

INTEREST AND TALENT-BASED CAREER GUIDANCE STRATEGY IN THE DIGITAL AGE

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ABSTRACT

Challenges in education are increasingly complex, especially in the field of career guidance. This research aims to explore interest and talent-based career guidance strategies in the digital era. The research method used is a literature study, by analyzing various relevant research and literature related to career guidance. The results showed that effective career guidance strategies in the digital era include the integration of digital technology, the use of interactive media, comprehensive services, and multi-party engagement. Digital technologies, such as artificial intelligence-based applications and online platforms, can be used to help students understand their interests, talents and potentials in a more personalized manner. In addition, a comprehensive approach through basic, responsive, individualized planning and system support services provides holistic guidance for students in making career decisions. This strategy is also reinforced by life skills training and collaboration with parents, teachers, psychologists and industry professionals. This study concludes that interest and talent-based career guidance that utilizes digital technology can increase the effectiveness of career counseling services, have a positive impact on students' readiness to face the challenges of the world of work, and support career development in accordance with individual potential. This study provides recommendations for counselors and educational institutions to continue to innovate in providing career guidance services that are relevant to the needs of the digital era.

Keywords: Career Guidance; Interests and Talents; Digital Age.

INTRODUCTION

In the growing digital era, challenges in the world of education are increasingly complex, especially in the field of career guidance (Donal & Munawir, n.d.; Rimayati, 2023; Simanjuntak et al., 2023) . Dynamic changes in labor market needs, the emergence of new professions that were not imagined before (Lubis & Nasution, 2023; Pramesti et al., 2024) , as well as the rapid development of technology, require students to be more adaptive in preparing for their future careers (Dewi, 2019; Fricticarani et al., 2023; Khoiriah et al., 2023) . In this context, students often experience confusion in determining career choices that suit their interests and talents. This challenge is exacerbated by a lack of understanding of how to utilize digital technology to recognize self-potential and explore various career opportunities. Guidance and Counseling (BK) has a strategic role in helping students face this challenge. BK not only functions as a facilitator to solve students' psychological problems, but also as a guide in directing students to recognize their potential, interests, and talents (Dewi, 2019; Fricticarani et al., 2023; Khoiriah et al., 2023) . In the context of career guidance, counselors play an important role in providing information, guidance, and motivation so that students are able to make wise decisions regarding their future careers (Murisal et al., 2022; Rahmi & Asnah, 2023) . With a structured and data-driven approach, counseling can help students navigate the complexities of this digital era.

The main function of BK in the context of career guidance is to provide guidance to students to understand their potential and bridge the gap between individual abilities and the needs of the world of work (Lesmana, 2021; Nasution & Abdillah, 2019) . This function includes interest and aptitude assessment, career exploration, career planning, and the development of relevant skills to compete in the job market. In the digital era, this role is even more crucial as technology enables more accurate and personalized data collection, which can be used to develop more effective guidance strategies (Firman, 2019) . The digital era provides a great opportunity to develop technology-based career guidance strategies (Fajar, 2024; Sintani & Nurlianti, 2024) . Digital platforms, such as aptitude assessment applications, career portals, and virtual guidance services, are tools that can be utilized to provide more flexible and efficient guidance. The use of these technologies allows counselors to reach more students, provide relevant information, and provide guidance services that are personalized and interactive.

Interest and talent-based career guidance strategies can be done through several approaches. One of them is the integration of technology in career assessment. By utilizing artificial intelligence-based software and applications, students can identify their interests and talents in more depth. In addition, digital skills training, such as mastering technology tools and developing personal branding through social media, is also an important part of this strategy. Thus, interest- and talent-based career guidance in the digital era is not only about providing direction, but also empowering students to become independent, confident individuals who are ready to face future challenges. The strategic and adaptive role of counseling to technological developments will be the key to success in helping students achieve their best potential in the ever-changing world of work.

RESEARCH METHODS

This research uses the literature study method to explore interest- and talent-based career guidance strategies in the digital era. The literature study was chosen because it allows researchers to gain an in-depth understanding based on the analysis of relevant literature and previous research. The data sources for this study included scientific journals, textbooks, research reports, articles from trusted digital sources, and official regulations and guidelines related to career guidance and technology utilization in education. These sources were accessed through academic databases such as Google Scholar, Scopus, and ProQuest using keywords such as *career guidance strategies*, *interest and talent-based counseling*, *digital era education*, and *technology in career counseling*. The research steps began with the identification of the topic, namely interest and talent-based career guidance strategies that are relevant to technological developments in the digital era. Next, data collection was conducted by searching, selecting, and filtering relevant literature. After the data was collected, it was analyzed using a thematic approach to identify the main themes, such as the role of counseling in career development, the function of interest and talent assessment, and digital strategies that can be applied (Yusuf, 2014) . This process was followed by a synthesis of information, where the results of the analysis were organized into a narrative that provided an overall picture of the concepts, challenges and solutions offered.

RESULTS AND DISCUSSION

This research analysis uses data from several articles that have been selected, the following articles are based on the keywords *career guidance strategies, interest and talent-based counseling, digital era education, and technology in career counseling*:

No.	Name and Year	Title	Research Methods	Results
1	(Kumara & Lutfiyani, 2017)	Comprehensive Guidance and Counseling Strategies in Career Planning for Junior High School Students	Descriptive qualitative	Comprehensive guidance strategies through basic, responsive, individualized planning, and system support services.
2	(A. R. R. Jarkawi & Suanto, 2016)	Quality Career Guidance and Counseling Strategy at Syuhada Vocational High School Banjarmasin	Case study	The implementation of quality career counseling is supported by SWOT analysis and effective strategies.
3	(Ade & Maloti, 2025)	Career Guidance in Late Adolescent Career Planning	Literature study	Career guidance helps late adolescents understand their interests, talents and future challenges.
4	(Latifatma et al., 2024)	THE APPLICATION OF CAREER GUIDANCE SERVICES IN JUNIOR HIGH SCHOOL (SMP)	Descriptive qualitative	Career guidance in junior high school helps students understand the type of education and work according to their talents, interests and abilities.
5	(Lestari, 2017)	Improving adolescent career maturity through life skills-based career guidance	Descriptive qualitative	Improving adolescent career maturity through life skills-based guidance.
6	(Kushendar, 2019)	Career Guidance Strategies Using Classical Services to Improve Understanding of Advanced School Selection Planning for Junior High School Students	Experiment (One-Group Pretest-Posttest)	Increased understanding of student career planning through classical services.
7	(J. Jarkawi et al., 2024)	A Strategy for Quality Career Guidance and Counseling (Case Study at SMK Syuhada Banjarmasin)	Case study	The implementation of quality career counseling is based on a SWOT analysis with strategic implementation suggestions.
8	(Fajriani et al., 2022)	Transferable Skill Oriented Career Guidance for Visually Impaired Students	Systematic Literature Review (SLR)	Transferable skill-oriented guidance helps visually impaired students prepare for careers.
9	(Pambudi et al., 2019)	Strategies to Help Improve Student Career Planning in the Era of Industrial Revolution 4.0	Four C's based strategy	Four C's (Critical Thinking, Creativity, Collaboration, Communication) strategy to improve students' career planning.
10	(Amalia et al., 2024)	Innovation in the Use of Digital Media in Career Guidance Services within the Learning Freedom Curriculum Framework in the Era of Society 5.0	Quantitative survey	The use of digital media in career counseling services requires further socialization for effectiveness.

Table 1. Relevant Research Articles

The development of digital technology brings significant changes to career guidance approaches in education (Fajar, 2024; Sintani & Nurlianti, 2024). Research data shows that interest- and talent-based career guidance in the digital era requires an integrated strategy, utilizing relevant approaches to address the challenges of the modern world of work. These strategies not only rely on traditional methods, but also utilize digital technology to help students understand their potential and make informed career decisions. Each study in the table provides insights into how career guidance can be effectively implemented in various educational contexts.

For example, research by Kumara and Lutfiyani (2017) emphasizes the importance of a comprehensive approach in career guidance through basic, responsive, individualized planning, and system support services. These services not only help students recognize their interests and talents, but also connect them with educational and career opportunities. This approach is relevant to the challenges in the digital era, where information and collaboration can be optimized with technology to provide more personalized support.

Other research, such as that conducted by Jarkawi, Ridhani, and Susanto (2024), shows the importance of SWOT analysis in developing quality career guidance strategies at the vocational high school level. With this analysis, counselors can understand the strengths, weaknesses, opportunities, and threats faced by students, making the strategies designed more effective. This approach can be strengthened by utilizing digital platforms to collect data and provide relevant career recommendations.

Furthermore, Ade and Maloti (2025) highlighted the role of career guidance in helping late adolescents understand their interests and talents in the transition phase to the world of work. This research asserts that understanding oneself and the challenges faced in the future is key in successful career planning. Strategies such as group discussions, profession exploration through digital media, and life skills training can be implemented to provide relevant and interactive learning experiences.

In the context of technology, Amalia, Nufi, and Maydana (2024) highlighted the importance of digital media innovation in career guidance services. BK teachers need to utilize various platforms, such as WhatsApp, Google Classroom, and social media, to reach students effectively. This is in line with the needs of the digital era, where flexibility and accessibility of information are important factors in career decision-making. However, further training and socialization is needed to ensure that technology is used optimally. Interest- and talent-based career guidance strategies in the digital era can be done through:

1. **Digital Technology Integration:** Utilization of an artificial intelligence-based career assessment application to help students personally recognize their interests and talents.
2. **Comprehensive Approach:** Integrates basic, responsive, individualized planning, and system support services to provide holistic guidance.
3. **Use of Interactive Media:** Increase student engagement by using digital media such as interactive videos, career simulations, and online communication platforms.
4. **Multi-Party Collaboration:** Involve parents, teachers, psychologists and industry professionals in the career guidance process to provide a diverse and in-depth view.
5. **Life Skills Reinforcement:** Provides training in skills such as communication, problem solving, and adaptation to technological changes to help students face the world of work with confidence.

These strategies, if applied consistently and adaptively, will enable more relevant and effective career guidance services, so that students can prepare themselves for a brighter future in the digital era.

CONCLUSION

Interest- and talent-based career guidance in the digital era is an urgent need to help students prepare for a more purposeful career future that matches their potential. The analyzed research shows that career guidance is no longer limited to conventional methods, but requires innovative approaches, such as the utilization of digital technology, SWOT analysis, comprehensive services, and strengthening life skills. Effective strategies include the integration of digital technology for career assessment, the use of interactive media, the involvement of multi-stakeholders such as parents and professionals, and the provision of personalized services based on students' interests, talents, and needs. In addition, innovations in digital media, such as online learning platforms and AI-based applications, open up new opportunities to provide flexible and relevant guidance.

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