

abstract**IMPLEMENTATION OF CAREER GUIDANCE
IN IMPROVING STUDENT CAREER KNOWLEDGE
IN SMKN 1 SUMENEP**

**by:
Ridwan Hasim**

Keywords: Career Guidance, Career Information, Career Knowledge

One of the images of the development of the world today is the rapid development of various information media due to technological advances. The pace of information development is so fast and difficult to contain, this certainly brings its own challenges in the world of education, especially in the process of providing guidance and counseling services. The existence of career guidance services in schools plays a role in helping students to find out various forms of information, inviting students not to be mistaken in determining the career in the future. Through career guidance services implemented in schools, counselors / BK teachers must have a role to guide students to have maturity in determining career choices, both careers related to the world of education and careers related to employment.

This research was conducted at SMKN 1 Sumenep class XII. In this case, there are two focuses of the problem under study, namely: Pertama, regarding the career guidance service process carried out by the Counselor / BK teacher to students. Second, the role of career guidance services towards increasing the maturity of career knowledge of learners in the classroom. The purpose of this study is to determine the process and role of the BK Counselor / teacher on the maturity of students' career choices. The research method used is a qualitative research method, that is, researchers try to describe social phenomena holistically without manipulative treatment. Authenticity and certainty are factors that are highly emphasized. Therefore, the quality criterion is more emphasized on relevance, namely the signification and sensitivity of the individual to the environment as it is. The type of report in this study contains data citations. The data and information are obtained through observation, interviews, and documentation.

Research results: First, the career guidance service process carried out by BK counselors/teachers on students is carried out in the form of groups, then starting from the preparation of career guidance service materials. The meter is about information on the profiles of 10 leading universities, teaching staff and progress graduates of these universities. Information about the world of work that is in accordance with the talents and interests of students. Second, the role of career guidance services at SMKN 1 Sumenep can increase the maturity of knowledge of student career choices, who previously had no provision at all about the right career choice information.