

ABSTRAK

**PENGEMBANGAN MEDIA “PEKAD” (PERENCANAAN KARIER CARD)
UNTUK PERENCANAAN KARIER SISWA SMK**

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Penelitian ini bertujuan untuk mengembangkan media kartu perencanaan karier PeKaD berbasis metode RIASEC sebagai media dalam layanan bimbingan dan konseling. Media ini dirancang untuk meningkatkan kemampuan perencanaan karier siswa SMK serta memberikan kemudahan bagi guru bimbingan dan konseling dalam menyampaikan materi terkait eksplorasi karier. Penggunaan kartu PeKaD memungkinkan siswa untuk mengenali tipe kepribadian mereka berdasarkan teori RIASEC, yang terdiri dari enam kategori: *Realistic*, *Investigative*, *Artistic*, *Social*, *Enterprising*, dan *Conventional*.

Penelitian ini merupakan jenis penelitian dan pengembangan (*research and development*) model 4-D, yang terdiri dari *Define*, *Design*, *Development*, dan *Disseminate*. Penelitian dilakukan di SMK Negeri 1 Sragen, dengan subjek penelitian sebanyak 3 guru bimbingan dan konseling serta 70 siswa. Data dikumpulkan menggunakan instrumen perencanaan karier yang telah dikembangkan oleh peneliti. Selain itu, penilaian kelayakan media dan materi dilakukan oleh ahli media dan ahli materi untuk memastikan kualitas dan kesesuaian produk. Teknik analisis data pada uji efektivitas menggunakan statistik deskriptif dengan *model one groups design pretest-posttest* dan dianalisis menggunakan Uji-T.

Hasil validasi oleh ahli media dan ahli materi menunjukkan bahwa kartu PeKaD masuk dalam kategori “sangat layak” untuk digunakan dalam layanan bimbingan dan konseling. Hasil uji efektivitas menunjukkan peningkatan skor perencanaan karier siswa, di mana rata-rata skor *pretest* sebesar 107.4571 meningkat menjadi 115.2143 pada *posttest*, dengan kenaikan sebesar 7.75714, serta nilai sig.(2-tailed) adalah sebesar <0.001 <0.05 yang menandakan jika terdapat perbedaan rata-rata antara *pretest* dan *posttest*. Berdasarkan hasil penelitian, dapat disimpulkan bahwa media kartu “PeKaD” berbasis metode RIASEC efektif dalam meningkatkan kemampuan perencanaan karier siswa SMK.

Kata Kunci : media kartu, perencanaan karier, *research and development*

ABSTRACT***DEVELOPMENT OF “PEKAD” MEDIA (CAREER PLANNING CARD) MEDIA FOR VOCATIONAL HIGH SCHOOL STUDENTS CAREER PLANING***

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His study aims to develop PeKaD career planning card media based on the RIASEC method as a medium in guidance and counseling services. This media is designed to improve the career planning skills of vocational high school students and provide convenience for guidance and counseling teachers in delivering materials related to career exploration. The use of PeKaD cards allows students to recognize their personality types based on the RIASEC theory, which consists of six categories: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional.

This study is a type of research and development (research and development) 4-D model, consisting of Define, Design, Development, and Disseminate. The study was conducted at SMK Negeri 1 Sragen, with research subjects of 3 guidance and counseling teachers and 70 students. Data were collected using a career planning instrument that had been developed by the researcher. In addition, the assessment of the feasibility of the media and materials was carried out by media experts and material experts to ensure the quality and suitability of the product. The data analysis technique in the effectiveness test used descriptive statistics with a one groups design pretest-posttest model and was analyzed using the T-Test.

The results of the validation by media experts and material experts showed that the PeKaD card was in the "very feasible" category for use in guidance and counseling services. The results of the effectiveness test showed an increase in students' career planning scores, where the average pretest score of 107.4571 increased to 115.2143 in the posttest, with an increase of 7.75714, and the sig. (2-tailed) is <0.001 <0.05 which indicates that there is a difference in the average between the pretest and posttest. Based on the results of the study, it can be concluded that the "PeKaD " card media based on the RIASEC method is effective in improving the career planning skills of vocational high school students.

Keywords: card media, career planning, research and development