

## **Analysis of Career Planning for Students Based on Career Guidance Theory**

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**Abstract:** This study aims to analyze the application of Holland's theory in career planning for students through career guidance at school. Holland's theory, which divides human personality into six types (Realistic, Investigative, Artistic, Social, Enterprising, and Conventional), can be used to help students understand the match between their personality type and the appropriate work environment. With this approach, it is expected that students can choose a more purposeful career path, reduce dissatisfaction, and increase the potential for future success. This research uses the literature study method by collecting and analyzing the results of previous research related to the application of Holland's theory in career guidance. The results show that although Holland's theory provides a clear framework in helping students plan careers, its implementation requires a deep understanding from counselors as well as environmental support such as family and education. In addition, web-based technology can increase the accessibility of personality assessment for students, but still requires proper guidance from counselors to ensure effective use. Overall, the application of Holland's theory in career guidance can provide significant benefits in helping students plan a career that is more in line with their potential and aspirations.

**Keywords:** Holland theory; Career guidance; Career planning

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### **INTRODUCTION**

Career planning for students is very important to prepare them for the world of work or further education after completing formal education (Komara, 2016; Kumara & Lutfiyani, 2017; I. Lestari, 2017). Many students feel confusion and difficulty in determining a career path that suits their interests, abilities, and potential (Setiyani et al., 2023; Supardi et al., 2023). This ignorance often leads to poor decisions, which can affect job satisfaction and future happiness. Therefore, effective career guidance is needed so that students can make choices that are more directed and in line with their personality and interests (Kamil & Daniati, 2017; Sukma et al., 2024). One of the relevant theories in this context is Holland's Theory, which offers the view that a person's career choice is strongly influenced by personality type and compatibility with the existing work environment (Furnham, 2001; Holland, 1996; Moesarofah et al., 2023).

Holland's theory classifies human personality types into six categories, known by the acronym RIASEC: Realistic, Investigative, Artistic, Social, Enterprising, and Conventional



(Furnham, 2001; Holland, 1996; Moesarofah et al., 2023) . Each of these personality types has a tendency to match with certain types of work. For example, individuals with the Realistic personality type tend to be better suited to work in technical or physical fields, while individuals with the Social type prefer jobs that involve interacting with others and helping others. Thus, an understanding of these personality types is essential to help students in planning their careers, in order to choose a path that not only matches their interests, but also their personal characteristics.

This is where the role of Guidance and Counseling (BK) becomes very important (Evi, 2020; Rahmi et al., 2020). Counselors or BK teachers in schools have the responsibility to guide students so that they can understand their own potential, including their interests, talents, and values (Prayitno, 2004). By utilizing Holland's theory, counselors can help students identify their personality types and match them with appropriate career choices. This process not only assists students in making better decisions, but also provides clarity regarding the educational or occupational path they can choose in the future.

Career guidance in schools has several main functions, one of which is to provide accurate and relevant information about the world of work and career development that can be taken after formal education (Juwitaningrum, 2013) . Another function is to help students develop skills in making decisions, especially related to the career choices they will undergo. In this case, BK counselors can use the results of identifying students' personality types based on Holland's theory as a basis for providing more personalized and precise recommendations. This helps students to be more confident in choosing a path that suits their abilities and desires. This research aims to dig deeper into how Holland's theory can be applied in career guidance in schools, as well as analyze the extent to which this theory can help students in planning their careers. With an approach based on Holland's theory, it is expected that career guidance provided by counselors can be more effective in guiding students to find a career that suits themselves.

## **METHODS**

The research method used in this study is a literature study, which aims to analyze and review theories and concepts relevant to career planning for students, especially those based on Holland's theory. This research does not involve the collection of primary data through surveys or direct interviews, but rather utilizes various existing literature sources, such as books, scientific articles, journals, and previous studies that focus on Holland's theory and its application in career guidance. The data collection process was conducted by reviewing and identifying relevant sources to understand the relationship between personality types according to Holland's theory and appropriate career choices for students. The literature sources reviewed also included various studies that reviewed the role of career guidance in education, as well as the methodology used in the application of Holland's theory in the context of career guidance in schools.

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The analysis of this literature will be done by the techniques of selection, comparison, and synthesis of various existing findings to gain a deeper understanding of the effectiveness of Holland's theory in helping students plan their careers (Yusuf, 2014) . With this approach, it is expected that a comprehensive conclusion can be obtained regarding the application of Holland's theory in career guidance and its contribution to students' career planning process.

## RESULTS

This research produced several articles in accordance with the research searched from several digital libraries with the keywords *Holland's theory*", "career planning". Table 1 showed following articles have been found.

**Table 1. Research Results**

Name and Year	Title	Research Results	Analysis
(Amalianita & Putri, 2019)	Holland theory perspective and its application in career guidance and counseling	Holland's theory points to the importance of the fit between personality type and work environment. This fit influences an individual's satisfaction and resilience at work.	This research confirms that understanding and applying Holland's theory can enhance appropriate career selection, especially if there is a match between personality type and occupation.
(Harahap et al., 2020)	Personality Types in Making Career Decisions Based on John L. Holland's Theory	Holland's theory suggests that diverse personality types influence career decisions. This study confirms the relationship between personality type and career choice.	The findings suggest that Holland's theory is effective in helping students make career decisions based on their personality types. Its application can clarify career choices.
(Zainudin et al., 2020)	The relationship of Holland theory in career decision-making: A systematic review of literature	Research shows that Holland's theory is closely related to career decision-making. Environmental factors and job suitability influence career success.	The results of this study confirm the importance of the match between personality type and occupation in career decision-making. Environmental influences are also important in career success.
(Ramadhani et al., 2020)	Analysis of Holland theory career guidance in student career planning	The application of career guidance based on Holland's theory shows positive results in helping students choose an appropriate career. The career planning process is carried out effectively.	The implementation of Holland's theory in student career guidance successfully improved students' understanding of personality and career choices. The program runs well at every stage.
(Nauta, 2010)	The development, evolution, and status of Holland's theory of vocational personalities: Reflections and future directions for counseling psychology	Holland's theory is still relevant, with empirical evidence supporting the existence of RIASEC types. Despite moderate support for the congruency hypothesis, the theory continues to be used in practice.	Despite criticisms of the predictive power of congruence in Holland's theory, its influence on career guidance remains substantial, with empirical evidence supporting its effectiveness.

Name and Year	Title	Research Results	Analysis
(Gottfredson & Johnstun, 2009)	John Holland's contributions: A theory-ridden approach to career assistance	Holland's theory has influenced practice and research in career development. The measurement tools Holland developed help the implementation of theory in practice.	This article shows that Holland's theory provides a clear basis for organizing information regarding individuals and career alternatives, as well as guiding career development.
(Reardon & Bullock, 2004)	Holland's theory and implications for academic advising and career counseling	This research shows that Holland's theory is useful in career and academic counseling, and provides a model for academic advising in universities.	Holland's theory provides a solid framework for academic advising and career counseling, and supports the development of students' interests and abilities in higher education.
(Adlya & Zola, 2022)	Holland's theory to guiding individual career choices	The use of Holland's theory helps individuals understand personality and match it with suitable jobs. This minimizes the problem of job mismatch.	This article emphasizes the importance of applying Holland's theory in helping individuals choose a career that suits their personality, in order to be more satisfied and stable in work.
(Lukman et al., 2020)	Career guidance and counseling in holland's theory perspective	Using Holland's theory for career guidance shows effective results in helping individuals understand the relationship between personality and chosen occupation.	The application of Holland's theory provides a practical solution in career guidance, which helps individuals better plan their career future.
(Budiyono, 2020)	A Development of Web Based John Holland Theory Career Interest Detection Instruments	This study developed a web-based tool to detect career interests based on Holland's theory. The results show the effectiveness of the instrument in helping users.	The development of this web-based instrument shows how technology can be used to facilitate individuals' understanding of their personality and suitable occupations.
(Bullock et al., 2009)	Holland's theory in an international context: Applicability of RIASEC structure and assessments	This research evaluated the applicability of Holland's theory across different cultures and countries, and found that RIASEC can be applied internationally, albeit with contextual challenges.	Holland's theory was shown to have international relevance despite cultural differences. This demonstrates the flexibility of the theory in assisting career decision-making globally.
(Putri et al., 2021)	Holland's Theory Perspective in Students' Career Choice Indah	This study discusses the problems faced and to design career planning solutions for students based on Holland's theoretical perspective.	Holland's theory can help students in determining career choices according to their personality. Holland's theory also explains that using Holland's personality type theory to help clients make career decisions is a strategy that combines theory and practice.
(Suardika, 2022)	Personality Types in Making Career Decisions Based on John L Holland's Theory	This study aims to determine the influence of personality types on career decision making of vocational school students	Holland's theory focuses on behavioral characteristics or personality types as the primary cause of an individual's career choice and development.

Name and Year	Title	Research Results	Analysis
		based on John L Holland's theory.	According to Holland, a person's personality is the result of heredity and environmental influences. Holland's theory helps individuals plan their careers.

## DISCUSSION

Holland's theory of the fit between personality type and work environment offers a highly relevant foundation in career planning for students (Amalianita & Putri, 2019) . In the world of education, many students have difficulty choosing the right career path due to a lack of understanding of their potential (S. Lestari et al., 2023; Sukanta et al., 2024) . Holland's theory divides human personality into six types (Realistic, Investigative, Artistic, Social, Enterprising, and Conventional), each of which has a match with certain types of work. By knowing their personality type, students can more easily determine a career that suits their character and interests. This is crucial to creating an optimal fit between the individual and the job which ultimately increases satisfaction and performance at work.

John Holland's career maturity theory helps students grow to their full potential so that they can plan their career achievements as a foundation for their career based on their abilities (Agustin, 2021). Career guidance is very important in this field. Consultant services are needed (Zarisman, 2023). The biggest contribution of John Holland's famous theory is professional personality and environment. The basic idea is that most people look like a combination of several of the above personality types. Each of these types is characterized by a constellation of interests, preferred activities, beliefs, skills, values, and traits. Likewise, the environment can be classified based on its similarity to the RIASEC type assembly (Asri et al., 2021).

Holland's theory-based career planning also assists students in making more purposeful career decisions. Through the guidance process that refers to this theory, students can recognize their potential more deeply, so that they can avoid career choices that are only based on external pressures, such as parental or environmental expectations. This approach allows students to be more independent in planning their future. Guidance counsellors play a key role in this process by providing information and tools that help students recognize their personality types and show how these types relate to the world of work. Guidance based on Holland's theory facilitates a better understanding of interests, aptitudes and career fit, so that students are better prepared for the challenges of the future world of work (Lianti et al., 2024).

Holland's Theory is the concept of choosing a career according to personal interests. Satisfaction can occur in the right work environment if the individual develops strong dominant leadership skills (Usmawati, 2019). If, however, the orientation is one of hesitation, the likelihood

of reduced satisfaction. The strength or dominance of the personal orientation of the capital developed compared to the career environment will be very important for the individual's choice of lifestyle choices. Again, the key concept behind Holland's model of environment and environmental influences is that individuals are attracted to certain role demands from the work environment that meet their personal needs and give them satisfaction (F. A. Yusuf et al., 2024).

However, the application of Holland's theory in career guidance also faces challenges, especially in terms of effective implementation in schools. Several studies have shown that while the theory provides a clear framework for helping students choose a career, its implementation in career guidance does not always go smoothly. For example, not all guidance counselors have a deep understanding of the theory or the skills to implement it appropriately. Therefore, it is important for schools to provide counselors with sufficient training and resources so that they can be more effective in helping students plan careers. This process should involve structured steps, from personality assessment, to career plan development, to ongoing evaluation and follow-up.

In practice, Holland's theory can have a significant impact in career guidance for students. Research by Adlya & Zola (2022) highlights how this theory can be used to assist individuals in making career decisions that are more focused and based on self-understanding. With a holistic approach, career guidance based on Holland's theory can be more effective in helping students plan a career that suits their condition and potential.

## CONCLUSION

The conclusion of this study is that students can make the wrong choice due to poor career maturity. There are students who choose their field of expertise without considering their talents, skills, interests, or character. This causes students to show negative attitudes, because they are not aware of the basic possibilities (talents, interests, attitudes, abilities, and aspirations) related to the world of work. It is impossible for career-oriented students to plan for the future and build a career model related to the world of work. They are also confused about choosing the type of work that suits their interests and abilities and do not understand the type of work that suits their abilities.

Students can more easily identify a career that suits their personality, which in turn can reduce future career dissatisfaction and failure. Therefore, it is important for counselors to introduce Holland's theory to students as early as possible, so that they can make more informed career decisions that are in line with their interests and talents. With a better understanding of their personality and suitable occupations, students will be better prepared to face future career challenges.

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