

# Developing Career Counseling Applications on Guidance and Counseling Study Program Universitas Negeri Medan

Asiah<sup>1</sup>, Rafael Lisinus Ginting<sup>1</sup>, Armita Sari<sup>1</sup>, Erwita Ika Violina<sup>1</sup>

<sup>1</sup>Universitas Negeri Medan

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

## Abstract

The presence of computers and information technology has brought many changes to human life, including the field of career counseling. The aim of this research is to develop a website-based career counseling application. The development model used is 4D, which includes the definition, design, development and dissemination. This research was conducted at Universitas Negeri Medan which began with collecting initial data related to data on career exploration problems, career selection and lifelong career development. The data collection techniques for this research are interviews, observations and questionnaires for material experts and information technology experts. As a result, the process of developing a career application based on the GCC-Learning.com website has components that suit the needs of Medan State University students. It is known that the need for information and career assistance has been met, but has not resulted in positive changes as expected, because the application being developed is still relatively new and has not been well socialized among students. It is hoped that the results of this research will be useful for all parties involved in student career development issues.

**Keywords:** Career Counseling, Student Careers, Counseling Technology

**How to Cite:** Asiah, A., Ginting, R. L., Sari, A., Violina, E. I. (2024). Developing Career Counseling Applications on Guidance and Counseling Study Program Universitas Negeri Medan. IJACSS, 5 (2): 1-6, DOI: <https://doi.org/10.24036/0051191ijacss>



This is an open access article distributed under the Creative Commons 4.0 Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. ©2019 by Author

## Introduction

Career guidance and national development are related to each other. This connection can be seen from the goal of national development, namely developing the complete Indonesian human being. This goal can only be achieved if every citizen has the work ability that is expected to maintain and improve the quality of personal and national life, in accordance with the life values stated in Pancasila (Siti Anisa, Sugiyo, 2016). To meet the quantitative and qualitative workforce needs required for national development, the education system as a whole and integrated is obliged to implement a career guidance program that is integrated into all programs in schools.

---

Career guidance is guidance to assist individuals in planning development and solving career problems, such as understanding job positions and tasks, understanding personal conditions and abilities, understanding environmental conditions, career planning and development, job adjustments and solving career problems, faced (Donald T. Campbell, 1966). Career problems are problems for students' future. So that a student can prepare, organize and plan his future well, a student must be equipped with a number of information about the career he will choose. Sufficient and precise information is an asset for an individual to understand the factors that exist within him, both his strengths and his weaknesses (Asiah, Erwita Ika Violina, 2022).

The reality shows that not all students who continue their education at a higher level have mature career plans, and also some individuals feel that they do not match their career goals. Based on observations made on students majoring in Guidance, semester I (one) of the SNBP and SNBT pathways, it was found that several students did not have mature career plans and decisions in high school. Furthermore, some students felt that it was wrong to major in the counseling guidance study program. Then, some students still experienced confusion in deciding their career, this was because the counseling guidance major currently chosen was following their parents' wishes. It is not uncommon for new students majoring in Guidance and Counseling to retake the SNBT exam the following year, in accordance with the individual's own career planning.

To plan a career in the future requires an understanding of oneself and the environment, related to media, information, the use of technology to access various career information, making it easier for students to plan their careers in the future (Winkel dalam Emmi Kholilah Harahap, 2020). The key to career planning is processing information about oneself and about the environment." So that every student is able to make more realistic career plans in the future (Menurut Merrick dalam Abivian et al., 2016). With career guidance, students can help understand their strengths and weaknesses, understand their talents, interests, abilities and understand the environment. A good understanding of oneself and the environment can be used as a basis for consideration for students in helping with career planning and making future career decisions.

Media is an important component in the process of providing guidance and counseling services. This is very different from what is found in the field, students do not utilize media services for reasons of limited time, it is still difficult to obtain the right media, as well as limited human resource capabilities that are lacking in mastering the media (Sharf dalam Asiah, Erwita Ika Violina, 2022). One of the media that can be used by counselors to provide services to improve career planning in higher education is Web-based career guidance media (Winkel dalam Asiah, Erwita Ika Violina, 2022).

Using this media can help make the process of providing career information easier and more interesting so that students are motivated to obtain career information aimed at increasing career maturity (Gibson dalam John C. Worzbyt, Kathleen O'Rourke, 2003). The information that will be presented will not only be in text form, which is generally the case, but there will be a combination of audio and video packaged in one unit. For this reason, developing BK Career media to increase career maturity is the researcher's choice. Website-based career counseling media can combine media in the career information process, so the

---

career information process will develop well, thereby helping students create interactive presentation patterns.

On current technological developments, to plan a career in the future. Inseparable from the development of technology, perfect supporting facilities are needed, namely computers, the internet and also information systems. Computers, the internet and information systems are important tools for an individual where we can process and access the data we need, need and also want quickly and precisely so that we can utilize the remaining time with other activities. Information providers are widely used to create various types of websites, one of which is a website.

Overall career guidance is one part of counseling guidance. For this reason, it would be unwise to carry out career guidance apart from overall guidance, and cause other guidance to be neglected. However, currently career guidance is gaining its own place so it is done more often. In essence, career guidance is very important, especially for students (John C. Worzbyt, Kathleen O'Rourke, 2003).

## **Method**

This research uses development research which is usually called Research and Development (R&D). R&D is a research method used to produce certain products, and test the effectiveness of these products. Borg and Gall (1989) stated that development research is a research method used to develop or validate products used in education and learning (Meredith.D.Gall, 2003). This research is Research and Development (R&D) research which aims to produce BK Career media is website-based applications.

The data collection instrument used in this research is a non-test instrument in the form of a questionnaire. The type of questionnaire used is a closed questionnaire using a Likert measurement scale with four answer choices: (Very good, good, quite good and not good). The data analysis techniques used in this research are qualitative data analysis and quantitative data analysis. Qualitative analysis is used to describe the results of comments and suggestions from experts and respondents, namely students. Quantitative analysis is used to describe the feasibility level of the BK Career media is website-based. The subjects in this research were 4 expert lecturers and respondents as many as 90 student's.

## **ResultsDiscussion**

The creation of the BK Career media is website-based has gone through a series of expert validation and field trials on users, apart from that expert validation and field trials are intended to obtain data as material for revision. The process of creating the BK Career media is website-based application has gone through gradual revisions in accordance with suggestions given by media experts, material experts, as well as data obtained from field trials at each stage. After carrying out the main field trials and operational field trials as well as data analysis at each stage of the trial, it can be concluded that the BK Career media is website-based application has become a very good final product to be used as a medium in the counseling process that can be used students. Very good results were

obtained from the use of career guidance media for student career planning and decisions in the future.

**Table.** Overall Material Expert Assessment Results Data

No	Material Expert	Percentage	Information
1	Expert 1	92,82	Very Good
2	Expert 2	87,75	Very Good
<b>Average</b>		88,52	Very Good

Based on the assessment results data from the questionnaire given to material experts, the module product was declared very feasible with a percentage of 88,52%, and could be user in learning. A questionnaire was filled out by the media expert after the revision to determine whether the product was feasible. Media experts assess aspects of design, convenience, consistency, format, usability, and graphics. Data from the assessment results provided by media experts can be seen in. Below. Table 2.

**Table 2.** Overall Media Expert Assessment Result Data

No	Material Expert	Percentage	Information
1	Expert 1	84,67	Very Good
2	Expert 2	89,23	Very Good
<b>Average</b>		86,95	Very Good

As determined by the results of the questionnaire given to media experts, the module product was declared very feasible with a percentage of 86,95% and could be used in learning. This module has been determined to be very feasible to use based on the assessment results of material and media experts. So, this module provides good quality information that can be used in learning. Using the results of material and media experts' assessment, it appears that this module can be easily implemented. Due to the quality of this website, it is suitable for use in the learning process. After the website is revised after the expert test, to achieve perfection, this website will conduct a feasibility test for 90 students at the State University of Medan where students are given an assessment instrument website career through the G-Form to provide input or rebuttal to the materials and methods—and the time contained in the website.

**Table 3.** Overall Respondent Assessment Results Data

No	Aspect	Percentage	Description
1	Presentation of Material	80,65	Good
2	Language	87,42	Very Good
3	Graphics	83,34	Very Good
4	Benefits	83,80	Very Good

---

Based on the results of the BK student response questionnaire to this module, it can be concluded that the quality of the module technically gets decent category with a percentage of 80,65% in the presentation of material, 87,42% in the linguistic category, graphic rate by 83,34%, and the benefit aspect is in the 83,80% category. Thus, this Website Career decent the used. The feasibility of the population is carried out in trials and product improvements that have been perfected. In this stage, product trials are carried out with a larger sample because the sample must represent the population both in number and in its characteristics. At this stage, the researcher concludes that the product developed is already in the category of Very Appropriate for use by lecturers and students in providing teaching materials and understanding counseling career BK FIP UNIMED students.

## **Discussion**

Development of a website-based career students has been completed. This completion process is carried out in stages in order to produce a counseling media product that is communicative and suitable for use. Website Career has gone through a series of expert validation and field trials on users, apart from that expert validation and field trials are intended to obtain data as material for revision. The process of creating the website career application has gone through gradual revisions in accordance with suggestions given by media experts, material experts, as well as data obtained from field trials at each stage. After carrying out the main field trials and operational field trials as well as data analysis at each stage of the trial, it can be concluded that the "Kuy Konseling" traumatic counseling website-based application has become a very good final product to be used as a medium in the counseling process that can be used students FIP UNIMED. Very good results were obtained by the counseling service media.

Based on the validation results of media experts, material experts, as well as the main field trial process and operational field trials. At the media expert validation stage, a total score of 86,67% was obtained, resulting in a score of 89,23% in the Very Good category, at the material expert validation stage, a total score of 86,95% was obtained, resulting in a score of 80,65 in the Very Good category. At the main field trial stage, based on the results of the questionnaire, a total score of 2621 was obtained, resulting in a score of 87 in the Very Good category. At the operational field trial stage, a total score of 11,563 was obtained, resulting in a score of 86.48 in the Very Good category. From the data above, it can be seen that there was an increase and decrease in scores at each stage of the material expert, media and field tests, but neither the increase nor decrease exceeded the minimum eligibility limit of Very Good.

## **Conclusion**

The following conclusions can be reached based on research findings and discussions: that the Website Based Career on Medan State University was developed using 4D, namely: Research and data collection stage, planning stage, product design, expert validation testing, stage module revision as a result of due diligence, and the research stage is six main steps. Next, Website Based Career was prepared the results of expert assessments that have been declared suitable for use as a medium for guidance and counseling services to improve career planning and improve career planning and future decisions, well as the results of

---

trials by users, namely students, are included in very feasible category after going through initial field trials, main field trials, and operational field trials.

## References

- Abivian, M., Budiamin, A., & Agustin, M. (2016). Program Bimbingan Karir Untuk Mengembangkan Kemampuan Membuat Pilihan Karier Peserta Didik. *Universitas Pendidikan Indonesia*, 9–17.
- Asiah, Erwita Ika Violina, S. M. (2022). *Konseling Karir*.
- Donald T. Campbell, J. C. S. (1966). *Experimental and Quasi-Experimental Designs for Research*.
- Emmi Kholilah Harahap, S. (2020). *Bimbingan Konseling*.
- John C. Worzby, Kathleen O'Rourke, C. D. (2003). *Elementary School Counseling*.
- Meredith.D.Gall, J. P. G. W. R. B. (2003). Educational Research An Introduction. In *Qualitative Voices in Educational Research*. <https://doi.org/10.4324/9781003008064-1>
- Siti Anisa, Sugiyo, C. T. A. (2016). *Pengembangan Model Bimbingan Karir Terintegrasi Dalam Mata Pelajaran Bahasa Indonesia Untuk Meningkatkan Kesadaran Karir Siswa Sekolah Dasar*. 5(2), 107–112.