



## DEVELOPMENT OF BLOG-BASED CAREER CARD MEDIA FOR CAREER UNDERSTANDING IN SMA

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### **Abstract:**

Career understanding is an information service that is very important to be given to students, as an information service to educate them about careers so that students understand the career direction they will choose after graduating from high school. The purpose of development in this study is to measure the effectiveness of a blog-based career card as a medium for understanding careers to students and to know the development of a blog-based career card media" in this study using the RND (Research and Development) method, which is a mixture of qualitative and quantitative. to obtain qualitative data results with the results of suggestions and input from expert validation. Then quantitatively with the results of the student response questionnaire, and the results of the validation test from the experts. The method used in this research is the method developed by Borg & Gall using a development procedure by going through 10 stages of development, the stage of collecting data by analyzing to obtain problems. then the planning stage, the product development stage, the validation stage and initial field trial, the revision stage of the test results, the field trial stage, the product improvement stage, the field implementation test stage, the final product refinement stage and finally the cementation and implementation stage.

**Keywords:** career card media, blog based

### **1. Introduction**

Career is one of the most important aspects of life because a person's lifetime will be spent working in accordance with the desired direction of work, currently, the world of education is faced with various methods of developing career information services with very rapid progress, which is very influential in learning models and services that all aspects are already using mobile phones, to make it easier to get information in everyday

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life someone will spend their time playing mobile phones. Adolescence is a decisive process for future life. because the behavior and activities carried out in adolescence are the starting point in carving out future life. Career understanding is a condition where individuals are able to develop their own circumstances in making career decisions. According to Donald E. Super, career understanding is helping individuals to develop unity and self-image and their role in the world of work. Meanwhile, according to Tolbert in his book *Counseling for Career Development* (Fitria, 2011) career understanding is a program designed to help children develop to understand themselves, study the world of work to gain experience that will help in making decisions and getting a job according to Shidiq & Raharjo, 2018 (Risqiyain, 2019). High school students are at the exploration stage in their career development. Students seek to obtain information about the world of work, as well as take advantage of opportunities and potential sources of information to explore the world of work based on their choice of skills. Career exploration is an overall activity that aims to increase knowledge and awareness about oneself and one's career environment. According to Taveira & Moreno, 2003 in (Risqiyain 2019). Based on this statement, it can be interpreted that adolescence is a determinant for an individual in deciding his future career. In this research, it focuses on to 12th grade high school students who will soon graduate because at this stage students will be faced with many choices of what majors are suitable for choosing the job they want according to their talents and abilities, Guidance and Counseling teachers have difficulty in providing career information services because there are no class hours to convey information related to careers, starting from these problems the researchers developed a blog-based career card media for career understanding in high school. As for the specific reason why the researchers developed the media, apart from making it easier for Guidance and Counseling Teachers in providing career information services, of course, it will also attract students' interest in knowing what the contents of the career card are, the rest by using a mobile phone to open a blog is expected to minimize boredom. and sleepy than given other media such as modules, books, pamphlets, guidance boards.

According to Stoss and Pariss in Hartono (2016), there are three important factors that determine student success in making career choices, namely the relevance between what they have (potential), with what they want (aspirations) and what they do (learning effort). What students have is potential that includes career interests, abilities, personality, and career values. What students want are ideals that must be realized, while what efforts are given by using career card media based on blogs, students will get some information related to the requirements for getting a job that they are interested in according to their talents and abilities. from the blog-based career card media, it informs what level of education students will take after graduating from high school so that the education level chosen is in accordance with the desired job direction. and make it easier for students to access information. Besides being useful for students, the media can also make it easier for Guidance and Counseling teachers to provide career information without having to enter the classroom, but if there are students who are confused and want to ask questions, they can consult directly with the Guidance and Counseling teacher. The goal is to develop using a career card based on a blog, it is hoped that

students will get detailed information on the desired career and make it easier for students to access information. Besides being useful for students, the media can also make it easier for Guidance and Counseling teachers to provide career information without having to enter the classroom, but if there are students who are confused and want to ask questions, they can consult directly with the Guidance and Counseling teacher. The goal is to develop using a career card based on a blog, it is hoped that students will get detailed information on the desired career and make it easier for students to access information. Besides being useful for students, the media can also make it easier for Guidance and Counseling teachers to provide career information without having to enter the classroom, but if there are students who are confused and want to ask questions, they can consult directly with the Guidance and Counseling teacher.

## **2. Materials and Methods**

This research uses Research and Development (R&D) research methods used to produce certain products, and test the effectiveness of these products. The development model used in this development is the Borg & Gall (1971) model explaining that research and development methods are a process used to develop and validate educational products.

The procedure in this development has 10 stages, namely:

- 1) Research and data collection (research and information collecting) which includes measuring needs, literature studies, research on a small scale, and considerations in terms of value.
- 2) Planning (planning) is to develop a research plan, including the skills needed in conducting research, the formulation of the objectives to be achieved, the design or research steps and the possibilities in a limited scope.
- 3) Product draft development (develop preliminary field testing) in the form of media development.
- 4) Initial field testing (preliminary field testing), namely conducting field trials on a small scale.
- 5) Revise the test results (main product revision).
- 6) Field testing (main field testing).
- 7) Completion of field test products (operational product revision)
- 8) Field implementation test (operational field testing).
- 9) Final product revision (final product revision).
- 10) Dissemination and implementation (dissemination and implementation).

## **3. Result and Discussion**

Individual trials, namely expert validation or product validation. Expert validation is carried out by material experts, namely Guidance and Counseling Lecturers, media experts are carried out by media and Ti lecturers. This activity is carried out to provide

input on improvements to be made and to validate the product as a medium for conveying career understanding information

**Table 1: Expert Validation Results**

No	Areas of expertise	Validator	Validation Results	Notes
1	Material Expert	Hadi Pranoto M.Pd.	80%	Very Worthy
2	Media Expert	Rio Septora M.Pd.	85%	Very Worthy

1). Small group tryout or limited trial, namely 8 grade 12 students of SMA Negeri 2 Sekampung to carry out career understanding using a career card based on a blog. The data collected in this development research are quantitative and qualitative data:

- **Quantitative Data**

Qualitative data were obtained from the results of questionnaires distributed to find out about careers. According to Kriantono (2006:78), qualitative data is obtained from the results of the analysis of the researcher, for that the results of this study are subjective so they cannot be generalized in general.

- **Qualitative Data**

Qualitative data was obtained from the results of comments and suggestions from questionnaires assessed by experts, namely media experts, material experts for product validation and the results were used for product improvement, as well as using student response questionnaires to find out the practicality of the products developed. According to Sugiono (2017:16), qualitative data uses numerical data and emphasizes the research process on objective measurements, using statistical analysis based on the results of the research that has been carried out, the following results will be presented by the researcher.

### 3.1 Media Expert Validation Results Data

**Table 2: Media Expert Validation Results**

No	Validator Name	Validation Results	Notes
1	Rio Septora	85%	Very Worthy

Based on the validation results from media experts, it can be seen that the validation got a percentage of 85%, with this value it can be said that the Career Card media is "Very Appropriate" for use in the field.

### 3.2 Material Expert Validation Results Data

**Table 3 : Material Expert Validation Results**

No	Validator Name	Validation Results	Notes
1	Hadi Pranoto M.Pd.	80%	Very Worthy

The results of the material expert validation assessment are getting a percentage of 89% with that value, the material in the Career Card media can be said to be "Very Eligible" and can be used.

### 3.3 Small Group Trial Results

According to Riduwan and Akdon (in Apsari and Rizki 2018:165), the calculation of the student response questionnaire data analysis above uses the following formula.

$$\text{Calculation percentage} = \frac{\text{The number of scores given by the validator}}{\text{Minimum total score}} \times 100$$

**Table 4 : Student Response Questionnaire Results**

No	Student Name	Score	Results	Information
1	Nurul Amirulah	53	96	Very Worthy
2	M.Ardi	51	92	Very Worthy
3	Ratih purbaningrum	50	90	Very Worthy
4	Putri Arinda	53	96	Very Worthy
5	Rizky Pratama	52	94	Very Worthy
6	Chika aninditya	51	92	Very Worthy
7	Rio Saputra	50	90	Very Worthy
8	Gustoni	51	92	Very Worthy
	<b>Amount</b>	<b>411</b>	<b>742</b>	Very Worthy
	<b>Average</b>	<b>51</b>	<b>92</b>	Very Worthy

Based on the analysis of data from each student, the results were categorized as "very interesting and suitable to be used" therefore the career card can be used because, from the results of the student response questionnaire, the career card has a very interesting value and is feasible to use.

### 4. Discussion of Research Results

The results of the student response questionnaire data analysis were carried out in small groups with eight students. The results can be seen in the following table.

**Table 4: Student Response Questionnaire Analysis Data**

No	Student Name	Score	Results	Information
1	Nurul Amirulah	53	96	Very Worthy
2	M.Ardi	51	92	Very Worthy
3	Noor light	50	90	Very Worthy
4	Princess Arinda	53	96	Very Worthy
5	Rizky Pratama	52	94	Very Worthy
6	Chika aninditya	51	92	Very Worthy
7	Rio Saputra	50	90	Very Worthy
8	God's blessing	51	92	Very Worthy
	<b>Amount</b>	<b>411</b>	<b>742</b>	Very Worthy
	<b>Average</b>	<b>51</b>	<b>92</b>	Very Worthy

Based on the analysis of data from each student, the results were categorized as "very interesting and suitable for use." Therefore, the career card can be used because, from the

results of the student response questionnaire, the career card has a very interesting value and is feasible to use.

## 5. Recommendations

In order to help students in understanding careers well and be able to prepare themselves to do the next stage what things need to be taken to get the jobs they are interested in according to the talents and abilities of students, it can be done by using interesting media such as Career Cards. to attract the enthusiasm of students, in adding information and insight related to the type of profession and work chosen, so that students can clearly know what information requirements are needed to fulfill job prerequisites and understand basically the description of the chosen profession and job.

The career card is a medium that Guidance and Counseling Teachers can use to support career services, and can clarify information so that it is not too verbalistic. Researchers hope that in the future there will be the development of career cards for more than 25 types of professions and occupations so that students can get more complete information about professions and jobs in accordance with existing professions and jobs.

## 6. Conclusion

- a. In this study, the researchers used a development procedure by going through 5 development procedures developed by Borg & Gall, the first time the researcher did the analysis phase to obtain the problems that existed at school, the researcher developed the career card media by typing the blog listed on the career card. For its use, the researcher then carried out the design stage of a career card with a paper size of 10 cm x 12 cm with Times New Roman 20 letters for the top column, for the size of the career type name Arial 12 and made of art carton paper coated with printing plastic and with a blend of green and white colors that the meaning symbolizes success and persistence for the design display, and the career card is filled with materials appropriate to the 12th grade developmental stage containing 25 types of professions and occupations and the next stage of making career cards, researchers print 25 career cards and are tested by 2 experts to find out the results of career cards are suitable for use or need to improve career cards, to get the feasibility of researchers testing material experts and media experts and the final stage is evaluation,
- b. Based on expert validation, the career card media development gets a score of 85 with a very decent score in media expert validation and a score of 80 with a very decent score in material expert validation.
- c. To find out the attractiveness of the career card, it can be seen from the results of the questionnaire responses, students get a score of 92 with a value of "very interesting and very feasible".

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### **Conflict of Interest Statement**

The authors declare no conflicts of interest.

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