

ABSTRACT

Ability to judge and decide with both the management and utilization of financial knowledge, also called financial literacy, has attracted attention both in the developed and developing countries. Studies have shown that financial literacy can significantly improve the growth and development of small and medium businesses. This study examines the financial literacy in one of the well-known organization, Indonesian Young Entrepreneurs Association Telkom University with the sample of 110 people. The descriptive analysis and Chi-Square test was conducted to analyze the data obtained. The results has shown that Indonesian Young Entrepreneurs Association Telkom University has majority financial literacy level below needed. No significant differences were found in financial literacy scores between gender category and business / non-business major category. This study suggests to improve the level of financial literacy in Indonesian Young Entrepreneurs Association Telkom University since low financial literacy may limit the ability of its members to take well-informed financial decisions.

Keywords: Financial Literacy, Small and Medium Business, Descriptive Analysis