

Developing flip chart as career counseling media for college major selection for the students

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Abstract The primary issue of this research is developing a career counseling media. This research aims to (1) discover the need for developing flip chart as a career counseling media to help the students of SMAN 1 Tanggetada with college major selection; (2) describe the prototype of a career counseling media to help the students of SMAN 1 Tanggetada with college major selection; and (3) determine the validity and the practicality of flip chart as a career counseling media to help the students of SMAN 1 Tanggetada with college major selection. This research applied the research design called ADDIE which consisted of 5 (five) steps of research. Data were collected through interviews and questionnaires. The results of the research showed that (1) the school counselor and the students of SMAN 1 Tanggetada were in need of flip chart as a career counseling media to help them choose a college major; (2) the prototype of a career counseling media consisted of a flip chart, a manual, and materials as well as reading materials about career; (3) the flip chart being developed as a career counseling media is considered valid and practical to be applied at SMAN 1 Tanggetada to help its students choose a college major.

Keywords: *Career Counseling Media, Flip Chart, Choosing a College Major*

Abstrak: Tujuan utama penelitian ini adalah untuk membuat pengembangan media BK karir *Flipchart* Pemilihan Jurusan di Perguruan Tinggi. Penelitian ini dimaksudkan untuk mengetahui (1) Gambaran tingkat kebutuhan media BK karir *flipchart* pemilihan jurusan di perguruan tinggi untuk siswa SMAN 1 Tanggetada; (2) Prototipe media BK karir *flipchart* pemilihan jurusan di perguruan tinggi untuk siswa SMAN 1 Tanggetada; (3) Validitas dan Kepraktisan media media BK karir *flipchart* pemilihan jurusan di perguruan tinggi untuk siswa SMAN 1 Tanggetada. Penelitian ini menggunakan model penelitian dari ADDIE, model penelitian ini terdiri dari 5 langkah penelitian. Teknik pengumpulan data menggunakan wawancara dan angket. Hasil penelitian menunjukkan bahwa; (1) Hasil analisis kebutuhan yang dilakukan di SMAN 1 Tanggetada menunjukkan bahwa guru BK dan siswa membutuhkan media BK karir *flipchart* dalam pemilihan jurusan di perguruan tinggi; (2) Prototipe media BK karir *flipchart* bagi siswa dalam pemilihan jurusan di perguruan tinggi ini terdiri dari *flipchart*, buku panduan dan materi serta bacaan mengenai karir; (3) Hasil dari uji validitas serta uji kepraktisan menunjukkan bahwa media BK karir *flipchart* valid dan praktis sehingga layak digunakan di SMAN 1 Tanggetada sebagai media BK karir untuk membantu siswa dalam pemilihan jurusan di perguruan tinggi.

Kata Kunci: Media BK Karir, *Flipchart*, Pemilohan Jurusan di Perguruan Tinggi

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INTRODUCTION

Article 31 of the 1945 Constitution of the Republic of Indonesia states, "Every citizen has the right to receive education." This suggests that education is important for humans and is the right that must be granted to every Indonesian citizen. All Indonesian citizens have the same opportunity to receive education starting from early childhood education (PAUD) to senior high school (SMA). However, every citizen is encouraged to pursue higher education up to college. (Farwitawati & Masirun, 2021; Sari & Iqbal, 2021)

School counselors play an important role in this regard. In addition to school principals and subject teachers, school counselors are also instrumental in accomplishing the school's vision and missions. According to the 2013 Curriculum (K-13), one of the school counselors' roles is emphasized on providing services related to student interests and planning that aim for students' optimal growth (Krismona et al., 2021; Ramdan, 2020). The services include providing information and assistance in career planning, including selecting higher education.

It is necessary for students to have knowledge of higher education to support future career, ranging from knowledge of what faculties higher education provides, what study programs or majors are offered, to knowledge of what jobs they can choose from. (Nisa, 2018). Choosing the right major will greatly affect student planning for future career. Making decisions about a college major that is influenced by parents or friends will later cause students to feel self-doubts and find it difficult to learn as they chose a major that is not aligned with their abilities, interests and aptitudes. (Natasha et al., 2020).

On the other hand, students will be able to learn and develop their abilities more optimally if they can choose a college major carefully. Lack of information about higher education may lead students to take the wrong major. Another factor that contributes to this problem is parents' influence on their children's decision (Nelissa et al., 2018; Yuma & Rizaldi, 2018) even though they have the right to select and plan their future career, which includes choosing a college major.

John L. Holland. Holland (Amalianita & Putri, 2019) stated that personalities are inextricably linked to jobs chosen by individuals while interests and values are reflected on the jobs that individuals choose. Guidance and counseling is a good service for students to understand themselves and their environment as well as to discover their potentials necessary for their

optimal growth. One of the four areas in guidance and counseling services is focused on career counseling. (Rahmadani, 2021; Tumanggor et al., 2019) Career counseling is a service offered to students by providing information about career that can help them understand and plan their future career.

Career guidance and counseling media is a tool that can stimulate students' feelings and thoughts as well as attention to their skills or abilities to receive information about career so that they are able to understand and plan their future career. A research by (Fikriyani et al., 2020) found that personality theory developed by John Lewis Holland good to use in providing career counseling to students who want to choose a college major.

Brown, Steven D and Lent, Robert W (Usmawati, 2019) explained how Holland's theory describes the interaction between individuals and their environment and how individuals and the characteristics of their environment lead to vocational choices and adjustments. Using a career media is very important to help achieve the goal of providing career counseling services to students.

Based on the results of the need assessment with the school counselor at SMAN 1 Tanggetada, there was no career counseling media at the school that could support the provision of career services. Meanwhile, the results of the need assessment with students revealed that students did not have insight and understanding of higher education so that they had no overview of the majors to be chosen in higher education. Moreover, students were in need of a career counseling media that could help the school counselor explain information about career so that students could understand it more easily and help them choose a college major more carefully. Likewise, the testimony of the alumni on Google Form revealed that the absence of career counseling services to students and the absence of career media at the school contributed to the alumni's lack of information about higher education.

Flip chart is a media that is used to present information in a concise and practical manner (Ghasya, 2022; Safitri & Marjo, 2018), can be used outside or inside the room because it does not require a network and electricity in its use, and is movable or easy to move and carry from one place to another (Selviana et al., 2018).

Flip chart was chosen because this media is easy to use, effective and economical. Thus, career counseling can be given outside the classroom in

a pleasant situation and a cool atmosphere that SMAN 1 Tanggetada has. In this regard, students' enthusiasm and interest in receiving the material can increase and the material delivered by the school counselor can be easily understood by students, leading to effective career counseling services.

Picking a wrong major may occur because students' learning motivation is low and hence students fail to achieve self-actualization. This is in line with the results of the study by (Mashabi, 2022) that found that there is a relationship between learning motivation and career choice. This problem will surely make students fail to understand why they choose a major after graduating from high school and some students do not even know what their goals are. Thus, students should be aided in developing their skills, aptitudes and interests through guidance and counseling services in accordance with the 2013 curriculum (K-13) that applies at school. This is important for students in the future because the majors are chosen based on their interests, aptitudes and abilities.

The factors that influence major selection can be categorized into internal and external factors Maggie (Putri et al., 2021)(Wiliana, 2018)(Yolanda, 2020). Internal factors include interest, gender, intelligence, and aptitudes. Meanwhile, external factors include parents, peers, economic and social condition, and the environment. Rahardja (Vinsensia & Utami, 2018) (Febrian et al., 2021) mentioned the things that must be taken into consideration when choosing a college major: interests, aptitudes, financial ability, skills, and quality of majors.

A research conducted by Fikriyani et al., (2020) entitled "Career Selection based on Personality in Students" found that Holland's career personality theory is helpful for students in the process of selecting and planning career according to their personality type. This study supports the fact that personality types can help students make decisions on their future career. In the process of selecting and planning a career, personality is the most influential factor for students in choosing a major in higher education (Nelissa et al., 2018). Interactions between characteristics that occur in individuals develop into one personality. Personality can be divided into six types: realistic, investigative, artistic, social, enterprising, and conventional.

In addition to being knowledgeable about personality, insight into higher education is also a contributing factor to students' success choosing a

college major, which is the starting point of students' career path in the future. Knowledge and understanding of higher education is a must-have for students as they can support their future career. Students need to have knowledge of the types of higher education institutions, faculties, study programs or majors offered in higher education, and types of jobs or job opportunities in their respective fields. Students who understand their own personalities and possess knowledge of higher education will not find it difficult to choose a major.

The implications of Holland's career theory for career counseling proposed by Gibson and Mitchell are the importance of school counselors' regard to the following matters.

- a. Understanding the process and characteristics of human development, including readiness to learn and success in doing certain tasks based on the stages of development.
- b. Understanding basic human needs, including special needs and their relationship with career development and decision making.
- c. Having the ability to assess and interpret individual traits and characteristics, and apply them in various counseling relationships.
- d. Assisting clients in understanding factors that cause changes or unexpected factors that change career.
- e. Understanding changes that occur in the workplace and in life. Thus, it is necessary to use the latest theory and research as a reference for the implementation of guidance and counseling services.

Limited knowledge and understanding of higher education is one of the factors that contribute to students' wrong major selection (Amalia et al., 2020; Rahman et al., 2019). Furthermore, making decisions on a college major that is influenced by parents or friends will later cause students to have doubts about themselves and difficulties to learn as they chose a major that does not align with their abilities, interests and aptitudes. .

The presence of career media can help students gather information about higher education. A study entitled "Development of Visual Learning Media Using Flip Chart to Increase Achievement Motivation through Group Guidance Services" found that visual learning media using flip chart is able to deliver information clearly and effectively.

The needs analysis at SMAN 1 Tanggetada found that the issue of choosing a college major occurred at this school. Causing poor career counseling services, this issue occurred due to limited hours of guidance and counseling services and the disproportionate number of school counselors and students at SMAN 1 Tanggetada. Students' restricted access to information about higher education was also caused by the absence of career counseling media.

Thus, it is apparent that the SMAN 1 Tanggetada students need career counseling services in order to improve students' knowledge and understanding of personality types and higher education as well as make informed decisions on a college major. To run guidance and counseling services, school counselors are in need of a media, such as flip chart that contains information about career, that can encourage students' interest in making use of career counseling services. Looking at various aspects, it can be assumed that the development of flip chart as a career counseling media to aid students in choosing a college major can contribute to the improvement of guidance and counseling services at SMAN 1 Tanggetada. With the flip chart as a career counseling media, it is hoped that career counseling services at SMAN 1 Tanggetada can be implemented more effectively and help students make informed decisions on a college major.

METHOD

This study used qualitative and quantitative approaches. The design of this study was research and development. Research and development is a research method used to develop a product and to test its effectiveness (Sugiyono, 2018). In this study, the development method used was called ADDIE with the following procedures: analysis, design, development, implementation, and evaluation.

This research was conducted based on the results of the needs analysis conducted previously that school counselors and students of SMAN 1 Tanggetada were in need of career guidance and counseling media that could deliver information about career effectively and support the implementation of career counseling services at school to assist students in making informed decisions on a college major.

Product Testing

1. Expert Validation

At this stage, the researcher tested the initial product, the flip chart, that had been developed on two guidance and counseling

experts and one guidance and counseling practitioner at SMAN 1 Tanggetada. This stage aimed to provide validation of the flip chart as a career counseling media before small group testing was conducted.

2. Small group testing

After expert validation, a testing was conducted on a small group consisting of 10 twelfth grade students of SMAN 1 Tanggetada. The test subjects were selected using the purposive sampling technique. This technique usually selects subjects randomly based on certain purposes.

In developing the flip chart as a career counseling media, the data obtained were qualitative and quantitative. Qualitative data were the responses, input and suggestions obtained from the experts, practitioner, and students, and the data were then used to make revisions on the product being developed. Meanwhile, quantitative data were the results of small group testing by conducting a general assessment of the flip chart career counseling media on students. The quantitative data were then processed to determine the level of practicality of the developed media.

Data were collected by conducting interviews and distributing questionnaires. Content analysis was employed to analyze qualitative data by grouping the data obtained from guidance and counseling experts and practitioners as well as students. Meanwhile, quantitative descriptive analysis was performed to analyze the data from the questionnaires or an evaluation sheet scale obtained from the results of small group testing.

RESULTS AND DISCUSSION

1. Developing Preliminary Product

Career counseling media developed in this study was a flip chart that contained information about personality types based on Holland's career theory, higher education and jobs in the respective fields, and decision making on college majors. In addition, the flip chart was equipped with guidebooks and complete materials for school counselors as guidance on providing career counseling services to students as well as reading materials about career for students. This media was developed with an aim to facilitate school counselors to provide career counseling services and students to make informed decisions on a college major.

2. The results of expert validation

After developing the preliminary product, expert validation was conducted determine the validity of the flip chart as a career counseling media. The validation was carried out by two guidance and counseling experts and one guidance and counseling practitioner at SMAN 1 Tanggetada. Expert 1 was Ahmad, S.Ag., S.Psi., M.Si. while Expert 2 was Suciani Latif, S.Pd.,

M.Pd. The guidance and counseling practitioner at SMAN 1 Tanggetada was Kariman, S.Pd., M.Pd. The results of the expert validation showed that the flip chart was valid to be used as a career counseling media for students at SMAN 1 Tanggetada in selecting a college major.

The following are the results of expert validation on the flip chart as a career counseling media

Table1. The results of validation of the guidance and counseling experts and practitioner

Expert Validation	Expert 1	Expert 2	Practitioner	Percentage	
				Σ	Mean
Usability	15	20	19	54	90%
Feasibility	15	16	20	51	85%
Accuracy	12	12	16	40	83%
Content	12	12	16	40	83%
Total	54	60	23		216
	72%	83%	98%		85%
Category	Good	Very good	Very good		Very good

3. Revision I

Essentially, the results of expert validation showed that the flip chart that had been developed was good to be used as career counseling media. However, some improvements to the media should be made. Therefore, the researcher made a revision on the flip chart based on input and suggestions from the experts.

4. Small group testing

Based on the results of the small group testing involving 10 twelfth grade students of SMAN 1 Tanggetada, the flip chart was generally good and able to attract students' attention. According to students, the materials on the flip chart was very useful in helping them with college major selection. Thus, the flip chart is suitable for use at SMAN 1 Tanggetada.

Table 2. The results of the evaluation of the level of students' understanding of the material on Holland's personality types at the first meeting

Subject	Item						Total	%
	1	2	3	4	5	6		
1	3	4	4	4	3	4	22	91.7%
2	3	4	4	4	4	4	23	95.8%
3	3	4	4	4	3	4	22	91.7%
4	4	4	4	4	4	4	24	100%
5	4	4	3	3	4	3	21	87.5%
6	4	4	3	4	3	3	21	87.5%
7	3	3	4	4	4	4	22	91.7%
8	4	3	4	4	4	4	23	95.8%
9	3	4	4	4	3	4	22	91.7%
10	3	3	3	3	4	3	19	79%
Total							219	91.24%

The table above shows that the results of the evaluation of students' understanding of the

material on Holland's personality types given at the first meeting in which 10 students responded

to 6 statement items that aimed to assess the level of students' understanding of the material. It can be seen from the table above that one student's response weighed 100%; two students' responses weighed 95.8%; four students' responses weighed 91.7%; two students' responses weighed 87.5% responses, and one student's response weighed 79%. Thus, the average weight of students'

responses was 91.2% and showed that students' level of understanding of the material on Holland's personality types given at the first meeting fell into the good category. These results indicate that the flip chart used to deliver the material on Holland's personality types is practical for students at SMAN 1 Tanggetada when making informed decisions on a college major.

Table 3. The results of the evaluation of the level of students' understanding of the material on higher education at the second meeting

Subject	Item						Total	%
	1	2	3	4	5	6		
1	4	3	4	4	4	4	23	95.8%
2	4	3	3	4	4	4	22	91.7%
3	3	4	4	4	3	4	22	91.7%
4	4	4	4	4	4	4	24	100%
5	4	4	3	3	4	3	21	87.5%
6	4	4	3	4	3	4	22	91.7%
7	3	3	4	4	4	4	22	91.7%
8	4	4	4	4	4	4	24	100%
9	3	4	4	4	3	4	22	91.7%
10	3	3	4	3	4	3	20	87.5%
Total							219	92.93%

The table above shows the results of the evaluation of students' understanding of the material on the introduction to higher education given at the second meeting in which 10 students responded to 6 statement items that aimed to assess the level of students' understanding of the material. It can be seen from the table above that those two students' responses weighed 100%; one student's response weighed 95.8%; five students' responses weighed 91.7%; and two students' responses weighed 87.5% responses. Thus, the

average weight of students' responses was 92.93% and showed that students' level of understanding of the material on introduction to higher education given at the second meeting was in the very good category. These results indicate that the flip chart used to deliver the material on the introduction to higher education has high practicality to be used by students at SMAN 1 Tanggetada in making informed decisions on a college major.

Table 4. The results of the evaluation of the level of students' understanding of career decision making at the third meeting

Subject	Item						Total	%
	1	2	3	4	5	6		
1	4	4	4	4	4	4	24	100%
2	4	4	4	4	4	4	24	100%
3	4	3	4	4	4	4	23	95.8%
4	4	4	4	4	4	4	24	100%
5	4	4	3	3	4	4	22	91.7%
6	4	4	3	4	3	4	22	91.7%
7	3	3	4	4	4	4	22	91.7%
8	4	4	4	4	4	4	24	100%
9	3	4	4	4	3	4	22	91.7%
10	3	3	4	3	4	4	21	87.5%

Total	219	95.01%
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The table above describes the results of the evaluation of students' understanding of the material on making decisions on future career given at the third meeting in which 10 students responded to 6 statement items that aimed to assess the level of students' understanding of the material. It can be seen that four students' responses weighed 100%; one student's response weighed 95.8%; four students' responses weighed 91.7%; and one student's response weighed 87.5% responses. Thus, the average weight of students' responses was 95.01% and showed that students' understanding of the material on career

decision making and planning given at the second meeting fell into the very good category. These results indicate that the flip chart used to deliver the material on career decision making and planning has high practicality to be used by students at SMAN 1 Tanggetada in making informed decisions on a college major.

Before the small group testing ended, questionnaires were distributed to school counselors and students to find out the level of practicality of the flip chart as career counseling media used in college major selection.

Table 5. The results of the school counselors' questionnaires on the practicality of the flip chart as career counseling media used in college major selection

No	Statements	Yes	No
1.	The flip chart for career guidance and counseling is a media that can be used and understood easily.	1	
2.	The flip chart as career counseling media is movable and practical in use.	1	
3.	The flip chart as career counseling media can be used repeatedly and last a long time so that it can improve student learning activities.	1	
4.	The flip chart as career counseling media is a space-saving media so it does not require a certain space to use it	1	
5.	The flip chart as career counseling media does not depend on the internet and electricity, making it easier to provide career counseling services	1	
6.	The flip chart as career counseling media is economical and costs nothing to use it, making it easier for school counselors to provide career counseling services	1	
7.	The flip chart as career counseling media contains information about career that is easy to explain to students	1	
Average Percentage		100%	Very good

The school counselors' responses to the 7 statements weighed 100%, indicating that the school counselors consider the flip chart to have

very good practicality to help them giving career counseling services, including selecting a college major.

Table 6. The results of the students' questionnaires on the practicality of the flip chart as career counseling media used in college major selection

No	Statements	Yes	No
1.	The flip chart as career counseling media is attractive, so I am excited to participate in the career counseling services provided by the school counselors	10	0
2.	The materials in the flip chart as career counseling media are easy to understand	10	0
3.	The flip chart as career counseling media can help me understand my personalities	10	0
4.	The flip chart as career counseling media improves my knowledge and understanding of higher education	10	0

5. The flip chart as career counseling media is useful in giving information about career	10	0
6. The flip chart as career counseling media makes guidance and counseling services more enjoyable	10	0
7. The flip chart as career counseling media helps me make informed decisions about a college major	10	0
Average Percentage	100%	Very good

The results of the students' questionnaires about the practicality of the flip chart as career counseling media showed that students' responses weighed 100%, meaning that the flip chart has very good practicality to help students at SMAN 1 Tanggetada make decisions about a college major. Based on the results of the practicality questionnaires and the small group testing, it can be concluded that the flip chart can be accepted and used as career counseling media for making decisions about a college major.

5. Revision II

The second revision was carried out based on the results of the small group testing. Various responses from school counselors and students were utilized to as a basis for the improvement of the flip chart as career counseling media.

6. Final product of the flip chart for career counseling

At this stage, the flip chart reached the final stage where it could finally be used as career counseling media for students and school counselors in the process of choosing a college major. After all stages of the research were completed and the flip chart had been tested for validity by the experts and for practicality by the school counselors and students, the flip chart as career counseling media was born.

The materials contained in the flip chart are as follows:

- Types of personalities based on Holland's career theory,
- Introduction to higher education
- Career making decisions about a college major

CONCLUSION AND SUGGESTIONS

Based on the results and discussion of the research, it can be concluded that: The results of the needs analysis conducted at SMAN 1 Tanggetada showed that school counselors and students were in need of the flip chart as career counseling media to aid them in choosing a college major. The prototype of the flip chart as career counseling media for students used to help

them choose a college major consisted of the flip chart, guidebooks and reading materials about career. Since the testing results showed that the flip chart was valid and practical, it is feasible to be used at SMAN 1 Tanggetada as a career counseling media to help students make informed decisions about a college major.

Suggestions for future researchers who are interested in the same area include creating a flip chart with a more attractive design and conducting tests on subjects with different characteristics and on a larger scale. Future researchers are also recommended developing an electronic flip chart as career counseling media that can be used for students in a large size. In addition, it is hoped that the flip chart can be properly used as counseling career media to help school counselors in providing career counseling services and assist students in choosing a college major.

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