

## YOUTUBE AS ALTERNATIVE MEDIA CAREER GUIDANCE

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### Abstract

*Technology is changing the face of education. Not all BK teachers use the media to implement career guidance, and YouTube is a suitable medium. This study resulted in the concept of YouTube media to support the implementation of career guidance services. The qualitative literature study approach uses descriptive analysis through the stages of data reduction, presenting data, and interpreting data using primary documents from journals, books, and relevant scientific articles published in 2020-2022. The concept of using YouTube in career guidance is informational video content and video tutorials, vlogs, podcasts, and films. YouTube media can be a creative guidance method to express and develop student abilities. YouTube media can apply guidance and counselling teachers to support guidance and counselling services, especially career guidance services.*

**Keywords:** *Career Guidance, Guidance and Counseling Media, YouTube*

### INTRODUCTION

Indonesia is entering the industrial era 4.0, which impacts the readiness of human resources (Harahap & Rafika, 2020). The Industrial Revolution 4.0 has changed a new face in education, where schools are currently not fully covered in equipping students (Shahroom & Hussin, 2018). The unstoppable speed of technological development impacts all aspects of social life (Tri et al., 2021). Technology is developing so fast that by 2020 nearly 5 million jobs will be replaced by automated machines (Gumawang, 2019).

Automation replaces the role of the workforce that was previously deemed less effective in increasing productivity, which has an impact on reducing the force and returning to a more competitive workforce (Acemoglu & Restrepo, 2019). Likewise, the economic slowdown due to the pandemic attacks many factors, causing many people to lose their jobs (Dewanti, 2020). The high unemployment rate of students who graduate from Vocational

High Schools and don't yet have work readiness is a significant problem at this time (Nafsiah et al., 2018).

Education is the principal capital in providing careers in Indonesia. The results showed that the teacher's TPACK component mastery was high in using the internet as a communication medium but low in pedagogical knowledge to improve the quality of learning (Malik, 2019). The Covid-19 pandemic has made educators, especially guidance and counselling teachers, use online learning media, but students haven't sufficiently accepted this (Ferdiana, 2020). Issues based on the role of educators, especially guidance and counselling teachers, who are still relatively weak in mastering information technology (Asmuni, 2020).

Students' success in determining careers isn't as easy as imagined because career problems arise for Indonesian students (Supriyanto et al., 2022). Students haven't been able to decide on jobs without the help of guidance and counselling

teachers (Trisnowati, 2016). The study results indicate adolescent difficulties and complexity in making career decisions, especially adolescent girls (Arjanggal, 2017). In this industrial revolution 4.0, the career problems experienced confusion in continuing education after graduation. The study program entered isn't a choice of their own by students, and they don't understand the type of work suitable for their abilities. Students were too confused in choosing the right career according to their interests and skills and pessimistic in getting the expected job after graduation (Angelina, 2018).

The challenge for guidance and counselling teachers is to take advantage of digital technology innovation's impact through mastering and utilizing knowledge and technology (Retnaningdyastuti, 2018). The role of guidance and counseling teachers is vital in providing career guidance services, especially in Vocational High Schools (Suryadi et al., 2018). Guidance and Counseling teachers in the current era should be creative in using the media to socialize the role of services, especially career guidance (Fadli et al., 2019). Necessary to provide intensive assistance by guidance and counselling teachers, especially education based on digital skills to fulfil students' career needs (Lestari, 2017).

Guidance and counselling teachers provide assistance that seeks to facilitate individuals to develop the ability to choose and make decisions on their responsibility (Kurniawan et al., 2019). The presence of technology for guidance and counselling teachers can facilitate providing services aimed at obtaining independent student lives and developing student potential optimally through counselling guidance services (Nurpitasari et al., 2018). The use of innovative media can attract students' interest in career guidance. Interesting learning videos can increase student activity in education (Dewanti & Sujarwo, 2021).

Covid-19 has both positive and negative impacts on the world of education. The use of technology is the key to keeping

education running well, one of which is YouTube (Suwanto et al., 2021). YouTube as an alternative for learning and career guidance services (Sari, 2020). The study results show that YouTube accounts with learning content can help students' digital literacy process (Wijayati et al., 2021). Answering career challenges in the industrial revolution 4.0 can get concepts from YouTube media to support career guidance services.

## **METHOD**

This study with literature study approach is based on qualitative research method. The literature review found the concept of YouTube media in career guidance services as grounded theory (Ramalho et al., 2015). We were collecting data through documents from journals, books, and scientific articles published in 2020-2022, data instruments using relevant documentation related to the implementation of career guidance through YouTube media. Qualitative descriptive analysis through the stages of data reduction, presenting data and interpreting data to collect information, understand, design, apply and utilize relevant research results in the context of concept discovery.

## **RESULTS**

Data on online career guidance media, then data collection on philosophical and pedagogical foundations in career guidance services and YouTube concepts in the implementation of career guidance through journals, books, and scientific articles published in 2020-2022. Furthermore, the data is interpreted through discussions supported and compared through various scientific studies.

### **Online Media in Career Guidance Services**

Innovative career guidance services in creating a pleasant atmosphere are

essential. The problem of YouTube media in career guidance services needs an in-depth study, supporting data about

alternative media for online guidance and counselling services and the role of YouTube as a guidance medium.

Table. 1 Online Media in Career Guidance Services

Theme	Description	Author
Alternative media for online guidance and counselling services	Alternative media for online guidance and counselling services	(Sakkir et al., 2020)
		(Zaini et al., 2021)
The role of YouTube as a guidance media	a. The development of the YouTube channel as a guidance service medium in the form of lectures, tutorials, guides, vlogs, and information videos makes the tutoring service more innovative to create a class atmosphere that is fun, useful and practical.	(Irawan et al., 2020) (Suryani & Drajadi, 2021) (Nalendra et al., 2020) (Olowo et al., 2020)
	b. YouTube Music is an effective medium to improve students' listening skills, one of which is guidance services.	(Rahman & Mustofa, 2022) (Mukti et al., 2021)
	c. YouTube videos as pre-service and during-service brainstorming can attract, motivate and enhance students' skills.	(Saraswati, 2020) (Meinawati et al., 2020)
	d. The use of YouTube in guidance services has a positive and significant impact on understanding skills, as a further career reference, making students independent in learning and improving student achievement.	(Isnaini & Azhar, 2021) (Qomariyah et al., 2021) (Ilyas & Putri, 2020) (Wahyuni et al., 2021) (Hong et al., 2020) (Rozal et al., 2021)

Can apply YouTube media to career guidance services. The development of a YouTube channel for assistance can take the form of lectures, tutorials, guides, vlogs, videos, and even podcasts. Podcasts are an example of media of communication information.

YouTube makes it easy for students to get material retention because it contains many video content to acquire additional learning material quickly. Students prefer to use YouTube, especially in career guidance

services. YouTube with learning content can support students' digital literacy process in improving skills and making students self-reliant.

**Philosophical and Pedagogical Foundations in Career Guidance Services**

Guidance and counselling teachers need to understand career guidance services' philosophical and pedagogical. The following is a study of the philosophical foundations, philosophical humanistic, and pedagogical foundations.

Table 2. Philosophical and Pedagogical Foundations in Career Guidance Services

Theme	Description	Author
Philosophical foundation	a. Career guidance includes a broad dimension, not limited to optimizing career development but also career dimensions in the present and future concerning lifelong learning.	(Husni & Muhammad, 2021) (Mukhlas & Sofiani, 2021)
	b. Career guidance is said to be good if it can produce quality and ideal students	(Giri et al., 2021)
Humanistic Foundation	a. Humanist career guidance is a service based on love and coaching so that it helps to become an independent person.	(Suardipa, 2020)
	b. Humanistic foundation believes that students have the potential, skills, and strengths to be developed. The service process involves several components, including career guidance objectives, materials, school counsellor, students, methods, media and evaluation.	(Anwar, 2020) (Herpanda, 2022)
Pedagogical Foundation	a. Guidance and counselling teachers are required to adapt according to the times to innovate in improving career guidance services.	(P. Angelina et al., 2021)
	b. Pedagogics in career guidance is a service improvement process due to the development of new technology, the relation of education is extended to the macro level.	(Nancy et al., 2020)

The conclusion from the data above is that career guidance is good if it can produce quality and ideal students. It covers the broad dimensions of optimizing career development and the dimensions of current and future careers and is closely related to lifelong learning. In humanistic education, students have the potential, skills, and strengths to be developed through a service process that makes students independent. Guidance and counselling teachers are required to innovate and quickly adapt to

technological developments to improve services to students.

### **The concept of YouTube Media in The Implementation of Career Guidance Service**

In its implementation, YouTube media needs to detail the concept in depth. The following is a study of the application of YouTube as an alternative media for career guidance services.

Table 3. The Concept of YouTube Media in The Implementation of Career Guidance Services

Theme	Description	Author
Informational Video Content	Information on YouTube through career guidance can help students in career information, career planning, career exploration, career selection policies, knowledge of the world of work, and career realism.	(Fadhallah & Yudhaningrum, 2021)
Tutorial Video Content	The selection of YouTube videos in career guidance affects students' knowledge. Video tutorials about procedural knowledge, factual and conceptual knowledge.	(Koto, 2020)

Theme	Description	Author
Vlog Content	Vlogging is a short video recording that involves personal or group self-reflection. Vlog-based learning in career guidance can build students' social and career skills.	(Brott, 2021) (Karamina et al., 2020)
Podcasts	<ul style="list-style-type: none"> <li>a. Podcasts in career guidance aim to convey information and support the development of increasing knowledge.</li> <li>b. Career guidance video podcasts have a positive impact on listening comprehension skills.</li> </ul>	(Sanchez, 2022) (Yaacob et al., 2021)
Movie content	Through films on YouTube, creative problem-solving in career guidance services can improve career problem-solving skills.	(Susanti et al., 2020)

The results of various data analyses raise the concept that YouTube media in the implementation of guidance services can be in the form of informational video content, video tutorials, vlogs, podcasts, and films. Can practice its application in creative guidance methods such as vlog-based learning, podcase-based learning or creative problem solving a career challenge.

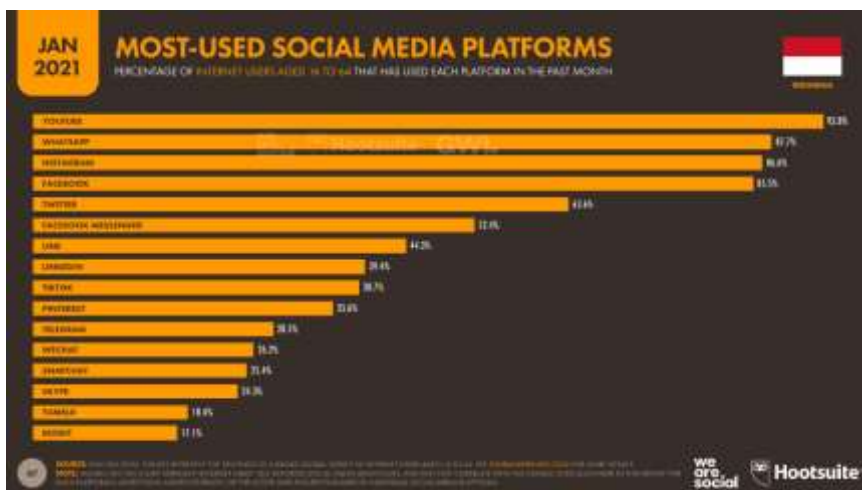
**DISCUSSION**

The philosophical foundation of education directs guidance and counselling teachers to think deeply to make quality students (Giri et al., 2021). Humanist education believes that educators, especially guidance and counselling teachers, must equip students with appropriate knowledge for their time (Sastrawan & Primayana, 2020). The technology basis is that the use of YouTube in career guidance services can be a stimulus in improving students' skills (Mufarroha, 2020).

The YouTube platform provides a space for anyone to express and benefit significantly from information democracy

(Alamsyah, 2021). The concept of using YouTube in career guidance is informational video content and video tutorials as a stimulus to help students in career information, career planning, career selection policies, career exploration, and challenges in the world of work. Meanwhile, implementing vlogs, podcasts, and films as creative guidance media in creative problem-solving. Media as a means of expression builds soft and hard skills and increases student knowledge. Professional and millennial guidance and counselling teachers can use media podcasts on YouTube (Purwadi et al., 2021).

In practice, guidance and counselling teachers can use the media (Alhadi et al., 2016) YouTube as a career guidance medium. The study results reveal that YouTube is very effective as a service supporter (Baihaqi et al., 2020). YouTube media can foster students' enthusiasm (Khotimah, 2021). These facts show the superiority of YouTube as an alternative means of media services to improve the quality of guidance and counselling services.



Picture 1. Most Used Social Media Platform Infographic in Indonesia (Kemp, 2021)

### Advantages of YouTube Media Compared to Other Media

The data for 2021 YouTube users in Indonesia is 93.8% of the total population (Kemp, 2021). Some of the advantages of YouTube media in career guidance services are informative, free access, potential, practical, complete, and easy to share (Setiadi et al., 2019). This assumption reinforces that the use of YouTube is a strategy in responding to the challenges of the digital era for guidance and counselling services, especially professionalism in the use of technology (Supriyanto et al., 2020).

YouTube media is more exciting and interactive as a learning tool than conventional learning, which generally uses classroom media (Yudha & Sundari, 2021). Many students are more interested in exploring a theory or discussion whose delivery through YouTube videos (Mujianto, 2019). This embodiment of guidance and counselling teachers can use YouTube as a career guidance medium to help students obtain information on career potential now and in the future. In addition, this YouTube media concept requires the practice of guidance and counselling teachers in improving this research. The urgency applies of digital literacy by teachers and students in the 21st Century. Digital media, especially YouTube, can

support learning, especially guidance and counselling services (Aswir et al., 2020).

### CONCLUSION

Innovative service creates a pleasant atmosphere. Guidance and counselling teachers use YouTube media according to the digital era. Career guidance in schools must produce graduates who have insightful knowledge and skills in dealing with the era of technological disruption. Counselling teachers can use YouTube as an alternative medium for career guidance with informational video content, video tutorials, vlogs, podcasts, and films. YouTube media as support career guidance services.

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