

ABSTRACT

Conventional financial statements are often difficult for non-practitioners to understand due to their complexity and use of technical terms. Indonesia's low level of financial literacy also widens the gap between financial access and understanding. This study aims to analyze the effectiveness of infographics as a visual alternative in improving the understanding of non-practitioner users, by comparing them to conventional formats.

This study used quantitative methods by distributing questionnaires to respondents in Semarang, Kudus, Kendal, Demak, and Jepara regions. Data were analyzed using Wilcoxon Test to see differences in understanding, Moderated Regression Analysis (MRA) to test the moderating effect of education level, and Mann-Whitney U Test to explore the influence of knowledge level and familiarity on actual understanding.

The results showed significant effectiveness of infographics over conventional formats in increasing both the preference, perceived understanding and actual understanding of non-practitioner respondents. Education level is almost significant as a moderator in the effectiveness of infographics on actual understanding, but not on conventional formats. Additional findings reveal that the level of accounting knowledge and familiarity with financial statements have a significant effect on actual understanding, suggesting that specific experience plays a role more than formal educational background. The implications of this study suggest the need for the development of visual tools such as infographics to increase the effectiveness of financial literacy, especially for non-practitioner groups.

Keywords: Effectiveness, Infographics, Financial Statements, Actual Understanding, Perceived Understanding