

## Understanding the World of Industry and Business from the Perspective of Career Guidance and Counseling

Salim Korompot<sup>1\*)</sup>, Tuti Wantu<sup>2</sup>, Nurul Maulida Alwi<sup>3</sup>

<sup>1,2,3</sup>Universitas Negeri Gorontalo

\*Corresponding author, e-mail: [salimkorompot@ung.ac.id](mailto:salimkorompot@ung.ac.id)

Received April 02, 2022;

Revised April 30, 2022;

Accepted May. 10, 2021;

Published Online 2022-05-25

### Conflict of Interest

#### Disclosures:

The authors declare that they have no significant competing financial, professional or personal interests that might have influenced the performance or presentation of the work described in this manuscript.

**Abstract:** The purpose of this research is to understand the world of industry and business (IDUKA) which is indispensable as a basis for increasing individual competence when entering the career world. Career guidance and counseling in this context aims to provide an understanding of several theories and competencies that must be improved, so that each individual can develop optimally in today's changing times to be more advanced. The current research method is a literature review study, which is a written summary of several studies and articles from journals, books and several career theories and information that have been reviewed. Although career guidance and counseling is not the only solution to provide an understanding of preparation to enter the world of industry and business, career guidance and counseling services can open up horizons of thinking as basic knowledge for the world of industry and business that can be understood.

**Keywords:** career, the world of industry and business, guidance and counseling.



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**How to Cite:** Salim Korompot, Tuti Wantu, Nurul Maulida Alwi. 2022. Understanding the World of Industry and Business from the Perspective of Career Guidance and Counseling. *Bisma*, 6 (1): pp.32-40, DOI: [10.23887/bisma.v6i1.42131](https://doi.org/10.23887/bisma.v6i1.42131)

## Introduction

The development of digital world in the industrial revolution 4.0 has improved significantly that clearly can be seen from the use of digital creation, hence it attracts individuals' attention because it has novelty and eases the complex activities of individuals. Digital media, which is usually known as a sophisticated device, is a tool that functions as a connection and helps every individual's work as well as being a medium of entertainment for both children and adults. Moreover, it is now known that the continuation of the industrial revolution 4.0 stage called society 5.0 plays a role in solving problems that are present in the 4.0 industrial revolution and involving the social side and technological developments for each individual so that users can enjoy a prosperous life. The difference between the two is that industry 4.0 discusses forms of communication that are systemized in an electronic device from various ways and society 5.0 is more

about individuals being able to do work efficiently through the help of intelligent machines for the benefit of each individual (Fastira, 2021).

Digital developments also affect the world of industry and business (IDUKA) because they have a role in various fields of knowledge, one of which is the economy. Currently, the economy of Indonesia still needs to be improved and does not only depend on the state, but every individual who becomes a citizen and has the competence to build the nation's economy hence, the country can be more advanced to develop and prosper. The industrial and business world play a role in helping to improve the individual economy in terms of increasing the competencies possessed by each individual with the aim of having a business or decent job to earn profits for the welfare of life. The number of unemployed on february 2021, from the Badan Pusat Statistic (BPS) data in Indonesia, is around 8.7 million people in 2021. This data has increased from the previous unemployment rate of 26.26% or 6.93 million people combined with the current unemployment rate due to the COVID-19 pandemic (Annur, 2021). This is a concerning condition because low career maturity in individuals can lead to failure such as choosing the wrong job or working not in suitable field of education they are engaged in (Rahma et al., 2021), making matter worse, the lack of self-awareness and understanding in sharpening one's own potential, therefore, guidance and counseling services are needed to realize the desired career in accordance with the competencies possessed.

Guidance and counseling for career act as a service model both preventively and curatively regarding individual career planning. Career guidance is one type of services that can stimulate and facilitate individual career development in solving career problems to obtain the best adjustment, career planning and decision making (Hidayati, 2015; Walgito, 2010). Dahlan (2016), Career counseling is a service that is conducted professionally, namely the need to do a joint discussion between individuals as counselees and counselors about career planning in the entire journey of life. The occasional counseling process is not a service that is simply the job of administering tests to individuals as counselees and informing them of test results. Individuals will work happily if the work they have is in accordance with their conditions, abilities, and interests. In contrast, if the individual has a job that is not in the situation with his interests and potential, he will be less enthusiastic at work, less happy, feel weak and less diligent. Therefore, individuals can do their jobs well, feel happy and diligent, it is necessary to have a suitability that exists within the individual. Therefore, proper career guidance is needed which is directed by one of the duties of a supervisor or counselor.

Activities conducted by counselors in various domains have the aim of stimulating and facilitating individual career development throughout their working life. These activities include assistance in career planning, decision making and adjustment in the situation (Hidayati, 2015). A research from (Angelina, et al., 2020; Setiawati, 2021; Wulandari, 2021) reveals that the career guidance and counseling provided by each individual can offer prevention to overcome the number of unemployment that occurs. Although this service does not provide jobs to individuals, this service can open the mindset of individuals to recognize themselves and understand their potential so that each individual is able to develop their potential optimally. Collaboration or learning from various sectors of the industrial and business world can open new paradigms of thinking for each individual and serve as a tremendous force for innovation after obtaining career guidance and counseling practice services. Some factors in choosing a wise job according to Parsons (Nathan & Hill, 2012) are to clearly understand yourself, to have knowledge of the terms and prospects in various job paths and to be able to improve critical reasoning about the relationship between understanding yourself and your targeted job.

## Method

### Research Design

The method of current study is a literature review study, namely a written summary of several studies and articles from journals, books and some career theories and information that has been reviewed. Then the reading materials have been organized into an article. Information was obtained from books, research journal articles, website articles and e-books. Creswell (2012), explains the stages of a literature review, namely identifying the meaning of key terms, determining where the literature is adapted to topics obtained from databases or the internet, critically evaluating and determining the literature to be studied, then the selected literature can be compiled, and finally writing the contents of a literature review.

## **Results and Discussion**

### **The World of Industry and Business**

Dr. rer. nat. Ahmad Saufi, a director of partnership and alignment of the business and industrial worlds, the directorate general of vocational education, Ministry of Education and Culture of the Republic of Indonesia, Direktorat Kemitraan dan Penyelarasan DUDI (2020), Direktorat Jenderal Pendidikan Vokasi Kementerian Pendidikan dan Kebudayaan 2020, stated that in vocational education, ideally, every graduate can enter the IDUKA with a low level of inequality. Therefore, it is necessary to focus on the competency preparation process during education to meet the competency needs applied in IDUKA. In addition, IDUKA has also undergone changes, technological advances, improvement in people's living standards, infrastructure, free competition and openness of the Indonesian market, digital business to the changing demographic landscape, these have become driving factors for changing IDUKA needs based on the competence of human resources owned.

Pemerintah Provinsi Jawa Timur Dinas Pendidikan dan Kebudayaan Provinsi Jawa Timur (2020), stated about the Demand of the Industry and Business World (IDUKA) which is students who have life skills and have an entrepreneurial spirit need to get support for their personal growth and development in the process of learning activities. Therefore, the curriculum needs to equip students to continue their studies or enter the world of work to develop an entrepreneurial spirit and life skills and for students who are currently studying in vocational schools and those who do not continue their education to a higher level. This is in accordance with the Decree of Menteri Ketenagakerjaan Republik Indonesia Nomor 234 Tahun 2020 concerning the Resolution of Indonesian National Work Competency Standards for Education Categories of Basic Education Groups in the Field of Soft Skill, which aims to develop entrepreneurial potential and creativity as competency strengthening, as a means of adapting the competencies between those written in the curriculum and those needed by the world. Industry and business World (IDUKA). For example, strengthening competence can be done by participating in teacher Internship programs in Industry, teaching Factory, visiting teachers from industry, industrial classes and other similar activities.

The Ministry of Education and Culture of Indonesia had invited around 200 academics and industry practitioners to map the problems that occurred to the competency gap experienced by most students and related industry parties in the ongoing internship program. Two problems that can be inventoried in the current vocational student internship program are the lack of IDUKA's trust in the competence of vocational students and the lack of synergy between stakeholders. The connection regarding the problems experienced, of course, needs to be held in various forms of career guidance and counseling conducted by the facilitator, namely the counselor. The form of activities should continue to foster cooperative relationships in the form of activities with several relevant stakeholders and it aims to allow individual take advantage of their entrepreneurial spirit competence (Program Kampus Merdeka, 2021).

### **The Competence of Individual towards Career Planning**

Dahlan (2016), argues that individual career planning begins with a struggle to achieve life goals and it should be prepared from an early age. Choosing a career with careful consideration and independently chosen can lead to a right and steady and profitable career choice because by making career decisions independently, it will be the best choice for individuals to achieve life success compared to careers chosen from other parties because career selection is not just getting a job. Assistance provided through the career guidance and counseling process aims to enable individuals to make career plans and prove it throughout their life journey, in short, from the counseling process, there have been learning events for individuals to understand themselves and their environment in order to reach a decision about a career appropriately and steadily. One form of training and assistance in the community service program proposed by (Gunadi et al., 2020) is called the improvement of the professional competence of participants that has been successfully conducted. The results of the competency certification test by the Digital Technology LSP prove the increasing of competency standard from the training and mentoring participants.

Facing the industrial and business world in the era of the industrial revolution 4.0, (Masoem University, 2021), explains the four basic qualifications and competencies needed, which are as follows:

1. Educational competence is a competence to utilize and learn through internet of thing as a basic skill.
2. Competence for technological commercialization is a competence of entrepreneurial attitude with technology for the work of innovation.
3. Competence in globalization is a competence to address the world without any barriers, understand different cultures, have hybrid competences, has global competence and excellence in solving complex problems.
4. Competence in future strategies is the ability to realize that the world is colatile and time is running fast. Therefore, the abilities to predict exactly what will happen in the future and its strategy, such as joint-lecture, joint-research, understanding the direction of SDG's, staff mobility and rotation, etc.

### **Career Guidance and Counseling**

The early need for counseling regarding the choice of occupation (vocation) attracted the attention of the American public in the late 19th century and at the beginning of the 20th century and Frank Parsons was also pioneering guidance. Parsons believes that it is better to select a career scientifically than to try a variety of jobs, which may end without finding a suitable job for the person. By January 1908, he had developed individual counseling and opened a vocational bureau in Boston and he served as director and counselor for the counselor's professional work. Parsons was one of the many people who wanted social reform at that time, he was able to strengthen or secure support from group leaders who had power, one of which was in the business/labor world (Walgito, 2010).

There are several experts regarding career theory or career development. The first theory of Donald E. Super (Adiputra et al., 2021; Nasution et al., 2021; Sukartdi, 1989), he argues that a series of several types of work, career and positions, temporary involvement, and commitment creates the emotions of every role that leads in making decisions in the world of work in their life. The second is David Tiedeman's theory who defined career decision as a series of consequences from the decisions that have been obtained from each individual step by step in his life in the past. Anne Roe's theory (Hermawan & Tyas, 2019; Sukartdi, 1989; Tiro & Yusuf, 2021), said that career choice is determined from early relationships with family and first impressions in infancy and childhood, such as impressions and feelings of satisfaction or dissatisfaction and will develop into a power of psychic energy. According to John Holland's Theory, that is the result of the interaction between heredity factors and cultural influences, environmental factors such as parents, friends, adults who have an important role in a meaningful life and social consequences (Brown & Associates, 2002; Pilosusan et al., 2021). The Theory of Peter M. Blau, et al., suggested the direction of career choice based on the psychological characteristics experienced by the individual, the process of motivation and potential possessed, interests, knowledge of the world of work, social experience, and social strata status of parents as well as skills in deciding career choices (Sukartdi, 1989). Then, Hoppock's theory (Hasanah et al., 2019; Sukartdi, 1989), said that a person's potential to anticipate is very dependent on understanding oneself, how well a position or career is able to meet our needs, having knowledge of various careers and clear reasoning, understanding of the nature of oneself, needs, characteristics of work that will be integrated in the process of determining direction career choice.

Career guidance and counseling involves choosing a job that suits individual's needs, this is related to preparing individual in making career decisions, career planning is a process by providing opportunities for critical self-reflection (Maree, 2020). Meanwhile, according to Winkel (Tohirin, 2015), career guidance and counseling is an assistance in preparing oneself for the world of work, choosing a particular job field, or position (profession) and equipping oneself to be ready to take up the position and adapt to the demands of the job field that have been entered. Counseling strategies are needed for all individuals across the diversity continuum. Every individual has the right to get career counseling services regardless of gender, socioeconomic situation, sexual preference, age or creed and others (Maree, 2013). Based on the modernist approach, the traditional approach to career counseling has a more positive orientation. From the very beginning by Parsons in 1909, it was assumed that the measurement of personality traits would provide all the information an individual need to enter and succeed in his or her career.

Patton & McMahon (2021), that 'job' refers to a job position in specific terms which is permanent full time or part time and for a certain time, while 'career' refers to the sequence or collection of types of work held over an individual's life, although in society it is traditionally conceptualized as linear sequence with

“jobs” having ‘progress’ or level-up. One of the problems commonly found in applying the hierarchy of needs to the work motivation of each individual is implying that individuals work for several reasons such as getting a job that is more noble or has a higher status than others and people who are less fortunate (poor) need to work just because they have to survive while the more fortunate (wealthy) work because they want to satisfy their luxurious needs. To avoid such assumptions, one can easily see Maslow’s needs as reflecting the range of reasons individuals work for, without assuming that they should be hierarchical. Thus, in addition to meeting the basic needs for survival, work can provide a context for meeting one’s security needs, increasing family material comfort, social ownership and intimacy, personal self-esteem for personal accomplishment, goals, and self-actualization. Practitioners have an obligation to understand the ethical challenges of using job information systems and take appropriate precautions to ensure that individuals intervene in career guidance and counseling services.

### **The Purpose of Career Guidance and Counseling**

Career guidance and counseling plays an important role in the development of individual career plans and is very useful when individuals decide to choose a career to be pursued, because to run a career requires an open mind and self-understanding about the interests and potential possessed not because of prestige or choosing a profession that is liked by many people. There are career guidance goals according to (Nathan & Hill, 2012; Walgito, 2010) :

1. Have to have self- understanding (competence, interest and personality);
2. Have knowledge about the world of work and career information that is in line with the maturity of work competencies;
3. Have a positive attitude towards the world of work;
4. Have understanding about the relevance of learning competence (the ability to master work) with the requirements of expertise or skills in the field of work that is the goal of future career;
5. Having the ability to form a career identity by recognizing the characteristics of the job, the required capabilities, the socio-psychological environment of the job, job prospects, and work welfare;
6. Have the ability to plan the future, namely to design life rationally to obtain roles that are in accordance with interests, abilities and socio- economic conditions of life;
7. Recognize skills, interests, and talents;
8. Have the ability or maturity to make career decisions;
9. Have the ability to create an atmosphere of industrial relations that is harmonious, dynamic, fair, and dignified.

### **The Aspects of Career Issues and Services**

Every individual who still has not found a career according to their needs and goals certainly has several obstacles that become problems in survival, because there are several aspects that actually exist in each individual but have not been fulfilled, therefore, career guidance and counseling services are needed so that their potential can be achieved and known so that individuals are able to direct themselves towards the appropriate career. Some aspects of career problems that require service are (Tohirin, 2015):

1. Understanding of the world of work;
2. Career planning and selection;
3. Provision of various career- oriented study programs;
4. Life values related to career;
5. The ideals future;
6. Interest in a particular career;
7. Competence in certain career fields;
8. Special talent for a particular career;
9. Personality related to a particular career;Family expectations;
10. Career future obtained by adjusting to the various demands contained in a particular career;
11. The job market;
12. The possibility of career development, and so on.

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One form of career counseling services is to help the individuals concerned plan and choose a career that allows them to gain success and achieve their coveted life goals (Dahlan, 2016), There are problems in recognizing potential and directing oneself to achieve a career that suits oneself, therefore, a career guidance service is needed (Tohirin, 2015) as follows:

1. Intellectual ability
2. Special talent in the academic field
3. General and special interests
4. Learning outcomes in various fields of study,
5. Personality traits that are relevant to careers such as leadership competence, honesty, openness and others
6. Specific skills possessed by each individual
7. Physical and mental health
8. Vocational maturity and so on

### **The Connection of Career Guidance and Counseling with The World of Industry and Business**

Career guidance and counseling provides a service that is preventive in nature, for example providing career guidance to individuals or groups of individuals who are still not able to recognize their potential, are not familiar with various types of careers in a job, have not been able to make decisions in career selection. While curative services are conducted through a career counseling process in the form of consultations aimed at making every career problem experienced by individuals able to be resolved independently through the assistance of a counselor facilitator.

Currently, there are various types of career advancements, there are many new types of technology-based careers that are growing rapidly and do not require a registration process from other parties first. For example, the type of career that is in great demand by the millennial generation and is followed by Generation Z as its successor, both in the field of entertainment and digital marketing in accordance with their competence. Individuals who have these professions should have understood the competencies they have so that it becomes an attraction and effort to develop their careers. Recognition and understanding of self-competence are very much needed in every individual when they want to achieve the desired career. In addition, other competencies also contribute to determining individual career choices, a career not only provides work but also provides peace, a sense of pleasure when doing activities in the career that is occupied. Guidance and counseling have various methods of implementation when individuals are still studying. Some of the forms of activities that can be conducted in career guidance are as follows (Walgito, 2010):

1. Career guidance consists of 5 guidance packages, namely self-understanding, talent, self-potential;
2. The form of career guidance activities is conducted in an instructional manner. Values of life, conflicting values within oneself and others, getting to know each other with the values of others, values that conflict with groups or society, acting on one's own values;
3. Career guidance is conducted in the form of teaching education information units, regional wealth and development, job information;
4. Career guidance activities are called Career Day;
5. Career tourism program.

Kementerian Pendidikan dan Kebudayaan (2020), establishes a link and match in the form of collaboration between Vocational Education and industry, the business world, and the world of work (IDUKA) in terms of providing qualified and competent human resources (HR), research collaboration, and joint curriculum development. This effort aims to advance the welfare of life in the future. In Program Kampus Merdeka (2021), Wikan Sakarinto also stated that various programs have been launched to increase link and match, one of which is through internships which is one indicator of the success of vocational education. Therefore, it is necessary to participate in career guidance and counseling services to increase internal and external motivation for students or individuals to enhance their competencies in order to be able to collaborate with various needs from the industrial and business world (IDUKA). Self-awareness and understanding are also needed as a means to know the appropriate form of activity and type of career because the work environment is also very influential with the level of individual career satisfaction. Dawis and Lofquist (brown & Lent, 2020), suggested 6 values of an appropriate work

environment description, namely an environment that encourages achievement, a comfortable and stress-free environment, recognition and prestige from the environment. An altruistic environment that encourages harmony and service to one another, a safe and predictable environment and an environment that stimulates literary initiative. The perspective in career guidance and counseling is the perspective of career guidance and counseling regarding the provision of information services to individuals hence they are able to compile self-information, manage self-information, then consider various alternatives, make decisions and plan for future career choices. This is a form of point of view that is constructive and supports the development of individual life, especially in improving the welfare of life in the individual's future.

## Conclusion

The perspective of career guidance and counseling regarding the world of industry and work (IDUKA) is the need for improving the welfare and wellbeing of life and the economy as well as individual independence in a career, that is constructive and supportive the development of individual life, various qualifications and competencies that have been explained in the world of work such as educational competence, competence for technological commercialization, competence in globalization, competence in future strategies. Career guidance and counseling services can help each individual to open horizons of thinking about competence in himself so that an introduction to the world of industry and business world (IDUKA) can be understood by teenagers and adults.

Based on some of the qualifications and basic competencies of the world of work in the industrial revolution 4.0 era that have been explained, which are to independently have an entrepreneurial spirit and understand competencies that are in accordance with the world of industry and business (IDUKA). It is also necessary to advise on individual financial competencies, meaning that when individuals are able to manage financially well, it can help to improve the special economy for yourself and be able to manage the business so that it continues to grow. These competencies can be introduced by career counselors to individuals or students through career guidance and counseling service activities therefore awareness and understanding of careers are obtained and they are able to determine career planning in the future.

## Acknowledgment

The authors thank to all implementers of the FIP JIP 2021 activities, thanks to University State of Gorontalo, to Faculty of Education and the Guidance and Counseling Department of FIP UNG, as well as to the supporters who have given meaningful support to the author.

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**Article Information (Supplementary)**

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<http://dx.doi.org/10.23887/bisma.v6i1.42131>

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