

THE IMPLEMENTATION OF GAMIFICATION FOR IMPROVING FINANCIAL KNOWLEDGE IN SMALL AND MEDIUM ENTREPRISES

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ABSTRACT

This study aimed to examine the effectiveness of gamification in improving small and medium enterprises owners on financial knowledge. The subjects were owners of small and medium enterprises in Yogyakarta. It was designed as an experimental research. The result showed that gamification was more effective compared to conventional method. It was proven by the mean value of post-test from pre-test increased significantly from 53.6 to 74.0.

Kata Kunci: *gamification, financial knowledge, owner of small and medium enterprises*