

FACTORS AFFECTING STUDENTS' PROACTIVE PERSONALITY AND ACADEMIC ACHIEVEMENT: AN EMPIRICAL EXPLORATION OF GLOBAL AWARENESS, MOTIVATION, AND DIGITAL LITERACY EFFECTS

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ABSTRACT

Proactivity has been considered a crucial competency to support one's success and this study aims at determining the factors that affect it. By employing a quantitative method, it involved 132 students of Universitas Negeri Yogyakarta who participated in Phase 1 of the Teaching Campus Program. The data were collected using an online questionnaire. The data were analyzed by regression and the results showed that students' internal motivation and digital literacy had a positive and significant influence on their proactivity. It means, to enhance students' proactivity, their internal motivation and digital literacy need to be put forward. To stimulate students' internal motivation, they should be asked frequently about their learning goals and objectives in higher education, or their targets after graduation, while improving their digital literacy is by applying online learning (e-learning) in the classroom. The Massive Open Online Courses (MOOCs) learning system can also be implemented to improve digital literacy skills.

Kata Kunci: *Internal Motivation, Digital Literacy, Proactivity, Independent Campus, Kampus Mengajar*