

**PERSEPSI SISWA BARU DALAM MEMILIH JURUSAN SEKOLAH
MENENGAH KEJURUAN (SMK) DI KECAMATAN BULELENG TAHUN
AJARAN 2025/2026**

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ABSTRAK

Penelitian ini bertujuan untuk mengetahui persepsi siswa baru dalam memilih jurusan di Sekolah Menengah Kejuruan (SMK) di Kecamatan Buleleng Tahun Ajaran 2025/2026. Penelitian ini menggunakan pendekatan kualitatif dengan jenis fenomenologi. Subjek penelitian adalah siswa baru SMK yang telah menentukan pilihan jurusan, sedangkan objek penelitian adalah persepsi siswa dalam memilih jurusan. Data dikumpulkan melalui wawancara, observasi, dan dokumentasi, kemudian dianalisis menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa persepsi siswa dalam memilih jurusan dipengaruhi oleh minat dan bakat yang dimiliki, ketersediaan informasi mengenai jurusan, pengaruh keluarga dan teman sebaya, serta pertimbangan peluang kerja di masa depan. Siswa cenderung memilih jurusan yang sesuai dengan ketertarikan dan kemampuan diri serta dianggap mampu memberikan peluang karier yang baik setelah lulus. Dengan demikian, pemilihan jurusan di SMK tidak hanya didasarkan pada keinginan pribadi, tetapi juga dipengaruhi oleh informasi yang diperoleh, lingkungan sosial, dan harapan terhadap masa depan.

Kata Kunci: persepsi siswa, pemilihan jurusan, SMK

***NEW STUDENTS' PERCEPTION IN CHOOSING A VOCATIONAL
HIGH SCHOOL (SMK) MAJOR IN BULELENG DISTRICT IN THE
2025/2026 ACADEMIC YEAR***

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ABSTRACT

This study aims to examine the perceptions of new students in choosing majors at Vocational High Schools (SMK) in Buleleng District for the 2025/2026 academic year. This research employed a qualitative approach with a phenomenological design. This research involved newly admitted SMK students who selected their majors, while the object of the study was students' perceptions in choosing majors. Information was gathered through interviews, fieldwork observations, and document reviews, before being processed via the Miles and Huberman analytical framework, which encompasses data reduction, data display, and drawing conclusions. The outcomes demonstrated that the perspectives held by students in choosing majors were influenced by their interests and talents, the availability of information about the majors, the influence of family and peers, and considerations regarding future employment opportunities. Students tended to choose majors that matched their interests and abilities and were perceived to provide promising career prospects after graduation. Therefore, the selection of majors in vocational high schools is not solely based on personal preferences but is also influenced by information received, social environments, and expectations for the future.

Keywords: *students' perceptions, major selection, vocational high school (SMK)*