

ACCOMPANIMENT OF FINANCIAL LITERACY MEDIA UTILIZATION THROUGH LITERACI.ID INNOVATION TO IMPROVE THE ACCESSIBILITY OF FINANCIAL LITERACY KNOWLEDGE IN SD IT LHI BANGUNTAPAN

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ABSTRACT

One of the literacies that is an emerging skill in the 21st century is financial literacy. However, Indonesia's literacy rate is the lowest (38.03%) compared to other ASEAN countries. This is due to the low level of financial literacy learning. Therefore, this PKM activity was carried out with the aim of: 1) Increasing financial literacy for teachers and parents of SD IT LHI Banguntapan as a provision for financial literacy learning for students; 2) Improving the ability to use the mobile educational application for financial literacy "literaci.id" which is an educational product of the service team. This PKM activity was carried out offline on Saturday, August 5, 2023 at 09.00-15.00 WIB at the IDB Building, Faculty of Economics and Business, Yogyakarta State University with 40 participants. This activity was carried out using the method of financial literacy lecture and practice using the Literaci.id application. The results of this PKM activity are: 1) Participants gain knowledge and insight about financial literacy learning media, namely Literaci.id; 2) Participants play an active role in the implementation of community service activities; 3) Most participants rate that the community service activities are carried out very well.

Kata Kunci: *Training, Financial Literacy, Literaci.id, Financial Literacy Education*