ABSTRACT

This research entitled "Influence Literacy Information and Communication Technology Critical Thinking Ability Students Class X Marketing Management 1 SMK Pasundan 4 Bandung" the background of Information and Communication Technology are three things that are interrelated and reinforcing, because with the growing of technology then one can spread and receive information widely, one can get information from all over the world only with internet via smartphone, and with the information spread broadly then one can communicate with each other to exchange information or ask about the unknown and the purpose of this research are: (1) to know information and communication technology in class X marketing management 1 SMK Pasundan 4 Bandung. (2) to know the critical thinking ability of class X student of marketing management 1 SMK Pasundan 4 Bandung. (3) to know how much influence of literacy tick to critical thinking ability of class X student of marketing management 1 SMK Pasundan 4 Bandung The method used in this study is a causal associative method. The data were collected for this research from the questionnaires / questionnaires distributed to the students, and instrument testing in this study used validity test, reliability test, simple linear regression analysis and determination coefficient with the formula $KD = r^2 \times 100\%$ The results of data processing showed the average literacy rate of 3.42 from the scale of 1 to 5 which shows the value is "Good" and the average level of ability to think of kit is of 3.61 which also shows the value is "Good". From the data processing using SPSS Version 24.0 shows the effect of variable x to y is equal to 45.9%. In conclusion, the influence of information technology and communication literacy on critical thinking ability of class X marketing management student 1 SMK Pasundan 4 Bandung is 45.9%. As the end of the research the researcher gives suggestion to Teachers, should be more understanding that the literacy by utilizing information and communication technology is sufficient to contribute to students' critical thinking skills. School, is expected to improve the quality of teaching by utilizing information and communication technology, in order to help improve the ability to think critically to learners. Students should be aware that by doing ICT literacy can improve their ability to think critically. next researcher can apply ICT literacy to improve their ability to think critically.

Keywords: Literacy of Information and Communication Technology, Critical Thinking Ability.