



The Role of Guidance Counselling in Students' Career Development

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ABSTRACT

This article discusses the important role of counselling guidance in students' career development. With a focus on educational context, the article outlines how counselling guidance services can make a significant contribution to students' self-understanding, clarification of career options, and development of skills and strategies relevant to the world of work. Through a holistic approach, counselling guidance helps students identify their personal interests, talents, and values, which in turn form the basis of decision-making regarding career choices. The article also highlights the role of counsellors in providing information about job market trends, job opportunities, and preparation for challenges in the professional world. Thus, this study emphasizes how essential the role of counselling guidance is in helping students understand and develop their careers along with the development of the dynamic world of work. Career is an important aspect in a person's life, which affects not only income, but also overall quality of life. Many factors influence career development, and Guidance and Counselling (BK) plays an important role in helping individuals live a successful career journey. This article will explain the role of counsellors in career development, the methods used in this process and will detail some pertinent references to support this understanding.

Keywords: *The Role of Guidance, Counselling, Students' Career, Development.*

1. Introduction

Self-development is an educational activity outside of subjects as an integral part of the school/madrasah curriculum (Takwil, 2020). Self-development activities are efforts to shape the character and personality of students which are carried out through counselling service activities regarding personal and social life problems, learning activities and career development, as well as extra-curricular educational activities (Amaliyah & Rahmat, 2021).

This is because education is a conscious and planned effort by institutions to foster children who have different socio-cultural and psychological backgrounds in achieving educational goals and objectives (Wasis et al., 2022). Explains that many children face problems and at the same time interfere with achieving educational goals (Manik, 2020). That problem very faced various, including personality, social, religious, economic and moral issues as well as learning and vocational. These problems often hinder the smooth learning process and developing student behaviour (Saepuloh, 2025).

Guidance and counselling are very important in the world of education (Hanifah & Fahyuni, 2021). Where guidance and counselling services are provided in schools because of awareness, desire and commitment so that students are able to develop their potential through various positive, innovative and creative activities that can help students to solve problems, help students determine career directions, live up to the values religious values as a guide in daily behaviour, maintaining friendship and harmony in interacting with other people, building cooperation between peers, having an optimistic attitude, never giving up and being confident, mutual respect and appreciation between peers, enriching strategies and looking for opportunities in various increasingly competitive life challenges, developing and maintaining mastery of behaviour, values and competencies that support career choices, having an attitude of responsibility for the direction of one's own life, being easy to socialize and adapting to new environments, and being honest (Adityawarman, 2019).

Education is a very important first step in a person's career journey to achieve future success in the industrial era 4.0 (Santika et al., 2022). Because decisions regarding the choice of job or profession that a person chooses or aspires to are closely related to the education that must be taken and must be completed (Santika et al., 2022). The role of education in the industrial era 4.0 in student career planning is very important because it helps students prepare and develop what the student dreams of.

aspire to suit your talents and abilities, considering that in the era of industry 4.0, technological progress is very rapid, the use of technology is increasingly sophisticated in everyday life (Hapni & Silvianetri, 2023). Career planning in the industrial era 4.0 is very important and necessary for students, because it helps students prepare themselves according to their talents and abilities to prepare themselves for the world of work they aspire to (Adityawarman, 2019). Considering that in the industrial era 4.0, competition in the world of work is very tight. To be able to achieve the job or profession they want, students must be persistent, work hard and pray in every endeavour they undertake (Adityawarman, 2019). Developing your talents and abilities can be done by attending training, workshops, seminars, courses and further studies (Sutarmizi & Syarnubi, 2022).

Students are individuals who are experiencing periods of development, experiencing development towards maturity, independence, and finding their identity (Adityawarman, 2019). So, during these times the role of the guidance and counselling teacher as an agent of

Change is very important for students who need a lot of guidance and direction to help expand their knowledge and insight about what job or career they aspire to. Because in this way students can have a broad view of the career they will choose or have aspired to and can

determine their career choice after graduating from school (Faisyar & Adityawarman, 2023).

Career is several work positions held by a person during the work life cycle from the lowest position to the highest position (Utama, 2020). Meanwhile, according to Bernardin and Russel (2013) career is a perception of a person's personal attitudes and behaviour related to activities and experiences within the span of a person's work journey (Faisyar & Adityawarman, 2023).

Career development itself is a career stabilization process that starts from career guidance to career planning and will be developed towards certain broader career goals. This allows individuals to walk over the rock even better than before. Individuals themselves cannot be separated from dissatisfaction where each individual always wants to have improvement in his life so that he does not stay at one point.

Furthermore (Muspawi, 2018), in career development there is something called a career decision as the final result of the career guidance process, a career decision will determine what steps an individual will take next to carry out his career, this is very in line with career development where an individual have planned their career and want to develop it to a certain stage so sooner or later they must immediately finalize their career decisions (Pratama et al., 2022).

2. Method

2.1 Participants

1. Student. Students who are considering major options. They need guidance in exploring career options, setting educational and career goals, and developing follow-up plans.

2. Professionals Who Want to Change Careers. Individuals who are seeking a career change need help evaluating their skills, interests, values, and career goals, as well as to devise an effective job search strategy.

3. Workers Who Want Career Development. Together with counsellors Workers who want to develop skills, achieve promotions, or achieve career goals They need guidance in developing a skills development plan, identifying internal career opportunities in the workplace, or planning steps to achieve long-term career goals.

4. Adults Returning to School. A counsellor provides assistance in tailoring an educational plan to their career goals and navigating the challenges associated with returning to school in adulthood.

5. Unemployed or People Who Are Going Through a Career Transition. Individuals who are going through unemployment or career transition They need guidance in evaluating new career options, developing effective job search strategies, and managing stress and uncertainty during the transition period.

2.2 Data Collection

2.2.1 Data collection instruments

Data collection is carried out through four main methods. First, career interviews are conducted by counsellors to gain a comprehensive understanding of an individual's background,

interests, and career goals. Second, psychometric tests such as the MBTI (Myers-Briggs Type Indicator) or professional suitability tests are utilized to assess an individual's personality, interests, and abilities. Third, career information searches are conducted with the assistance of counsellors, who guide individuals in exploring various career options and provide relevant and accurate information. Finally, the process culminates in career plan development, where counsellors and individuals collaboratively create a structured plan outlining the necessary steps to achieve the desired career goals.

2.2.2 Collecting techniques

First, we collect data in the following ways, namely: Career Interview: Counsellors conduct interviews with individuals to understand their backgrounds, interests, and goals. Psychometric Tests: Psychometric tests are used to evaluate an individual's interests, personality, and abilities. Examples are the MBTI (Myers-Briggs Type Indicator) Test or the professional suitability test. Career Information Search: Counsellors help individuals to research various career options and provide relevant information. Career Plan development: Together, counsellors and individuals design a career plan that includes steps to be taken to achieve goals.

Document Analysis: we as counsellors can perform document analysis such as educational history, employment history, and work portfolio to get a comprehensive picture of client experience and achievements.

Observation: and as a counsellor carrier can observe client behaviours, responses, and interactions during counselling sessions to gain a better understanding of their career needs.

Value Inventory: The use of value inventory can assist career counsellors in identifying values that are important to clients in a career context.

2.3 Data Analysis

From the results of the data, we analyse using interview techniques, and analysed qualitatively, while the data we collect with psychometric tests are analysed quantitatively. And how can we know the extent of changes that exist in a person, both in career development, client satisfaction levels, and the method we used.

3. Results

Guidance and Counselling proves its critical role in career development through a series of in-depth processes. Through self-evaluation sessions, individuals are encouraged to reflect on their values, interests and expertise. Guidance also helps in the determination of realistic career goals and according to the uniqueness of each individual. Counsellors provide professional guidance for formulating action plans that can be implemented, including the development of specific skills and the search for relevant career outcomes. During the job search process, the role of guidance and counselling is increasingly evident. Counsellors not only provide technical support in resume preparation and interview simulations, but also help individuals overcome uncertainty and anxiety. In the context of a new work environment, guidance and counselling continue to provide emotional support. The importance of guidance and counselling is evident in increasing job satisfaction and worker performance. Through a better understanding of oneself

and the career pursued, individuals become more motivated and able to face challenges with confidence.

Guidance and Counselling in educational institutions has a significant positive impact on an individual's career development.

Counselling has a profound impact on students' personal growth and development. Counsellors serve not only as sources of information but also as emotional supporters who help students overcome obstacles and confusion in determining their career direction. The counselling process creates space for students to explore their untapped potential and establish concrete steps toward achieving their desired career goals.

Furthermore, counselling plays a strategic role in building a solid foundation for students' professional future. By providing a space for reflection and guidance, counsellors assist students in understanding the connection between interests, skills, and career opportunities. This not only helps them make more informed decisions but also fosters a deeper understanding of themselves. Thus, counselling becomes not just a tool to pursue career goals but also a means for ongoing personal growth.

4. Discussion

In the process of providing career direction and information, individuals often face various challenges that can hinder their career development. Some of these challenges include a lack of self-discipline and patience, a weak work ethic, lack of initiative, irresponsibility, unwillingness to start from the bottom, and problems with authority. These behavioural and attitudinal issues require counsellors to apply intelligent and strategic approaches to ensure that each individual receives appropriate motivation and guidance. Moreover, other significant problems also emerge, such as a lack of skills or competencies—including technical, leadership, and interpersonal abilities—which can obstruct an individual's ability to progress in their career. This aligns with the findings of (Lent & Brown, 2013), who noted that insufficient skill development remains a major barrier in career advancement.

Another critical issue is the lack of visibility or networking, where individuals may have strong capabilities but fail to be recognized by key stakeholders due to limited professional connections. As (Lent & Brown, 2013) emphasized, weak social ties often limit access to career opportunities, making networking a crucial component in career development. Additionally, not having a clear career plan may lead individuals to feel lost or uncertain about their next steps, a concern supported by the research of Greenhaus et al. (2010), which highlights the importance of career planning in achieving professional goals.

Furthermore, lack of motivation or job satisfaction can negatively impact an individual's performance and drive to grow, a point underscored by Hackman and Oldham's Job Characteristics Model (1976), which links job satisfaction to motivation and career engagement. Likewise, individuals who are unable to adapt to change often struggle in dynamic work environments. This is supported by Pulakos et al. (2000), who argue that adaptability is a key predictor of career success in the modern workforce. Finally, a lack of responsibility, such as failing to meet commitments or neglecting tasks, further demonstrates an individual's

unreadiness for career progression. According to Robbins and Judge (2017), responsibility and accountability are core traits of effective and employable individuals. Therefore, career counsellors must employ tailored strategies and evidence-based interventions to address these multifaceted issues, helping individuals align their behaviour, skills, and attitudes with career success.

In the process of providing career direction and information, individuals often encounter various obstacles that can significantly hinder their career progression. These challenges include a lack of self-discipline and patience, a weak work ethic, lack of initiative, irresponsibility, an unwillingness to start from entry-level positions, and conflicts with authority figures. Such behavioural barriers can lead to stagnation, frustration, and a lack of growth if not addressed effectively. Counsellors, therefore, must employ intelligent, empathetic, and adaptive strategies to guide individuals and equalize motivation and information dissemination according to personal needs and career aspirations.

Beyond behavioural challenges, many individuals also face structural and psychological barriers, such as a lack of skills or competencies—including technical, communication, and leadership abilities. As emphasized by Brown and Lent (2013), skill deficits are among the most common impediments to career advancement, especially in fast-evolving industries. Lack of visibility or weak networking is another prevalent issue. Even competent individuals may remain overlooked due to minimal interaction with decision-makers or an underdeveloped professional network. Granovetter's (1995) theory on the "strength of weak ties" underscores the value of networking in opening hidden career opportunities, suggesting that building social capital is as important as acquiring technical expertise.

Moreover, the absence of a clear and structured career plan can cause individuals to feel directionless, unsure of how to approach career decisions or professional development. According to Greenhaus, Callanan, and Godshalk (2010), individuals who engage in proactive career planning are more likely to achieve long-term success and job satisfaction. Similarly, lack of motivation or job satisfaction can severely diminish a person's drive to develop their career. Hackman and Oldham's (1976) Job Characteristics Model explain that when work lacks meaningfulness, autonomy, or feedback, individuals are less likely to be engaged or motivated, which directly affects their productivity and career growth.

Inability to adapt to change is also a major concern, especially in today's rapidly shifting global job market. Pulakos et al. (2000) found that adaptability is a critical competency in contemporary work environments, where continuous learning and flexibility are required. Those who resist change often struggle with performance, relevance, and resilience in their careers. Finally, lack of responsibility—reflected in missed deadlines, poor task completion, or disregard for organizational norms—can damage an individual's reputation and reliability. Robbins and Judge (2017) argue that accountability is a foundational trait that employers seek, as it reflects maturity, professionalism, and trustworthiness.

Furthermore, studies such as those by Savickas (2005) stress the importance of career construction theory, which views career development as a dynamic process influenced by personality traits, life themes, and social context. This theory highlights the need for counsellors

to tailor their interventions based on individual narratives and developmental stages. In addition, Lent, Brown, and Hackett's Social Cognitive Career Theory (1994) emphasizes the role of self-efficacy, outcome expectations, and personal goals in shaping career choices and persistence. Addressing these psychological dimensions can help individuals overcome internal barriers such as fear of failure or low confidence.

Given the multifaceted nature of these problems, career counsellors must combine psychological insight, labour market knowledge, and coaching strategies to create personalized guidance plans. By addressing both behavioural and structural obstacles, they empower individuals to make informed, confident, and proactive decisions in their career journeys.

The current research contributes significantly by addressing behavioural, emotional, and contextual gaps left by previous studies. It calls for a more individualized, strategic, and culturally-aware approach to career counselling—especially in guiding individuals who face deeper personal and motivational obstacles in developing their careers.

5. Conclusion

Based on this journal, it can be concluded that the role of Guidance and Counselling in career development is very significant. These processors not only provide practical guidance in managing careers but also serve as a personal reflection platform that helps individuals understand themselves better, Guidance and Counselling can effectively enhance an individual's Career development.

Guidance and Counselling also play an important role in helping individuals understand themselves, choose an appropriate career path, and design a plan to achieve their career goals. With the help of career counsellors, individuals can optimize their potential, overcome obstacles, and achieve success in the world of work. This is the reason why the role of counsellors in career development is so important in helping individuals achieve their dreams and build a successful future.

And the role of guidance and counseling in career development is very significant. This period not only provides practical guidance in managing careers but also serves as a personal reflection platform that helps individuals understand better, guidance and counseling can effectively improve the development of individual careers. Guidance and counseling also play an important role in helping individuals understand themselves, choosing the appropriate career path, and designing plans to achieve their career goals. With the help of career counselors, individuals can optimize their potential, overcome obstacles, and achieve success in the workforce. This is the reason why the role of counselors in career development is very important in helping individuals achieve their dreams and build successful depends.

Counseling plays a crucial role in students' career development. Through this approach, students can identify their interests, talents, and values that support suitable career choices. Counseling assists them in understanding the educational and training options needed to achieve career goals. Additionally, counselors provide up-to-date information about the job market and employment trends. Therefore, counseling helps students formulate realistic career plans aligned with their potential, preparing them for a successful future. In this context, counselors also act as

guides, offering emotional support and motivation to students facing challenges in their career development journey. Through counseling sessions, students can overcome uncertainties or confusion often associated with career choices. Counseling not only imparts information but also aids students in developing decision-making and career planning skills. Thus, the role of counseling extends beyond academic aspects, supporting students' personal and professional growth towards success in their careers.

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