means:

"And do not approach the orphan's property, except in a more beneficial way, until he reaches maturity.

Ibnu Katsir (2015) interprets the verse as saying that we are commanded by Allah to hand over the management of orphans' assets when they reach thirty years of age (maturity) because an adult has the intelligence (literacy) to make proper use of wealth. With knowledge and intelligence, a person will be able to manage finances so that the income earned can be of benefit to oneself and to others. With financial arrangements, life can be organized or adjust income with expenses from each individual in society. Financial arrangements are largely determined by the level of financial literacy which is influenced by three factors, namely:

First, income as a factor affecting financial literacy. There is a relationship between income and financial knowledge. This shows that those with higher incomes tend to have higher levels of financial literacy because they use financial instruments and services more often. Income is one of the factors that influence financial literacy. In research conducted by Mahdzan dan Tabiani (2013) stated that the higher the amount of income, the possibility of the amount of money that will be saved also increases. The greater the income earned, the easier it will be to fulfill both primary, secondary and tertiary needs.

Second, socio-economic status, namely social conditions that always experience changes through social processes. Social processes occur because of social interaction. Socio-economic status is the high or low prestige that a person has based on the position he holds in a society based on work to meet his needs or circumstances that describe the position or position of a family in society based on material possessions, and others that can indicate the socio-economic status of the individual . Based on research conducted by Rochendi et al (2022) that socioeconomic status has a positive effect on financial literacy. Because a good socio-economic status shows that financial management is also good based on financial literacy.

Third, social media, which is an online-based digital era community interaction and outreach media with many users spread all over the world. Social media is generally used to share and participate. Not infrequently, social media is also used as a means for social interaction, sharing information and increasing knowledge. This is due to the ease of accessing social media which can be done at any time (Tjandra, 2021). Social media in this paper is a product of the development of information technology. Countless social media have been born, from Facebook, Twitter, to Instagram. Social media users can participate in like, create, comment on, and share a variety of content in various formats (text, image, audio, video). With so many social media that have been born, it's easier for everyone to connect, to exchange information, even to get to know each other. In the business world, business people also benefit from social media (Achirlita, 2021).

Based on previous research, it was found that there are many variables that influence financial literacy, such as demographic factors such as gender, place of residence, and age. Then education, social media, income, financial attitudes internal locus of control and also socioeconomic status. Based on this research, this study chose

three variables to be re-tested in the Kuala Simpang Aceh Tamiang community, namely income, socioeconomic status and social media. The selection of these variables was carried out to differentiate this research from previous research and the existence of phenomena regarding income, socioeconomic status and social media. To facilitate research, the following framework is created.

Framework

Explanation:
—— Influence partially
- - Simultaneous influence
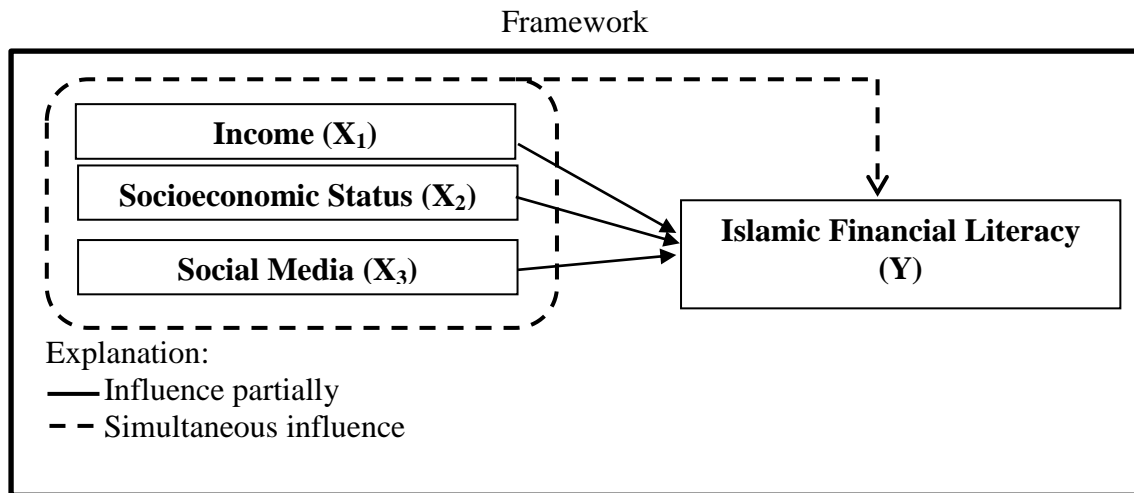
RESEARCH METHODS

This study uses quantitative research, which is a process of finding knowledge using data in the form of numbers (Sujarweni, 2014). Data obtained using a questionnaire instrument. The data collection technique used accident sampling, namely the sampling technique, anyone met by the researcher and willing to fill out the questionnaire was considered suitable as a respondent. A total of one hundred questionnaires were distributed by meeting the respondents directly and managed to collect data for 99 respondents.

Furthermore, the data that has been collected is entered into a table to be processed using SPSS software version 10. Then to get the validity of the data, validity and reliability tests have been carried out, the classic assumption test. Then, multiple linear regression of DNA for each variable is carried out by testing the hypothesis in the form of a partial t test and F to see the effect simultaneously, as well as testing the coefficient of determination (R^2).

Then the validity test is used to measure the validity of a questionnaire. The validity test was carried out on 99 respondents who are people in Kualasimpang City. The results of distributing the questionnaires were then calculated using the SPSS application and the results were that the Pearson correlation value was greater than the r table α 5% = 0.197 and the valid test results were as follows. Based on the results of the validity test on 16 statements for the four research variables namely income, socio-economic, social media and Islamic financial literacy as a whole are valid with a Pearson correlation value > r table, meaning that the questionnaire is said to be valid and capable of expressing something that is measured by the research questionnaire (Rianse & Abdi, 2009).

Reliability test if *cronbach's Alpha* > 0,6 thus, as a whole the statement items are stated to be reliable (Ghozali, 2005). Based on the test results it is known that each

variable has *cronbach alpha > 0,60.* Thus, the variables of income, socio-economic, social media, and Islamic financial literacy are reliable, meaning that the measurement tools used are stable and consistent. If used repeatedly with the assumption that the conditions at the time of measurement do not change.

Furthermore, the data is tested classical assumptions. First, the normality test uses the One-sample Kolmogorove Smirnove test and the results show the Asymp value. sig on the One Kolomogorov Smirnov Test of 0.413 or greater than 0.05, so that the data is normally distributed and the assumptions of normality in this study can be fulfilled. Second, the multicollinearity test and it can be seen that the tolerance value is > 0.1 and the Variance Inflation Factor (VIF) value is < 10. It can be stated that in all independent variables consisting of income, socioeconomic status and social media, multicollinearity or one similarity does not occur. with the others. Third, a heteroscedasticity test was carried out to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. The results of the heteroscedasticity test found that the original point or zero point and does not form a certain pattern, so that it can be stated that heteroscedasticity does not occur. Fourth, a linearity test is carried out through a test of linearity. The applicable criterion is that if the significance value is at linearity > 0.05, then there is a linear relationship between the independent variable and the dependent variable. The results of the linearity test obtained that the value of linearity was > 5%, income was obtained 0.075 > 0.05, in the socioeconomic status variable was 0.057 > 0.05 and social media was obtained 0.053 > 0.05 and it can be stated that between the independent variables and the dependent variable there is a relationship which is linear.

RESULTS AND DISCUSSION

This study found that the financial literacy of the people of Kuala Simpang Aceh Tamiang City was influenced by the three selected variables, namely income, social status, and social media. After carrying out multiple linear regression from data on 99 respondents, it is known that financial literacy is linear between one independent variable and one dependent variable at different levels of influence. From the results of multiple linear regression analysis calculated using the SPSS statistical application can be seen in the following table.

Table 1
Results of Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	,557	1,275		,437	,663
	Income	,147	,067	,156	2,194	,031
	Socioekonomi Status	,398	,073	,394	5,447	,000
	Social Media	,458	,072	,448	6,315	,000

a. Dependent Variable: Islamic Financial Literacy

Source: primary data processed; 2022

Based on table 1, it is known that the results of the multiple linear regression equation are as follows:

$$Y = 0,557 + 0,147X_1 + 0,398X_2 + 0,458X_3$$

1. A constant of 0.557 indicates Islamic financial literacy before being influenced by income, socio-economic and social media variables of 0.557 percent.

2. The regression coefficient value of the income variable is 0.147 percent, meaning that if income increases by 1 percent, Islamic financial literacy will increase by 0.147 percent, assuming the variables of socioeconomic status and social media are constant.
3. The regression coefficient value of the socio-economic status variable is 0.398 percent, meaning that if socio-economic status increases by 1 percent, Islamic financial literacy will increase by 0.398 percent, assuming that the income and social media variables are constant.
4. The regression coefficient value of the social media variable is 0.458 percent, meaning that if the use of social media increases by 1 percent, Islamic financial literacy will increase by 0.458 percent, assuming the variables of income and socioeconomic status are constant..

T test results

Hypothesis testing is used to see the significance of the independent variables affecting the dependent variable which is carried out partially or individually. The t test was carried out using t count and t table obtained from df = n-k (99-4) = 95 at α5% = 1.985. In detail t count and t sig can be seen in table 5 column sig.

Table 2
T test

Model		T tes				Result
		t count	t table	t sig	α 5%	
1	(Constant)	,437	-	,663	-	-
	Income	2,194	1,985	,031	0,05	Significant
	Socioeconomi	5,447	1,985	,000	0,05	Significant
	Social Media	6,315	1,985	,000	0,05	Significant

Source: Primary Data Processed with SPSS

Based on table 2 above, it is known that the income variable obtained t count > t table (2.194 > 1.985) and tsig value <α 5% (0.031 <0.05), then Ho is rejected and Ha is accepted, meaning that partially income has a significant effect on public financial literacy. Income has an influence on the financial literacy of the people in Kualasimpang District. Then the socio-economic variables obtained tcount > ttable (5.447 > 1.985) and tsig <α 5% (0.000 <0.05), then Ho is rejected and Ha is accepted, meaning that partially socio-economically has a significant effect on people's financial literacy. Socio-economy has an influence on the financial literacy of the people in Kualasimpang District. And social media variables obtained tcount > ttable (6.315 > 1.985) and tsig value <α 5% (0.000 <0.05), then Ho is rejected and Ha is accepted, meaning that partially social media has a significant effect on people's financial literacy. Social media has an influence on people's financial literacy in Kuala Simpang District.

F test results

The results of simultaneous hypothesis testing (F test) are carried out to see the significance of the independent variables affecting the dependent variable which is carried out simultaneously or together. Provisions of significance are comparing the calculated F values F table (df1 = n-k (99-4=95), df2 = k-1 (4-1=3) at α 5%) = 2.70), and F sig and α value of 5%.

Table 3
F test (simultaneous)
ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	367,464	3	122,488	51,615	,000[b]
1	Residual	225,445	95	2,373		
	Total	592,909	98			

a. Dependent Variable: Islamic Financial Literacy
b. Predictors: (Constant), Social Media, Income, Socio-Economic Status
Source: Primary Data Processed with SPSS

Based on table 3 it is known that the value of F count > F table (51.615 > 2.70) and the F sig value <α 5% (0.000 <0.05) so that Ho is rejected and Ha is accepted, it can be stated that income, socio-economic and social media simultaneously have a significant effect on the financial literacy of the community in Kota Kuala Simpang District.

Determination Coefficient Test Results (R^2)
The coefficient of determination test is used to determine the contribution of the independent variables (income, socio-economic status and social media) to the dependent variable (sharia financial literacy).

Table 4
Determination Coefficient Test
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,787[a]	,620	,608	1,54049

a. Predictors: (Constant), Social Media, Income, Socio-Economic Status
b. Dependent Variable: Islamic Financial Literacy
Source: primary data processed, 2022

The results of data processing with SPSS in table 4 obtained the coefficient of determination (R2) from the adjusted R Square column (used because there are more than 2 independent variables) that is equal to 0.608 = 60.8%, it can be stated that the independent variables (income, socio-economic and social media) can explain the dependent variable (Islamic financial literacy) of 60.8% while the remaining (100% - 60.8%) = 39.2% is explained by other variables not included in this study.

Implications of the Effect of Income on Islamic Financial Literacy
Based on the results of the regression of community income, it has a significant effect on Islamic financial literacy in Kuala Simpang District, which is known from the results of multiple linear regression equations and partial test results with a regression coefficient of 0.147 and t count > t table ((2.194 > 1.985) and tsig < α 5% (0.031 <0.05) This shows that the income from the work of the dominant respondents is civil servants as well as employees and entrepreneurs with income levels above IDR 3,000,000 (three million rupiahs). Based on the type of profession, the income people with the status of

State Civil Apparatus (ASN) will experience an increase every two years assuming the promotion of ASN occurs within two to four years on a regular basis. Promotions will have implications for increasing income through salary increases. So for State Civil Servants the level of Islamic financial literacy will be even better in the future.The implication is that ASN will manage income from work in line with sharia principles.

Meanwhile, for people whose profession is traders, the level of financial literacy is certainly faster because it is influenced by income levels which can fluctuate based on economic conditions that are not always stable. The results of previous research indicate that income is one of the factors that influence financial literacy. High financial literacy influences people to set aside their income in the form of savings. In research conducted by Mahdzan and Tabiani (2013) found that income has an important role in people's saving behavior. This is reinforced by the results of Juliana's research (2018) that the higher the amount of income, the awareness to save is increasing. Income is the most important factor considered by a person in allocating his expenses in the form of investment both in the form of savings and capital participation in business activities (Djuwita & Ayus, 2018). So income affects a person's ability to manage finances intelligently, thus it is very important for the government to make policies that encourage people to increase their income such as economic incentives in the form of cheap capital in Islamic banking in Aceh. Financial literacy programs for the community carried out by Islamic Financial Institutions such as Sharia Pawnshops have the effect of increasing financial literacy and being able to use sharia-compliant financial service products correctly according to the needs of each individual (Tulasmi & Mukti, 2020; Zunaidi, 2021).

Implications of the Effect of Socio-Economic Status on Islamic Financial Literacy

Based on the results of the study that socioeconomic status has a significant effect on Islamic financial literacy in the people of Kualasimpang City which is known from the results of multiple linear regression equations and partial test results with a regression coefficient value of 0.398 and tcount > ttable (5.447 > 1.985) and tsig value $<\alpha$ 5% (0.000 < 0.05). This means that every 1% increase in social status will increase Islamic financial literacy in Aceh. Based on the work of the respondents consisting of civil servants, they have a good social status in the community, so they try to show that behavior in financial matters does not conflict with sharia principles. A person's income will support socio-economic status and be more stable in meeting needs. Income from salary sources that are paid at the beginning of each month as ASN income will affect socioeconomic status. Previous research conducted by Zullyana (2021) shows that socioeconomic status has a significant effect on financial literacy.

The state of society will experience changes through socio-economic processes in the form of high and low prestige that a person has based on his position in society. The better the job, the more stable the income and the better the social status. Then social status will affect the way a person manages finances in line with sharia principles (Latuconsina et al., 2020). With a good social status, a person will be more able to allocate income to meet the needs of a good and well-planned community (Hidayah et al., 2021). Socio-economic status can increase with government policies to create jobs in the informal sector such as strengthening Micro Small Medium Enterprises (MSMEs) (Adawiyah, 2020). Through strengthening MSMEs, it will improve the position or position of a family in society based on material ownership, and others so that it can show that the socio-economic status of individuals is getting better.

Implikasi Pengaruh Media Sosial terhadap Literasi Keuangan Syariah

Islamic financial literacy in the community in Kuala Simpang District is based on the results of multiple linear regression equations and partial test results with a regression coefficient of 0.458 and tcount > ttable (6.315 > 1.985) and tsig value <α 5% (0.000 <0.05). If the use of social media increases by 1% to access Islamic financial information, then Islamic financial literacy will increase society's sharia knowledge by 45%. Based on the age of the respondents between 20-40 years who are active users of social media in the digital era. So almost all information is obtained through social media, including those related to Islamic finance. So that social media becomes an instrument of public knowledge that influences behavior in managing finances such as choosing Islamic financial investment products.

So it is very important for Islamic financial institutions to utilize social media as a means to conduct Islamic financial education to the public. Previous studies have confirmed that trust in Islamic financial products is largely determined by the level of financial literacy. So that the use of social media is important to increase public knowledge in the field of Islamic finance. As the results of previous research show that social media affects the level of financial literacy of a person (Tjandra, 2021).

Simultaneously the regression results show that income, socioeconomic status and social media have a significant effect on Islamic financial literacy in the community in Kualasimpang City District which is known from the results of simultaneous testing with F count > F table (51.615 > 2.70) and F sig value <α 5% (0.000 < 0.05). The results of this study confirm the results of previous studies which prove that income, social status and social media have a significant effect on financial literacy (Ahyar, 2018; Nasution, 2019). The government needs to create an economic atmosphere that encourages people to run businesses, especially in the informal sector. So that income stability is not only owned by groups of people who work as civil servants. Islamic financial institutions need to continue to improve financing services for MSME business actors (Utami & Sujarweni, 2020) so that the income and social status of the community will be better. And the Financial Services Authority (OJK) must further enhance sharia financial education content to the public by utilizing social media.

CONCLUSION

Income has a positive and significant effect on Islamic financial literacy with a regression coefficient of 0.147 and a tcount of 2.194. This means that if income increases by 1% then Islamic financial literacy also increases by 14%. Both Islamic financial literacy are positively and significantly influenced by socio-economic status with a regression coefficient of 0.398 and a tcount of 5.447. It can be predicted that if socioeconomic status increases by 1% then Islamic financial literacy will also increase by 39%. And Islamic financial literacy can be influenced by social media even higher with a regression coefficient of 0.458 with a tcount of 6.315, this means that if the use of social media increases by 1% to understand finance then Islamic financial literacy also increases by 45%. Even simultaneously income, socioeconomic status and social media simultaneously have a significant effect on Islamic financial literacy with an F test value, Fcount > Ftable (51.615 > 2.70). This is because income, socioeconomic status and also social media support Islamic financial literacy in the community in Kota Kualasimpang District.

The implication of the results of this study is that people's Islamic financial literacy will continue to increase along with technological developments, so counseling is needed by providing knowledge about Islamic financial literacy by utilizing technological media. So that the financial management of each individual community will be better according to sharia principles as income increases and socio-economic status increases. For Islamic financial institutions, it is necessary to continuously disseminate information about Islamic financial literacy to the public, so that the products of financial institutions can be of maximum utilize to society.

This study has limitations related to the number of samples and variables used. So future researchers can add other variables such as religiosity, education and others to analyze further how Islamic financial literacy influences society, especially in Aceh.

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