Career Orientation of Millennial Teenagers in Madura

Ishlakhatus Sa'idah[1], Moh. Ziyadul Haq Annajih[2], Diana Vidya Fakhriyani[1]
[1] Institut Agama Islam Negeri Madura, Madura, Indonesia
[2] Institut Agama Islam Miftahul Ulum Pamekasan, Madura, Indonesia

ABSTRACT

This research aims to determine the description of career orientation among teenagers in Madura based on their identity. This research uses a qualitative design with a phenomenological approach. The primary data researchers use is obtained through in-depth interviews and observations in the form of the words and actions of people who are observed or interviewed based on research topics obtained from research subjects. Supporting data for this research was obtained from a literature study. The research subjects were seven people with the criteria: (1) millennial teenagers aged 16 to 21 years, both men and women; (2) subjects residing in Madura; (3) subjects having emotional closeness to the researcher; and (4) subjects being willing to participate in research. Data analysis in this research uses phenomenological analysis techniques according to the research type used: phenomenal reduction, editorial reduction, and transcendental reduction. The research results include: first, the criteria and type of career they dream of, prioritizing thinking abilities (not physical), being relaxed, and having special skill qualifications. Second, the underlying motives for millennial teenagers in Madura in determining their dream career are based, among other things, on a sense of comfort, money, or salary, not feeling pressured, and having the value of service. Third, the driving figures in career choice are family and friends. Fourth, career achievement standards can be measured by the ability to develop an independent, private business that is developed from their dream profession, and the target retirement age for Madurese millennial teenagers is around 40–50 years old.

Keyword: Career orientation; teenagers; millennials; madurese

ABSTRAK

Penelitian ini bertujuan untuk memahami gambaran orientasi karier pada remaja di Madura berdasarkan identitas mereka. Penelitian ini menggunakan desain kualitatif dengan pendekatan fenomenologi. Data utama yang digunakan peneliti diperoleh melalui wawancara mendalam dan observasi, mencakup kata-kata dan tindakan orang yang diamati atau diwawancarai berdasarkan topik penelitian yang diperoleh dari subjek penelitian. Data pendukung dalam penelitian ini diperoleh dari studi literatur. Subjek penelitian berjumlah tujuh orang dengan kriteria (1) remaja milenial usia 16 sampai 21 tahun, baik laki-laki maupun perempuan, (2) subjek bertempat tinggal di Madura, (3) subjek memiliki kedekatan emosional dengan peneliti, dan (4) subjek bersedia berpartisipasi dalam penelitian. Analisis data dalam penelitian ini menggunakan teknik analisis fenomenologi

sesuai dengan jenis penelitian yang digunakan, yaitu: reduksi fenomenal, reduksi eidetik, dan reduksi transendental. Hasil penelitian ini mencakup: pertama, kriteria dan jenis karier impian mereka lebih menekankan kemampuan berpikir (bukan fisik), bersifat santai, dan memiliki kualifikasi keahlian khusus. Kedua, motif yang mendasari remaja milenial di Madura dalam menentukan karier impian antara lain didasarkan pada rasa nyaman, uang/gaji, tidak merasa tertekan, dan nilai pengabdian. Ketiga, faktor pendorong dalam pemilihan karier adalah keluarga dan teman. Keempat, standar pencapaian karier dapat diukur dari kemampuan mengembangkan usaha mandiri milik pribadi yang berasal dari profesi impian, dan target usia pensiun remaja milenial Madura berkisar pada usia 40-50 tahun.

Kata kunci: Orientasi karier; remaja; milenial; madura

INTRODUCTION

Career planning is essential to individual career development (Sa'idah et al., 2021). Skills in making career decisions are the primary goal of career planning and must be pursued by every individual. Meanwhile, career decisions cannot be separated from considerations of personal and social identity, which are sources of value and where various things are available that individuals can utilize for their self-development (Istiqlailia & Sa'idah, 2021).

In career development, teenagers are at the exploration stage (Middleton & Loughead, 1993). The career development tasks at the career exploration stage include recognizing skills, making career decisions, obtaining relevant information to make career decisions, realizing interests and abilities and being able to relate them to job opportunities, and identifying fields and jobs that match your interests and abilities (Supriatna & Budiman, 2009). Therefore, efforts need to be made to help teenagers plan. In the field, teenagers' ability to prepare for their careers is still low. This can be seen from the various problems that arise, both related to choosing the type of further study and choosing a job plan and related to the unpreparedness of high school graduates for further education.

In the current millennial era, quite a few cases published in various newspapers indicate that many high school graduates experience failure in preparing mentally and personally when entering the world of work. The fighting power of the current generation is relatively low (Hanafi et al., 2021). The interviews conducted by researchers with several teenagers who were the research samples revealed that, in general, they still felt confused about choosing a further career after graduating from high school. Apart from that, they feel that the provision of career guidance services they receive could be more optimal. This is

indicated by the need for more knowledge regarding career information related to the world of work and information regarding majors in higher education.

Based on data from the Ministry of Manpower and Transmigration of the Republic of Indonesia in 2017, the unemployment rate in Indonesia is estimated at 7.4 million people spread across various provinces (Maryani & Nainggolan, 2019). This shows that there needs to be explicit handling from the government and related parties to overcome the problem of unemployment. One solution to reduce unemployment is to train teenagers regarding career orientation (Banagiri et al., 2022). Based on several studies, it is known that career orientation and career exploration in teenagers are still low, even though at that age, individuals can be given guidance regarding the type of work and competencies that must be possessed by individuals who will be involved in specific jobs.

Difficulties in making career decisions can be avoided if individuals have adequate information about matters related to their careers (Care, 1984). Therefore, they should receive guidance to gain an adequate understanding of their various conditions and characteristics, both in terms of their self-identity and social identity. Understanding self and social identity will lead teenagers to understand their strengths and weaknesses and socio-cultural conditions (Levin et al., 2020).

Teens frequently face several issues related to career orientation, such as (1) feeling heavily burdened by expectations from those around them for success after graduation, (2) choosing a field or significant against their own will, (3) not knowing what kind of job best suits their abilities; (4) still being unsure about what kind of job best suits their interests and abilities; and (5) being pessimistic about landing the job they want (Supriatna & Budiman, 2009). The most crucial factor in influencing a person's employment decision is their personality, which includes their wants, motivations, and values (Osipow, 1973).

Based on the Super Theory perspective, the problems that arise are rooted in the career development stages experienced by teenagers (Sa'idah et al., 2021). Therefore, it is necessary to increase teenagers' knowledge regarding career orientation to avoid problems that hinder their career development. According to Super, career orientation means an individual's readiness to make the right career decisions, meaning that teenagers have started directing their behavior to choose a job in the future according to their interests and abilities. Career orientation begins with an individual's tendency to choose a job and plan a career that suits his interests. Based on research results (Reardon & Lenz, 1999), a person's life

satisfaction and achievements are closely related to the job choices made by that person (Nye et al., 2012).

During the development of an individual's career and the development of self-concept at each level of growth, children will observe the surrounding environment and the experiences gained regarding a particular job (Rahmi, 2015). Aspects of career orientation include career development attitude (the development of an attitude towards a career) and career development knowledge and skills (the development of career knowledge and skills) (Saputri et al., 2018).

The Boston College Centre for Work & Family 2011 surveyed 323 respondents aged 21 to 35. The results indicated that the three main factors influencing the millennial generation's career decisions were increased income (76%), career advancement (68%), and work more in line with personal interests (52%) (Deusen et al., 2011). This demonstrates that the millennial generation prioritizes pay while making job decisions. Job prospects for the position you select rank second and third, respectively, and fit for your passion comes in third.

Based on observations of urban-dwelling Madurese millennials, they generally follow the general pattern of the millennial generation, which is enthusiastic and believes that their hobby can become a source of income. For instance, if they enjoy taking photos, they can turn that hobby into a business, or if they enjoy being photographed, they can turn that hobby into an endorsement model. If they enjoy drinking coffee, they can open a coffee shop. The presence of all necessary supporting infrastructure and a favorable atmosphere is one of the elements that propel this accomplishment. The results generally deviate from the conventional stereotype of the millennial generation when compared to observations made in rural areas. The younger generation residing in rural Madura believes that starting a career early can lead to financial independence.

On the other hand, the work ethic of the Madurese people is considered high (Priyadi et al., 2020). For them, work is an activity of worship by the teachings of the Islamic religion they adhere to so that the results will be halal and acceptable to their God. The trade, agriculture, livestock, and fisheries industries are the Madurese people's primary income sources. In addition to their employment in this industry, many Madurese residents leave the island and travel outside. In an attempt to try their luck abroad, the goal is to increase

the family's financial well-being. This context leads to the research's goal of determining how the identity of Madura's millennial youth influences their job orientation.

METHODS

A qualitative design and phenomenological method are employed in this study. Studies that attempt to comprehend the subject's perception, comprehension, and opinions of certain circumstances are known as phenomenological studies (Bogdan & Biklen, 2003). Using interviews, researchers endeavor to comprehend the phenomenon of meaning and experience of the subject by placing reality within the subject's environment. Self-reflection is a tool used in phenomenological research to assess subjectivity (Lodico et al., 2010).

Researchers primarily employ data from in-depth interviews and observations of study subjects, shaping the words and behaviors of those observed or interviewed on research issues. In the meantime, literature reviews provided the research's supporting data. The purpose of the interviews in this study was to gather detailed information about the identity-based job orientation of teens in Madura. In addition, interviews can serve as a means of verifying previously acquired material. In addition to conducting interviews, direct observation of the circumstances, environment, and subject's behavior is another method of gathering data. Another technique used in this research is the literature study, which adds information related to the research context through reading material related to the research topic.

The subjects for this study were chosen with specific thought given to the choice of research subjects and research settings relevant to the study's topic. There were seven participants in the study. The following are the requirements for subjects in this study: 1) millennial teenagers, both male and female, between the ages of 16 and 21; 2) subjects who reside in Madura (Bangkalan, Sampang, Pamekasan, and Sumenep); 3) the subject and the researcher have an emotional connection; and 4) the subject is willing to participate in the study.

Data analysis in this research uses phenomenological analysis techniques according to the research type used: phenomenal reduction, editorial reduction, and transcendental reduction. In analyzing data, researchers must also test the validity of the data in order to obtain valid data. To obtain valid data, this research uses four techniques: 1) observation carried out continuously (persistent observation); 2) triangulation of data sources, methods,

and other research; 3) peer discussion (reviewing); and 4) checking the adequacy of references (referential adequacy check).

RESULTS AND DISCUSSION

The evolution of dream professions occasionally shows changes in interest and desire for new abilities and skills. Different times, different career orientations Just like in the current information age, millennial teenagers have different views and meanings towards things, including their dream careers. In this case, a person's views and meaning regarding career will lead him to choose a particular job according to his frame of reference (Sa'idah et al., 2021).

Adolescents' career orientation is constructed from several aspects, including their view of their ideals, their desire to achieve them, and their determination to choose these ideals (Savickas, 2005). Aspirations refer to desires that want to be achieved; desires lead to efforts to develop one's potential, and determination leads to satisfaction with an achievement. Career orientation contains the criteria and types of dream careers, the underlying motives in determining a dream career, the driving figures in career selection, career achievement standards, and the target retirement age.

Criteria and Type of Dream Career

A person's ideals, desire to attain them, and resolve in selecting them are some components that make up their career direction. Aspirations are goals one would like to accomplish; goals inspire attempts to maximize one's potential, while accomplishments bring satisfaction from hard work and perseverance. The definition of a dream job, its requirements, the factors that influence the choice of a career, standards for career performance, and the anticipated retirement age are all included in career orientation. Accordingly, the following are the present goals of Madura's millennial generation:

> *"Accountants like to deal with money. However, I also want to be a food entrepreneur because I like eating and money. However, if I had to choose between the two, I would choose businessman, sis. Yes, I think it is better to be a boss than a subordinate." (DU/W1/S/P/17/26-03-2023)*

At first glance, the dream career of millennial teenagers in Madura is the same as the dream of millennials in other areas. However, the dream career they dream of is a profession they like, are comfortable with and own personally. This change in his dream

profession was undoubtedly influenced by the inspiration he received from his surrounding environment (Novick, 1988). However, more important than these factors are individual needs. The criteria for choosing the dream career of Madurese teenagers vary. Not only based on comfort and dedication to work, but the millennial generation also chooses a dream career that does not rely too much on the physical (Marcomm, 2019).

> *"I want to work where I just think, not with energy. "Usually coolies work hard; the salary is not much." (DU/W2/F/L/17/01-04-2023)*

Put another way, people favor careers that require higher-order cognitive skills. His ideal job should require him to work as a thinker rather than a worker. Physical labor is a hard job but poor pay for him. In addition, Madurese millennial teenagers consider additional factors while selecting a job, such as a job that is unrestrictive or easygoing. As stated by S below:

> *"I want a job that is relaxed but certain. This means not too busy, like working in an office. It is hard to be busy like a factory worker..." (DU/W1/S/P/17/26-03-2023)*

They believe that factory labor is difficult. Office employment, meanwhile, is more laid back. In addition, parents' aspirations for their millennial children to work in fields that need more laborers serve to reinforce it. For the millennial generation in Madura, selecting physical labor is more than just challenging; physical labor is frequently compensated with poor salaries. That means that a high-paying job requiring expert qualifications is his ideal career.

> *"My parents hope my work tomorrow will only be mental work, not physical work. Like being a teacher or something. Anyway, those who do not need more energy" (DU/W2/H/P/18/03-04-2023).*

Several excerpts from the interviews above show that the millennial generation in Madura prefers jobs that prioritize thinking ability over physical strength. This means they will only work that relies on physical strength if considered too heavy. Based on the above, Madurese millennial teenagers have the criteria and type of dream career that prioritizes thinking skills (not physical), are relaxed, and have unique skill qualifications. The millennial generation possesses the ability to make decisions based on their preferences. Accordingly, they differ slightly from the preceding generation, who favored doing anything they pleased (regardless of their qualifications). Put another way, the millennial generation can go after their ideal career.

Motives for Choosing a Career

Choosing a career and job is essential to a human's life. The career a person pursues will determine their style and lifestyle. This is because careers are directly related to economic interests, social status, and fulfilling human needs. Herr et al. (2004) mention several reasons why a person works and chooses a job, namely: 1) the need to relate to and be friendly with other people; 2) wanting to gain social status for themselves and their family; 3) wanting to feel valuable to others; 4) wanting to feel needed by others; and 5) wanting to have the opportunity to develop abilities. Herr & Cramer's statement is in line with Maslow's opinion, which states that all human activities (including choosing a career) are motivated by the fulfillment of five basic needs, namely: physiological needs, security needs, the need to love and be loved, the need for esteem, and the need to actualize oneself.

On the other hand, each individual has a different view and meaning of things, including careers. This difference is primarily influenced by knowledge, individual values (values) held, and cultural and social background (Sa'idah, 2018). In this case, a person's views and meaning regarding a career will lead him to choose a particular job according to his frame of reference. Thus, it can be said that values are one of the determining factors in choosing a career and job. For example, someone who prioritizes economic values will prioritize a career that produces large financial profits. On the other hand, someone who prioritizes the value of service will choose a career or job that tends to benefit other people without paying too much attention to the financial benefits they will receive for their work.

> *"It is essential for me to work comfortably, without pressure from the boss. If you want to relax, you can go out, hehe. Honestly, sis, I like money. If you are an employee, the pay is small. (DU/W1/S/P/17/26-03-2023).*

Based on S's explanation above, it is known that the millennial generation avoids pressure from any party, especially superiors. They prefer to choose their dream profession based on comfort, whether physical comfort, time, or income. However, other millennial generations with the initial F have a different opinion. He stated that the orientation of his dream profession is more about the value of service.

> *"So I just want to help them by becoming a doctor. It is more about devotion, sis."(DU/W1/F/L/17/27-03-2023).*

Only some members of the millennial age in Madura are inclined to assist others actively. He decided to pursue his ideal job as a writer because he wanted to leave a lasting impression on others. This indicates that the ideal career path chosen by millennial generation members is typically determined by the rewards they perceive to be worthwhile.

> *"Writers are great. They can influence other people through their writing. Even though the writer dies, people will always remember their writing. In the end, they are remembered well by others" (DU/W1/H/P/18/28-03-2023).*

In Madura, the exploratory millennial generation is more satisfied with goods that offer internal rewards. One trait frequently observed in them is boredom when performing office and everyday tasks (Husna et al., 2023). They usually do not let fear stop them from realizing their aspirations, even when they know the financial dangers of following their passion. In Madura, the millennial generation is likewise driven to pursue their goals, which may include landing their ideal job. They even aspire to be in a better position than those closest to them.

> *"Working in a field that we enjoy must be comfortable. If a doctor has his practice, he does not feel pressured at work. I enjoy serving, but I also do not like being pressured by superiors." (DU/W1/F/L/17/27-03-2023).*

As the explanation above makes clear, the millennial generation in Madura views careers primarily regarding their physical, psychological, and financial comfort and the importance of giving back to the community. Together, the three of them provide the groundwork for future professional decisions. This indicates that, among other factors, millennial youth in Madura are motivated by a sense of comfort, money, and compensation, a desire to serve others, and a lack of pressure while choosing a dream job.

Driving Figure for Career Choices

Those in the Madurese society urge teenagers to follow their dream jobs. Even though these statistics do not often provide context or examples, they are essential for projecting the ideal careers for Madura's millennial population.

> *"...usually there are parents who forbid their children from starting a business like that, right? But if my parents are supportive..." (DU/W1/S/P/17/26-03-2023)*

"Initially, because I saw Budhe's son, who was also studying medicine. When he comes home, he often tells stories about his studies. Finally, I got interested. "Parents also just support it; it is serious." (DU/W1/F/L/17/27-03-2023)

"My parents are supportive; my older siblings who work also support me in going to college so I can do a better job." (DU/W1/H/P/18/28-03-2023)

Based on excerpts from the interview, their parents are the most influential figures in helping millennials determine their dream careers. Parents are still the main factor in determining an individual's career. In this case, parental authority has a very dominant influence on the development of individual career aspirations. Everything received from parents will be interpreted as a form of love and attention towards their children (Fakhriyani & Sa'idah, 2023). Therefore, parents are still the main factor in determining career choices. In this case, parents become the inspiration and motivator for Madurese teenagers. In addition to the family environment, family relationships also play an essential role in developing ideas about career choices.

Apart from that, millennials also have other considerations, namely peers for millennials. Peers are also considered figures who influence career choices. They consider that their peers provide more or less insight into career choices and are good friends when discussing careers.

"Friends are also important, sis; they are the ones who introduced me to various careers. If you have a discussion, it is with them. So if you share more often with friends, Yes, even though the ending is usually the agreement is still with the parents." (DU/W1/H/P/18/28-03-2023)

It is well known that millennials prioritize their families, as H's statement clarifies. Nonetheless, peers are another group significantly impacting millennials' decisions regarding their ideal careers. This is said to be the case based on conversations with friends being more intense than those with parents. S's assertion that recommendations from friends play a significant role in shaping millennials' ideal careers supports this further.

"Friends—friends who talk every day at school—are friends. So yes, to a greater or lesser extent, their input is important to me." (DU/W2/S/P/17/28-03-2023)

Friends are essential figures for millennials in considering the profession they dream of, career achievement standards, and concrete plans they will carry out. So, another figure

who is no less important as a driving force in determining the career orientation of millennial teenagers in Madura is their peers. The function point differs from the family, but the influence is the same. Family is emphasized more in motive, namely making the family happy, while peers influence the process of providing information about the types of careers available. This is based on the higher intensity of discussions with friends than with parents. This also often happens to millennial teenagers in Madura who live in Islamic boarding schools.

Career Achievement Standards and Retirement Age Targets

Millennial teenagers in Madura tend to have less desire to work. In achieving their dream career, they also set several targets, including career achievement and retirement age targets. They said they could be successful in their careers if they could develop independent businesses. This, indeed, remains their secondary profession. For example, if their secondary profession is medicine, they can be successful if they can open a private practice.

"Yes, if I can open my own culinary business, I will be successful. And I am already rich, which means I have much money, hehe" (DU/W1/S/P/17/26-03-2023)

"If I had my practice place, I could be considered successful" (DU/W1/F/L/17/27-03-2023)

The achievement standards described above are for achieving an independent career in each dream profession. Based on the two statements above, both have the same characteristic, namely personal business. The next target is the retirement age target.

"I do not want to work for a long time. I want to work quickly, and I want to retire quickly. I am a girl, and I am going to be a mother tomorrow. So, when you start a family, you want to relax. "The retirement age is around 40" (DU/W1/S/P/17/26-03-2023)

"I want 40-50 years. Doctors retire in their 60s. But if you already have your place to practice, it will be more comfortable, comfortable, free" (DU/W1/F/L/17/27-03-2023)

Based on the interview data presented above, it can be seen that the target working age for the millennial generation is from graduating from college to 40–50 years old. This is motivated by their jargon: "Work quickly, retire quickly." In other words, they aim to be

successful at a young age. The desire to retire at a young age is also the dream of this generation. They hope that after they retire, they will enjoy the rest of their lives pursuing their hobbies. Compared with Super's theory (2003), which states that at 60, individuals will start to give up their careers, there is a 10-year difference compared to the previous generation. With this retirement age target, millennial teenagers in Madura are targeting achieving their dream job.

The implications of this research's findings shed light on millennials' career orientation in Madura. These individuals prefer careers emphasizing cognitive abilities over physical attributes, characterized by a relaxed work environment and specific skill qualifications. Their career aspirations are primarily motivated by comfort, financial gain, avoiding pressure, and a sense of service. Notably, family and friends play significant roles in influencing their career choices. Moreover, the standards for career success among Madurese millennials involve the ability to establish independent businesses related to their dream professions. Interestingly, these individuals aim to retire around 40 to 50. These insights provide valuable information for educators, career counselors, and policymakers to understand better and address millennials' unique career aspirations and motivations in Madura.

Despite the valuable insights gained from this study's qualitative design and phenomenological method, several limitations need to be acknowledged. Firstly, the small sample size of seven participants may limit the generalizability of the findings to a broader population. The specific criteria for selecting participants, particularly the requirement for an emotional connection between the subject and the researcher, may introduce bias and affect the objectivity of responses. Additionally, relying on in-depth interviews and observations as primary data sources poses the risk of social desirability bias, as participants may alter their responses to align with perceived societal expectations. The use of phenomenological analysis techniques, while providing depth, introduces subjectivity and may impact the reliability of the results.

Furthermore, the lack of diversity in the chosen age range (16-21) and geographic locations within Madura may limit the study's ability to understand identity-based job orientation comprehensively. To address these limitations, future research could consider expanding the sample size, diversifying participant demographics, and employing multiple research methods to enhance the study's validity and generalizability. Additionally,

researchers may explore alternative approaches to reduce biases related to emotional connections between participants and researchers.

CONCLUSIONS

The career orientation of millennial teenagers in Madura today can be described as follows: first, the criteria and type of their dream career prioritize thinking (not physical) abilities, are relaxed, and have unique skill qualifications. Second, the underlying motives for millennial teenagers in Madura in determining their dream career are based, among other things, on a sense of comfort, money, or salary, not feeling pressured, and the value of service. Third, the driving figures in career choice are family and friends. Meanwhile, fourthly, career achievement standards can be measured by the ability to develop an independent, private business from their dream profession, and the target retirement age for Madurese millennial teenagers is around 40–50 years old.

The limitation of this research is that the subject is only specifically for the millennial generation in Madura. Studies on Madura's millennial generation also need to be expanded beyond career-oriented studies. Research, in general, still focuses a lot on the career orientation of the millennial generation compared to other fields, for example, personal, social, and learning.

Hopefully, this research can contribute ideas or input for the development of science, especially guidance and counseling. The hope is that an adequate explanation regarding the career orientation of the millennial generation can later become a reference for school counselors in dealing with students. Apart from that, the results of this research can also be used as a basis for providing stimulus and appropriate service strategies to achieve mental stability and career success for students, especially for today's millennials.

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