RINGKASAN

Penelitian ini bertujuan untuk menganalisis pengaruh *digital literacy* terhadap kinerja pegawai dengan *perceived organizational support* sebagai variabel moderasi, dengan fokus penelitian pada pegawai Dinas Sosial dan Pemberdayaan Masyarakat dan Desa (Dinsospermasdes) Kabupaten Banyumas. Jenis penelitian yang digunakan adalah penelitian kuantitatif dengan pengumpulan data melalui kuesioner. Metode pengambilan sampel menggunakan metode *nonprobability sampling* dengan teknik *total sampling*, yang melibatkan 91 responden yang telah bekerja minimal satu tahun di Dinsospermasdes Kabupaten Banyumas dan terlibat langsung dalam penggunaan teknologi di lingkungan kerja.

Analisis data dilakukan dengan menggunakan *Moderated Regression Analysis* (MRA) yang diolah melalui perangkat lunak SPSS versi 23. Hasil penelitian menunjukkan bahwa *digital literacy* berpengaruh positif dan signifikan terhadap kinerja pegawai di Dinsospermasdes Kabupaten Banyumas. Selain itu, *perceived organizational support* terbukti memoderasi hubungan antara *digital literacy* terhadap kinerja pegawai.

Penelitian ini memberikan implikasi teoritis yang dapat dijadikan referensi bagi penelitian selanjutnya dan implikasi praktis bagi manajemen di instansi, khususnya Dinsospermasdes Kabupaten Banyumas dalam merancang strategi pengembangan *digital literacy* melalui peningkatan kompetensi dan pelatihan yang berkelanjutan. Selain itu, hasil penelitian juga menekankan pentingnya menciptakan lingkungan kerja yang mendukung agar pegawai merasa dihargai dan difasilitasi. Hal ini diharapkan dapat meningkatkan kinerja pegawai dan organisasi secara keseluruhan.

Kata Kunci: Digital Literacy, Kinerja Pegawai, Perceived Organizational Support

SUMMARY

This study aims to analyze the effect of digital literacy on employee performance with perceived organizational support as a moderating variable, with a research focus on employees of the Social Service and Community and Village Empowerment (Dinsospermasdes) of Banyumas Regency. The type of research used is quantitative research with data collection through questionnaires. The sampling method used nonprobability sampling method with total sampling technique, which involved 91 respondents who had worked for at least one year at the Banyumas Regency Social and Community Empowerment Agency and were direcly involved in the use of technology in the work environment.

Data analysis was carried out using Moderated Regression Analysis (MRA) processed through SPSS version 23 software. The result showed that digital literacy has a positive and significant effect on employee performance at the Social and Social Welfare Agency of Banyumas Regency. In addition, perceived organizational support is proven to moderate the relationship between digital literacy and employee performance.

This research provides theoretical implications that can be used as references for further research and practical implications for management in agencies, especially the Banyumas Regency Social Welfare Agency in designing digital literacy development strategies through increased competence and continuous training. In addition, the research results also emphasize the importance of creating a supportive work environment so that employees feel valued and facilitated. This is expected to improve the performance of employees and the organization as s whole.

Keywords: Digital Literacy, Employee Performance, Perceived Organizational Support