

Education on Career Opportunities for Accounting Graduates in the Digital Era at SMA Negeri 1 Airmadidi

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ABSTRACT

In the digital era, technological advances have changed many things in various fields of work, including in accounting. As a preparation for high school students to face these developments and provide an understanding of career opportunities in the world of accounting, a comprehensive educational activity was carried out. The purpose of this activity is to increase students' understanding of the duties and responsibilities of accountants in the digital age, introduce a variety of career opportunities that can be pursued by accounting graduates, foster students' interest in continuing higher education in the Accounting Department and provide basic knowledge and skills relevant to the latest technological developments in accounting. The methods of this service include preparation, implementation, and evaluation. Through this activity, high school students' understanding of career opportunities for accounting graduates increased and interest in continuing higher education in the Accounting Department of Universitas Negeri Manado increased.

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INTRODUCTION

In the rapidly evolving digital age, the world of work is undergoing major changes in various sectors, including in accounting. The development of information and communication technology has changed the way accounting professionals work, from performing tasks manually to more automated and data-driven processes. In this context, career opportunities in accounting have become more interesting and challenging, emphasizing the importance of having skills not only in terms of traditional accounting understanding, but also expertise in digital technology. Unfortunately, most high school students do not fully understand or realize the career opportunities they can encounter in accounting in this digital era. Perhaps they have a limited view of the accounting profession as a monotonous job that only deals with bookkeeping. However, in reality, the accounting profession offers a variety of exciting opportunities, such as forensic accounting, IT auditors, financial data analysts, and technology-based financial consultants.

To overcome this gap in understanding, a service effort is needed through a career education program that can open high school students' insights about the various opportunities and challenges in accounting in the digital era. This educational program aims to introduce them to the basic concepts of accounting, technological advances in accounting, and the skills needed to succeed in the modern world of work. In addition, this educational program is also expected to motivate students to be more interested and ready to continue their education to a higher level in accounting, especially in the Accounting Department of Universitas Negeri Manado.

This activity also aims to shape a young generation that is adaptable and competent in facing challenges in the digital era. By providing a deeper knowledge and understanding of the accounting profession, high school students can make better decisions about their future careers. This is not only beneficial for the students individually, but also for the overall development of the accounting industry in Indonesia, which requires skilled and knowledgeable workers in digital technology. In addition, it is a means of socializing the admission of new students of the Accounting Department of Manado State University.

Through this education, it is hoped that it will raise awareness about the importance of incorporating technology in accounting and how accounting graduates can use technology to improve efficiency and accuracy in their work. This will help prepare high school students to become skilled and competent accounting professionals in the future through higher education in the Accounting Department of Universitas Negeri Manado.

Basically, the people of North Sulawesi know that Universitas Negeri Manado prepares students to become teachers at the undergraduate level. They do not know that Universitas Negeri Manado also organizes pure science majors, one of which is the Accounting Department. The students of SMA Negeri 1 Airmadidi also have the same understanding so that educational activities for accounting undergraduate career opportunities need to be carried out.

METHOD

The methods or steps taken in this service are as follows:

1. Preparation

At this stage, a survey of the place to carry out the service is carried out by contacting the school that will be the target of the service. Determination of the location of the service by looking at data on high school graduates who have not enrolled in the Accounting Department of Universitas Negeri Manado. After determining the location of the service, then contact the school principal to set the time for implementing the service. At this stage, the preparation of materials that will be delivered to participants is also carried out.

2. Implementation

In accordance with the time agreed upon at the time of preparation, the service on career opportunities for accounting graduates in the digital era was carried out. This service was carried out in the form of lectures and discussions.

3. Evaluation

The evaluation was conducted to see the participants' understanding of the material presented. Evaluation is in the form of asking questions directly to participants.

RESULTS

In the digital era, technological advances have changed a number of aspects of life, including the world of work. The development of information and communication technology has opened up exciting new career opportunities, especially in accounting (1). To help high school students understand these opportunities and prepare for their future, education about accounting undergraduate careers in the digital era was conducted.

This activity was carried out for 2 hours to SMA Negeri 1 Airmadidi class XI students. The form of activities is lectures and discussions. The material presented included the development of digital technology and its impact on the accounting profession, the competencies needed, career opportunities for accounting graduates and steps to prepare themselves.



In recent decades, the rapid development of technology has changed various sectors, including accounting (2). Many jobs are threatened by the existence of Information Technology. There is a view that work no longer requires humans in the digital age. However, it is different from work in accounting, where information technology is used as a tool to facilitate the work of an accountant (3,4). Information and communication technology has a major impact on the way accountants work, the equipment they use, and the duties and responsibilities they carry. Technological developments have significantly changed the accounting profession. From increased efficiency and productivity to changing roles and skill needs, technology continues to drive evolution in the way accountants work (1,5). To stay relevant in the digital age, accountants must continue to learn and adapt to new technological developments, as well as improve their analytical and strategic capabilities. By doing so, they can add greater value to organizations and serve as reliable business advisors..

In the digital age, the accounting profession requires a wide array of skills that go beyond just conventional accounting proficiency (3). Mastery of technology, good analysis, ability to communicate with others, and loyalty to professional ethical aspects are some of the essential competencies that must be possessed. By honing these skills, accountants can provide important added value to the company, participate in the strategic decision-making process, and ensure smooth financial operations in the midst of rapid technological developments (6,7).

Career opportunities for an accounting graduate in the digital era include financial analyst, internal and external auditor, tax consultant, forensic accountant, accounting information system developer and consultant, management accountant, and personal financial advisor (8,9). Even though operations require information technology, in general, accounting work requires humans to analyze. So that high school students can make the Accounting Department as an option to continue to higher education. The Accounting Department, Universitas Negeri Manado is a pure science department that can be used as one of the choices because it has been accredited very well by BAN-PT. In addition, it has supporting facilities to produce graduates who are ready to work in the digital era. At the end of the implementation of the activity, an opportunity was given for discussion. This opportunity was also used to evaluate this service activity.

CONCLUSION

Improving students' understanding of developments in the field of accounting and encouraging their interest in pursuing studies in the field is the goal of community service through education about accounting undergraduate career opportunities in the digital era for high school students. This activity includes lectures and interactive discussions aimed at providing practical and theoretical insights into the accounting profession in the digital era. Students not only gain a broader knowledge of the accounting profession, but are also motivated to pursue a career in the field starting from continuing higher education in the Accounting Department. With a better understanding of technology, analytical skills, and the importance of ethics, students are prepared for a dynamic and opportunity-filled future in accounting. Continuing education like this is essential to help students better plan and achieve their career goals.

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