

Career Guidance for the Hospitality Industry during the Pandemic for Students of SMKN 7 Tangerang

by Oqke Prawira

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ABSTRACT

During the pandemic, the continuity of job opportunities related to the tourism industry was concerning for vocational high school students, including students at SMKN 7 Kabupaten Tangerang. Therefore, socialization of career guidance regarding the hospitality industry during a pandemic is necessary so that students can anticipate their career plans after the study period is over. This community outreach activity is carried out so that students can have an understanding of their own potential and development in related industries and plan for the future according to their potential and interests rationally according to existing job opportunities. The material presented is related to the condition of the hospitality industry during Covid-19 pandemic and how to respond to this. The method applied to this community outreach was Service Learning Method as the activities were actively applying what was learnt in the campus to the community. The community outreach activities consist of 3 stages, namely the preparation, implementation, and evaluation stages. Activities are carried out online as a security measure during pandemic. After the activity ends, students can explore career development, identify their potential interests and talents, add relevant information to make career decisions, and improve their expertise and skills according to the career map made.

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INTRODUCTION

Education has a very important role for the progress of a nation, therefore, the government promotes 9-year compulsory education for the sons and daughters of the Indonesian nation (Sari & Khoiri, 2023). Every individual Indonesian citizen has the right to receive proper education according to law number 20 of 2003 and education is useful for every student to be able to achieve their goals (Affandi, 2017).

Every learner has various potentials either from birth (talents and intellect) or from learning outcomes (interests and attitudes). Career potential or the ability to plan a career is socialized early to learners because this information is the basis in individual career development, as well as very useful for individual career development on an ongoing basis (Rahim et al., 2021).

In order for students to be able to achieve their goals, there should be careful preparation of the right ways and strategies in preparing for their careers. The meaning of career itself is not just a job because the understanding of career is closer to one's development and plays an important role in the success of his life (Rohmawati, 2019).

In schools, career guidance services are usually provided for all students. Career guidance is a form or process of assistance service for students to be able to prepare themselves for the actual job industry. The career guidance material provided for students has the aim that they can recognize and develop their potential, the type of profession they want to be involved in, and also how to plan their career path, especially after their study period ends. In many studies, career guidance has a significant impact in helping students solve career problems and can help them adapt well in the workplace (Yusuf & Karend, 2019).

Entering the era of globalization and increasingly advanced multimedia technology, competition in the job market is very tight. Not all students can easily make career planning, let alone career decisions. Many students have doubts in choosing a program offered by their school. This doubt manifests into a handover of responsibility by students to others, for example to counseling teachers or parents, or may even delay and avoid career selection so that the results are not optimal (Fikriyani & Herdi, 2021). In fact, new graduates must be ready to work with the knowledge and skills they have and when working it turns out that the work done may not be in accordance with the knowledge and skills possessed (Fitria, 2022). Moreover, when the Covid 19 pandemic occurred, all schools that were originally face-to-face changed the way of learning with online methods. This makes it quite difficult for vocational schools to change learning methods. Of course, the results of learning without practicum will have an impact on the expertise and skills of students (Rachmat & Krisnadi, 2020). This is also felt by one of the vocational schools, namely SMKN 7.

SMKN 7 is one of the vocational schools in Tangerang Regency. During the pandemic, many teachers and students experienced several problems in the learning process. Among them are (1) the difficulty of providing practicum material to students so that learning outcomes are difficult to assess the results; (2) decreased level of expertise and skills of students due to practicum that is difficult to do at home; (3) students' concerns about the future of their profession because of regional restrictions at that time. From 2020 to the end of 2022, it is certain that the tourism industry is in a very bad situation (Paludi, 2022) So students have to re-evaluate their career planning again.

What needs to be known is that SMKN 7 Tangerang Regency has six expertise programs, including light vehicle engineering, mechanical engineering, motorcycle engineering, accounting, hospitality accommodation and grooming. The most affected during the pandemic is of course students studying in the accommodation, hospitality, and grooming departments. This has led to the need for re-socialization of career guidance that has a more mature strategy so that students can face the hospitality and food industry more flexibly.

Career guidance planning for students of SMKN 7 Tangerang Regency needs to be socialized again because during the pandemic, students had felt useless in going to school because they were worried that they could not work after graduation. Here, socialization of career guidance is carried out with the aim that students can have an understanding of their potential and development in related industries and plan for the future according to their potential and interests rationally. Students are expected to be able to explore career developments that are still in the same family with their major. In the exploration of career development, students can improve their skills in making career decisions, add relevant information to make career decisions, and identify potential interests and talents in a job opportunity (Istia'dah et al., 2018).

IMPLEMENTATION METHOD

Method Service Learning It becomes a method of implementation in this service activity because it integrates learning activities in the guidance material in this activity. This method applies the learning process in community members and society (Afandi et al., 2022). The service team held a webinar entitled "Career Guidance for the Hospitality Industry in a Pandemic Period" on April 23, 2021 via Zoom, Faculty of Business, Multimedia Nusantara University. As an effort that is considered appropriate and safe during a pandemic to be able to help students choose careers and / or continue their studies according to academic background, interests and talents, the activity is carried out online.

The number of participants who participated in the series of events was 92 students from SMKN 7 Tangerang Regency. The Community Service Team consists of 3 people who serve as resource persons, event moderators, and complete service materials. The event was assisted by a team of students to procure attendance, documentation, online technical and certificate procurement for event participants.

The methods used in this webinar activity are presentation, question and answer, and discussion methods. These activities will include several processes including:

1. Preparation

This stage includes an initial survey to find out the needs of students regarding their career guidance. Identification of needs was carried out by the service team with BK teachers at SMKN 7. After the survey was conducted, the service team discussed the concept of the material to be given to students, looked for the right

resource persons in the field of hospitality, surveyed locations and event schedules, compiled materials and activity materials.

2. Implementation of Career Guidance

This stage includes presentation activities from speakers, discussions, and questions and answers with resource persons. The resource person chosen was Mr. Rangga Anggara, who at that time served as a practitioner lecturer and HRD Manager at the Santika Hotel property.

3. Evaluation

After the activity is over, the students of SMKN 7 Tangerang who are participants will fill out an evaluation sheet to see the level of knowledge and satisfaction in this activity. The results of the evaluation will be material for improvement in the next activities.

RESULTS AND DISCUSSION

The service activity was carried out with the title "Career Guidance for the Hospitality Industry in the Pandemic Period" on April 23, 2021 online via Zoom, Faculty of Business, Multimedia Nusantara University and was attended by 104 participants from SMKN 7 students.



Figure 1. Online tutoring absences

The material presented by Mr. Rangga Anggara was made in the form of a power point and presented using google slide show as follows:



Figure 2. Career guidance materials

1. Employment conditions during the pandemic

Mr. Rangga Anggara explained about the world of tourism before the pandemic as a promising industry. The rapid growth of technology also makes it easier for people to carry out tourist activities. Information about tourist destinations can be easily promoted and introduced through social media, flight tickets and hotels can be easily ordered through applications on mobile phones, food and beverages can also be ordered through online delivery services, even various logistics needs can be sent through expedition services. The tourism industry is actually a labor-intensive industry that requires competent human resources in its operations. Large companies engaged in tourism and hospitality have career path programs and employee development to support the company's need for competent human resources and able to compete with increasing technological developments. However, this condition during the pandemic is quite concerning. With the pandemic, tourism activities stopped completely. Various industries have been adversely affected by the pandemic. Thus, those students who are currently studying in the hospitality and tourism department should be able to rationally use their knowledge, skills, and potential in determining their career after graduating from school.

2. Career selection in the hospitality industry

After becoming a corporate employee, students should be able to know that they must plan their career path. Career path is defined as various positions that will be passed by each employee to reach a certain level in a company. Every company has a different career program depending on the needs and size of the organization, but in general this program is divided into 2 parts, formal and informal. In a formal career path, a person can occupy a certain position based on the company's structural chart, employee demand, employee appraisal results, and employee development programs. Meanwhile, informal career paths are obtained because of opportunities, employee stability, imperatives, references, and so on. In this section, Mr. Rangga explains in detail the reasons why students must be able to plan their career path so as to reach an important position in a company.

3. Succession planning model

Due to the large number of employees who were laid off during the pandemic, employees also had to think about how to distribute positions that suddenly disappeared during the pandemic. For example, in the service support section, which usually has admin, greeter, help desk, operator positions, there are always there, but it is different from the pandemic period where admin and helpdesk positions are used as one position only. What used to be just an admin must be able to become a helpdesk. Likewise, in the F&B Service section, where there are usually managers and assistant managers, during the pandemic, only manager positions exist, and are assisted by a supervisor. Supervisors must be able to become a captain as well because the position of captain was also eliminated during the pandemic. Under normal conditions, of course, this will not happen. So succession planning programs continue. The succession program is an employee continuous development program to ensure that important positions are able to maintain the stability of the company so that company goals are still met. In this section Mr. Rangga explains the elements, tools and also the objectives of the succession program to the students so that they can have high targets in important positions in the company.

4. Standard competency of hospitality workers

Mr. Rangga again explained the criteria for competency standards that must be owned by hospitality workers. Among them are honesty, credibility, competence, loyalty, discipline, teamwork, leadership, passion, hard work and professionalism. In the webinar, Mr. Rangga explained in detail the importance of each criterion to be implemented by every employee working in the hospitality industry.

Overall, career guidance webinar activities went well. The service team visited SMKN 7 Tangerang Regency directly to discuss and evaluate the results of the webinar. In addition, the service team also provides module books on career guidance specifically for vocational high schools to be able to assist students in planning career paths that are in accordance with their interests, talents, knowledge and skills gained during school at SMKN 7.

CONCLUSION

This service activity has been evaluated through observations and interviews with stakeholders, namely teachers and students at SMKN 7 Tangerang. Some aspects including material content, usefulness, time, and increased motivation to plan students' careers in the hospitality industry are considered successful through this career guidance activity. Some things that should be observed in similar activities are the existence of a digital handbook that should be distributed directly to students and teachers before the event takes place so that they can find out the material presented in more depth before the event is held and the event can be more lively with discussion and question and answer sessions.

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