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.