

## DEVELOPMENT OF CAREER INFORMATION MEDIA FOR HIGH SCHOOL STUDENTS IN JAKARTA

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### Abstract

The goal will be achieved in the study. This is about developing career information media for public high school students in Jakarta. Research conducted uses approach research and development. Type study This is used based on an objective study, i.e., it produces a product form for planning media careers for state high school students in Jakarta who meet criteria for acceptability. The results of this research, namely the average calculation of all percentage scores obtained from the design validation stage, which involved assessments from material experts, media experts, guidance and counselling teachers, and students, found that the average score reached 93%. This value is included in the very good criteria, so no revision is needed. Therefore, it can be concluded that the roadmap media product has met the acceptability criteria, which cover the aspects of usability, feasibility, appropriateness, and accuracy very well, so it does not need to be revised.

**Keywords:** Development, media , career information, students

### Abstrak

*Tujuan yang akan dicapai dalam penelitian ini yakni mengembangkan media informasi karier bagi siswa SMA Negeri di Jakarta. Penelitian yang dilakukan menggunakan pendekatan penelitian dan pengembangan. Jenis penelitian ini digunakan berdasarkan tujuan penelitian yakni dihasilkannya produk berupa Media Perencanaan Karier untuk Siswa SMA Negeri di Jakarta yang memenuhi kriteria akseptabilitas. Adapun hasil penelitian ini yakni perhitungan rata-rata dari seluruh persentase nilai yang diperoleh dari tahap validasi desain, yang melibatkan penilaian dari ahli materi, ahli media, guru BK, dan siswa, ditemukan bahwa nilai rata-rata mencapai 93%. Nilai ini masuk dalam kriteria sangat baik, sehingga tidak ada revisi yang diperlukan. Oleh karena itu, dapat disimpulkan bahwa produk media roadmap telah memenuhi kriteria akseptabilitas yang mencakup aspek-aspek kegunaan, kelayakan, kepatutan, dan ketepatan dengan sangat baik, sehingga tidak perlu direvisi.*

**Kata kunci:** Pengembangan, media, informasi karier, siswa

## INTRODUCTION

School Intermediate Upper (SMA) is the wrong stage of formal education being gated for students to enter world education or world work, which is where the world comes into being. They can form integrity-appropriate professionals with talent and interest. High school too is a period transition going to marking adults as going to world work. Every individual generally wants a mature career in accordance with his talent and interests. Because that's why planning a career has become an important aspect of development for career students, and taking the right decision is objective in planning a career. In accordance with the statement (Atmaja, 2014; Irfan et al., 2020), planning and taking decisions play an important role in the election career of teenagers.

However, still There are lots of students who haven't planned a good career, which can cause obscurity in the description period. While they're nice in choosing majors for studies, they carry on, and in determining what type of work to do, they persevere. One of the frequent problems that happens is confusion in choosing a major and suitable job with potential, though part of the big school Already carry out the Test Potential Academic (TPA) and test interest for selection and mapping participant education. The study document as well as interviews conducted by researchers at Jakarta State High School pointed out that knowledge about planning careers among students at school This is still classified low. Results Questionnaire Need Participant Educate (AKPD) from class X up with class XII show that lots of students do not understand draft planning careers.

For example, in class X, as many as 62% of students state that they do not yet understand the connection between hobbies, talents, interests, abilities, and careers. Aside from that, 38% of students say they do not yet have a career plan in place. In class XI, as many as 82% of students say that they do not yet understand the connection between talents, interests, education, and work. Besides that, 18% of students feel still hesitant with their choice of ambition or career period. In class XII, 9 % of students say that they do not yet know how to choose a suitable career based on their personalities; 10 % of students are still confused about how to determine their choice of profession or work in the future; besides that, 8 % of students feel they do not yet understand the connection between potential, interests, talents, abilities, and study programme selection; 12 % of students state that their ambitions or plans for careers are often changeable; and 8 % of students confess that they do not yet know how to determine their career after graduating from high school.

This matter shows that knowledge students have about planning careers is still not enough. Ahmad (2022) describes planning a career as a necessary process passed before election a career, which includes three main aspects: knowledge and understanding about yourself, knowledge and understanding about work, as well as using correct reasoning between self-alone and world work. Temporary that, Adriyani & Wiyono (2019) state that planning a career is an activity engaging students to learn information about a career and leads to taking a career decision in the future. A lack of knowledge about career planning can make it difficult for students to make career decisions in a timely manner. Internal guidance and counselling teacher school This states that the

available time for giving service to students, especially in field careers, is limited, so information about planning a given career by school is less than optimal because it only provides entry times for class X.

In context This is the guidance and counselling teacher at school. This needs possible media support to help them give information and understanding about planning careers to students (Munirah et al., 2022; Permana & Naufal Qais, 2021). Remember, for internal guidance and counselling, teachers give service; media is required that can be used by students in an independent way, apart from being used in service groups.

Based on this background, researchers are interested in conducting development research with the title Developing career information media for high school students in Jakarta.

## **METHOD**

Type of study in study This is a type of study development. Type study This is used based on an objective study, i.e., it produces a product form for planning media careers for state high school students in Jakarta who meet criteria for acceptability. In accordance with opinion A. Muri (2016), that method study And development is a research method used to produce a specific product and test its effectiveness. The stages of this research are: a. formulating goals; b. preparing materials; c. preparing designs; and d. preparing evaluation sheets.

## **RESULTS AND DISCUSSION**

Results from study media roadmap development career information For State High School students in Jakarta which has been done right by researcher will displayed in a way detailed as following:

1. This research departs from the identified potential and problems. At this stage, information regarding student problems and needs is collected through document studies resulting from Planning Needs Analysis and data collection from interviews at Jakarta State High Schools. The results of the Planning Needs Analysis show that many students do not have an adequate understanding of career planning. Apart from that, the results of interviews with several students indicated that they still experienced confusion in determining career options for making career decisions after graduating from high school. Information obtained from interviews with BK teachers at this school also revealed that they need media that can support BK's performance in providing information and understanding regarding career planning to students in class X to Class XII, considering the limited time available at school to provide classical services. .
2. After researchers have identified existing problems, the next step is to collect information that will be used as a basis for product planning which is expected to be a solution to these problems. Information gathering is carried out through literature study, which is an effort to examine and study

theories, concepts and previous research that are relevant to career planning and alternative media that can be used in guidance and counseling.

The results of this literature review help researchers choose roadmap media as a suitable alternative for guidance and counselling teachers in conveying information about career planning. Roadmap media was chosen because it does not require additional equipment to use, can be used by anyone, and can be accessed anywhere. Apart from that, the roadmap design is designed in such a way that it is attractive to students, so that they are more interested in reading it. This research uses various reference sources, such as books, journals, and theses, which serve as references for formulating various concepts and aspects related to research variables. The results of the literature review also form the basis for preparing material for the career planning roadmap.

3. The following are the steps taken by researchers at the product design stage:
  - a. Formulate the goals and benefits of the product in the form of a career planning roadmap for Jakarta State High School students. The aim of developing this career planning roadmap is to meet the product acceptability criteria which include usability, suitability, accuracy and propriety for Jakarta State High School students through the design validation stage. The benefit of this product is as an alternative media for guidance and counseling teachers in an effort to convey information about career planning to students.
  - b. Prepare the materials needed to create a career planning roadmap. The material is adapted to the information needed by students, the language is simple and communicative so that it is easy for students to understand.
  - c. Prepare a roadmap design that is attractive in terms of appearance, starting from choosing the type of paper used, size of the roadmap, type and size of letters, as well as choosing images and layout that suit the material being presented.
  - d. Prepare a design validation sheet to obtain an assessment regarding the acceptability of the career planning roadmap product developed by the researcher.
4. Design validation is carried out through expert and prospective user testing using an acceptability questionnaire which covers the usability, suitability, accuracy and appropriateness of the product that has been developed. The results of the material expert test assessment of the career planning roadmap media product for high school students show the percentage scores as follows:
  - a. The usability aspect of career planning roadmap media has a percentage score of 87.5%, which is included in the very good criteria so it does not need to be revised.
  - b. The feasibility aspect of the career planning roadmap media has a percentage score of 80%, which is included in the good criteria so it does not need to be revised.

- c. The appropriateness aspect of the career planning roadmap media has a percentage score of 87.5%, which is also included in the very good criteria so it does not need to be revised.
- d. The accuracy aspect of the career planning media roadmap has a percentage score of 80.6%, which is included in the good criteria so it does not need to be revised .

Thus, the average percentage of material expert assessments was 82.9%, which met the acceptability criteria as very good, so no revision was needed. Material experts provided several comments and suggestions for improvements, such as making the typeface more attractive and shortening the material descriptions.

Furthermore, the results of the media expert test assessment of the career planning roadmap media product for high school students are as follows:

- a. The initial design aspect of the career planning roadmap media had a percentage score of 95.5%, which falls within the very good criteria so it does not need to be revised.
- b. The technical standard aspect of career planning roadmap media has a percentage score of 100%, which falls within the very good criteria so it does not need to be revised.
- c. The career planning roadmap media presentation aspect has a percentage score of 100%, which is included in the very good criteria so it does not need to be revised.

Thus, the average percentage of media expert assessments is 97.5%, which meets the acceptability criteria as very good, so no revision is needed. Media experts provided several comments, such as adding practice sheets and balancing image types.

Then, based on the assessment of potential users (BK Teacher 1) of the career planning roadmap media product for high school students, the results are as follows:

- a. The usability aspect of the career planning roadmap media has a percentage score of 100%, which is included in the very good criteria so it does not need to be revised.
- b. The media feasibility aspect of the career planning roadmap has a percentage score of 95%, which is included in the very good criteria so it does not need to be revised.
- c. The appropriateness aspect of the career planning roadmap media has a percentage score of 95.8%, which is included in the very good criteria so it does not need to be revised.
- d. The accuracy aspect of the career planning media roadmap has a percentage score of 100%, which is included in the very good criteria so it does not need to be revised.

The average percentage of assessment for prospective users (BK Teacher 1) is 99%, which meets the acceptability criteria as very good, so no revision is needed.

Prospective users provide positive comments, namely that this product is very good for helping students in determining career choices.

Finally, based on the assessment of potential users (BK Teacher 2) regarding the career planning roadmap media product for high school students, the results are as follows:

- a. The usability aspect of the career planning roadmap media has a percentage score of 100%, which is included in the very good criteria so it does not need to be revised.
- b. The media feasibility aspect of the career planning roadmap has a percentage score of 85%, which is included in the very good criteria so it does not need to be revised.
- c. The appropriateness aspect of the career planning media roadmap has a percentage score of 100%, which is included in the very good criteria so it does not need to be revised.
- d. The accuracy aspect of the career planning media roadmap has a percentage score of 94%, which is included in the very good criteria so it does not need to be revised.

The average percentage of assessments of prospective users (BK 2 teachers) is 95%, which meets the acceptability criteria as very good, so no revision is needed. Prospective users (BK teachers) provide positive comments that this product is very good and can help students get a clear career picture.

In the entire design validation process, the career planning roadmap media product for high school students has met the acceptability criteria in the very good category. However, several suggestions for improvements from material experts, media experts, and potential users will still be considered for future product improvements.

Study This product media roadmap planning career is for Jakarta State High School students. The process of developing this medium was discussed in discussion. Steps of research used: follow-step study and development according to A. Muri (2016) . However, because of limitations in time and costs, researchers only do 5 stages of the 10 existing stages. Study This is based on the phenomenon problems that occur at Jakarta State High School.

As has been explained in the initial data, the results of the studies and interviews conducted by the researcher show that there is a problem, which is a lack of knowledge among students about planning careers and limitations on the time they have given by the BK teacher in giving service. Because of that, researchers endeavour to develop alternative media that can be used by the BK teacher to convey information about planning careers to tudents. This media can be used by students in a way that is independent without the need for other devices in its use, and it is served in an attractive display that is in the form of a planning booklet career. In accordance with the statement of Bagaskara and Rosada (2021) , media roadmaps are generally used to give information with specifics and are often used as an alternative media that can be studied by individuals whenever needed.



This development research aims to produce a career planning roadmap product for Jakarta State High School students that meets the product acceptability criteria, including usefulness, feasibility, accuracy, and appropriateness for Jakarta State High School students. To achieve this goal, researchers carried out several stages in accordance with the research and development stages, according to A. Muri (2016), but only reached the fifth stage due to time and cost limitations. The five stages are: 1) Identification of potential and problems; 2) Information collection; 3) Product design; 4) Design validation; and 5) Design improvement.

The results of the design validation carried out through material expert testing showed that the percentage of product acceptability assessment was 83% with very good criteria, so there was no need for revision. From the media expert test, the product acceptability assessment percentage was 98% with very good criteria, so there was no need for revision. Meanwhile, from tests of prospective users (counselling teachers), the product acceptability assessment percentage was 96% with very good criteria, so there was no need for revision. Apart from that, from the test of prospective users (students), the percentage of product acceptability assessment was obtained at 95% with very good criteria, so there was no need for revision. The total average of all these assessment percentages is 93%, which meets the very good criteria, so there is no need for revision.

Apart from quantitative data in the form of assessment percentages, there is also qualitative data in the form of input provided by material experts and media experts. This input includes variations in font type, shortening material descriptions, adding worksheets, and aligning image types to cartoon types. All input has been considered and corrected according to the input provided in order to improve the quality of the product being developed.

Based on the description of obtaining quantitative data above, it can be compared with the product assessment criteria according to Fasha et al. (2015). The results show that this planning media roadmap has met the acceptability criteria in the very good category, so it does not need to be revised. This applies to the results of material expert tests, media expert tests, as well as tests of prospective users of guidance and counselling, teachers, and students.

The career planning media for high school students developed by this researcher has several advantages, including:

1. Can be used independently by students.
2. The material presented is easy to understand because the grammar has been adapted to high school students.
3. Contains relatively a lot of information but remains concise and clear.
4. More flexible because it is easy to use anywhere and anytime.
5. Can be used without the need for other supporting devices.
6. Attractive appearance with images that are aligned with the content of the material.

7. Easy to fix if an error occurs in printing.

Meanwhile, there are several limitations to the career planning roadmap media developed by researchers, namely:

1. Because this media is print-based, it cannot display movement in the image.
2. It needs to be cared for and stored properly so that it is not damaged or lost.
3. There is the potential for errors during the printing process that are beyond the developer's control.

## CONCLUSION

Based on the results of the research and discussion above, calculating the average of all percentage scores obtained from the design validation stage, which involved assessments from material experts, media experts, guidance and counselling teachers, and students, it was found that the average score reached 93%. This value is included in the very good criteria, so no revision is needed. Therefore, it can be concluded that the roadmap media product has met the acceptability criteria, which cover the aspects of usability, feasibility, appropriateness, and accuracy very well, so it does not need to be revised.

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