

# Improving Students' Understanding of Career Planning Through Human Resource Management Education at SMA Negeri 2 Bandar Lampung

Ayyumi Khusnul Khotimah<sup>1</sup>, Reza Hardian Pratama<sup>2</sup>, Anissah<sup>3</sup>,  
Arisa Elipiana,<sup>4</sup> Anis Fitri Ani<sup>5</sup>

Universitas Malahayati, Indonesia<sup>1,2,3,4,5,6</sup>

[nisa46030@gmail.com](mailto:nisa46030@gmail.com)<sup>3</sup>, [arisaelviana@gmail.com](mailto:arisaelviana@gmail.com)<sup>4</sup> [anisfitri124@gmail.com](mailto:anisfitri124@gmail.com)<sup>5</sup>



## Article History

Received on 11 Mei 2026

Revised on 22 Mei 2026

Accepted on 22 Mei 2026

## Abstract

**Purpose:** This community service activity aims to improve students' understanding of career planning through Human Resource Management (HRM)-based education among twelfth-grade students at SMA Negeri 2 Bandar Lampung.

**Research Methodology:** The program was implemented using lectures, interactive discussions, and simulations to identify students' interests and talents. The effectiveness of the activity was evaluated through a pre-test and post-test approach to measure changes in students' understanding of career planning.

**Results:** The findings showed a significant improvement in students' understanding of career planning concepts, self-potential recognition, and readiness to pursue higher education or enter the workforce. Students also demonstrated high enthusiasm and active participation throughout the program.

**Conclusions:** HRM-based education is an effective approach to strengthening students' career literacy and preparing them to face the challenges of a dynamic and competitive job market.

**Limitations:** This activity was conducted only at one senior high school with a limited number of participants, which may restrict the generalizability of the findings to broader educational contexts.

**Contributions:** This program contributes to the development of career education models in schools by integrating HRM principles into career planning education and may serve as a sustainable reference for similar educational initiatives

**Keywords:** *career planning, human resource management, high school students, community service, Generation Z*

**How to Cite:** Author name. (Year). Title of study. *Name of Journal*, Volume (Issue), Number page.

## 1. Introduction

The development of the workforce in recent years has shown highly dynamic changes along with technological advancements, globalization, and increasing demands for human resource competencies. These conditions require every individual, including senior high school students, to have adequate preparedness in planning their careers from an early stage. Career planning is not only related to choosing a job, but also involves the process of recognizing personal potential, understanding opportunities, and determining strategic steps to achieve future goals.

However, in reality, many students still experience confusion in determining their career direction. The lack of understanding regarding interests and talents, limited information about the world of work, and

the absence of structured guidance are the main factors contributing to students' low level of career readiness. This indicates that career literacy among students still needs to be improved systematically and continuously.

From the perspective of Human Resource Management (HRM), individual development should begin at the educational stage as an effort to create high-quality, adaptive human resources that are ready to face global challenges. Generation Z, as the current student age group, possesses unique characteristics, such as being highly connected to technology and creative, yet they tend to require clear guidance in determining career choices amid the uncertainty of the modern job market.

SMA Negeri 2 Bandar Lampung, as one of the secondary educational institutions, has a strategic role in preparing students for the future. However, the lack of optimal career education programs integrated with an HRM approach remains a challenge in developing students' career readiness.

Based on these issues, concrete efforts are needed through educational and mentoring activities that can improve students' understanding of comprehensive career planning. Therefore, this community service program was conducted with the aim of enhancing students' understanding of career planning through Human Resource Management-based education, so that students can have better preparedness in determining their future direction.

## **2. Literature Review and Hypothesis/es Development**

### **2.1 Literature Review**

Education plays an important role in developing students' knowledge, skills, and readiness to face future challenges, including career preparation. Through educational processes, students are encouraged not only to achieve academic competence but also to develop self-awareness, adaptability, and decision-making abilities that are essential for career planning. In the digital era, education has become a strategic instrument for preparing Generation Z to compete in a dynamic and technology-driven labor market (Riyanti & Prabowo, 2023).

Career education is one of the important aspects of the educational process because it helps students understand their interests, talents, and career opportunities. Effective career guidance programs can improve students' career readiness by equipping them with life skills and career planning competencies (Komalasari & Saripah, 2021). In addition, self-awareness has a significant influence on students' readiness to determine their future educational and career pathways. Students with a higher level of self-awareness tend to have better confidence and clarity in career decision-making (Putri & Handoyo, 2022).

From the perspective of Human Resource Management (HRM), educational institutions have a strategic role in developing high-quality human resources from an early stage. HRM-based career education can support students in understanding the relationship between competencies, labor market demands, and career opportunities. Therefore, integrating HRM principles into career education is considered important in strengthening students' career literacy and readiness for future challenges.

### **2.2 Hypothesis Development**

Based on the literature review, HRM-based career education is expected to improve students' understanding and readiness in career planning. Educational activities that include self-assessment, career guidance, and competency development may help students recognize their personal potential and make more appropriate career decisions. Therefore, the hypothesis of this study is formulated as follows:

H1: Human Resource Management (HRM)-based education has a positive effect on improving students' understanding of career planning.

## **3. Methodology**

This community service program was conducted at SMA Negeri 2 Bandar Lampung, targeting twelfth-grade students. The activities were implemented using a participatory approach through educational sessions, training, and direct mentoring for the participants.

The initial stage of the program involved preparation activities, including coordination with the school administration, identification of students' needs related to career planning, and the development of educational materials based on Human Resource Management (HRM). In addition, evaluation instruments in the form of pre-tests and post-tests were prepared to measure students' level of understanding before and after the program.

Furthermore, educational sessions were carried out by delivering materials related to the basic concepts of career planning, the importance of recognizing self-potential, and an overview of the workforce and higher education opportunities. The materials were presented interactively to help students better understand the content and actively participate in the learning process.

After the material presentation, the activities continued with discussion and question-and-answer sessions aimed at exploring students' understanding and providing opportunities for participants to share questions and experiences related to career planning.

The next stage involved simulations and self-assessment activities, where students were guided to identify their interests, talents, and personal potential. Students were also assisted in developing simple career plans as an initial step toward determining their future goals.

Following the training sessions, mentoring activities were conducted to ensure that students were able to understand and apply the knowledge they had gained. The program evaluation was carried out by comparing the results of the pre-tests and post-tests to assess the improvement in students' understanding of career planning. This program is expected to enhance students' readiness to face the workforce and higher education while fostering a more focused mindset in planning their future careers.

#### **4. Results and Discussions**

The implementation of this community service activity had a positive impact on improving students' understanding of career planning. Before the program was conducted, most students did not yet have a clear picture of the career paths they wished to pursue. Students tended to choose majors or occupations based on environmental influences without deeply considering their own potential and interests.

After participating in the Human Resource Management (HRM)-based educational activities, significant changes were observed in students' understanding and mindset. Students began to realize the importance of career planning from an early stage as a strategic step toward achieving their life goals. In addition, students also developed a better understanding of the relationship between education, skills, and future employment opportunities.

Through the delivery of educational materials and interactive discussions, students gained new insights into the world of work, labor market trends, and the importance of competency development. The simulation and self-assessment activities helped students identify their personal potential, interests, and talents, enabling them to formulate more focused and realistic career plans.

The mentoring sessions conducted throughout the program also contributed to increasing students' self-confidence in determining their career choices. Students became more active in asking questions, participating in discussions, and expressing their future aspirations and career plans.

Based on the evaluation results, there was a noticeable improvement in students' understanding, as indicated by higher post-test scores compared to pre-test scores. Furthermore, students demonstrated high enthusiasm during the activities, which was reflected in their active participation in every session. Overall, this activity successfully improved students' career literacy and developed their initial readiness to face both the workforce and higher education. The Human Resource Management-based approach proved to be effective in providing students with comprehensive and practical understanding related to career planning.

This activity also demonstrated that structured and interactive career education can become an effective strategy for preparing younger generations to be more prepared, adaptive, and competitive in the future.



**Figure 1.** Implementation of the Activity

## **5. Conclusions**

### **5.1. Conclusion**

The community service program conducted at SMA Negeri 2 Bandar Lampung through Human Resource Management (HRM)-based education successfully improved students' understanding of career planning. Students became more capable of recognizing their personal potential, understanding the importance of career planning, and gaining a clearer perspective regarding their future direction. The evaluation results indicated a significant improvement in students' understanding after the implementation of the program.

### **5.2. Research Limitations**

This program was conducted only at one senior high school with a limited number of participants, which may limit the generalizability of the findings. In addition, the evaluation focused primarily on short-term changes in students' understanding and did not measure the long-term impact of the program on students' career decisions and development.

### **5.3 Suggestions and Directions for Future Research**

Schools are encouraged to develop sustainable career education programs integrated with Human Resource Management approaches. Students are expected to become more active in exploring their personal potential and seeking career-related information. Future programs should also be expanded to broader educational settings and incorporate more innovative methods and technologies to enhance students' engagement and career readiness. Furthermore, future research may examine the long-term effectiveness of HRM-based career education in influencing students' career development and decision-making processes.

## **Acknowledgement**

The community service team would like to express its sincere gratitude to SMA Negeri 2 Bandar Lampung for the support and cooperation provided during the implementation of this community service activity. Appreciation is also extended to all students who actively participated, as well as to all parties who contributed to the successful organization of this program.

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