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GADJAH MADA
Pengaruh Efektivitas Program Bimbingan Karir dalam Meningkatkan Kesiapan Kerja Generasi Z di Universitas Gadjah Mada
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PENGARUH EFEKTIVITAS PROGRAM BIMBINGAN KARIR DALAM MENINGKATKAN KESIAPAN KERJA GENERASI Z DI UNIVERSITAS GADJAH MADA

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ABSTRAK

Latar belakang penelitian ini didasarkan pada perubahan dinamika dunia kerja di era Revolusi Industri 4.0 di mana digitalisasi mengubah cara masyarakat memilih karir dan melihat pekerjaan. Karakteristik pelajar kelompok usia produktif saat ini didominasi oleh Generasi Z yang dikenal sebagai *digital natives*. Kelompok ini memerlukan kesiapan kerja (*kesiapan kerja*) yang adaptif, terampil, dan berliterasi digital tinggi demi menghadapi persaingan profesional yang ketat. Salah satu intervensi taktis dari perguruan tinggi untuk memitigasi kecemasan karir mahasiswa adalah melalui optimalisasi program bimbingan karir. Penelitian ini bertujuan untuk mengidentifikasi pendapat mahasiswa Generasi Z di Universitas Gadjah Mada (UGM) terhadap program bimbingan karir, menganalisis faktor-faktor yang memengaruhi efektivitas pelaksanaannya, serta mendeskripsikan pengalaman nyata mahasiswa dalam menerapkan hasil bimbingan karir tersebut sebagai bekal memasuki dunia profesional.

Penelitian ini menggunakan pendekatan deskriptif kualitatif. Pengumpulan data empiris dilakukan selama tujuh bulan (Februari hingga September 2025). Sumber data utama berupa data primer yang diperoleh dari teknik wawancara mendalam (*in depth interview*), observasi langsung, dan studi dokumentasi terhadap 5 orang responden mahasiswa tingkat akhir Program Studi Manajemen Fakultas Ekonomika dan Bisnis (FEB) UGM yang dipilih berdasarkan kriteria tertentu (*purposive sampling*). Analisis data dilakukan secara interaktif menggunakan model simultan Miles dan Huberman, yang meliputi tahap reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan tiga temuan utama: Pertama , pendapat mahasiswa terhadap program bimbingan karir UGM (seperti *UGM Integrated Career Days* dan sertifikasi profesi resmi BNSP) dinilai sangat positif, relevan, dan komprehensif dalam menjawab kebutuhan taktis digital. Namun, terdapat celah evaluasi berupa perlunya personalisasi materi spesifik per jurusan dan peningkatan konsistensi kualitas pada layanan konseling individu. Kedua , kualitas dan efektivitas program berpengaruh positif oleh sinergi lima faktor utama: kelayakan sarana/fasilitas, kompetensi profesional konselor karir, pelibatan aktif praktisi industri sebagai narasumber, aktualitas materi kurikulum bimbingan, serta efektivitas kurikulum akademik reguler fakultas. Ketiga , program bimbingan karir terbukti berpengaruh positif memberikan manfaat substantif dalam mengeskalasi kesiapan kerja Generasi Z pada empat pilar

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kompetensi, yaitu aspek taktis digital (*CV ATS-friendly* dan *LinkedIn branding*), aspek teknis seleksi kerja (penguasaan wawancara menggunakan Metode STAR), penguatan *soft skill* interpersonal, serta kemampuan perencanaan strategi karir jangka panjang..

Kata Kunci: Bimbingan Karir, Kesiapan Kerja, Generasi Z, Universitas Gadjah Mada, Analisis Kualitatif.

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THE IMPACT OF THE EFFECTIVENESS OF CAREER GUIDANCE PROGRAMS ON IMPROVING THE EMPLOYMENT READINESS OF GENERATION Z AT GADJAH MADA UNIVERSITY

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ABSTRAK

The background of this study is rooted in the changing dynamics of the workforce in the era of the Fourth Industrial Revolution, where digitalization is transforming the way people choose careers and view work. The characteristics of students in the current working-age group are dominated by Generation Z, known as digital natives. This group requires adaptive, skilled, and highly digitally literate work readiness to face intense professional competition. One tactical intervention by universities to mitigate students' career anxiety is through the optimization of career counseling programs. This study aims to identify the opinions of Generation Z students at Gadjah Mada University (UGM) regarding career counseling programs, analyze the factors influencing the effectiveness of their implementation, and describe students' real-world experiences in applying the outcomes of these career counseling sessions as preparation for entering the professional world.

This study employs a qualitative descriptive approach. Empirical data were collected over a period of seven months (February through September 2025). The main data sources consisted of primary data obtained through in-depth interviews, direct observation, and document analysis of five final-year students in the Management Program at the Faculty of Economics and Business (FEB) at UGM, who were selected based on specific criteria (purposive sampling). Data analysis was conducted interactively using the Miles and Huberman simultaneous model, which includes the stages of data reduction, data presentation, and drawing conclusions.

The research results reveal three main findings: First, students' responses to UGM's career guidance programs (such as UGM Integrated Career Days and BNSP-accredited professional certifications) were rated as highly positive, relevant, and comprehensive in addressing tactical needs in the digital age. However, there are gaps in the evaluation, specifically the need for personalized materials tailored to each major and improved consistency in the quality of individual counseling services. Second, the quality and effectiveness of the programs are positively influenced by the synergy of five key factors: the adequacy of facilities, the professional competence of career counselors, the

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active involvement of industry practitioners as guest speakers, the relevance of the career guidance curriculum, and the effectiveness of the faculty's regular academic curriculum. Third, the career guidance program has been shown to have a significant positive impact on improving Generation Z's work readiness across four pillars of competence: digital tactical aspects (ATS-friendly resumes and LinkedIn branding), technical aspects of the job selection process (mastery of interviews using the STAR method), strengthening interpersonal soft skills, and the ability to plan long-term career strategies.

Keywords: *Career Guidance, Work Readiness, Generation Z, Gadjah Mada University, Qualitative Analysis.*