Development of the career success cards to improve the career maturity of senior high school students

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Abstract: *This study aims to produce career success cards as a guidance and counseling media to improve students' career maturity. This study aims to discover: (1) the level of need for career success cards to improve the career maturity of senior high school students; (2) the prototype of career success cards to improve the career maturity of senior high school students; and (3) the validity and practicality of career success cards in improving the career maturity of senior high school students. The Borg & Gall 10-step research model was adapted into seven steps to conduct this study. The data were collected using interviews and questionnaires. The results of the study showed that: (1) the level of need for career success cards to improve the career maturity of senior high school students, especially the students at SMAN 01 Bombana, was high; (2) the prototype of career success cards consisted of job cards, information cards, fill-in cards, a guidebook, and a career reading text; and (3) the validity testing results showed that the utility, feasibility, and accuracy of career success cards were very good, while the practicality testing results showed that career success cards were valid and practical to be used in high schools, especially at SMAN 01 Bombana, to help students improve their career maturity.*

Keywords: *Career Success Card; Career Maturity; Students.*

Abstrak: Penelitian ini dilakukan dengan tujuan untuk menghasilkan media BK *career success card* dalam meningkatkan kematangan karir siswa. Penelitian dilakukan dengan maksud untuk mengetahui (1) Gambaran tingkat kebutuhan media BK *career success card* dalam meningkatkan kematangan karir siswa di Sekolah Menengah Atas; (2) Prototipe media BK *career success card* dalam meningkatkan kematangan karir siswa di Sekolah Menengah Atas; (3) Validitas dan kepraktisan media BK *career success card* dalam meningkatkan kematangan karir siswa di Sekolah Menengah Atas. Penelitian ini dilakukan dengan menggunakan model penelitian dari Borg & Gall, model penelitian ini terdiri dari 10 langkah penelitian, dan penelitian yang dilakukan hanya menggunakan 7 langkah. Teknik yang digunakan pengumpulan data menggunakan wawancara dan angket. Hasil penelitian menunjukkan bahwa: (1) Gambaran kebutuhan media BK *career success card* dalam meningkatkan kematangan karir siswa di Sekolah Menengah Atas khususnya di SMAN 01 Bombana adalah tinggi; (2) Prototipe media BK *career success card* dalam meningkatkan kematangan karir siswa di Sekolah Menengah Atas khususnya di SMAN 01 Bombana berupa kartu pekerjaan, kartu informasi, kartu isian, buku panduan, dan bacaan karir; (3) Hasil dari uji validitas dengan melakukan penilaian pada aspek kegunaan, kelayakan, dan ketepatan dengan kategori sangat baik, serta uji kepraktisan melalui siswa dalam uji kelompok kecil dan guru BK penilai kategori sangat tinggi menunjukkan bahwa media BK *career success card* valid dan praktis sehingga layak digunakan di sekolah menengah atas khususnya di SMAN 01 Bombana untuk membantu siswa dalam meningkatkan kematangan karirnya.

Kata Kunci: Media BK *Career Success Card;* Kematangan Karir; Siswa.

INTRODUCTION

To develop human resources, high school students need to be prepared for the world of work through career planning, decision making, and skill improvement (Aryani & Rais, 2017). Lidyasari (2019) stated that participation in certified training or courses is necessary for thorough career preparation and to become exceptional human resources to meet the standards of the 4.0 era.

There also have been some improvements in the education system as it now focuses on the issues of empowerment of people (Wisroni & Rozi, 2022). In the previous system, people were seen as the objects of education. However, education is now adjusting its focus to the world of work, which needs to be instilled in students from a very early age. In addition to the cognitive aspect that has been implemented since long ago, education needs to focus on personality-related aspects, such as affective and psychomotor skills (Amrizal & Harman, 2022; Rai et al., 2018).

Senior high school students are expected to develop not only their academic skills, but also their aptitudes and interests for their future careers. If a person can navigate the process of choosing a future career and provide information related to the desired further education, they can be considered successful (Bagaskara, 2021).

Thus, senior high school students need to prepare and plan their careers carefully before entering university. Based on the Student Independence Standards (SKKPD) in the 2016 Senior High School Operational Guide (POPBK SMA), there are eleven aspects that students must possess; one of which is the insight into career readiness, which includes having self-efficacy, learning about opportunities and occupations, education, and creativity oriented to the development of more planned career alternatives (Khairiyyah, 2019; Sinaga et al., 2022).

Super (Sharf, 2019) argued that career maturity is an individual's achievement of appropriate accomplishments of developmental tasks. Super (Sharf, 2019) claimed that a person who gathers detailed and accurate information about jobs can be said to have career maturity because the information collected is useful for making career decisions. However, many senior high school students are still clueless and confused about their future plans. This is partly due to the lack of information, understanding, and planning to develop career maturity.

According to Atmaja (Aryani et al., 2021; Marhamah, 2020), it is important for students to plan their careers because career planning can help them make career decisions, identify and determine the steps necessary to achieve career goals, and select a major in college.

On September 4, 2021, a preliminary interview was conducted by phone with the school counselor of a senior high school in Bombana Regency and the results showed that the students had low career maturity and a media for the career-oriented guidance and counseling services was needed. The results of the interview were supported by the questionnaire distributed to the school counselor on the same day via Google Form. The results showed that: 1) students had low career maturity; 2) a media to facilitate the career guidance and counseling services was needed; and 3) students needed easy-to-understand career information.

Meanwhile, the results of the questionnaires distributed to the students on September 6, 2021 showed that 68.4% of the students were confused about choosing a college major; 84.2% were uncertain about the majors they should choose; 78.9% questioned whether the majors they had selected would suit their future careers; and 68.4% did not know the requirements for the majors they had opted for.

To have a bright career in the future, it is necessary to make thorough preparations by studying and developing potentials (Ghassani et al., 2020; Yandri et al., 2021). However, according to Super, (Aryani et al., 2020) the parameters of an individual who has career maturity are sufficient attitudinal and career competencies to help them make appropriate choices for their future. Furthermore, previous research suggests that in order to develop career maturity, students need information to help them make career decisions (Hasibuan, 2017). In this regard, information is one of the supporting elements needed to gain career maturity.

However, the interview and questionnaires conducted for this study yielded results that differ from the previous studies and expert opinions listed above. Therefore, the researchers were interested in developing a guidance and counseling media to increase students' career maturity. The guidance and counseling media was chosen based on Oktaviana's (2016) statement that information about careers is always provided through lecturing. This technique, however, tends to make students bored and unenthusiastic. In addition, the media of career success cards was

adopted based on the results of the study by Bagaskara (2021), which showed that career cards allow students to engage in activities that connect them with other students because the group is dynamic and can stimulate innovative, creative, and critical thinking, encouraging students to observe the messages and give positive responses.

Developed based on previous studies to optimize the career-oriented guidance and counseling services, career success cards consisted of 1) job cards; 2) information cards, containing job names, skills, and relevant college majors that can be taken; 3) fill-in cards; 4) a guidebook; and 5) a reading text entitled *Menapaki Jalan Kesuksesan* (Paving the Path to Success).

METHOD

This is a research and development study with quantitative and qualitative analysis. Sukmadinata (Sumarni, 2019) stated that creating a product and perfecting an existing product are the characteristics of research and development. The procedures of the research model by Borg and Gall were adopted to conduct this study (Sugiyono, 2016; Yuliani & Banjarnahor, 2021). The research and development model used in this study consisted of the following stages: 1) needs assessment, 2) planning, 3) product development, 4) validity testing, 5) revision 1, 6) small group testing, and 7) revision 2 and final product. In this study, a guidance and counseling media called career success cards was developed. In addition to different types of careers, the cards included information on how and where to get the job in order to help students make their future career decisions.

The steps taken to develop the career success card media were as follows:

1. Needs Assessment
A needs assessment was carried out at SMAN 01 Bombana by conducting interviews and distributing questionnaires to the school counselor as well as asking the students to fill out the Google Form questionnaire to determine the need for the product being developed by the researchers.

2. Planning
At this stage, the first draft was designed based on the data of the preliminary research to help the researchers make a scheme for the preparation of career success cards. The focus of this stage was on the purpose of the product, which is to improve students' career maturity using the guidance and counseling media called career success cards, the

effectiveness, flexibility, and practicality of the media, the material of the media, and also the color contrast that can attract the students' attention.

3. Product Development
At this stage, all the previously planned and specified activities were performed. The activities included preparing for the design, the model or concept of the career success cards as well as the information and materials about careers to be included in the media, the guidebook, and the reading text for students.

4. Validity Testing (Expert Validation)
After the development stage, the product was tested by experts. This stage involved the expert judgment from a guidance and counseling expert and a media expert. The results of the expert validation were used as the basis for the first phase of the product revision.

5. Revision I
The results of the analysis of the expert validation were used as the basis for conducting the product revision.

6. Small Group Testing
After the completion of Revision I, a testing was conducted on a small group consisting of ten students and a school counselor to determine the practicality of the media.

7. Revision II and Final Product
Revision II was performed based on the results of the small group testing. The completion of Revision II resulted in the media that was in an accordance with the planning and hence the media was ready for use.

RESULTS AND DISCUSSION

1. Description of the Need for the Career Success Cards to Improve Students' Career Maturity

The development of the career success cards began with the needs assessment conducted on the students to obtain a description of the degree to which students needed the career success cards to improve their career maturity.

The results of the needs assessment showed that all the unfavorable statements had an average score of 85.71%, which indicated that the level of career maturity of the students at SMAN 01 Bombana was low. Therefore, they needed a good quality career service to address this problem.

Similarly, the results of the needs assessment conducted on the school counselor through an interview and a questionnaire also showed that career maturity among the students at SMAN 01 Bombana was low. Therefore, the

students at SMAN 01 Bombana needed a good quality career media to address the problem. Many students at SMAN 01 Bombana were still hesitant with their choice of studies and some had not yet made a decision.

2. Prototype of the Career Success Cards to Improve Students' Career Maturity

Following the needs assessment using questionnaires as well as interviews with the students and school counselor regarding students' career maturity and whether or not a product was needed that could help students plan a good future career, a guidance and counseling media named career success cards was made to improve students' career maturity.

Career success cards were the product developed in this study. This product consisted of job cards, information cards, fill-in cards for students, a guidebook for the school counselor,

and a reading text called *Menapaki Jalan Kesuksesan* (Paving the Path to Success) for students.

3. Validity and Practicality of the Career Success Cards to Improve Students' Career Maturity

The validity testing was performed by a guidance and counseling expert, an educational technology expert, and a guidance and counseling practitioner at SMAN 01 Bombana. Meanwhile, the practicality testing included the tests on the utility, feasibility, and accuracy of the career success cards in improving students' career maturity.

a) Utility Testing

The results of the utility testing of the career success cards to improve students' career maturity by Expert 1, Expert 2 and the guidance and counseling practitioner can be seen below.

Table 1. Results of the Utility Testing by the Experts and the Guidance and Counseling Practitioner

	Utility			Percentage
Statements	Expert 1	Expert 2	Practitioner	X
1	4	4	4	100%
2	3	4	4	91.67%
3	3	3	4	83.33%
4	4	4	4	100%
5	4	3	4	91.67%
6	4	3	4	91.67%
X	91.67%	87.5%	100%	93.05%
		Strongly Agree		

Based on the utility testing of the three validators, the average utility score was 93.05% in the strongly agree category. These results showed that the experts and the guidance and counseling practitioner strongly agree that the career success cards can be utilized to provide a career guidance and counseling service.

b) Feasibility Testing

The results of the feasibility testing of the career success cards to improve students' career maturity by Expert 1, Expert 2, and the guidance and counseling practitioner can be seen below.

Table 2. Results of the Feasibility Testing by the Experts and the Guidance and Counseling Practitioner

	Feasibility			Percentage
Statements	Expert 1	Expert 2	Practitioner	X
1	3	4	3	83.33%
2	4	3	4	91.67%
3	3	3	3	75%
4	3	4	4	91.67%
5	4	4	4	100%
X	80%	90%	90%	88.33%
		Certainly Have		

Based on the feasibility testing of the three validators, the average feasibility score was 88.33% in the certainly have category. These results showed that the career success cards are feasible to use as a guidance and counseling media to help students improve their career maturity.

c)	**Accuracy Testing**

The results of the accuracy testing of the career success cards to improve students' career maturity by Expert 1, Expert 2, and the guidance and counseling practitioner can be seen below:

Table 3. Results of the Accuracy Testing by the Experts and the Guidance and Counseling Practitioner

Statements	Accuracy			Percentage
	Expert 1	Expert 2	Practitioner	X
1	3	4	3	83.33%
2	3	3	3	75%
3	3	3	3	75%
4	3	3	4	83.33%
X	75%	81.25%	81.25%	79.16%
	Accurate	Very Accurate		Accurate

Based on the accuracy testing of the three validators, the average accuracy score was 79.16% in the accurate category.

The results of the small group testing showed that the career success cards can be used to help students develop their career maturity. Meanwhile, the results of the practicality testing conducted on the school counselor and students showed that the career success cards are practical and useful for improving students' career maturity.

The career success cards are used to provide a career guidance and counseling service. This study produced a guidance and counseling product called the career success cards that are valid and practical for the school counselor and students to use to increase students' knowledge, understanding, and information about careers to promote the improvement of their career maturity

The feasibility of the career success cards can help broaden students' knowledge about careers in the process of choosing the right kind of job in the future. The feasibility of the career success cards, which scored 88.3%, indicates that it is feasible to use the media in providing a career guidance and counseling service. Regarding the tests conducted on the students to check their understanding of the use of the media, the first and second tests scored 82.5% and 87.5% respectively, indicating that there was a significant increase in the very high category. These results are in line with the results of the study by Priambodo (2017), which found that the career card game has a significant influence on students' attitudes in making career decisions. The study by Khairunisa et al., (2020) found that the career card game significantly affected students' career decision-making, which is in agreement with the results of the current study that showed that the career success cards influenced and increased students' career maturity significantly.

The career success cards are used as a media in a career guidance and counseling service that can help senior high school students make decisions about their future careers and prepare themselves for the world of work based on their interests, aptitudes, and potentials. If students can do this, it means they have high career maturity. This media includes job cards with pictures of jobs that exist in the community as well as jobs that students are familiar with. It also includes information cards, a reading text for students, a guidebook, and student fill-in cards.

CONCLUSION AND SUGGESTIONS

Based on the aims and the stages of development as well as the results and discussion of the study, it can be concluded that the school counselor and students at SMAN 01 Bombana needed the career success cards to improve students' career maturity.

The prototype of the career success cards for students in improving their career maturity consists of cards of various types of jobs that guarantee students a successful career. The media also includes a guidebook and a reading text about how to use the media as well as career information to increase students' knowledge to help them achieve a bright future. The results of the validity testing showed that the career success cards were valid and hence can be used at SMAN 01 Bombana as a guidance and counseling media in improving students' career maturity. Meanwhile, the results of the practicality testing showed that the career success cards were practical and hence can be used at SMAN 01 Bombana as a guidance and counseling media in increasing students' career maturity.

Some suggestions are provided based on the results of the current study. Future researchers interested in continuing this study are encouraged

to create cards with a more attractive design and to conduct tests on subjects with different characteristics and on a larger scale. In addition, future researchers can improve on this study by creating technology-based career success cards that can be used with students on a larger scale.

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