

Analysis of Talents and Career Interests of New Students at the University of Lampung in 2021

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Abstract

The aims of this study are (1) to analyze the talents of new students according to the characteristics of the job description in the creative profession, practitioner profession, academic profession, and entrepreneurial profession and (2) to analyze whether the new students match their talents and interests with their careers. What he wanted. This research was carried out simultaneously with the moment of orientation for new students at the University of Lampung in 2021. Descriptive quantitative research methods were used in this study. The subjects in this study were 5,065 new UNILA students in 2021. The survey method was used in this study. The data were analyzed using descriptive qualitative analysis using the SPSS version 22 application tool. The researcher found that (1) The majority of new students (43.3%) had talents that matched the characteristics of the job description in the creative work profession, 26% had talent as a profession. practitioners, 18.4% have talent as an academic profession, and 12.0% have talent as an entrepreneurial profession. (2) The majority of new students (71.8%) do not match their talents and interests with the career they want. Meanwhile, 28.2% of new students are in an ideal condition where the talents and interests of students are in line with the career they want.

Keywords: Career, Talent, Interest.

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INTRODUCTION

Understanding the talents and interests of prospective new students is very important. If it is associated with a career, understanding talents and interests will raise awareness about the importance of career planning and how to decide on a career while being a student and after graduating as a student so that prospective new students do not experience doubts or lose their way during their study periods during college and after that. will not experience unemployment after graduating from college. By understanding one's talents and interests, one will know his potential, including knowing where his strengths and weaknesses are, both academically and non-academically so that a person will focus on developing himself and perfecting or correcting the shortcomings that exist in him so that he achieves a self that is perfect. perfect or Insan Kamil.

The reality is that many students do not understand the talents and interests that exist within themselves. This is evidenced by some students who experience a loss of direction and purpose during college so that we see many students whose GPA is below the minimum standard (low), students who experience the wrong major because it is not in accordance with their talents and interests, and the number of students who are unemployed after graduating. studying. This is one of the phenomena of students' lack of awareness of their talents and interests. Research conducted by (Novitasari, 2020; Jasuma, 2020; Nurfitriyani, 2011) concluded that interests, talents, infrastructure and learning motivation simultaneously have a significant effect on student GPA. Likewise, the understanding of self-potential affects the student's GPA. Research by (Rahmayu, 2018; Rufaidah, 2015) concludes that there is a significant influence between students' talents and interests on the decision to choose a major. (Amin,

2020) concludes that unemployment in Indonesia is very high. Data as of August 2019 the unemployment rate was 5.67% of undergraduate graduates, 5.99% of diploma graduates, 7.29% of high school graduates, 10.42% of vocational graduates. To reduce unemployment, this research wants to map the talents and interests of students in entrepreneurship because entrepreneurship is believed to be able to reduce unemployment. This means that in this study I want to say that unemployment can be suppressed by identifying the talents and interests of students so that they can be encouraged to become entrepreneurs according to these talents and interests.

According to Hidayat (2011) in general the problems faced by students in relation to careers and work are not understanding their potential, do not understand the field of work to be entered, want to get support training for work readiness, worry about not getting a job or worry about not being able to work well and have not planned for the future. Febriyanti (2019) concludes that financial rewards, labor market considerations, family environment, personality, professional recognition and work environment have a significant effect on student interest in choosing a career as a public accountant. Candraning (2018) concludes that market considerations, financial rewards or salaries, work environment and spirituality have a significant influence on student interest in working in Islamic financial institutions.

Based on the previous research above, the researcher wants to analyze the talents and career interests of new students at the University of Lampung in 2021. By identifying the talents and career interests of new students at the University of Lampung, it is hoped that programs can be made during lectures related to coaching and developing student careers so that students can find out potential, weaknesses and strengths and minimize unemployment after graduating from college. Research on the Analysis of New Students' Talents and Career Interests is still rarely done by academics.

METHOD

This research is a survey research to analyze the talents of new students according to the characteristics of the job description in the creative work profession, practitioner profession, academic profession, and entrepreneurial profession and to analyze whether the new students match their talents and interests with the career they want. The research subjects were new students at the University of Lampung in 2021. The sample used in this study was 5,065 new university of lampung students. The data collection technique used is a questionnaire (Creswell, 2012). After the data was collected from the distribution of the new student talent and interest questionnaire

instrument, then the data was analyzed using the SPSS version 22.

RESULTS AND DISCUSSION

Career is something that is very important in one's life because career determines one's happiness, pleasure and even prestige. Careers are developed by humans during their life span. Therefore, careers begin when humans are at an early age by exploring their ideals or desired professions, such as early childhood wanting to become doctors. This is one of the forms of children's careers, even though it is only at the stage that their dreams have not yet become a reality or career decisions. But career success requires understanding ourselves, understanding others, understanding the environment and one must have intelligence and expertise which are important points in career success.

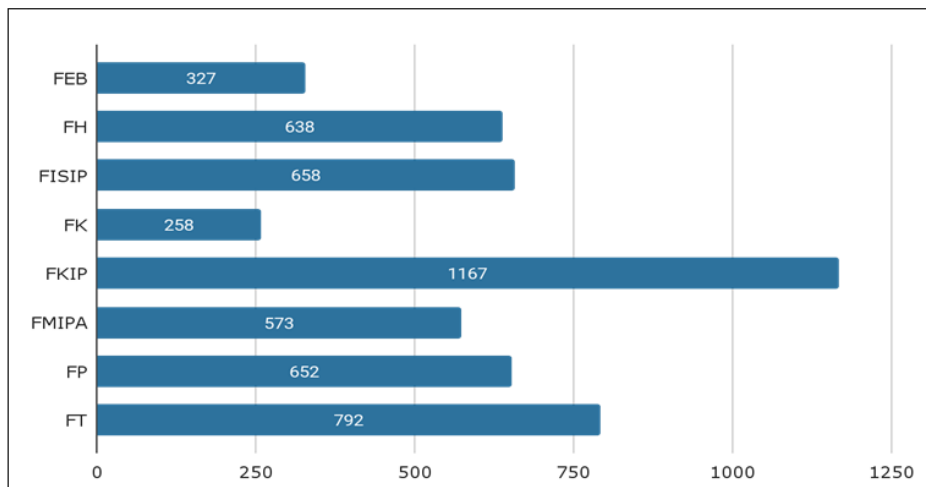
The career chosen by someone will later become a fertile place for actualization, self-development and self-potential to the fullest (Aminurrohman, 2014). Career is a sequence of positions or main jobs occupied by a person from adolescence to retirement during the life span (Yusuf, 2002). According to Abdullah (2018), career is a process of progress from a series of journeys to develop one's experience throughout the time that he goes through and this is related to his main job. Therefore, a career is a place of self-actualization and if an individual occupies a good position in a workplace or agency, then we assume that he is successful in his career.

According to Krumboltz's theory (Sari, 2021) the career development process is influenced by four factors, namely genetic inheritance and special abilities, environmental conditions and events, learning experiences and task approach skills. The career planned by an individual will be influenced by these four factors. These four factors will synergize with each other in forming a direction for how the individual plans his career and finally he will decide what he will choose later.

According to Bandura (Fadilla, 2019) human behavior is influenced by the triadic reciprocity factor, namely the reciprocal interaction between personal determinants, namely cognitive factors and personal, behavioral and environmental factors. In the context of career planning and career decisions, factors that influence a person's career decisions are influenced by internal factors, namely personal such as talent, interests and external factors, namely the environment. Having talent and an interest in being an artist will tend to major in art and want to become an artist and eventually want a career and self-actualization, develop themselves in the arts or become a creative art worker so that he will have attachment, involvement, interest in the learning process from a teacher or lecturer and will plan his career to become an artist.

Based on an analysis of 5,065 new students, a career interest talent map and self-characteristics of new

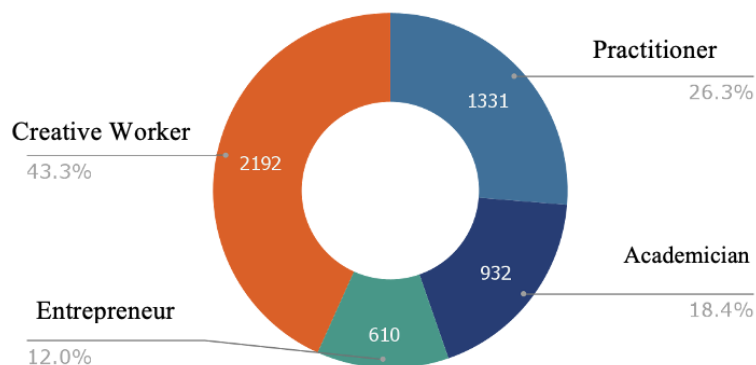
students at the University of Lampung in 2021 were obtained as follows:



Based on the picture above, it is known that this research is mostly followed by the Faculty of Teacher Training and Education (FKIP), which is as many as 1167 students, and conversely the Faculty that participates the least is the Faculty of Medicine (FK), which is 258 students.

Ideal Profession Projection Data based on Personal Talent.

Talent is a collection of characteristics and potential that we have.



In general, regardless of the scientific background that is occupied, the choice of profession can be categorized into four fields, namely: Practitioners, Academics, Entrepreneurs and Creative Workers.

Practitioner Field Is a choice of profession with a scope of work with a job description to apply a scientific field in a practical or practical realm. For example, if a student has a teacher background, then the choice of profession in the practitioner field is to become a teacher in an educational institution.

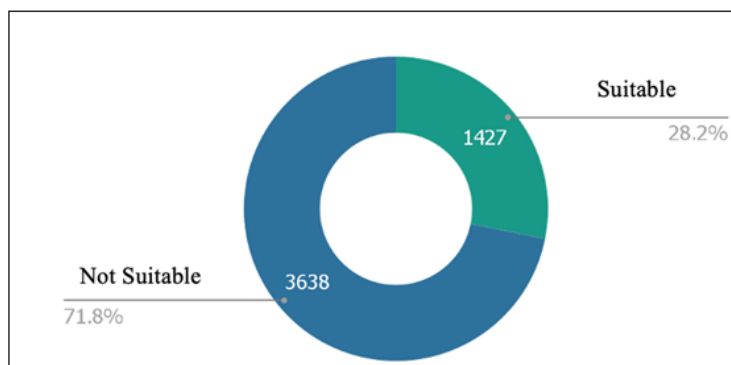
The academic field is a choice of profession with a scope of work that has a job description to develop a scientific field. For example, if a student has a teaching background. Ideally, the talents we have are

appropriate and support us to complete various job responsibilities (job descriptions) in the professions that we will live in the future. Based on this concept, the ideal career projection for a student can be mapped based on his talents. The following is the projection of the ideal profession based on the characteristics and potential of new students at the University of Lampung in 2021.

the profession in academia is to become a researcher or teacher in teaching science. The field of entrepreneurship is a choice of profession with a scope of work that has a job description to develop an independent business with a background in a scientific field. For example, if a student has a teaching background, the profession in the field of entrepreneurship is to establish a tutoring institution.

The field of creative workers is a choice of profession with a scope of work that has a job description to develop a product that is loaded with creative values on the basis of a scientific field. For example, if a student has a background that wants to be a teacher, the profession in the field of creative workers is a developer of digital learning content.

Based on the diagram above, it is known that the majority of participants (43.3%) have talents that match the characteristics of the job description in the field of the Creative Worker profession. This information can be used as the basis for developing various preparation.



Based on the diagram above, it can be seen that there are still very few students (28.2%) who are already in an ideal condition where talents and interests are in line. The condition that often occurs is that students do not understand in depth their talents, so they have a tendency of interests that are not in line with their own characteristics and potential.

Interest is a desire or liking for a field, interest is very easily influenced by external factors such as trends or invitations and advice from others. However, ideally interest should be built based on the characteristics and potential of the self. This condition must be followed up with various programs that aim to harmonize the talents and interests of students. If the misalignment between talents and interests continues, it can cause confusion in determining career direction, especially if a student is at the end of his study period.

From the results of the research described above, the researchers found that (1) The majority of new students (43.3%) had talents that matched the characteristics of the job description in the creative work profession, 26% had talent as a practicing profession, 18.4% had talent as an academic profession, and 12.0% have talent as an entrepreneurial profession. (2) The majority of new students (71.8%) do not match their talents and interests with the career they want. Meanwhile, 28.2% of new students are in an ideal condition where the talents and interests of students are in line with the career they want.

Based on the results of the research above, it can be seen that the majority of new students want a career as creative workers, while very few students want a career as and career development programs in the new environment of the University of Lampung in 2021.

Data Match between Talents & Career Interests

An individual will achieve the highest level of productivity if he pursues a career that matches his talents and interests. So that ideally a student will undergo a professional field that is indeed supported by talent and in accordance with the interests they have. Based on the results of the assessment, the following describes the number of students who already have a match between their talents and interests.

Entrepreneurs, the rest want to become practitioners and academics. This proves that the profession of creative workers is very popular with UNILA new students while being an entrepreneur is less desirable. The question is what is it about the creative profession that attracts new students and why students are not or less willing to become entrepreneurs, even though developed countries are countries where the majority of the population has a higher percentage of entrepreneurs.

According to Purnomo (2016) the creative economy can be a pillar of economic development for the Indonesian nation where it needs support from the entire Indonesian nation. To make a leap with a focus on the creation of goods and services coupled with talent and creativity expertise as well as intellectual property, it is necessary to collaborate between scholars, business people and the government for the development of the creative economy. The results of research from Marsella (2019) show that being a youtuber, vlogger and blogger is the main job of most people today, especially the millennial generation who were born in the internet era who are social media literate. Vlogging is an embodiment of participatory culture and journalistic work that shares information with the general public for economic gain. The

phenomenon of youtuber Atta Halilintar seems to be the main attraction for millennials to get involved in the world of this promising creative content.

Related to the low interest of new students to become an entrepreneur, one of them is related to the student's mindset. The mindset of students to become job seekers or job seekers and not become job creators or job creators after graduating from college seems to be a problem that must be solved fundamentally and substantially both by the students themselves, by parents, government, educational institutions, the world business and society. That is the root cause of why students are less interested in becoming entrepreneurs. The mindset after graduating from college is to find a job, make a job application to a company or become a civil servant, which is a substantial problem that needs to be resolved immediately. According to his research Agrosamdhyo (2020) the intention of STAI Denpasar, Bali in entrepreneurship is negative, meaning that there are still many students who think that it is very difficult to open their own business, to become successful entrepreneurs. Therefore, intentions must be supported by concrete actions. The real actions they take are sure to start a business, learn from entrepreneurs who have been successful and dare to start a business with existing limitations. The research of Budiati (2012) supports this research that students' interest in becoming entrepreneurs is very low. The research conducted by this author contradicts the results of research (Halim, 2017) which concludes that there is no relationship between student interest in learning physics and student GPA at Syiah Kuala University.

This study also resulted in a conclusion that the majority of UNILA new students did not match their talents and interests with the careers they wanted. The question is why did it happen like that? Kurniawan (2019) states that there is a relationship between parenting patterns and student career choices. Authoritarian parenting patterns tend to be unfavorable for students' career choices because they are determined by parents. Meanwhile, democratic parenting style benefits students because it gives students opportunities to choose their careers based on their talents and interests. Based on the results of the previous research above, it is possible that the unequal talent, interest and career of UNILA new students is caused by one of the factors of parenting. Most likely the parenting style referred to is authoritarian parenting, not democratic.

CONCLUSION

Based on the results of the analysis and discussion above, it can be concluded that

1. The majority of new students (43.3%) have talents that match the characteristics of the job description in the Creative Worker profession, 26% are practicing professionals, 18.4% are academics, and 12.0% are entrepreneurs.

2. The majority of new students do not match the match between talents and career interests. There are still very few students (28.2%) who are already in an ideal condition where the talents and interests of students are in line with what is desired, while 71.8% are not in line.

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