



Social Media as Support Career Guidance Services

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Abstrak

Guru bimbingan dan konseling perlu memahami dan terampil dalam teknologi, terutama memahami dan mengimplementasikan media sosial di era disrupsi saat ini. Media sosial sebagai sarana penunjang terselenggaranya layanan bimbingan karir. Artikel ini untuk mendapatkan tahapan bimbingan karir dengan media sosial sebagai media pendukung layanan. Metode penelitian menggunakan studi literatur untuk merancang model media sosial dalam bimbingan karir, menggunakan jurnal dan artikel ilmiah nasional dan internasional. Bimbingan karir di sekolah memiliki fungsi mengenalkan, mengetahui minat, membantu mengambil keputusan, dan menyesuaikan diri dengan dunia kerja. Media interaktif dalam layanan bimbingan karir adalah layanan berbasis multimedia. Fungsi media sosial bagi siswa adalah untuk memperluas interaksi sosial sebagai bidang informasi yang tidak terbatas dan sebagai sarana informasi yang terarah. Bimbingan karir membutuhkan peran aktif dari guru bimbingan dan konseling bagi siswa. Bagian penting dari bimbingan karir sekolah adalah untuk membangun diri mereka sendiri dan mewujudkan keputusan karir yang berarti. Guru bimbingan dan konseling dapat menerapkan media sosial sebagai media interaktif dalam layanan bimbingan karir sekolah.

Kata Kunci: aplikasi layanan bimbingan, bimbingan karir, media sosial

Abstract

Counseling teachers need to understand and be skilled in technology, especially understanding and implementing social media in the current era of disruption. Social media is a means of supporting the implementation of career guidance services. This article is to obtain the stages of career guidance with social media as a service support media. The research method uses literature studies to design social media models in career guidance, using national and international journals and scientific articles. Career guidance in schools has the function of introducing, knowing interests, helping make decisions, and adjusting to the world of work. Interactive media in career guidance services is a multimedia-based service. The function of social media for students is to expand social interaction as an unlimited information field and as a means of directed information. Career guidance needs an active role from guidance and counseling teachers for students. The critical part of school career guidance is to establish themselves and realize meaningful career decisions. Guidance and counseling teachers can apply social media as interactive media in school career guidance services.

Keywords: application of guidance services, career guidance, social media

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DOI : <https://doi.org/10.31004/edukatif.v4i2.2473>

ISSN 2656-8063 (Media Cetak)

ISSN 2656-8071 (Media Online)

Edukatif : Jurnal Ilmu Pendidikan Vol 4 No 2 Tahun 2022

p-ISSN 2656-8063 e-ISSN 2656-8071

INTRODUCTION

High school is one secondary education level that emphasizes its specialty by preparing its graduates to be ready to work. Students haven't absorbed the proper knowledge and information about the world of work (Damayanti & Widayati, 2018). The education and curriculum of vocational high schools are very different from senior high schools. In adolescence, they begin to identify appropriate opportunities and types of work and implement career choices by choosing education and training that suit them (Suwanto, 2016). Can improve the competence of vocational high school graduates by providing exceptional training and education after they graduate. Education is about the university, and we can interpret that further education can form education to strengthen the fields studied during the school period that align with the world of work (Hidayati, 2015).

Students are constantly faced with a personal, social, learning, and career life. Students always experience difficulties making career decisions but can avoid these difficulties if students have sufficient information about today's career education (Hidayati, 2015). Students' problems with the world of work also appear in students' lives (Supriyanto et al., 2020) and limit students' self-actualization (Saputra et al., 2021). Therefore, it will emphasize students on an understanding of career guidance. They are choosing the right career, an appropriate education with the right type of work, and the right career direction as a counselor's concern to provide intensive knowledge and assistance to career guidance services related to the world of work.

Career problems that occur in adolescents are usually related to choosing the type of education that leads to their future. This issue is fundamental to note in connection with the amount of confusion experienced by students in determining their career choices—intentional assistance by guidance and counseling teachers or professional staff in providing career guidance services. Needs studies are related to today's demands, especially the life skills-based education curriculum (Lestari, 2017). In 2015 the MEA came into effect in Indonesia. Of course, the impact was opening up foreign workers in Indonesia. Therefore, education in Indonesia needs to think about how to prepare vocational high school students with high competitiveness incompetence in work (Lestari & Supriyo, 2016).

The condition of education in Indonesia is very worrying when viewed from the states that occur in society as well as from various media shows, and the different actions taken by both lay individuals and even educated individuals which result in problems in the world of work (Kurniawan et al., 2019). Education should emphasize the competency skills of vocational high school graduates by increasing training and further education so that vocational high school students have the provision and strong competitiveness when entering the field (Hidayati, 2015). As the minor units of education, schools need always to keep up with the times. To be expected to improve and maintain the quality of schools and not create a condition and view where the school is only a formality institution, not as an agent of change, assistant, transmitter, and independent (Putranti, Rahman, & Aji, 2018).

Therefore, the need for learning media is very urgent for its existence in the educational process or teaching and learning process, not only as a complementary standard for teachers to convey information to students but as a conditioner in achieving the right career. Choosing the wrong media sometimes becomes a chant and becomes the basis of less exciting learning for students in implementing their careers (Mahnun, 2012). Learning using interactive media isn't widely known by all teachers. What happens is the lack of utilizing the features in the gadget as a career information tool. Weak supervision, lack of understanding, and being too comfortable with standard features without looking at other social media whose feelings benefit both parties (Khasanah et al., 2021). Other problems experienced by teachers and students are internet networks, limited communication facilities, passive students in learning services, an unsupportive

environment for different careers, and economic status, which can be an initial problem in the lack of digital information literacy (Asmuni, 2020).

In the current guidance and counseling framework, guidance and counseling teachers need to understand and be skilled in managing technology and other communication devices to assist and collect data, process data and display data that can access interactively. Career education, career information, career media help students optimal development for their future goals (Saleh, 2019). Media as a place means of education today. Technological progress is instrumental as a creative and innovative learning medium. Learning media include, for example, (1) making videos; Cup Cut, Kinemaster, Filmora, Tik Tok (2) learning applications: Kahoot, quiz, candy, word wall, bombazine for educational games (3) Powtoon and Animaker applications to create animated media (4) Social Media: Instagram, Facebook, LinkedIn, Twitter, Tik Tok, youtube, Tumblr, etc. (Rohmah, 2021). The media is entering an era of education that is slowly changing the lecture method. If it becomes material for us, teachers, learning through the media is more effective and creative to realize students' career goals (Nurseto, 2011).

Social media changes the communication paradigm for the wider community today, especially students. Communication in social media isn't limited by distance and time. Can access social media anywhere and anytime without meeting face to face. The communication level applies to one container that we can call social media (Watie, 2016). Currently called the industrial revolution, 4.0 brings various changes in various aspects of life, especially with career development. This development positively affects counseling, especially career guidance services for vocational high school students (Fadli et al., 2019). The most important thing for vocational high school students is to roles in the process, collaborate with all sides, and master today's technology.

Information technology in education has caused new problems to a teacher's performance. The online or digital world is used as a knowledge suggestion and helps find references, discussions, lessons, and others (Siradjuddin, 2017). Social media services greatly facilitate interaction and non-face-to-face communication. The presence of social media has become an alternative material in information, especially career services (Monica & Borman, 2017). Can realize the educational revolution if learning uses effective and efficient information technology. The use of social media is very high in demand for today's teenagers; therefore, education based on information technology learning is beneficial for society 4.0 (Sukmawati, 2020). The goal is to obtain the stages of career guidance with social media as a supporting media for career guidance services.

METHODS

Research Design

Research method with a literature study to design social media model in career guidance for vocational school students. Literature studies use national and international journals and scientific articles from 2012-2021—stages of literature study by determining topics related to social media in career guidance from various libraries. Then the researchers analyzed and found ways to apply social media in career guidance services. The last is the conclusion of multiple data, namely the role and application of various social media in career guidance services as student needs. The analysis using in data selection, data interpretation, and topic determination.

RESULTS AND DISCUSSION

Education in the Industrial Revolution Era 4.0 applies creativity, critical thinking, collaboration, communication skills, social skills and uses character skills so that when facing the industrial revolution 4.0, individuals must think critically. The skills we need to have in the 4.0 revolution era include knowledge skills, digital literacy skills, information literacy, media literacy and skills in mastering information and

communication technology. Education is the essential institution for a country—the term developed country when a country can develop and combine education with technology.

The Concept of Career Guidance in Vocational Schools

Table 1
The Concept of Career Guidance in Vocational Schools

Theme	Description	Author
Career guidance at school	Understanding needs, mastering the concept of career services, mastering career maturity. Have self-understanding in general intelligence, talents, interests, characteristics, physical condition, academic and non-academic achievements, life values and ideals. Have an understanding of the family, school, community and work environment.	(Tadjri, 2013) (Nulhakim & Maliki, 2018)
Career guidance function	They are introducing education, the world of work, knowing interests and abilities, making decisions, helping to adapt, developing attitudes, choosing further studies and introducing personality traits.	(Sofiah, 2018) (Azhari, 2020)
Characteristics of career guidance	He was showing his characteristics to find his identity and explore his abilities.	(Hastutiningtyas etc., 2021) (Sugiyarto, 2018)
The vital role of career guidance in schools	They know self-knowledge, career development, interaction skills, emotional awareness, decision making, career planning and exploration, lifestyle awareness, awareness of gender modesty.	(Khairun etc., 2016) (Purwaningsih, 2021) (Ratnasari etc., 2021)

The concept of career guidance services in high schools and vocational schools about the role of social media has become an active medium to recognize, understand and create information and an increasingly meaningful aspect of career development. Career guidance in schools is essential in providing solutions to career problems faced after graduating from school. Students can plan, adapt, identify and make decisions with confidence in their career choices.

High school or vocational high school have the exact needs in the career world. Career guidance is present in schools with a concept so that students don't feel hopeless, don't feel alone or can motivate students in their lives, especially choosing the right career for themselves. Students can make the final decision in their choice of education and employment. Taking a plan takes courage and strong belief because students transition from middle adolescence to late adolescence. The option that isn't easy to make is a long struggle from an ego. In this adolescent transition period, students have an inner battle whether they have to choose a lifestyle or choose to establish a career according to their beliefs and passions.

Emotional skills that can train from career guidance can make students know what to prioritize and time to set aside. Career guidance in vocational schools requires emotional awareness to be more mature when students enter the career world. Students can explore their abilities before plunging into the real world, where the world of companies or workplaces will require more expertise, not only what we have now but more than what we can. Can fell Learning and practising during career guidance services at schools. Students after graduating from school haven't only intellectual capital but also non-academic capital because needed in the world of career and education. Career guidance given to students is limited to class material and career stabilization, for example, learning to speak well, behave politely, dress neatly, have stable emotions, write neatly, be disciplined, and be responsible.

Social Media to Teenagers

Table 2
Social Media Views of Adolescents

Theme	Description	Author
The meaning of social media for teenagers	An online or internet-based media with its use is effortless to share, participate in and create. Real media becomes virtual media.	(Cahyono, 2016) (Iswatiningsih etc., 2021)
Purpose of using social media	The advancement of social media can apply as an educational tool (learning and teaching). They are making individuals more open to the outside world. Social media has become a new forum for collective intelligence, social convergence, and community activism.	(Abidin, 2017) (Ainiyah, 2018) (Mardika & Wulandari, 2021)
Functions of social media for teenagers	Make friends and stay connected with others remotely. Social media can expand internet-based social interaction—infinite land of information. Create job opportunities and provide business ideas.	(Ainiyah, 2018) (Purwokerto & Tegal, 2017) (Jumadi & Mustofa, 2022)
Effects of social media on teenagers	The Positive: Gathering events, learning and teaching resources, information media, expanding friendship networks, developing skills, and communication tools and promotional media.	(Fronika, 2019) (Riyadi & Udin, 2020) (Iswatiningsih etc., 2021) (Sherlyanita & Rakhmawati, 2016)

Social media and youth are an inseparable unit, and today's teenagers are still very interested in social media. Adolescents are a strong foundation as the nation's successor; therefore, character education and cultural education must be understood by students so as not to become a misguidance in choosing and sorting information. Social media has an essential function for teenagers because social media is a place to socialize nowadays. It is undeniable that social media makes Indonesian people and other countries connected without a specific time limit. Social media has other functions such as; looking for an idea, looking for business opportunities, even becoming a promissory venue, a place for a free exchange of ideas or discussions and helping each other.

Social media has become an addiction for teenagers and even all Indonesian people. Today's teenagers are synonymous with smartphones that are with them 24 hours a day. Social media offers many conveniences that make beta teens linger. The development of social media attracts everyone's interest, in contrast to traditional media such as newspapers and television or radio, which are now declining in interest.

The use of social media among adolescents has a positive and negative influence. It doesn't take long to access and open a site on a social network and interact passively. As a result, teenagers lose time because they are too busy with their virtual world activities. Teenagers today are no longer familiar with internet cafes as a destination for seeking information on social networks; with gadgets, we can use them for all things. Therefore, today's teenagers really can't be separated from cellphones, social media and recognition. The impact of social media on teenagers can have a direct result, both positive and negative. In today's teenagers' social media can be used as a learning medium. Teenagers can search for anything with one click, and it's straightforward for young people to learn everything. We can't separate Social media from its positive and negative effects, but it depends on how users view and use social media.

Social Media in Career Guidance

Table 3
Social Media in Career Guidance

Theme	Description	Author
Interactive media in career guidance	Social media provide information to students to choose the type of career. Interactive media can be a distance	(Risqiyain & Purwanta, 2019)

Theme	Description	Author
services	learning solution. Interactive media is a solution for communication, information and development tools—media connected by technology. Multimedia-based services can enhance career orientation.	(Sodiq & Herdi, 2021) (Arda etc., 2015) (Sulistiawan & Kamaruzzaman, 2020)
Difference between Learning Media and Social Media	Like anything that can convey messages, learning media can stimulate students' thoughts, feelings, and desires to encourage creating a learning process to add new information to achieve learning objectives.	(Hamid etc., 2020) (Puspitarini & Nuraeni, 2019)
Social media-based career guidance	Social media is a medium on the internet for its users to present themselves, interact, collaborate, share, communicate with other users, information and form virtual bonds.	(Fikriyani & Herdi, 2021) (Irmayanti & Asrori, 2020)
Types of social media networks	Career guidance is an effort to help students get to know and understand themselves, get to know the world of work, and develop skills. Media-based career guidance services are very successful and well-received by students.	(Fronika, 2019) (Yanti, 2021)
Influence of Social Media on Career Interest	Digital magazines, internet forums, weblogs, wikis, podcasts, social networks (Instagram, Facebook, Twitter, line), blogging, youtube, WhatsApp, Voice over IP, TikTok, google FB messenger, Snapchat, Skype, Tumblr, Reddit, Sina Weibo, LinkedIn.	(Jumadi & Mustofa, 2022) (Suratno etc., 2020)
Application of Social Media in Student Career Selection	Social media awakening the entrepreneurial spirit of youth and finding ideas for running a business. Motivate to explore knowledge in entrepreneurship.	(Bali, 2019) (Cahyono, 2016) (Jumadi & Mustofa, 2022)

Media provides services that make it easy for users, especially in the current era of the industrial revolution. Media solutions are interactive tools for learning and guidance services. Social media is an alternative for sharing information and communication with students in career guidance services.

Technology is a development of various objects that humans can use, or it can be a system that will finally solve all existing problems. Then, according to a rational and directed method comprehensive rational and directed method, there is a characteristic of efficiency in all activities or activities that can apply by every human being (Karim etc., 2020). Teenagers feel the benefits of technology, and there are many benefits, significantly increasing broad insight about everything by using the internet. The internet is effortless to get in today's era, and its development is high-speed.

The development of technology brings benefits to the world of education. Most sectors recognize that being collaboratively supported by computer technology is an essential part of practical and interactive learning, allowing students to communicate through social media and exchange ideas with others (Hamzah, 2015). Information technology can use and process data, such as processing, obtaining, compiling, storing, manipulating data in various ways. The information can be viewed in a relevant, accurate and timely manner and used for personal and business benefits (Asmawi etc., 2019). Learning media is beneficial to convey a message (learning material) to give students attention, interest, and feeling in learning activities to achieve the expected goals (Surata etc., 2020). The difference with social media is that it is an internet-based application where users can interact by creating informative content shared and received from other users (Fitriani, 2021).

Career Guidance as Student Career Development Assistance

Career counseling focuses on solutions that humans are healthy and competent and the ability to build solutions that can improve their standard of living so that the individual is constantly on the problems he faces and is too fixated on issues, not explanations (Saputra & Widiyari, 2017). Career counseling, according to Holland, provides a clear and detailed procedure to guide individuals on how to describe their dreams and

what to do to achieve the career they want (Amalianita & Putri, 2019). The reality is that every individual needs a solution to real problems such as education and life in the future. As for career choices, consider career guidance services. Career counseling and career guidance are almost the same, but their benefits, goals, and completion methods are different from these services.

Career guidance is an effort to help individuals get to know and gain self-understanding, see the world of work and develop their future with the form of life they expect (Khairun etc., 2016). Career guidance has advantages, among others; 1) The materials or services provided are more practical so that students can digest information, 2) The assignment method in finding information can be independent of students, 3) The use of various media to improve the quality of career guidance services, 4) Evaluation is carried out regularly. Routine tests include technical tests and non-tests (Na'imah & Rahardjo, 2012). Then, career guidance services in schools are essential for students to help them overcome and complete the career problems they face. Career guidance in schools is an urgency for education that must include carried out in all schools. Career guidance is synonymous with the word "assistance" in student career planning; therefore, career guidance solves career problems students face (Rahmadani, 2021). Then, career guidance to equip students with knowledge of data and reality in education units, work fields and personal-social fields to learn about their environment and organize and plan their own lives wisely and adequately so that mistakes don't happen.

Social Media as the Right Target in Career Guidance

The COVID-19 pandemic has impacted many parties, and this condition already exists at the education stage. The central and regional governments then provide policies to suspend all activities. Especially for schools that have been vacant for a long time without face-to-face meetings, the government offers a solution to use learning media centred on the Google classroom as an information tool (Anugrahana, 2020). Youtube is one of the learning materials considered adequate for providing guidance and learning. Youtube is a website whose concept is to share a video uploaded to the web. However, youtube doesn't entirely make the right information tool because youtube can have a happy impact that makes him forget he can't control himself. Especially now that all people can access YouTube freely, students can access other sites when teachers give assignments using YouTube media. Therefore YouTube doesn't provide maximum guidance (Baihaqi etc., 2020). The current era of globalization has the development of increasingly sophisticated science and technology, rapid dissemination of information and access to information that is increasingly easy to find on several social media such as Instagram, YouTube, WhatsApp, Twitter, Google and Pinterest. Social media apply to combine, exchange ideas, exchange information, and send messages via the web (Suryaningsih, 2020).

Teenagers today are competent and skilled in operating social media; therefore, the right target for providing career information with career guidance is to use social media as a learning tool and information centre. Social networking is a site where anyone can open and create a page to share information and communicate. In reality, social media functions as a medium for learning, thinking, planning and measuring. Currently, social media can apply as an active information tool, such as; 1) Instagram, 2) LinkedIn, 3) Twitter, 4) Pinterest (Gani, 2020). Can emphasize again that social media in career guidance in career guidance can have impacts such as; 1) Make it easy to get information anywhere and anytime, 2) Facilitate unlimited communication by distance, space and time, 3) Cultivate an entrepreneurial spirit or creative business, 4) Directed information (Suryatni, 2020).

CONCLUSION

Career guidance in schools has a self-understanding of various aspects and values of life. Characteristics career guidance shows its uniqueness in achieving its identity and exploring its capabilities. Career guidance implemented by social media can help carry out career doubts to the fullest. Career guidance is essential for teenagers because this is an era of disruption. Social media provides functions and effects as a field of

information, social interaction and giving business ideas or running a business. Then social media can be used as the most accessible educational tool to apply to students. Social media is interactive media that can help career services, and students with various applications can access social media. In this era of disruption, guidance and counseling teachers must use social media for multiple services, especially career guidance.

ACKNOWLEDGEMENT

Special thanks go to Ahmad Dahlan University for assisting in this research. Thank you to all team members who have worked together to complete this article correctly.

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