

DEVELOPMENT OF ISLAMIC VALUE-BASED CAREER GUIDANCE MEDIA THROUGH WEBSITE INFORMATION SERVICES TO IMPROVE CAREER UNDERSTANDING OF GRADE XII STUDENTS AT SMK ASSALAAM BANDUNG

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Abstract

Article History

Received : 22-08-2025

Revised : 10-09-2025

Accepted : 25-09-2025

Keywords:

Media, Career,

Website, Islamic

Career Guidance,

Career

Understanding,

This study aims to develop an integrative and Islamic website-based career selection information service media to improve career understanding of grade XII students at SMK Assalaam Bandung. The background of this study is based on various problems in the field, such as low student career understanding, the dominant choice of working after graduation without considering potential development through higher education, the inconsistency between the results of aptitude tests and parental expectations, and the limited guidance and counseling services that are only provided in grade XII. This study uses a Research and Development (R&D) approach with qualitative methods. The media development procedure is carried out through the following stages: identification of potential and problems, data collection, product design, validation, revision, trials, until producing the final product in the form of an Islamic career website. The results of the study indicate that this media is considered suitable by students for use in guidance and counseling services, because it is able to provide extensive, interesting, and easily accessible information related to career understanding that is in accordance with Islamic values.

Introduction

Late adolescence, especially at the high school (SMA), vocational high school (SMK), and equivalent Islamic high school (MA) levels, is a crucial transitional period in students' lives. At this stage, individuals are in the career exploration phase, where they begin to explore, identify, and consider various future options related to further education and employment. Career choices during this period significantly determine the future direction of one's life. Therefore, a comprehensive understanding of one's potential, interests, talents, and information about the world of education and work is necessary (Sari, 2020:12)

Unfortunately, in practice, many students experience confusion in making career choices. This is due to various factors, including a lack of self-awareness, limited information about career options, and environmental influences that

sometimes pressure students to make choices that do not align with their interests and talents (Fauziah, 2019:23). Furthermore, career guidance services in schools are also suboptimal due to limitations in the media and approaches used. In some schools, career services remain passive, providing only general information, lacking personalization, and not technology-based.

In this context, guidance and counseling services, particularly career information services, play a crucial role. Career information services are a systematic effort by counselors to provide relevant, up-to-date, and relevant information tailored to students' needs in understanding the world of work and further education (Pratiwi, 2021:43). The information provided can cover types of jobs, job demands, job prospects, and educational pathways. These services also serve as a preventative measure to prevent students from making incorrect career decisions that could impact their future.

Along with technological advancements, guidance and counseling services are required to keep pace with digitalization to be more effective and reach a wider audience. The use of information technology is essential for providing relevant services in the era of the Industrial Revolution 4.0. One medium with significant potential for development in career information services is website-based media. This medium offers advantages in terms of accessibility, flexibility, interactivity, and ease of multimedia content integration (Lestari, 2021:19). Websites also enable students to explore information independently, anytime, anywhere.

Research (Rahmawati, 2018:26) shows that the use of websites for career information services can increase students' motivation and understanding of career choices. Through interactive features such as interest-aptitude quizzes, professional information, inspirational videos, and discussion forums, this platform can increase students' active participation in the career exploration process. Furthermore, with its attractive visuals and easy navigation, websites are a platform suited to the characteristics of today's digital generation.

One example of the development of website-based career information services was conducted at SMA Negeri 1 Margaasih in 2022. The results showed that students still experienced confusion in determining careers that suited their interests and personalities. Available career information media were still conventional, consisting of banners, career trees, and university brochures. This was deemed ineffective in providing in-depth and sustainable services. As a solution, a website was developed that provided digital, interactive, and more flexible career information.

However, the media developed in 2022 still has several shortcomings. Based on the results of a small-scale trial, several points were identified that needed improvement, such as overly formal language style, insufficient visual contrast, and suboptimal font size for mobile viewing. Furthermore, most importantly, the media content lacked integration of Islamic values. Yet, in the context of Islamic-based educational institutions like SMK Assalaam Bandung, Islamic values are a crucial part of shaping students' character and life direction.

In Islam, work and careers are not merely viewed as worldly activities, but also as a form of worship and social responsibility. Therefore, in choosing a career, students need to be guided to consider not only economic aspects or professional popularity, but also the values of honesty, responsibility, trustworthiness, and pure intentions for Allah SWT (Aminah, 2020). Therefore,

the development of career information services needs to be tailored to the needs of students and their school environment, including spiritual aspects and Islamic values.

(Fitriyah, 2022:41) emphasizes that integrating Islamic values into career guidance can strengthen students' moral identity and shape responsible personalities in making life decisions. Careers are no longer viewed merely as a means of earning a living, but as a means of charity and contribution to society. This is particularly relevant in Islamic boarding schools, such as SMK Assalaam Bandung, where religious values are an integral part of the educational process.

Based on an analysis of previously developed media, researchers observed that existing websites were not fully aligned with the characteristics of students in Islamic schools, primarily because they did not incorporate religious dimensions and Islamic values. Therefore, it is necessary to develop a website-based career information service that integrates Islamic values into its content, design, and intended use. With this approach, the media can function not only as a source of information but also as a means of character development and noble morals.

This media development also responds to previous research showing that many students possess more than one personality type based on Holland's theory (RIASEC), such as realistic, artistic, social, and enterprising. This situation indicates the need for more focused guidance so students can more deeply identify their personality tendencies and direct career choices according to their interests, talents, and supportive environment. This aligns with Kompas's (2019) statement, which states that students often experience confusion due to a lack of understanding of their passions, talents, and interests.

Considering these various conditions, this research aims to develop a website-based Islamic career guidance information service at SMK Assalaam Bandung. This platform aims to provide easy access to comprehensive, technology-based career information integrated with Islamic values. Through this platform, guidance and counseling teachers are expected to provide more effective, efficient, and contextual career services. Furthermore, this platform is expected to enhance students' comprehensive understanding of career options and help them plan a future that is not only successful in worldly terms but also valuable in religious matters and beneficial for life.

Research Methods

This study uses a research and development method (*R&D*) with a model that refers to the steps developed by Borg and Gall, which have been simplified into six main stages, namely: (1) identification of potential and problems, (2) data collection, (3) product design, (4) design validation, (5) design revision, and (6) limited trials. This model was chosen because it is considered effective in developing innovative products based on needs in the field of education, especially for career guidance service media (Sugiyono, 2016:189). The subjects in this study were grade XII students of SMK Assalaam Bandung, with the involvement of guidance and counseling teachers as expert informants in the context of media implementation. Data collection was carried out using a combination of observation, interview, questionnaire, and documentation techniques. The research instruments included validation sheets for material

experts and media experts, as well as student response questionnaires regarding the developed media.

Data were analyzed descriptively and qualitatively to describe the process and user responses, and quantitatively to assess the product's feasibility. Validation was conducted by expert lecturers in the field of guidance and counseling and practitioners in schools, in line with the approach used in the study (Rahayu, 2021:95), which emphasized the importance of direct practitioner involvement to ensure the media's relevance to the needs of vocational school students. Furthermore, (Lestari R, 2022:15) also emphasized that the Borg and Gall model is effective in developing technology-based learning media because it provides a systematic structure and can be adapted to the digital learning context. Therefore, the R&D approach is considered most appropriate in creating a website-based career guidance information service media that is Islamic and contextual in accordance with the characteristics of students in vocational schools.

Discussion

Condition of Career Understanding of Grade XII Students at Assalaam Vocational School Bandung

Based on observations and needs analysis conducted in the initial stages of the research, it was found that the career understanding of 12th-grade students at Assalaam Vocational High School, Bandung, remains low and does not align with school expectations or current developments. Most students are unable to clearly formulate post-graduation career plans, whether in the form of job selection, plans for continuing their studies, or long-term career development. Many lack a comprehensive understanding of the meaning of career itself, its relationship to existing competencies, and the relationship between interests, talents, and real-world career opportunities.

When interviewed, students admitted to feeling confused about career path decisions due to the limited information they receive from their family, school, and digital media. They also lack confidence in making decisions due to the lack of systematic and ongoing guidance in exploring their potential and understanding the world of work. This indicates that the career information services provided in schools are not yet optimal in helping students achieve a comprehensive career understanding. As stated by (Rahayu, 2021:49), vocational high school students often experience limitations in accessing valid, structured, and developmentally appropriate career information, especially when such services are not supported by user-friendly technology-based media.

Furthermore, interviews with guidance and counseling teachers at Assalaam Vocational High School in Bandung indicate that career information services are still being implemented conventionally, through oral delivery in class or limited distribution of leaflets, without interactive media that enable students to learn independently and flexibly. Time constraints, the disproportionate number of guidance and counseling teachers, and limited digital resources are some of the inhibiting factors in providing effective and comprehensive career guidance services. This situation is exacerbated by the fact that most students do not have a high level of initiative to actively seek career information, as they are accustomed to passive learning patterns that rely solely on teacher explanations. As stated by (Lestari R., 2022:67) (Yusuf, 2020:19), student engagement in career exploration

can be significantly increased if they are given access to technology-based learning media that are designed interactively and appropriate to their life context.

In addition to the low access and motivation to explore career information, the Islamic spirituality that characterizes SMK Assalaam Bandung has not been explicitly integrated into existing career information services. In fact, Islamic values can be an important foundation in shaping students' career orientation, as Islam views careers not merely as a means of earning a living, but also as a form of worship and a contribution to the welfare of the community. In this context, (Yusuf, 2020:80) emphasized that career education from an Islamic perspective needs to instill values such as trustworthiness, responsibility, honesty, and the intention to seek God's pleasure in every career or study choice an individual makes. Unfortunately, these dimensions have not been fully accommodated in existing career media or services, so students tend to understand careers from a purely pragmatic perspective, without considering the spiritual values that should inform their decision-making.

These conditions reinforce the importance of developing website-based career guidance information services that not only provide comprehensive and easily accessible information but also integrate Islamic values as a foundation for shaping students' career orientation. Digital-based media is considered more appropriate for the characteristics of today's students, who are closely connected to technology and tend to be more interested in visual, flexible, and interactive forms of learning. According to (Munawaroh, 2023:39), website-based career guidance media has been proven to significantly improve students' career understanding because it allows them to access relevant information, conduct self-assessments, and obtain guidance in making career decisions according to their potential and personal values. Therefore, the solution offered in this study, namely the development of website-based Islamic career information services, is a form of innovation that stems from real needs in the field and is designed to address the challenges of student career development in the digital era.

Overall, the low career understanding of 12th-grade students at SMK Assalaam Bandung can be caused by a combination of internal factors such as a lack of self-understanding and exploration motivation, as well as external factors such as limited adaptive and contextual career information media. In facing these challenges, systematic and integrated efforts are needed to provide career service media that is not only informative and educational, but also spiritual, relevant, and technology-based. This effort is expected to not only improve students' career understanding cognitively, but also form a complete self-awareness regarding the meaning of career within the framework of Islamic values.

The Process of Developing Islamic Career Guidance Media Through Website-Based Information Services to Improve Career Understanding of Grade XII Students at Assalaam Vocational School, Bandung

The development of a website-based Islamic career guidance platform at SMK Assalaam Bandung was undertaken to address students' need for career information that was not only informative but also aligned with Islamic values. This process adopted a systematic media development model, involving several key stages, from needs analysis to evaluation of media use.

The initial stage began with a needs analysis, in which researchers identified the actual conditions of 12th-grade students at SMK Assalaam Bandung. The analysis revealed that many students still experienced confusion in determining career choices after graduation, as well as a lack of accessible and Islamic information media.

Next comes media planning and design. In this stage, researchers designed content consisting of career information, such as job descriptions, educational pathways, job opportunities, and tips for choosing a career that aligns with students' talents and interests, all anchored in Islamic values. Furthermore, the website is equipped with interactive features such as an online consultation form, inspirational Islamic articles, and educational videos.

The website development process involved creating a domain on the blogspot.com platform, which is easier to access and develop independently. According to (Soetedjo, 2007:151), the steps for website operation begin with ensuring the device is connected to the internet, then accessing the site through a Google search using the keyword "BK SMK Assalaam." To increase website accessibility, a Search Engine Optimization (SEO) application was also submitted, although this process takes at least 30 days for optimal indexing by Google.

The implementation phase involved socialization with 12th-grade students and guidance counselors, along with a user guide. Students were instructed to access the website independently, both at school and at home. Guidance counselors also utilized this platform for direct career guidance information services, allowing for more flexible and comprehensive services.

Finally, an evaluation was conducted through questionnaires and interviews with students and guidance counselors to determine the effectiveness of the platform. The evaluation results indicated that this website-based platform facilitated students' access to career information, enhanced their understanding of the world of work, and instilled awareness of the importance of choosing a career that aligns with Islamic principles. Thus, the development of this website-based Islamic career guidance platform not only addressed students' practical career information needs but also provided a contextual, relevant, and easily accessible religious approach.

The Feasibility of Islamic Career Guidance Media Through Website-Based Information Services to Improve Career Understanding of Grade XII Students at SMK Assalaam Bandung

The feasibility of Islamic career guidance media through website-based information services to improve career understanding of grade XII students at SMK Assalaam Bandung was assessed through a validation process by various competent parties, namely media experts, material experts, and Islamic guidance and counseling practitioners. This validation is important to ensure that the developed media product is truly suitable for use as an information service medium in Islamic career guidance and is in accordance with the needs and characteristics of students at the vocational school level.

From a media expert perspective, validation focused on the technical feasibility and visualization of the website's appearance. This included the coding structure used, user interface design, as well as ease of navigation and feature accessibility. The website was developed using the Blogspot platform due to its

ease of management and its ability to be optimized through Search Engine Optimization (SEO), allowing users to easily access it through the Google search engine. According to (Arsyad, 2020:119), website-based media must be designed with attention to device connectivity to the internet, and ensure that its appearance and content are optimally accessible through optimization processes such as Search Engine Optimization (SEO). SEO plays a crucial role in increasing media visibility in search engines, although this process requires time and the right strategy for a website to appear on the first page of search results. Based on the validation results, this website was deemed technically feasible with several notes for minor improvements, particularly in visual aesthetics and page loading speed. This is also confirmed in research by (Nugroho, 2021:125) that technical feasibility is a crucial element in assessing digital educational media.

Meanwhile, in terms of content suitability, validation was conducted by subject matter experts. The assessment focused on content quality, material integration, and suitability to the needs of 12th-grade students who are in the final stages of secondary education and require a deeper understanding of their career paths. The material in this media covers basic concepts of career understanding, personality types based on Holland's theory, career motivation, and the integration of Islamic values in choosing and pursuing a career. This aims to ensure students understand that a career is not only about income, but also relates to the value of blessings and the purpose of life from an Islamic perspective. As explained by (Suyatno, 2020:45), the integration of Islamic values in education is crucial for developing a generation that is not only intellectually intelligent but also has a religious and meaningful life orientation. Validation by subject matter experts stated that the media content was sufficiently comprehensive, communicative, and appropriate for the context of vocational high school students. However, there was input to add several current references and expand examples of Islamic careers relevant to today's workplace.

From the perspective of Islamic guidance and counseling practitioners, this media is assessed based on all aspects, both technical and content substance, as well as its integration with the Islamic guidance and counseling service approach. Practitioners believe this media can be an effective information service tool, because it combines educational content with religious values. In Islamic guidance and counseling, a counselor is not only tasked with providing information and psychological support, but also guiding students to have spiritual awareness in every life decision, including choosing a career (Wibowo, 2018:191). Therefore, the presence of features that reflect Islamic values, such as career as a form of worship, righteous intentions, and working within a halal and toyyib framework, are key advantages of this media. Practitioners also believe that this website can be used sustainably in group, classical, and individual guidance services, both online and offline. However, several suggestions are provided for enriching the citations of Quranic verses and hadith that support each topic, as well as the use of more persuasive and communicative language for students.

Overall, based on validation results from these three parties, this website-based Islamic career guidance platform was deemed suitable for use in guidance and counseling services at SMK Assalaam Bandung. This platform meets the technical requirements, content substance, and Islamic values that are characteristic of Islamic schools. Furthermore, its advantages lie in its flexibility

of access, content relevance, and ability to guide students independently and purposefully in planning their future careers based on a spiritual foundation. In line with research by (Fitriyani, 2022:69) in the *Journal of Islamic Guidance and Counseling*, digital media integrated with Islamic values has proven effective in increasing self-awareness and career understanding in students.

Therefore, this platform can be a strategic innovation in career guidance services that focuses not only on the world of work but also on the meaning of life from an Islamic perspective, ultimately encouraging students to achieve success in this world and the hereafter.

Conclusion

This research stems from the fact that career understanding of 12th-grade students at Assalaam Vocational High School, Bandung, remains relatively low. This is demonstrated by the results of a limited trial involving 11 12th-grade students majoring in Motorcycle Engineering and Business (TBMS), where most students stated they were still confused about determining their career direction after graduation. They do not yet fully understand career options broadly, including understanding their personality types and talents. This lack of understanding is exacerbated by the lack of optimal integration of guidance and counseling services starting in 10th grade, so students only receive classical services when they are already in their final year of 12th grade. As a result, the career understanding process becomes less systematic, and synchronization between students and parents regarding career choices is not optimal.

The website-based Islamic career guidance media developed in this study presents an innovative solution to address these needs. This media was developed through a ten-stage educational media development procedure and tested on limited students to determine its effectiveness in improving career understanding. The website is designed to provide features that are not only informative but also inspiring and religious. The content available includes career information videos, career motivation, inspiration from Islamic career figures, and material on the importance of choosing a career that aligns with Islamic teachings. One of the media's superior features is the integration of virtual counseling services that allow students to consult directly with guidance counselors via WhatsApp. This feature is designed to bridge the limitations of face-to-face communication and provide flexibility in service access.

In terms of feasibility, this media has been validated from various aspects, namely media, material, design, and usability. Based on the results of the feasibility test conducted on student users, it was found that this media was declared suitable for use in guidance and counseling services. This is reinforced by the fact that previously at SMK Assalaam Bandung there was no website-based guidance and counseling service media, so this media makes a real contribution in supporting the implementation of career guidance services, both in class, groups, and individuals. This website not only makes it easier for students to access relevant and up-to-date career information, but also helps guidance and counseling teachers in carrying out their duties more efficiently, especially in conditions where services must be provided online or are limited.

Furthermore, the primary advantage of this platform lies in its approach, which integrates Islamic values into the career guidance process. This makes it

unique compared to other career guidance platforms in general. Students are guided not only to understand careers from a worldly perspective but also from a spiritual perspective, recognizing that choosing and pursuing a career path is part of worship and devotion to Allah SWT. This integration of Islamic values aligns with the vision and mission of Islamic schools and is a crucial asset in developing a generation that is not only professional but also virtuous and socially and spiritually responsible.

Thus, the development of this website-based Islamic career guidance platform has proven to have a positive impact on improving the career understanding of 12th-grade students at SMK Assalaam Bandung. This platform is not only technically feasible and beneficial in terms of content, but also relevant to the needs of the times and the Islamic values upheld by the educational institution. It is hoped that the use of this platform will continue to be developed and expanded as part of innovative guidance and counseling services within Islamic-based schools.

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