

ABSTRACT

Literacy is increasingly recognized as a crucial skill in today's work environment, particularly in the context of rapidly advancing technology. This study aims to analyze the level of digital literacy among employees at PT. Telkom Indonesia Graha Merah Putih Bandung and its impact on work productivity. Qualitative research methodology was employed, with employees of the company serving as the research population. Both primary and secondary data were utilized, gathered through interviews, observation, and documentation. This study used three types of informants with one employee each. The findings reveal that digital literacy, encompassing proficiency in utilizing digital communication tools and platforms, significantly influences the work productivity of Telkom Indonesia employees. Moreover, factors influencing digital literacy were identified as playing a pivotal role. The study underscores the importance of digital transformation initiatives and enhancing employee digital literacy to drive improvements in work productivity.

Keywords: digital literacy, digital communication, work productivity