

BAB V

CONSLUSION

5.1 Conclusion

This study was conducted to analyze the influence of Social Media, Parental Intervention, Peer Conformity on the career choice of Generation Z Students in the Andalas University Management Study Program. The research was conducted at Andalas University and distributed research questionnaires to 112 respondents. The results are obtained with the following conclusions:

First ,Social Media variables have a positive and significant effect on Career Choice, where the effective use of social media will help improve and give influence in career choice for Generation Z. With the many and various applications currently available and used, it can provide information, ease of interaction social media to build good connections for career references to lead to the right career choice.

Second, The Parental Intervention variable has a positive and significant effect on Career Choice. The role of parents is still very vital and very important in providing direction and input for Generation Z towards the maturity process, several aspects such as the closeness of parents to how good discussions are between parents. and children who have a big influence on generation Z, the results of the study also show that it is important to maintain a good family environment for generation Z, active parents to always invite them to discuss whatever they want to achieve in the future.

Third, The Peer Conformity variable has a Negative and insignificant effect on Career Choice. The results show that the closeness and conformity of peers is not a

material for their consideration in choosing a career, this can be caused by a pandemic that occurs directly or indirectly changes social behavior, communication to the trust of an individual towards his peers. The pandemic conditions that occurred forced activities to be carried out online, both from socialization, the learning process to organizational activities on campus also did not run effectively, thus making several aspects needed to support conformity such as cohesiveness, approval and obedience does not run optimally. All of these things will work well if good communication is established, the relationships that are built are also good among individuals. although if it is done online, it can still be applied, but not as much as when interacting directly. Also several other studies that support that there is a decrease in peer trust, worsening friendship relations during this pandemic condition. This further emphasizes the existence of social changes in peer conformity

5.2 Limitations of the Research

The research that has been carried out has been carried out with maximum effort and of course there are still some limitations in fulfilling all research implementations to achieve the results to be observed. These existing limitations in the future can be taken into consideration and attention, some of these limitations are:

First, This study only examines the influence of social media, parental intervention, peer conformity on careers at Management Studeny at Andalas University, it may cause some differences in results when research is carried out on other Major or campuses from different campuses, cultures, social environments and others.

Second, The results that have been obtained only represent a few factors and variables on career choice, there are still many other variables that can be done further

research to see the impact on career choice.

Third, This research was conducted during the Covid-19 pandemic, where when using certain variables related to social interaction, one could find several things that could be reviewed, there were changes when it was carried out outside the pandemic period, there were other factors as well. may influence the results of future research in this area. Fourth The number of samples used was 112 people out of 112 who entered, so it was not perfect to be a picture of the whole scope of research.

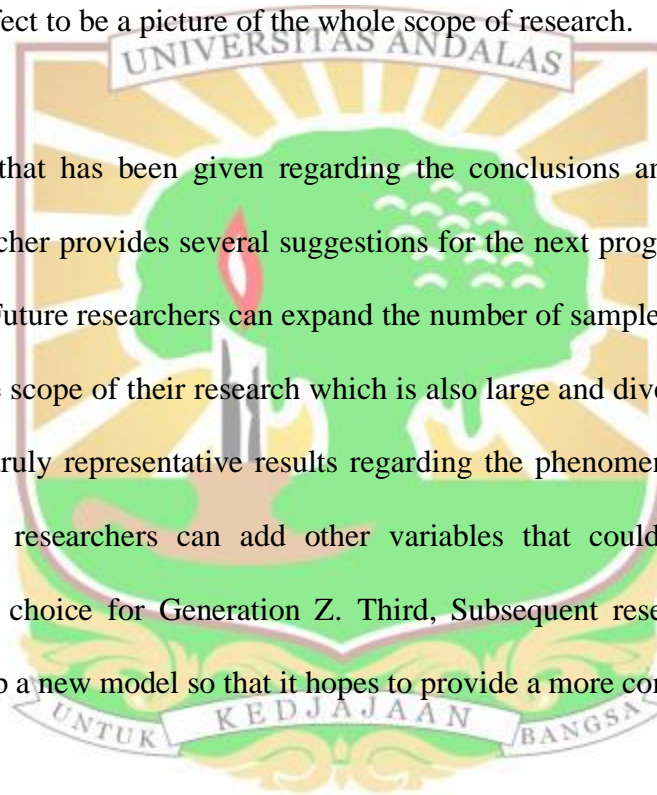
5.3 Suggestions

Explanation that has been given regarding the conclusions and limitations that occur, the researcher provides several suggestions for the next progress of research in this field. First, Future researchers can expand the number of samples used in research, especially for the scope of their research which is also large and diverse, in order to be able to provide truly representative results regarding the phenomenon being studied. Second, Further researchers can add other variables that could be an influence regarding career choice for Generation Z. Third, Subsequent research can test this topic and develop a new model so that it hopes to provide a more complete picture.

5.4 Implications

5.4.1 For Related Agencies

Based on the research results above, it can be used for every Major in Andalas University to be able to create a campus environment that can increase career references for students, optimizing Career and Counseling Centers with activities that are acceptable and able to make students enthusiastic in realizing the importance of career planning, or what to expect. students do after graduating from campus. The



second is more related to empowering and giving more roles to organizations from the scale of majors, faculties and universities to be able to become a good forum in creating self-development, the process of forming good character and personality, honing soft skills and hard skills, so that their hopes will lead to their readiness to enter the career world and know their career plans with the options that already exist.

5.4.2 For Academics

This research is expected can make a good contribution to the development of human resource science, especially in the topic of career choice, because this topic is still getting more attention which is very close to the world of Generation Z, a phenomenon that is commonly felt by many people. So that it can also be a reference for further research to add or improve on the suggestions that researchers have experienced in this study.

5.4.3 For Parents

The research that has been done has provided an illustration of how important the role of parents is in influencing and intervening well for Generation Z. It is hoped that this result can increase awareness for parents how they can face and take roles according to their child's behavior or personality, be actively involved and know the real development of their own child.

