ABSTRACT

Rahmadi Nanda Putra Perdana. (2023). *Thesis. The Effect of Digital Literacy and Conformity on Student Technopreneurship Interests (Survey of Students of the Department of Economic Education, Teaching and Education Faculty, Siliwangi University, Class of 2019). Department of Economic Education, Teaching and Education Faculty, Siliwangi University, Tasikmalaya. Under the guidance of* **Ati Sadiah, S.Pd., M.Pd.** *and* **Kurniawan, S.Pd., M.M.**

This study discusses the problem regarding the lack of student interest in technopreneurship. The purpose of this study is to determine the effect of digital literacy and conformity on interest in technopreneurship. The method used in this study is a quantitative research method with a survey type and an explanatory survey research design. The population in this study were 104 students of Economic Education, Teaching and Education Faculty, Siliwangi University. The sampling technique used is a saturated sample which makes the entire population a research sample. The data collection technique used a questionnaire and the data analysis technique used was multiple linear regression analysis with the t test and F test. From the results of the study, it was found that Technopreneurship Interest was included in the high category with a value of 7,996, Digital Literacy was included in the high category with a value of 7,681 and Conformity is also included in the high category with a value of 5,543. The partial test results show that digital literacy has a significant positive effect on technopreneurship interest with a significance value of 0.000 and conformity has a significant positive effect on technopreneurship interest with a significance value of 0.000. Simultaneously Digital Literacy and Conformity on Technopreneurship Interests obtained $F_{count} > F_{table}$ and significance <0.05, these results indicate that there is a significant influence between Digital Literacy and Conformity on Student Technopreneurship Interests with a coefficient of determination of 60.9%.

Keyword : Conformity, Digital Literacy, Technopreneurship Interst