

CAREER MANAGEMENT BASED ON GOAL SETTING APPROACH IN SELECTION HIGH SCHOOL CAREERS

Sri Ngayomi Yudha Wastuti^{1*}, M Fauzi Hasibuan²

^{*1,2}Universitas Muhammadiyah Sumatera Utara

^{*1}email: sringayomi@umsu.ac.id

²email: fauzihisibuan@umsu.ac.id

Abstract: Career management is a structured guidance process to help students plan, recognize, and explore their career potential from an early age. The main goal of career management is to help them understand their interests, talents, and relevant skills, so they can make more informed decisions regarding their educational and career paths in the future. At least three fundamental factors complicate teenagers' career decision-making involving social expectations, namely job market uncertainty, lack of career information, and lack of self-understanding regarding their abilities. Therefore, goal setting becomes important in students' career choices. Career selection is one of the important decisions in a student's life, which can affect their future in various aspects. In this process, goal setting plays a crucial role in helping students recognize their potential, interests, and relevant career opportunities. The goal-setting process not only helps students design concrete steps but also provides them with motivation and clear direction in achieving long-term success. Career management based on the goal-setting approach offers systematic solutions in career selection through several important aspects: (1) setting career goals; (2) designing action plans; (3) monitoring progress; (4) maintaining motivation.

Keywords: Career Management, Goal Setting, and Career Selection

Introduction

One of the most important decisions in a person's life, especially for high school students, is choosing a career. Their future will be influenced by career choices in terms of further education and the careers they will pursue. To help high school students plan and identify careers that align with their interests, abilities, and potential, a systematic and efficient approach is needed. As reinforced by Permendikbud number 111 of 2014 article 3 on Guidance and Counseling in Primary and Secondary Education, it states that Guidance and Counseling Services aim to help clients achieve optimal development and independence in a holistic manner in personal, learning, social, and career aspects.

A career is a series of attitudes and behaviors related to work experiences and activities over a person's lifetime and a series of continuous work activities. Here is an explanation regarding the urgency of working in the Quran concerning the verses that the researcher included:

وَقُلْ أَعْمَلُوا فَسَيَرَى اللَّهُ عَمَلَكُمْ وَرَسُولُهُ وَالْمُؤْمِنُونَ وَسَتُرَدُّونَ إِلَىٰ عِلْمِ الْغَيْبِ وَالشَّهَادَةِ فَيُنبِّئُكُمْ بِمَا كُنْتُمْ تَعْمَلُونَ

105. Dan Katakanlah: "Bekerjalah kamu, maka Allah dan Rasul-Nya serta orang-orang mukmin akan melihat pekerjaanmu itu, dan kamu akan dikembalikan kepada (Allah) Yang Mengetahui akan yang ghaib dan yang nyata, lalu diberitakan-Nya kepada kamu apa yang telah kamu kerjakan.

And say, "Work, for Allah and His Messenger and the believers will see your work, and you will be returned to the Knower of the unseen and the witnessed, and He will inform you of what you used to do." (Q.S AtTaubah: 105). This verse indicates that working is an important aspect of human life, because what is done will be evaluated. Therefore, it is necessary to choose the right career so that individuals can work according to their competencies and expectations.

The 5.0 industrial revolution has the potential to positively affect the education sector by facilitating the development of skills relevant to labor market needs, enhancing student engagement in learning, and promoting lifelong learning. However, to achieve this potential, the education system must be able to quickly adapt to technological changes and prepare students with the skills needed in the digital era.

Students today are required to keep up with digital developments and possess high competitiveness. Early career selection is very important. Addressing the developmental stage of adolescent students, one of its characteristics is difficulty in making career decisions. According to Super (Islamadina, 2016), the developmental task of adolescent careers is at the exploration stage, during which adolescents begin to consider alternative jobs, search for roles, and seek their identity in school. That opinion illustrates that adolescents at the career development stage begin to identify types of jobs that align with their talents, interests, and potential. However, not all teenagers can easily make career decisions because they have to strive to overcome uncertainties regarding their capabilities, the stability of their interests, and the prospects of alternative choices for the present and the future.

For students who already know their interests and talents, choosing a career will be easier, unlike those who have not yet discovered their own interests and talents. Choosing the wrong career can lead to psychological problems, academic issues, and relational difficulties (Buaton et al., 2017). A career choice mistake can cause disappointment or even despair, which then becomes a problem in their studies. (Primayasa et al., 2020). At least three fundamental factors complicate teenagers' career decision-making involving social expectations, namely job market uncertainty, lack of career information, and lack of self-understanding regarding their abilities.

Career choices in Omar (2021) are an important issue in the evolving lives of adolescents as they are depicted to be related to both optimistic and detrimental physical aspects, psychological gaps, and socio-economic disparities that persist long before the young adulthood phase of a person's life (Bubic' & Ivanis'evic, 2016). The right career choice for students enrolling in professional education is very important because it has a significant impact on their future professional lives and future achievements. In this regard, Ritonga (2024) explains that career planning is a procedure that must be completed before choosing a job. Career planning plays an important role in helping individuals face the complexities of the working world.

Competition in achieving aspirations also makes students confused about choosing their career path, whether to continue to higher education or stop and work. Through career management, as a structured guidance process to help students plan, recognize, and explore their career potential from an early age. The main objective of student career management is to help them understand their interests, talents, and relevant skills, so that they can make more informed decisions regarding their educational and career paths in the future. Halimah (2019) stated that a career guidance program in schools cannot be organized, conducted, and achieved if it is not managed within a quality management system. Here are some important aspects and steps in career management:

- 1) Self-awareness, helping students to understand themselves, including life principles that will influence their career choices.
- 2) Career exploration, providing students with the opportunity to explore various types of careers available in the job market.
- 3) Goal setting, after understanding their interests and career potentials, students are encouraged to set short-term goals, including achieving the best academic grades in subjects that support their careers, and long-term goals, including preparing to enter universities in specific career fields. These clear goals can support students to stay focused and enthusiastic throughout the process towards their desired career.
- 4) Skill development, students are given the opportunity to develop skills according to their career interests that can support the career they aim for.
- 5) Career and education planning, students are encouraged to design an education plan that supports their career path through the choice of study programs and majors, additional courses and certifications, as well as considering the cost of education.
- 6) Career guidance and counseling, students receive guidance from school counselors during the career management process with the aim of evaluating goals and progress, exploring alternative options, and overcoming challenges or obstacles.
- 7) Evaluation and self-reflection, regular evaluations are important to help students revisit their goals, achievements, and personal development.
- 8) Work experience and internships, the school provides opportunities for students to participate in internship programs or job shadowing where they can learn directly from professionals.

Literature Review

Career Selection

Terminologically, a career is a job or a position held by an individual. (Marpaung & Yulandari, 2017). Generally, a career encompasses activities, behaviors, and aspirations related to work. Career selection is a process undertaken by individuals as an effort to prepare themselves for entering stages related to work. According to Damanik (2024), accurate information about various career paths helps individuals make informed decisions. This involves understanding job descriptions, educational requirements, job prospects, and salaries. Pemilihan karir (Omar, 2021) adalah "masalah penting dalam kehidupan remaja yang terus berkembang karena dikatakan terkait dengan perbedaan fisik, psikologis, dan sosial ekonomi yang positif maupun merugikan yang bertahan jauh sebelum usia muda hingga kehidupan dewasa individu". This can be related to continuing education to a higher level or choosing a job that matches the individual's potential and skills. John Holland (Apri, et.al., 2024) defines that career choices are essentially expressions or explanations of a person's personality, entering the field of income and then proving the usual experience.

Career Management

Murni's (2019) research on career management training can enhance the independence of vocational high school students in career selection. This research is supported by Halimah's (2019) study, which states that the functions of career guidance management for students at

State Vocational High School 2 in Bogor City consist of: 1) Career guidance planning conducted at the beginning of the academic year during staff meetings; 2) The organization of career guidance involves several personnel with different main tasks and functions; 3) The implementation of career guidance has been running well through several programs planned in staff meetings, although there are still obstacles in the form of classical and individual guidance; 4) Program evaluation is carried out by the principal at the end of the academic year to be used as a consideration for program preparation in the following academic year. George R. Terry in Amini (2023), explains that management is a process that uses methods of science and art to apply the functions of planning, organizing, directing, and controlling to the activities of a group of people equipped with resources/production factors to achieve predetermined goals effectively and efficiently. Similarly, in student career management, it is necessary to formulate in detail both in terms of career guidance program planning, implementation organization, supervision of the career guidance service process, and evaluation of the programs that have been carried out in order to assist students in choosing their desired careers. The explanation of student career management is as follows:

- 1) Career program planning, a process that helps individuals identify their career goals and the steps necessary to achieve them.
- 2) Organizing the implementation of career guidance, systematic steps in designing, organizing, and implementing career guidance programs to help students or workers achieve their career goals.
- 3) Supervising the career guidance service process, steps to ensure that the career guidance program runs according to plan, achieves the set goals, and has a positive impact on participants.
- 4) Evaluation of career management programs, a process to assess the effectiveness, efficiency, and impact of programs designed to help individuals develop their career paths.

Goal setting

According to Syah (2022), goal setting is also one of the most important elements in students' career choices. Goal setting, or known as Goal Setting, is a cognitive theory based on the idea that everyone has a desire to achieve specific, particular, or expected outcomes, Locke (Syah,et al., 2022). Goal setting can also serve as a driving force or motivation to increase the effort someone puts in. This means that individuals will work harder with a goal than without one. This shows that when someone realizes and understands the goals they will achieve, they will be motivated to study diligently and find it easier to determine their career choices. Brian Tracy (2010) defines goal setting as "the process of deciding what you want to achieve, setting specific targets, and developing a focused action plan." Tracy highlights that goal setting is the key to achieving success both in personal and professional life. Brian Tracy (2010) through the goal-setting methodology enables individuals to have a stronger, more positive, and more effective personality. Here are the 12 steps to set and achieve any goal according to Tracy:

1. Really Want? Have a Desire: What Do You
2. achieve Believe that your goals can be
3. Write down your goals
4. Determine your starting point
5. Determine why you want it
6. Set a deadline

- | | |
|-----|--------------------------------|
| 7. | Identify obstacles in your way |
| 8. | Determine additional |
| 9. | Identify the people whose help |
| 10. | Make a Plan: Put Everything |
| 11. | Visualize Your Goals |
| 12. | Never give up |

According to Tracy, this form of unwavering mental preparation and the ability to face obstacles can help individuals set their goals.

Method

This research is a literature study aimed at analyzing several findings from previous articles, journals, and research proceedings. This literature review is conducted with the awareness that knowledge will continue to evolve along with the changes and advancements of the times. This research uses a qualitative method with a descriptive qualitative design by analyzing, identifying, and delving into the findings of previous research. The objects of this study are journals, articles, and proceedings published at the national and international levels. Furthermore, Sugiyono in Daharnis (2022) explains that literature study is a theoretical review research by tracing various literatures related to social situations, so that problems in those social situations can be found solutions. The procedure for content analysis is as follows: (1) The researcher sets specific goals to be achieved, (2) Defines important terms clearly, (3) Focuses on the part to be studied, (4) Searches for relevant data, (5) Constructs conceptual relationships to explain data related to the goals, (6) Concludes category coding. The research report is organized in such a way that readers can easily understand the topic being discussed. (Sri Bintang. 2020).

Result and Discussion

The importance of career management for students along with the development of the industrial revolution 5.0 which demands that the world of education prepares students to enter the professional world with skills and understanding that are relevant to technological developments, globalization, and increasing competition in various fields of work.

Career management in Senior High Schools (SMA) based on the goal setting approach is a method used to help students plan and direct their careers by setting clear and structured goals. This approach aims to enable students to have a clearer vision of their future, so that they can take the right steps to achieve it.

For high school students, choosing a career is an important decision that can affect their future. The goal setting approach provides a clear structure for students in planning their career paths. Some of the benefits of this approach include:

1. **Increase Motivation:** By setting clear goals, students tend to be more motivated to achieve certain academic or skill targets needed in their chosen career.
2. **Developing Focus:** Students will be more focused in directing their efforts to activities that support their career goals, such as choosing relevant subjects, taking additional courses, or engaging in certain extracurricular activities.

3. Improving Decision Making:
With specific goals, students will find it easier to make decisions that are in accordance with their interests and potential, thereby reducing confusion in choosing a career.

Stages of Goal Setting-Based Career Management in career selection are:

1. Self-Exploration: Students need to conduct self-evaluation to find out their interests, talents, values, and preferences. This stage can be assisted by aptitude tests, counseling guidance, or discussions with mentors.
2. Goal Setting: Students set specific short-term and long-term goals related to their career choices. For example, wanting to become an IT expert, doctor, lawyer, or entrepreneur.
3. Action Planning: Making a plan of concrete steps to achieve goals, such as choosing the right major, preparing for college entrance exams, or taking additional relevant courses.
4. Implementation: Implementing the plan that has been made consistently. At this stage, students need to be disciplined in following the steps that have been set.
5. Evaluation and Adjustment: Evaluate the results that have been achieved and make adjustments if necessary. This process allows students to stay on track towards their goals.

The role of teachers and school counselors in goal setting is very important in supporting students in carrying out goal-based career management. They can provide guidance in setting realistic goals, provide information related to career choices, and motivate students to achieve predetermined targets.

Conclusion

The purpose of this analysis is to find out how career management based on the goal setting approach in choosing a career for high school students. Career management based on the goal setting approach plays an important role in helping high school students make the right career decisions. This literature study reveals that the career selection process is one of the most important decisions that will affect the future of students, both in terms of further education and the career they will pursue. The Industrial Revolution 5.0 era brings significant transformations in the world of education and employment, with the presence of technologies such as artificial intelligence (AI), robotics, big data, and the Internet of Things (IoT). This change requires students to have high adaptability and competitiveness. Students' career choices are becoming increasingly important as a determinant of the direction of students' futures.

Some of the main challenges faced by adolescents in making career decisions include job market uncertainty, lack of information about careers, and limited self-understanding of their abilities. Mistakes in choosing a career can have significant psychological, academic, and relational impacts. Career management based on the goal setting approach offers a systematic solution through several important aspects:

1. Determining Career Goals - Setting specific short-term and long-term goals related to the career you want to achieve.
2. Designing an Action Plan - Creating concrete steps to be taken to achieve the goal.
3. Monitoring Progress - Conducting periodic evaluations of the progress achieved and adjusting strategies if necessary.

4. Maintaining Motivation -
 Maintaining enthusiasm and focus in achieving goals by rewarding yourself every time you reach a certain target.

Thus, this approach helps students to be more proactive in building their future careers, improving their skills, and preparing themselves for the challenges that exist in the world of work.

References

- Permendikbud Nomor 111 Tahun 2014 Tentang. Bimbingan dan Konseling. Pada Pendidikan Dasar dan Pendidikan Menengah.
- Kementrian Agama RI. (2022). Al-Qur'an dan Terjemahannya. Bandung: CV. Jumanatul Ali.
- Islamadina, Esty F, Alma., 2016., Persepsi Terhadap Dukungan Orangtua dan Kesulitan Pengambilan Keputusan Karir Pada Remaja., <https://ejournal.uin-suska.ac.id/index.php/psikologi/article/view/3006>
- Primayasa, E., et al. (2020). Pengaruh Layanan Informasi Karir terhadap Kemampuan Perencanaan Karir Siswa. *Jurnal Bimbingan dan Konseling*, 5(1), 1-8.
- Omar, Maliza, & M. Hafiz., 2021., Factors Influencing Career Choice Among Final Semester Undergraduate Students of a Business Management Faculty in A Malaysian Public University., file:///C:/Users/User/Downloads/Factors_Influencing_Career_Choice_Among_Final_Seme.pdf
- Ritonga, Anna Mardhia,dkk., 2024., Efektivitas Layanan Bimbingan Kelompok Dengan Teknik Sociodrama Terhadap Pemantapan Karir Studi Lanjut Siswa, <https://journal.bungabangsacirebon.ac.id/index.php/coution/article/view/1803/1096>
- Halimah, Aisyah, dkk., 2019., Manajemen Bimbingan Karir Peserta Didik, [file:///C:/Users/User/Downloads/unidajump2019,+TM+167-182%20\(4\).pdf](file:///C:/Users/User/Downloads/unidajump2019,+TM+167-182%20(4).pdf)
- Marpaung, D. N., & Yulandari, N. (2017). Kematangan Karir Siswa SMU Banda Aceh Ditinjau dari Jenis Kelamin dan Jenis Sekolah. *Gender Equality: International Journal of Child and Gender Studies*, 2(1), 67-76.
- Damanik, Ainun, Salbiah, Gusman., Kapita Selektta Bimbingan Karir, Peran Konselor Dalam Membantu Individu Menemukan Karir Yang Tepat Dalam Bimbingan Karir., <http://jurnal.um-tapsel.ac.id/index.php/nusantara/article/view/16520>
- Apri, Intan Zulian, dkk., 2024., Analisis pemilihan karir remaja dari keluarga broken home: studi literatur., <file:///C:/Users/User/Downloads/3738-11128-2-PB.pdf>
- Murni, Chandra, dkk., 2019., Manajemen Karir Sebagai Upaya Meningkatkan Kemandirian Memilih Karir Pada Siswa SMK., https://www.researchgate.net/publication/341545383_Efektivitas_Pelatihan_Manajemen_Karir_untuk_Meningkatkan_Kemandirian_Memilih_Karir_pada_Siswa_SMK/fulltext/5ec67965458515626cbc1028/Efektivitas-Pelatihan-Manajemen-Karir-untuk-Meningkatkan-Kemandirian-Memilih-Karir-pada-Siswa-SMK.pdf
- Amini , dkk., 2023, Manajemen Kinerja Sumber Daya Manusia dalam Organisasi Pendidikan. <https://journal.universitaspahlawan.ac.id/index.php/jpdk/article/view/11237>
- Syah, M Erwan, Dian JB., Pelatihan Goal Setting untuk Meningkatkan Pemilihan Karir Pada Siswa Sekolah Menengah Atas., <https://e-journals.unmul.ac.id/index.php/plakat/article/view/7828>
- Tracy, Brian., 2010.,Goals!: *How to Get Everything You Want -- Faster Than You Ever Thought Possible.*, Berrett-Koehler Publishers, Inc.
- Daharnis, Mega Iswari., 2022., Pentingnya Bimbingan Karir dalam Perencanaan Karir Siswa Sekolah Menengah Atas, [file:///C:/Users/User/Downloads/1821-10149-1-PB%20\(1\).pdf](file:///C:/Users/User/Downloads/1821-10149-1-PB%20(1).pdf)

Sri Bintang., (2020)., Metode Penelitian Kualitatif., Rajawali Press.