

ABSTRAK

Lestari, Prima Harsi Kantun (2025), *Pengembangan model konseling karir John Holland Berbasis Media Digital dan Pengaruhnya terhadap Kesesuaian Pilihan Mata Pelajaran Keterampilan Siswa Disabilitas Rungu SLBN 1 Bangli*. Tesis, Bimbingan dan Konseling, Program Pascasarjana, Universitas Pendidikan Ganesha.

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Kata-kata kunci: John Holland, konseling karir, media digital, pemilihan mata pelajaran, disabilitas rungu

Pemilihan mata pelajaran keterampilan pada siswa disabilitas rungu idealnya disesuaikan dengan minat, potensi, dan tipe kepribadian individu, sebagaimana dalam teori karir John Holland. Namun, di lapangan banyak siswa memilih mata pelajaran yang tidak sesuai dengan karakteristik mereka akibat terbatasnya akses layanan bimbingan karir terstruktur dan informatif. Penelitian ini bertujuan untuk mengembangkan dan menguji efektivitas model konseling karir berbasis teori Holland yang terintegrasi berbasis media digital dalam meningkatkan kesesuaian pilihan mata pelajaran keterampilan siswa disabilitas rungu. Penelitian Research and Development (R&D) ini menggunakan model pengembangan ADDIE dan melibatkan lima siswa disabilitas rungu sebagai subjek uji coba. Instrumen penelitian meliputi kuesioner validasi isi, kepraktisan, dan kesesuaian pilihan mata pelajaran keterampilan, yang telah melalui uji validitas dan reliabilitas. Analisis data menggunakan indeks validitas Lawshe (CVR dan CVI), analisis deskriptif kuantitatif, uji N-Gain, serta uji Wilcoxon. Hasil penelitian menunjukkan model konseling memiliki validitas isi tinggi (CVI = 1), sangat praktis (rata-rata kepraktisan 95,24%), serta efektif secara signifikan dalam meningkatkan kesesuaian pilihan mata pelajaran keterampilan, ditunjukkan oleh skor N-Gain tinggi dan hasil uji Wilcoxon yang signifikan. Temuan ini menunjukkan bahwa integrasi media digital dengan konseling berbasis teori Holland merupakan strategi inovatif, efektif, dan inklusif dalam mendukung pengambilan keputusan karir yang tepat bagi siswa disabilitas rungu.

ABSTRAC

Lestari, Prima Harsi Kantun (2025), *Development of a Digital Media-Based John Holland Career Counseling Model and Its Effect on the Suitability of Skill Subject Choices of Deaf Students at SLBN 1 Bangli*. Thesis, Guidance and Counseling, Graduate Program, Ganesha University of Education.

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Keywords: Career counseling, digital media, hearing impairment, Holland's theory, subject choice suitability

The selection of vocational subjects for students with hearing disabilities should ideally be aligned with their individual interests, potentials, and personality types, as proposed in John Holland's career theory. However, in practice, many students end up choosing subjects that do not match their personal characteristics due to limited access to structured and informative career guidance services. This study aims to develop and evaluate the effectiveness of a career counseling model based on Holland's theory, integrated with digital media, in improving the alignment of vocational subject choices among students with hearing disabilities. This Research and Development (R&D) study employed the ADDIE development model and involved five students with hearing disabilities as trial participants. The research instruments included content validation questionnaires, practicality assessments, and evaluations of the appropriateness of vocational subject choices, all of which underwent validity and reliability testing. Data analysis was conducted using the Lawshe validity index (CVR and CVI), descriptive quantitative analysis, N-Gain test, and the Wilcoxon signed-rank test. The results showed that the counseling model had high content validity (CVI = 1), was highly practical (average practicality score of 95.24%), and was significantly effective in improving the appropriateness of vocational subject choices, as evidenced by a high N-Gain score and statistically significant Wilcoxon test results. These findings suggest that integrating digital media with Holland-based counseling is an innovative, effective, and inclusive strategy to support accurate career decision-making among students with hearing disabilities.