Exploration of Career Development Through TikTok in Improving Student Career Planning

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Abstract

Exploration of Career Development Through TikTok in Improving Student Career Planning. *This research aims to determine the contribution of the TikTok in improving student career planning and creating digital culture as a forum for Career Development Exploration (EK), to find out the results of material expert validation tests and the results of media expert tests on career development exploration through TikTok in improving planning final semester student career at PGRI Arghopuro University Jember. This research uses a type of research and development or what is known as R&D (Research and Development) using the ADDIE model up to stage 5. Technique Data collection is in the form of an assessment sheet. Data analysis using qualitative and quantitative analysis. Based on the results The BK material expert's assessment of the exploration of career development through TikTok in improving career planning received a score of 85 with the "Very Good" criteria, the results of the TikTok media expert's assessment obtained a score of 90 with the "Very Good" criteria. So it is known that the final average score is 87.50 with the criteria "Very Good". Thus, based on the assessments of the two experts above, exploring career development through TikTok is declared feasible to implement.*

Keywords: *Career development; TikTok; Career Planning*

A. Introduction

Science continues to develop over time, this growth in knowledge supports the creation of new technology which marks the progress of the times (Lestari, 2018). In this era of globalization, intelligent thinking in certain fields is not a benchmark for success in the future, especially in career development (Silfiyasari & Zhafi, 2020) experts state that career planning is a student activity aimed at making career decisions in the future (Pascariati & Ali, 2022; Sari et al., 2021). Career itself means a part of life that influences the overall happiness of human life. Therefore, the accuracy of choosing and determining career planning decisions is an important point in the human life journey (Wahyuningsih & Nugraha, 2021).

Final year students face a number of problems in planning their careers. Many tasks such as deadline thesis, the large number of free hours makes students lazy to do their activities. Therefore, not all teenagers can easily decide on career planning. Career planning in this research is focused on the realistic stage, where the individual is at the tertiary level. In college, he will choose a major that will lead to his career decision (Sari et al., 2021). Students should have a clear picture of their direction in choosing the career field they are interested in. Crites in (Taganing et al., 2007) argues that to be able to choose and plan a career well requires professional maturity, especially self-knowledge, job knowledge, the ability to choose a job and the ability to plan a career. Students must understand the steps for career planning well so that there is no doubt in their decision making. Doubts, uncertainties and how students plan their career paths are influenced by a number of factors. And these factors include environmental and personality factors (Sastrawati et al., 2019). Krumboltz's theory is a theory that is quite urgent in career development or student career planning (Sari et al., 2021). Krumboltz explains several factors that are the main triggers in career planning and career decisions. The factors that influence individual career decision making are divided into 4 factors, namely, environmental factors, genetic factors, learning factors, and personality factors. Krumboltz also stated that career planning is the

result of a complex interaction of the factors above. Therefore, it is important to consider all factors and how these factors relate to each other in career planning.

Based on the results of observations and interviews conducted with 10 students of Ibnu Katsir Class 10, the results of the interviews were based on career planning indicators: 1) Recognizing talents, 2) Paying attention to interests, 3) Paying attention to values, 5) Paying attention to personality, 6) Career opportunities , 7) Paying attention to career appearance, 8) Paying attention to lifestyle (Rokhayati et al., 2017) students cannot understand personal talents, students cannot recognize personal interests, and students do not understand career planning after graduating from college. Based on the results of distributing the questionnaire, the researchers found 5 children whose career planning was low with a percentage of 50%, and there was 1 child whose career planning was very low with a percentage of 10%, and 4 children whose career planning was still in the good category with a percentage of 40%, so the researchers will conduct further research. to 6 students who were in the low and very low categories, of the 6 students who were in the low category, students were more likely to spend time in front of cellphone, scrall PT, isntagram, YouTube and other platforms, this habit makes students lazy and bored. This phenomenon makes researchers carry out EPK on students through PT. Career exploration is an activity of searching for information regarding personal characteristics, weaknesses and strengths or talents and interests.

Students as pioneers of the progress of the nation and state, need to train themselves, be creative, deepen their literacy, especially in responding to the rise of platform social media, social media has a huge influence on a person's life (W. S. R. Putri et al., 2016). The development of this technology has positive and negative impacts. The digital era has had a major impact on the development of aspects of science, technology and information. With these diverse aspects of development, the demand to become more productive, fast and dynamic individuals becomes a challenge in facing change and development. One of the changes and developments impacted in this digital era is individual career development (Santoso et al., 2023).

Social media is growing rapidly, one of them TikTok is a Chinese music video platform application that was launched in September 2016. This application gives everyone the freedom to make short videos. Throughout the first quarter (Q1) 2018, Tik Tok established itself as the most downloaded application, namely 45.8 million times (dwi Wijaya, 2020). Judging from the 625 million active users of Tik Tok, making TikTok a means of providing fast and interesting information today (Nasution et al., 2021), of this large number, the average Indonesian young generation uses TikTok, This shows great enthusiasm. They are competing to build their personal branding so that they have the image they want. TikTok is widely used by millennials and the majority of school children (Aji & Setiyadi, 2020). Seeing the massive development phenomenon of TikTok, researchers innovated EPK through TikTok, apart from this application being widely used in terms of theory, this application is based on the theory of social presence, which students really need (Tu, 2005), when communicating in cyberspace or receiving information, especially from TikTok, social presench connecting various platform social media to increase and facilitate interaction in searching for information (Isriyah, Hariyanto, et al., 2023). Students will use technology when they believe the technology is useful for them, easy to use, and will continue to use it (Isriyah, Hariyanto, et al., 2023).

This research was inspired by the work of (Bulele, 2020) on the analysis of social media phenomena and millennials, the case study of TikTok, TikTok is an application that is useful for users as a source of information and honing creative abilities, as an online learning medium (Ramdani et al., 2021). Second, research regarding the effectiveness of TikTok-based learning models (Ardiyanti et al., 2021). Therefore, this application is suitable for all groups, because TikTok provides lots of music, filter and other features so that it makes users feel at home and happy, not easily bored like students sitting in class reading books, doing assignments (Chusna et al., 2020).

Thus, researchers feel it is very important to research the exploration of career development through TikTok in improving the career planning of final

semester students at PRGRI Arghopuro Jember University who are also active students at the Tahfidzul Qur'an Ibnu Katsir Islamic boarding school. Based on the study of this phenomenon, several objectives were obtained in this research, including (1) To determine the objective condition of understanding career planning for students in the final semester of PGRI Arghopuro University Jember (2) To find out the results of the validation test of Counseling Guidance material experts regarding the exploration of career development through TikTok in final semester students at PGRI Arghopuro University Jember; (3) To find out the results of validation tests by TikTok media experts regarding the exploration of career development through TikTok in improving the career planning of final semester students at PGRI Arghopuro University Jember. This research also aims to help students in career planning, understand their own potential, provide broader career information, help students in making career plans, and provide career exploration education through TikTok which is now widely used by the millennial generation in social media. It is hoped that EPK through TikTok can provide new innovations for students in improving their career planning in the future.

B. Method

This research uses the type of research and development or known as R&D (Research and Development) with the ADDIE (Analysis, Design, Development, Implementation and Evaluation) model (Isriyah, Awlawi, et al., 2023), Addie has 5 stages in development research, namely analysis, design, development, implementation and evaluation (Juanda & Hendriyani, 2022). The five stages of ADDIE are discussed as follows: The analysis stage analyzes needs in the product development process to determine problems and appropriate solutions and determines the advantages of the product being developed and also refers to initial research which shows knowledge information for researchers and research objects (Rossett et al., 2003), after carrying out the analysis stage, the next process

is to carry out the model design stage or design the product will be carried out by researchers, the design will be carried out manually, the results of this stage will be a product framework that will be developed using the TikTok application. At this stage the researcher also designed a teaching model validation sheet and designed a student response questionnaire, design also have specific product design goals (Mayfield, 2011), design (design/drafting) is the stage of creating a development guide via TikTok, and dividing the classification of material into the video guide, (Juanda & Hendriyani, 2022).

The development stage in ADDIE contains product design realization activities, in this case teaching materials. The development steps in this research include activities to create and modify products. In the design stage, a conceptual framework for product development has been prepared. In the development stage, the conceptual framework is realized in the form of product development materials or teaching models that are ready to be implemented according to the objectives. Development stage (development) also used in the career development process through video-based TikTok. At this development stage, the process of creating/developing career exploration media through TikTok is carried out. The implementation stage in this research is the stage for implementing the product design that has been developed through TikTok. The career exploration material that has been developed is delivered according to the planned stages. After it is implemented in video form on TikTok, an initial evaluation is carried out to provide feedback on the implementation of subsequent product development. The main objectives in the implementation step include: (1) Guiding students to achieve career planning goals; (2) Ensure problem solving occurs to overcome problems previously faced by students in the career planning process; (3) Ensure that in the videos developed students' abilities increase in career planning, the implementation stage is defined as the realization of the previous phases (Mayfield, 2011).
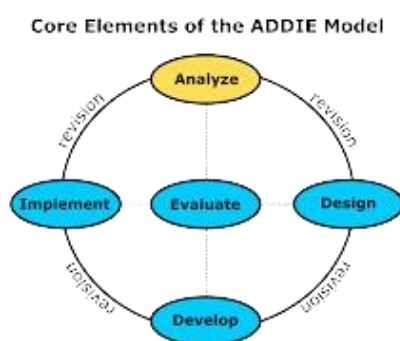
Figure 1: Core Elements of ADDIE Model-based Design (Dousay & Logan, 2011)

The test subjects used in this research and development were material experts, media experts, students. According to Sugiyono in (Darmawan et al., 2021) data collection is an important step in research. The data collection technique for this research is in the form of a questionnaire (Pranatawijaya et al., 2019) and also the data collection technique is in the form of an assessment sheet. A questionnaire is a data collection instrument used to collect large amounts of data (Ismail & AlBahri, 2019). The aim is to know and gain better insight into how TikTok can improve students' career planning (Fadilah et al., 2023).

The population used was active students from the Faculty of Education, majoring in guidance and counseling, Universitas PGRI Argopuro Jember class 2020-2023, totaling 15 people. Sampling was taken from career planning questionnaire data which resulted in a research sample of 10 students. The product results were carried out in 2 feasibility tests, namely validation tests by material experts and media experts. Data analysis uses qualitative and quantitative analysis (Arriany et al., 2020).

C. Discussion

Berisi (1) teori-teori yang relevan dengan penelitian. Sajikan kajian teori dengan font Cambria (Headings) ukuran 12pt. (2) Hasil penelitian menggambarkan temuan utama dari penelitian. Penulis menyusun, menganalisis, mengevaluasi dan menginterpretasi serta membandingkan hasil temuan terbaru dengan temuan dari penelitian yang telah ada. Hindari pengulangan kalimat baik

dari pendahuluan, metode maupun hasil. Jumlah paragraf pembahasan sebaiknya lebih panjang dari pendahuluan. Konsistensi artikel mulai dari judul hingga pembahasan harus diperhatikan. Kelemahan penelitian dan saran untuk pengembangan penelitian selanjutnya dijabarkan pada bagian ini.

1. Theoretical Framework

a. Career Planning

1) Understanding Career Planning

Career planning is an ongoing process in which individuals carry out self-assessment and assessment of the world of work, plan the steps that must be taken to achieve the career choice, and make rational reasoning before making a decision regarding desired career (Liza & Rusandi, 2016). Another meaning of career planning is job-focused planning and identifying career paths provide logical progression of people between jobs within organization (Atmaja, 2014).

2) According to Parson and Williamson, influencing factors

Career planning is abilities, interests and achievements: (1) Ability, namely self-confidence related to outstanding talent in a cognitive business field, skills field, or artistic field. (2) Interest, namely a rather persistent tendency for someone to feel interested in a certain field and feel happy to socialize or join in various activities related to that field. (3) Achievement, namely a learning result (learning achievement), which is obtained from an individual ability that students obtain from learning efforts (Suherman, 2009: 55).

Winkel (2010: 53) states that there are several factors that influence individual career development, these factors are grouped into two, namely internal and external factors as follows: Internal factors, namely (1) life values (values), (2) level of intelligence, (3) special talents, (4) interests, (5) traits, (6) knowledge, and (7) physical condition. Meanwhile, external factors are (1) society, (2) socio-economic conditions of the country or region, (3) family economic status,

(4) influence from all members of the extended family and nuclear family, (5) school education, (6) association with peers, and (7) demands.

3) Aspects of Career Planning

Suherman (2009: 116) said that the career planning aspect consists of the following indicators: (1) studying career information. Career information includes all information related to careers. (2) discussing careers with adults. Students who have career plans will assume that adults are people who have a lot of experience and knowledge, including experience and knowledge about careers. (3) Participate in additional education (courses). Taking courses or additional education is expected so that students will have skills related to the career they have chosen in career planning. (4) participate in extracurricular activities. Students who have career plans will use extracurricular activities at school as a medium to increase skills that will be used in career achievement. Meanwhile, according to (Review of Counseling and Religious Sciences et al., 2019). Aspects in career planning include: (1) Career understanding, (2) Searching for information, (3) Attitude, (4) Planning and decision making, (5) Career skills

According to Jordan in (In Atmaja, 2014) aspects of career planning include: (1) Understanding career is helping individuals to develop unity and self-image as well as roles in the world of work. (2) Looking for information, students who have career plans will utilize information they have obtained from various sources. (3) Planning and decision making, is a process for determining the steps that will be taken in a career to achieve goals.

b. **TikTok**

The latest data from the Indonesian Central Statistics Agency in February 2023 revealed that the workforce reached 146.62 million people, while unemployment reached 7.99 million people. This comparison illustrates the significant challenges of finding work in

today's era of fierce competition. In this era of globalization, competent and highly competitive human resources are an important key. Because, in the current era, the use of technology is increasingly developing (Fadilah et al., 2023). Importance soft skill In the industrial era 4.0, efforts to acquire are important and develop these skills. One effective way is through utilization TikTok application which provides various educational content that can improve soft skill which is very valuable in this industrial era 4.0.

TikTok is known as Douyin in China and was first introduced by Zhang Yi Ming in September 2016. However, the popularity of this app is growing increased in 2020 due to the impact of the Covid-19 pandemic which triggered the implementation of the practice social distancing around the world (Feldkamp, 2021) Until September 2020, TikTok has is available in 154 countries and has more than 850 million monthly active users, with users spend an average of 52 minutes each day using the app. Even, TikTok users under 15 can spend up to 80 minutes per day to interact with the TikTok application (S. D. Putri & Azeharie, 2021).

Tiktok is a multifunctional application that can be used by everyone circles, on the TikTok application students can do anything. TikTok app if with proper use with the right methods and techniques can be utilized as a medium interactive learning for learning. The TikTok application can be used as media entertainment, entertainment media, as a news channel or information dissemination, as media learning, as promotional media and as business media (S. D. Putri & Azeharie, 2021). According to Madhani et al., (2021) TikTok is defined as an application that provides special effects unique and interesting that can be used by users can easily create short videos with cool results that can be shown off to friends or other users.

The TikTok application can be used as media entertainment, entertainment media, as a news channel or information dissemination, as

a learning media, as a promotional media or as a business media. TikTok can be used as a means of income, everyone can become a content creator by making videos of our daily lives, or also making interesting videos so that the TikTok account we have has lots of viewers (Fadilah et al., 2023). According to Nurmala et al., (2022) TikTok can attract friends, can be used as a promotional medium, as a communication medium with friends, can be used as an alternative to search for information, both the latest news and technology education. Based on the results of Robbins' research in (In Deriyanto & Qorib, 2019) Tik Tok is a positive application because it provides benefits for its users such as entertainment, information and adding to social networks.

According to Mulyana (In Malimbe et al., 2021), in using TikTok there are two factors, namely internal factors such as feelings and individual characteristics, desires or hopes, attention, learning process, physical condition, needs and interests and motivation. Meanwhile, external factors such as information obtained, knowledge and needs around, intensity, size, opposites, newness and familiarity or unfamiliarity of an object.

TikTok itself is closely related to development soft skill. Soft skill are non-technical skills that include communication skills, leadership, team work the same, creativity, and so on. TikTok is a social media platform used to share short videos and creative content (Fadilah et al., 2023). Currently, information about careers can be found through the media social TikTok. TikTok is an application that is loved by many users young people aged around 20-29 years (Dihni, 2022). Therefore, content creator named Vina Muliana used this media to share relevant career preparation information with the younger generation to inspire and provide solutions to problems in the world of work. According to Vina, the majority of TikTok users are generation Z still unfamiliar and less educated regarding career preparation (Syamsiyah, 2021).

There are several previous studies regarding the use of social media TikTok as a medium for preaching, including research by Robby Aditya Putra, Exsan Adde, and Maulida Fitri entitled "Using the TikTok Application as Media Da'wah to Generation Z". The results of research using qualitative methods with approach library research This reveals that the delivery of da'wah through TikTok social media tends to be easy to understand due to its cool visualization features provided by TikTok. This is what can then attract children from generation z to see or read it (Putra et al., 2023)

2. Comparison Of Product Results With Other Researchers

Researchers chose TikTok as a career exploration medium, because TikTok has now become platform which is of interest to many people, especially Gen Z, as stated in the scientific journal of the Faculty of Communication, Riau Islamic University TikTok is an application that is popular with young users aged around 20-29 years (Dihni, 2022). This means a big opportunity for anyone who wants to use TikTok as a medium for career development and sharpening life skill, and also very practical and interesting to use by everyone, because TikTok provides many features such as music, effect, template text. With the many benefits that have been researched by experts, researchers are optimistic about developing TikTok into an application that can improve students' low career planning.

Based on the results of the development of TikTok as a medium for improving career planning, researchers made material related to the world of careers into short videos which were arranged according to student needs, so that students would find it easy to explore their careers through the TikTok videos that had been developed, students could also Save videos for free and can also be distributed to the TikTok homepage quickly. The final observation results from the development of TikTok as a medium for student career exploration show that the results are very suitable for use and

development by students and lecturers, in fact everyone can use it as a medium to accelerate honing. skill, personal branding, and especially in determining future careers.

With the results of the product that has been developed, researchers suggest to students and TikTok users to use TikTok as a medium that can provide positive things for the audience, so be role model on TikTok according to their respective skills, so that every video you make upload can inspire many people in scientific, business, social, political and other educational matters.

In Lathifah's (2023) research from the results of observations made, most teenagers or students agree that the TikTok application can improve softskill, there are lots of content creators who provide ways on how to improve Softskill owned by students. In Dewi et al., (2023) research it was stated that the presence of TikTok has the function of being able to create a strategy digital marketing and build a brand, with TikTok it can influence the behavior of its followers.

Previous research used as a reference in this research shows that TikTok can build personal branding someone, especially in branding career world. Journal entitled Using TikTok as Personal Branding Benjamin Master Adhisurya (iben_ma) published in 2022 written by Dwiki Johan Ardianto, Rahmawati Zulfiningrum. This research found utilization personal branding in creating content as implemented by Benjamin Master Adhisurya (@iben_ma) has various advantages, one of which is that iben can further expand relationships with other people through work that is educational, useful and entertaining for the community (Dewi et al., 2023).

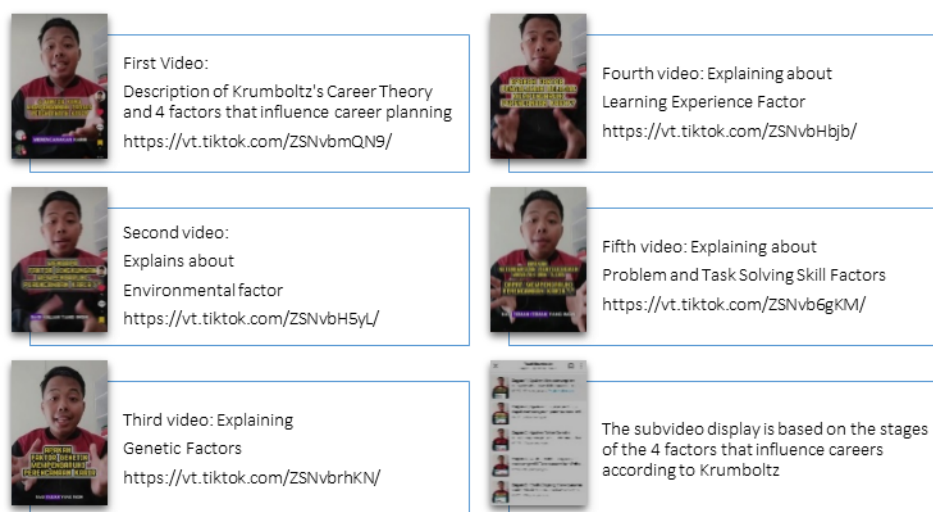### 3. Product Results for Making EPK Videos via TikTok

First Video:
Description of Krumboltz's Career Theory and 4 factors that influence career planning
https://vt.tiktok.com/ZSNvbmQN9/

Fourth video: Explaining about Learning Experience Factor
https://vt.tiktok.com/ZSNvbHbjb/

Second video:
Explains about Environmental factor
https://vt.tiktok.com/ZSNvbH5yL/

Fifth video: Explaining about Problem and Task Solving Skill Factors
https://vt.tiktok.com/ZSNvb6gKM/

Third video: Explaining Genetic Factors
https://vt.tiktok.com/ZSNvbrhKN/

The subvideo display is based on the stages of the 4 factors that influence careers according to Krumboltz

Figure 3. EPK results via PT with 5 stages of TT video

Environmental factor ⇨ Genetic Factors ⇨ Learning Experience Factors ⇨ Problem solving and exam skills

According to Krumboltz Krumboltz et al., (2013) the factors that influence individual career decision making are divided into 4 factors, namely, environmental factors, genetic factors, learning factors, and skill factors in solving problems and exams. Of these 4 factors, researchers will carry out EPK via TikTok. <3 minutes long videos of each career planning factor, research subject will be provided link TT videos of each material explored.

4. Video Analysis Results

Table 2. Results of EPK video analysis via PT

Component	PT Video	Duration	Viewer
Description of Krumboltz Theory	Video 1	1 minutes 36 seconds	330
Environmental factor	Video 2	1 minutes 50 seconds	233
Genetic Factors	Video 3	2 minutes 33 seconds	219
Learning Factors	Vido 4	2 minutes 24	179

		seconds	
Personality Factors	Video 5	2 minutes 55 seconds	243

Video Analysis			
Video	**Total Playing Time**	**Average viewing time**	**Watch the video in its entirety**
1	34 minutes 18 seconds	5.7 seconds	1,39%
2	19 minutes 36 seconds	4.5 seconds	0,38%
3	43 minutes 45 seconds	11.0 seconds	1,26%
4	13 minutes 39 seconds	4.2 seconds	0%
5	27 minutes 45 seconds	5.2 seconds	0%

The table above explains the description of the analysis of the EPK results via PT. From the results of the video analysis, many viewers played the 5-11 second video. Videos will continue to be shared by TikTok if there is a lot of interaction from viewers, for example like, comment, and inshare by the audience. Quality videos will be FYP (for You Page) which is one of the features of PT, as emphasized by Gabriel Weimann and Natalie Masri, is the algorithm that organizes the main page called "For You" or FYP (Laifatul Fadilah et al., 2023a). Therefore, TikTok has excellent potential for teachers, lecturers and students in exploring careers, planning careers and other types of knowledge so that they can be shared with many people.

5. **Expert Validation Test Results**

The BK expert is a lecturer at PGRI Argopuro Jember University, an expert who tested an EPK guide via TikTok. Act as an assessor and measure the suitability of material regarding Guidance Counseling in the EPK guide through PT. Validation was carried out using a questionnaire regarding the Guidance Counseling material used. Validate EPK guidelines via TikTok Validation was carried out by a Counseling Guidance expert who is a lecturer

at the Faculty of Teacher Training and Education, PGRI Argopuro Jember University, who is a doctor in the field of Counseling Guidance.

The validation test of the EPK guide via TikTok was based on several assessment aspects, namely appropriateness of content, appropriateness of presentation, appropriateness of language, and contextual assessment. Based on the results of validation tests carried out by material experts, it can be concluded that learning media can be used with improvements/revisions. The validation test from material experts obtained a score of 85, meaning it is in the very good category. The media expert is a lecturer at PGRI Argopuro Jember University who has expertise in media. Media experts play a role in assessing the feasibility of a TikTok media developed from several aspects, namely video features, video design, video accuracy in disseminating information. Media validation uses a media expert questionnaire given to media experts. TikTok media validation carried out by one media expert, namely a lecturer at PGRI Argopuro Jember University majoring in Information Technology. Based on the validation test results, TikTok media experts got a score of 90, which is in the very good category and can be used as a guide for students in EPK using PT. so it can be seen that the final score obtained an average of 87.50 which is included in the good category.

D. Conclusion

Based on the results of research and development, it can be concluded that the exploration of career development through TikTok in improving students' career planning is as follows: The objective condition of understanding career planning is relatively low, this is known from the process of distributing questionnaires to final semester students with a percentage of 50% in the low category, and also It is known from the results of direct interviews with students after the questionnaire distribution process, there are students who have low understanding of career planning, have not been able to plan a career after graduating from college, and students also have low knowledge and understanding

regarding the importance of career planning due to a lack of information related to career planning from various sources.

The results of this research were measured using an assessment sheet expert validation, namely material expert validation and media expert validation. The following are the respective material and media expert validation test scores, namely: 1) The BK material expert validation test got a score of 85 which is in the very good category, and 2) The TikTok media expert validation test got a score of 90 in the very good category, so the score can be known. Finally obtained an average of 87.50 which is included in the very good category. The results of the research can be concluded that the development of career development exploration through TikTok is suitable for use in learning and career exploration for students. TikTok is very suitable for use in multidisciplinary development, especially in the field of guidance and counseling, the features provided make it easier for students and lecturers to innovate material in the form of visual videos that can reach many people.

Based on the explanation of the points above, the aim of this research can be answered. Apart from this, it can be concluded that exploring career development through TikTok in improving students' career planning can be said to be suitable for use in learning anywhere. The suggestion from this research is that Career Development Exploration (EPK) via TikTok can be used as a service medium to assist guidance and counseling lecturers in delivering material remotely. With the Career Development Exploration (EPK) via TikTok, it is hoped that students and lecturers will continue to innovate in understanding counseling guidance material, especially career planning. It is hoped that the existence of TikTok in this era will make it easier for students and the younger generation to understand, plan and implement their careers through guides displayed in the form of videos on TikTok.

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