

RINGKASAN

Penelitian ini merupakan survei yang dilakukan pada mahasiswa tingkat akhir dan lulusan baru dari Universitas Jenderal Soedirman yang termasuk dalam golongan *iGeneration* atau yang berkelahiran antara tahun 1995-2012. Penelitian ini menggunakan studi kuantitatif terhadap 100 responden, sampel dikumpulkan menggunakan kuesioner yang disebarikan secara online dengan metode *accidental sampling*.

Analisis penelitian menggunakan *Structural Equation Modeling* (SEM) yang diolah dengan software SmartPLS 4.1 menunjukkan bahwa (1) *STARA awareness* tidak berpengaruh terhadap *job insecurity* melalui *job uncertainty*. Meski demikian, penelitian menunjukkan bahwa *STARA awareness* berpengaruh positif terhadap *job uncertainty* dan *job insecurity* serta *job uncertainty* yang berpengaruh positif terhadap *job insecurity*. (2) Pemberitaan PHK berpengaruh positif terhadap *job uncertainty* dan *job insecurity*, yang mana hubungan pemberitaan PHK dengan *job insecurity* diperkuat melalui *job uncertainty* sebagai mediasi.

Hasil penelitian menyimpulkan bahwa peran pemberitaan PHK dan *STARA awareness* memiliki pengaruh yang besar pada *job uncertainty*, masing-masing dari variabel tersebut juga memiliki pengaruh yang signifikan terhadap *job insecurity*. Meskipun *job uncertainty* tidak memediasi hubungan antara *STARA awareness* dan *job insecurity*, *job uncertainty* memediasi secara parsial hubungan antara pemberitaan PHK dengan *job insecurity*.

Kata Kunci: *STARA awareness*, Pemberitaan PHK, *Job Uncertainty*, *Job Insecurity*, *Smart Technology*, *Artificial Intelligence (AI)*, *Robotics and Algorithms*.

SUMMARY

The research conducted as a survey on final year students and fresh graduates from Jenderal Soedirman University who belong to the iGeneration, defined as individuals born between 1995-2012. This research employed a quantitative approach, with 100 respondents selected through online questionnaire distribution using accidental sampling method.

The analysis of the research using Structural Equation Modeling (SEM) conducted with SmartPLS 4.1 software revealed the following key findings: (1) The study indicated the STARA awareness doesn't have a direct impact on job insecurity through job uncertainty. However, the research demonstrated that STARA awareness has a positive impact on both job uncertainty and job insecurity. Additionally, job uncertainty was found to have a positive impact on job insecurity. (2) The research showed a positive impact of layoff news on both job uncertainty and job insecurity. Moreover, the relationship between layoff news and job insecurity was strengthened through job uncertainty as a mediator.

The research finds that the roles of layoff news and STARA awareness have a big impact on job uncertainty, with each of these variables also significantly influencing job insecurity. Although job uncertainty does not mediate the relationship between STARA awareness and job insecurity, job uncertainty partially mediates the relationship between layoff news and job insecurity.

Key word: *STARA awareness, Layoff News, Job Uncertainty, Job Insecurity, Smart Technology, Artificial Intelligence (AI), Robotics and Algorithms.*