

ABSTRACT

In today's rapidly developing digital era, digital communication skills have become an important ability in the workplace. Interpersonal communication skills are a key element in personal relationships, professional careers, education, and social engagement. Therefore, the communication paradigm has undergone drastic changes, one of which is the Generation or Gen Z, which is unique in terms of their communication preferences. Based on statistics, it is estimated that there are 68 million Gen Z in Indonesia and 2 billion Gen Z worldwide. As a generation that is very attached to the use of the internet, it turns out that this has had an impact on the decline in Gen Z's effective skills in terms of interpersonal communication. In order to adapt to the intergenerational interactions they will face in the workplace, Gen Z needs to prepare their interpersonal communication skills. To bridge this gap, this research focuses on students as research objects to look at digital communication patterns and their influence on students' readiness in the workplace later. This research aims to develop a model to identify the dominant factors that influence Gen Z's level of digital communication skills from the perspective of the four pillars of digital literacy. The four pillars of digital literacy include digital skills, digital culture, digital ethics, and digital safety. In addition, the relationship between digital communication skills and interpersonal communication skills of Gen Z was identified. This research used a quantitative method using purposive sampling in collecting data samples. The criteria used are students of the Bachelor of Information Systems Study Program who are required to have excellent digital communication skills. The research model was analyzed using a multivariate approach such as multiple regression using data from 336 information systems student respondents. The results of this research show that digital literacy including digital skills, digital culture, digital ethics, and digital safety has a positive and significant effect on digital communication skills. Apart from that, digital communication skills have a positive and significant effect on interpersonal communication skills with a value of 1,696. This research can be used as advice to stakeholders in the education sector in determining appropriate programs to improve digital communication skills and interpersonal communication skills, so as to increase the readiness of Gen Z's digital communication skills and interpersonal communication skills.

Keywords: digital skills, digital culture, digital ethics, digital safety, digital communication skills, interpersonal communication skills, gen z