

The Relationship between the Bandwagon Effect and Students' Career Decision Making at Taruna Satria Vocational School, Pekanbaru

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ABSTRACT

This study aims to analyze the relationship between the bandwagon effect and career decision-making among students of SMK Taruna Satria Pekanbaru. This phenomenon is motivated by the tendency of students in determining career choices that are not entirely based on personal considerations, but are influenced by social environments such as peers, family, and trends in social media. This study uses a quantitative approach with a correlational research type. The study population was 150 students with a sample of 60 students determined through the Slovin formula with a simple random sampling technique. The research instrument used a Likert scale questionnaire that has been tested for validity and reliability. The data analysis technique used Spearman Rank correlation because the data was not normally distributed. The results showed that the level of bandwagon effect was in the fairly high category of 41.7%, while career decision-making was in the fairly high category of 50%. The results of the correlation test showed a coefficient value of 0.508, which means there is a positive relationship with a moderate level of strength between the bandwagon effect and career decision-making. This finding indicates that the higher the tendency of the bandwagon effect, the greater the influence of the social environment in the student's career decision-making process.

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INTRODUCTION

Career decision-making is a crucial aspect of individual development, particularly during adolescence and vocational high school. At this stage, students are faced with the challenge of determining their future direction, whether continuing their education or entering the workforce. These decisions impact not only their professional lives but also their psychological well-being and life satisfaction.

In the career decision-making process, individuals are influenced by various factors, both internal and external. Internal factors include interests, talents, abilities, and personality, while external factors include family, school, and peer groups. One particularly dominant form of external influence is the bandwagon effect.

The bandwagon effect is the tendency of individuals to follow the choices, attitudes, or behaviors of the majority without careful consideration. This phenomenon is common in various aspects of life, including career decision-making. In educational settings, students often use friends' choices or current trends as a guide when deciding on a career.

Technological and social media advancements further exacerbate this phenomenon. Information about popular majors, sought-after professions, and recommendations from influencers influence students' mindsets. As a result, career decisions are not based entirely on personal potential, but rather on the urge to fit in with the social environment.

Based on initial observations at SMK Taruna Satria Pekanbaru, it was found that some students still choose careers based on friends, parents' wishes, and the influence of social media. This situation indicates the presence of the bandwagon effect in career decision-making. Therefore, this research is important to determine the relationship between the bandwagon effect and students' career decision-making.

IMPLEMENTATION METHOD

This study used a quantitative approach with a correlational approach. The study was conducted at SMK Taruna Satria Pekanbaru. The study population consisted of 150 students, with a sample of 60 students drawn using simple random sampling. The sample size was determined using the Slovin formula.

The research instrument was a questionnaire with a Likert scale consisting of positive and unfavorable statements. The instrument was tested for validity using Pearson Product Moment correlation and for reliability using Cronbach's Alpha. Data analysis was performed using normality and linearity tests as prerequisites. Because the data were not normally distributed, the hypothesis test used Spearman Rank correlation.

RESULTS AND DISCUSSION

The data analysis showed that the bandwagon effect was quite high among students, at 41.7%. This indicates that some students tend to follow the choices or decisions made by others. Meanwhile, the career decision-making rate was also quite high, at 50%. This indicates that students have the ability to determine career choices, although they are still influenced by external factors.

The Spearman Rank correlation test results showed a coefficient of 0.508. This value indicates a positive, moderate-strength relationship between the bandwagon effect and career decision-making. This positive relationship indicates that the stronger the bandwagon effect, the greater the influence of the social environment on students' career decision-making.

This finding supports the theory that individuals tend to conform to groups to gain social acceptance. In the career context, students often rely on peer preferences or trends as their primary reference. This can be positive if the environment provides accurate information, but it can also be negative if decisions are made without considering one's own potential.

CONCLUSION

This study shows a positive, moderate-strength relationship between the bandwagon effect and students' career decision-making at SMK Taruna Satria Pekanbaru.

This suggests that social influences play a role in shaping students' career decisions. The stronger the bandwagon effect, the more likely students are to base their career decisions on the influence of others.

Suggestion

1. Guidance and counseling teachers are expected to provide more intensive career guidance services.
2. Students are expected to better understand their potential before deciding on a career
3. Future research could add other variables such as self-confidence or social support.

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