

# IMPLEMENTING OF ACCOUNTING GAMIFICATION TO INCREASE STUDENTS FINANCIAL KNOWLEDGE

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## ABSTRACT

The purpose of this research is to apply accounting gamification to improve the financial knowledge of students in business feasibility study courses. This research type is lesson study with quantitative approach. The learning method used is accounting gamification. The subjects of the study are the students of Business Feasibility Study subjects as many as 35 students, while the object of this study is financial knowledge. This research is carried out in one cycle covering planning, implementation, reflection, and follow up. Data collection techniques used in the study are test and keusioner. The test is used to determine the level of understanding of students on the material preparation and analysis of financial statements as indicators of financial knowledge. Questionnaires are used to find out the improvement of student perception about financial knowledge. The analysis technique used in this research is quantitative descriptive data analysis technique and different test with paired sample t test. The results showed that there was a significant difference between the pre test and post test of the students of the business feasibility study participants with t arithmetic of -4.187 and Sig. = 0,000. So the application of accounting gamification can improve students' financial knowledge on business feasibility study course. Improved student's financial knowledge score of 20.4. Application of accounting gamification can also improve student perception about financial knowledge.

Kata Kunci: *accounting gamification, financial knowledge*