

BAB I

INTRODUCTION

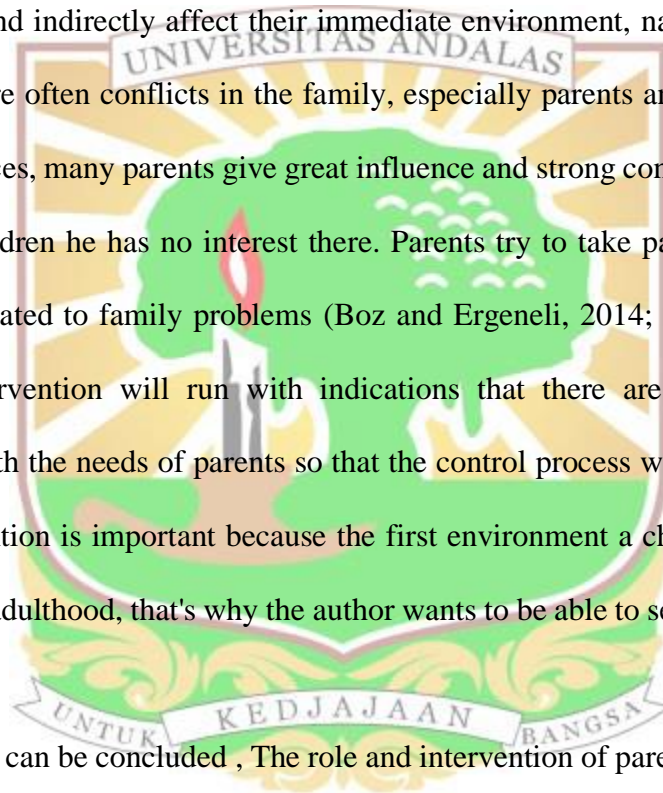
1.1 Research Background

Final year students who are currently approaching graduation, of course, already have plans or alternatives that will be taken after graduation. Job prospects in every field are career goals to be achieved after graduating from college. The results of the study show that the majority of students in Indonesia as much as 87% find it difficult to choose a major, Difficulty in choosing a major will have an impact on the non-optimal career or profession that they will pursue later so that they cannot develop properly both in terms of achievement and skills, (Awaliyah, 2019). The phenomenon of career choice is a process or individual activity in an effort to prepare to enter a career related to work through a series of directed and systematic activity processes. It was found that a factor that played an important role in making student decisions to move to college was an error in making career decisions (Fahima & Akmal, 2018).

Many factors influence career choice decisions both internally and externally so that Generation Z still has obstacles in determining their career choices. Research related to career selection becomes important research because of the many changes and developments that occur. Research into career options is currently a concern for young graduates as well as for recruiters themselves (Arghode et al., 2020). Career choice itself is a process and effort which will shape the decision-making process of a career (Igere, 2017). Many previous studies have focused on students who are in elementary and middle school levels and few have focused on undergraduate and postgraduate levels. (Amin et al., 2018; Bojuwoye and Mbanjwa, 2006; Nazli, 2007;

Xu, 2012). Previous research that has discussed this topic, there are several factors that are often studied and discussed ranging from external factors, internal, interpersonal factors, institutional factors and socio-demographic factors have been explored.

Parental intervention as a phenomenon when parents are involved in adult career decision making (Gavazzi et al., 1998; Fan et al., 2014). Many things are happening at this time due to the low understanding of the careers that young people want to achieve which directly and indirectly affect their immediate environment, namely family and parents. There are often conflicts in the family, especially parents and children about their career choices, many parents give great influence and strong control over a career but for their children he has no interest there. Parents try to take part in influencing their children related to family problems (Boz and Ergeneli, 2014; Jaskiewicz et al., 2017). The intervention will run with indications that there are differences and discrepancies with the needs of parents so that the control process will be carried out. Parental intervention is important because the first environment a child goes through until they reach adulthood, that's why the author wants to be able to see its influence in career choice.



In this case it can be concluded , The role and intervention of parents in choosing a career cannot be separated from their role as the first environment for students. There are often conflicts, problems, differences of opinion in determining careers, the wishes of parents and things that are of interest to students are often out of sync. The student's still unstable in making a decision is the background that encourages parents to be involved in career choices. In achieving a career, the environment a student interacts with is also a factor that affects their personality, personality, character. Therefore, the

party who often interacts with the younger generation in their daily lives when studying or outside the home is Peers. Peers can have a positive or negative impact, have a positive impact if they provide encouragement and motivation in learning, but on the negative side, peers can impose their will and be hostile to anyone who is not in accordance with them, According Daryanto & Farid (2015: 268).

Conformity is a behavior and action that is carried out outside the habit when alone, caused by the influence and pressure of the group or imagination (Myers 2012: 252). Previous studies conducted on students throughout Indonesia from high school / vocational students showed the fact that 92% of them did not know their future and from the side of students 45% felt they were wrong in choosing a major , Putri (2018). The influence of friends to friends in a college has a positive effect on the ego of hope, According Carbonaro and Workman (2016). The existence of a desire to be able to have equality with their environment, peers form an urge to shape towards an attitude and treatment.

For the younger generation, especially students at the University, peers become parties they always meet every day from morning to night, making peers able to become people who can influence them personally and in other aspects. The many activities on campus, activities carried out with friends will indirectly make an individual tend to adjust to the environment or group. Especially in career planning after they graduate from college. At this level, friends and peers begin to find career plans, interests and passions, the work to be achieved. Here, we will see how the level or level of peer confirmation can actually affect the career choices of students.

The development of social media currently has an increasing trend, so that currently

social media is not only used for social and communication activities, there is a shift in function and use that can be useful for various aspects, especially job and career choices. Based on Tirto ID Research, 90% of Generation Z in Indonesia uses a smartphone daily and 35.2% uses social media for Information Access. Instagram & Line are social media platforms that are used the most for this purpose (Tirto Media Research, 2017a, 2017b). Social Media how to optimize existing information so as to make important aspects in the recruitment, selection, screening process accelerate which can save time (Melanthiou et al., 2015; Nisar et al., 2019). From the theoretical explanation above, it shows that social media is now not only a source of information, or for interaction and communication, its use in the career world such as the recruitment process, job information and career references are widely available on social media. Supported by the high use of social media among students, references to the world of careers will be able to influence their choices when they graduate from college.

A study by Jin et al. (2019) Influencers on social media have a significant impact on how the content can be perceived, consumers will trust celebrity posts more with a stronger social presence and feel more jealous than traditional influencers. Here we will see what are the other sides of social media that can have an influence not only on the sales and business side but also on career choices, how trust levels are and the actions taken. social media platforms become the background behind the actions, attitudes of a person (Leung, 2013; Ruane and Wallace, 2013).

Generation Z is a generation whose transformation and knowledge of the digital world is very fast which has become an inseparable part of their lives, it can be compared with their abilities with their parents who cannot be as fast as they are (Dingli

& Seychell, 2015). Some of the characteristics that characterize this generation are the culture of a very broad global world starting from the use of social media, tastes in music, different associations with previous generations. There are some basic differences with several generations before generation Z, namely when compared to generations X and Y. Generation X has a characteristic or tendency to have a motivation for work that is far from being driven within them.

Members of Generation Z strongly think that their values are influenced by traditional sources: their parents first (89%) followed by friends (78%), teachers (70%), and then celebrities (30%) and politicians (17%) (Broadbent et al., 2017). From this research, we can see that the characteristics they have compared to other generations. Generation Z is still influenced by some of their closest environment, starting from their parents and friends, which were previously included as variables that are closely related to this research.

Andalas University itself consists of 15 Faculties that oversee 45 Departments. And the majors at Andalas University are accredited . Students at Andalas University are criteria and also examples of Generation Z that can be used as research representatives by looking at how social media influences their job selection. Also supported by several interpersonal aspects ranging from the influence of parents and the influence of friends. The Department of Management is one of the majors at Andalas University out of a total of 45 existing departments, under the auspices of the Faculty of Economics, consisting of several entry routes ranging from Regular, International to Intake programs. With a variety of study programs in Management, the lecturers here also come from domestic and foreign graduates. In the management department there are

various scopes of lessons that will be taken starting from business, basic economics to the Management Function itself such as Marketing, Strategic, Finance, Human Resources.

From the results of the 2021 Andalas University Tracer Study survey, in which the Faculty of Economics has 231 respondents, most of the current alumni are currently working with a percentage of 59% and the least percentage is 6% being self-employed. Then when viewed from the perspective of alumni career plans and choices, 19% of alumni continue their education to a higher level and around 81% go straight to work. This can be seen that most alumni tend to work immediately after they graduate. In terms of how to get a job after graduation, the majority of alumni use the internet, followed by advertisements in print media such as newspapers, magazines and brochures. While the least method is to work in the same place during college, 369 alumni work in fields that are very close to their educational background, while 137 alumni work in fields that are less closely related to their educational background.

The development of social media is now experiencing a very extraordinary trend, so we can't let it go if social media becomes a social domain where there are really many things we pay attention to its impact on various aspects, especially the choice of jobs and careers. Online platforms that provide e-commerce Recruitment, job vacancies create curiosity for them. And of course social media is still one of the interpersonal dimensions that influence Career Choice. On the other hand, the role of families and parents with strong traditions forms a character that sometimes makes children directed to a choice of work they don't necessarily like it. The author also pays attention to the variable influence of friends in this case because for generation Z the collaboration,

creativity and interaction they create in the era is very broad so it needs an impact assessment.

For the reasons above, the researchers conducted an initial survey of Andalas university students majoring in Management class 2018 to ascertain whether the factors that the authors described above related to How Social Media, Parental Intervention, and Peer Conformity Affect Career Choices for Generation Z Students in the Andalas University Management Study Program. From the survey results, it was found that around 73.3% of people are still hesitant in determining their career choice. From social media, 86.7% look for references and information related to career choices on social media, around 78.6% receive advice and advice from parents regarding career choices and friends in campus environment has an influence on career choice as much as 53.3%.

Starting from the existence of existing phenomena, the author is interested in doing further research about: **How Social Media, Parental Intervention, and Peer Conformity Affect Career Choices for Generation Z Students in the Andalas University Management Study Program.**

1.2 Problem Statement

1. How does Social Media Affect Career Choices for Generation Z Students in the Andalas University Management Study Program?
2. How does Parental Intervention Affect Career Choices for Generation Z

Students in the Andalas University Management Study Program?

3. How does Peer Conformity Affect Career Choices for Generation Z Students in the Andalas University Management Study Program?

1.3 Objective Of The Research

1. To explain and analyze the influence of Social Media on Career Choices for Generation Z Students in the Andalas University Management Study Program.
2. To explain and analyze the influence of Parental Intervention on Career Choices for Generation Z Students in the Andalas University Management Study Program.
3. To explain and analyze the influence of Peer Conformity on Career Choices for Generation Z Students in the Andalas University Management Study Program.

1.4 Benefit Of The Research

This research is expected to provide benefits, among others:

1. Theoretical Use

The benefits of the results of this research are expected to provide a scientific value contribution to the development of science, especially in the field of Human Resource Management. In addition, this research is also used to know and understand in depth about Career choice for Generation Z in particular, because with the development of technology and the need for the professional world to be higher, it can be taken into consideration the aspects that underlie the choice of work later. There are also important aspects related to Career Choice for Generation Z which will later be useful as material for the study of formulating hypotheses for further research, especially with other variables that

can support it.

2. Practical use

- a. For students, it is hoped that it can provide a source of general knowledge, as well as additional insight into what influences their career choice.
- b. For the parents, it is hoped that they can provide additional knowledge on how they impact in directing the selection of jobs, whether according to the interests and talents of students or not.
- c. For the campus, it is hoped that it can be a reference in developing a forum for students, thus encouraging students to understand the choice of jobs and their post-campus careers.
- d. For future researchers, as material to assist in the basis and support of research and subsequent research.

1.5 Scope of The Research

In conducting the research, the author limits the scope of the research, where the author examines students of the Management Study Program Batch 18, Faculty of Economics, Andalas University. The scope of the research is Social Media, Parental Intervention, and Peer Conformity to Career Choice Generation Z. Questionnaires were distributed to students of the Management Study Program Batch 18, Faculty of Economics, Andalas University.

1.6 Structure Of Research

The systematic discussion in this study is as follows:

CHAPTER I : INTRODUCTION.

This chapter explains the background, problem formulation, research objectives, research benefits, hypotheses, scope, and systematic discussion.

CHAPTER II: THEORETICAL FRAMEWORK

This chapter discusses the theoretical framework used in this author's discussion, as well as references to previous studies that are used as literature reviews to support the research that the author is doing.

CHAPTER III : RESEARCH METHODOLOGY

This chapter discusses the analytical methods, data and data sources used to support research.

CHAPTER IV: OVERVIEW

This chapter overview about Social Media, Parental Intervention, and Peer Conformity Affect Career Choices for Generation Z Students in the Andalas University Management Study Program.

CHAPTER V : RESULT AND DISCUSSION

