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PLANNING A FRIENDLY CAREER OF STUDENTS THROUGH STRATEGYC APPROACH IN SMK SHUHADA BANJARMASIN H. Jarkawi Study Program Guidance and Counseling. Faculty of Teacher Training and Education MAB Uniska Banjarmasin jarkawi010462@gmail.com Abstract Planning friendly student's career is very important today. Prepare students planning careers friendly optimize its potential **in accordance with the** interests and talents without any element of coercion.

The focus of research, planning careers friendly 4 Prodi SMK students in Banjarmasin Martyrs approach strategy. Methods used qualitative descriptive study subject the students. The object of research students planning careers friendly. Pact collection techniques: interviews, observations, questionnaires. Mechanical analysis: Pact Collection, Pact Reduction, and Withdrawal Pact Serving Conclusion.

Results and Discussion. Results and Discussion. Are qualitative: GC career fields ranging semester of 2015/2016, policy principal, vice principal of curriculum 1 hour class. Granted responsive services, career issues, further studies, family.

Issues of further studies teacher training friendly planning a little high because of factors economic. Problems friendly planning further studies to college a little due to economic factors. Check the cost of student responses on the self for further studies to university campuses, asking self-employment in the labor training, alternative further study scholarship. Friendly planning careers students through individual counseling services 30 students come chamber GC and group counseling with technical discussions.

Previous students confused plotting his career in the future, thinking to work, much less think of further studies, floating. After a career with a friendly planning strategy

approach students without coercion, on a voluntary basis, the initiative asks student comes spatial GC career information. Visible difference before and after.

Being the qualitative planning careers friendly approach strategy before the average value = 163 category S (sufficient) after being given information services with guidance classical average value rose to 191 in the category H (High). There was a difference before and after the progress quantitatively and an average of 28, or an average of about 12%. Conclusion: 1.

Planning friendly earlier career is still low, high teacher training little further studies because of economic factors, confused plotting future career and quantitative by 163 category S (Sufficient), 2. After a given career guidance service friendly planning responsive students positive, self-consciousness without coercion, and quantitatively there is an increase of 191 category H (High) 3.

there is a difference before and after the provision of career guidance services about planning careers friendly and quantitatively score progress before and after by 28 or 12%. Key words: Sustainable Planning, Career Student, Strategy INTRODUCTION Friendly planning the career of any individual is one thing that is very important at this time. Friendly career planning is intended to prepare learners optimize their potential.

Each learner has the right to determine the direction for friendly planning her career ahead, but in spite of it all. learners must understand very well be the career that will be run in the future, especially such learners must understand their potential is already in line with their interests and talents so that these individuals are not wrong in determining or planning a career that they want without compulsion.

Careers are often equated with work. Friendly career planning is equated with the selection of work. Actually career sense broader than just choosing a job. Career related to one's development and become an important part in the success of one's life, to the career needs to be well planned and friendly. Friendly planning capabilities mature career closely linked to the students' understanding of the career itself.

The success of the career achievement of a person affected by their ability hospitable career planning and decision making to mature without compulsion. Someone who has a career-friendly planning capabilities, would be able to understand him. Thus, the individual can decide the most appropriate option in accordance with the situation himself without any forced element.

Adolescence is a period of transition from children to adults. As an individual who is

undergoing the process of transition, adolescents have the developmental tasks that lead to its readiness to meet the demands and expectations of the role as an adult. The orientation of the future or a career **is one of the** phenomena of cognitive development that occurs in adolescence.

As stated by Syamsul Yusuf (2012: 12) of the key tasks of adolescence is a preparation for adulthood. Students who sat SMK already started to plan for the future or a career that suits they expected before they actually step on **the world of work** after graduation SMK. According to Montessori (in Suryabrata.2001: 189) III period (12.0-18.0) **is a period of self-discovery** and a sense of social susceptibility, in this era of personality **should be developed and** should be fully aware of the imperatives.

Then Demita (2015: 36) adolescence (12-21) is a transitional period between the time a child's life and future adult life. Planning friendly career is a process that was held within the individual to define, select, and career planning future will come, and there is no pressure, coercion from others (parents, siblings, guardians, friends, teachers, community) but learners with career self-consciousness determines our future.

An individual in career planning cannot be separated from the influence of internal (inside) and external factors (external). Both of these factors has been a factor that can affect and may also be a contributing factor in determining a person's individual career planning next friendly match what the individual had planned.

Winkel (2007) states that there are several factors that influence the development of an individual's career, these factors are grouped into two: internal and external factors as follows. Internal factors are (1) the values of life (values), (2) the level of intelligence, (3) special talent, (4) interest, (5) properties, (6) knowledge, and (7) constitution.

While external factors are (1) people, (2) socio-economic situation the country or region, (3) the economic status of the family, (4) the effect of all members of **the extended family and** the nuclear family, (5) education, (6) association with peers, and (7) demands.

STUDY THEORY Career Career is a process that shows the developmental function in decision making as described Suherman (2008: 27) career is the way life events; sequence-occupational and occupational roles that his whole life other states responsibility to work in whole an overall pattern of development itself; a series of positions that are paid or unwaged occupied by a teenager until the pension, which is where his work is only one; includes work rules related Herr & Crammaer (1984: 4) in Suherman (2008: 29) stated that career describe someone who sees her job as a vocation that permeated the whole or thoughts and feelings as well paint the entire lifestyle (life styles) life ; a career of more than just a job; career related to how the

individual (self-development) in life span that includes life roles, settings and events of one's life. Based on such understanding can be explained that a career is an occupation that is occupied by a person to advance life who have different requirements for example level of education, responsibility and other requirements.

While the characteristics of career development of adolescents aged 15-24 years with a start studied themselves and do a job search developmentally career Super (in Suherman., 2013: 112) stage of career development 1) the growth stage 2) exploration stage 3) the startup phase 4) stage maintenance 5) stages of deterioration. Even the teachers in this case the teacher guidance and counseling disclosed directorate coaching in 2008 (in Husamah.,

2013: 80) should be able to provide opportunities for learners to explore, build and shape, and apply the knowledge in their lives. As well as the views of the developmental tasks during adolescence (Hurlolock. 1980: 209) focused on prevention attitudes and behavior patterns childish and preparing to face the gods Friendly Career Planning Referring to the description above that a career is an occupied to advance their lives and meet these requirements, we need a friendly planning.

Winkel (2004: 682) states that "good planning is also called good planning requires thinking about all the goals to be achieved over the long term (long-range goals) and **in the short term** (short-range goals)". Parsons (in Winkel & Hastuti, 2004: 626-623) formulated as a career planning process through before making a career choice. This process includes three major aspects of knowledge and understanding of themselves, their knowledge and understanding of the work, and the use of correct reasoning between themselves and the world of work.

This can be explained that the ability plan career is a skill or ability of students in determining the steps **to be taken in** a career to achieve the objectives that have been established **in accordance with the** capabilities and requirements include knowledge and understanding of themselves, their knowledge and understanding of the work, as well as the use of reasoning right between the self and **the world of work** without pressure and coercion.

According to Winkel (2004: 682), "careful planning requires thinking about all the goals to be achieved in the long term (long-range goals) and all the goals to be achieved **in the short term** (short-range goals)". Ideally, short-term goals become increasingly of interest intermediate students closer to the long-term goals. Lifestyle (life style) to be achieved, including in the long- term goal, for example, and the values of life (values) that wants to be realized in life.

Certificate, diploma prepared to hold a future work plan, including objectives in the short term. According to Winkel (2004: 683), "the maturity of career planning for the long term also depends on the mode of education received within the family". This is consistent with the view Anne Roe (in Winkel, 2004: 629), which emphasizes the element of progress in career choices, the more the mode of interaction with parents during childhood and education pattern applied by parents against a minor impacting office development.

Moreover, Winkel (2004: 683) also explained that "the results of the planning is a decision about something consciously chosen, usually from among a number of alternatives that can be chosen". The decision would be easier if thoughtful and friendly is the result of planning, not just move dreamily or behavior that is try it and away from the pressures and threats from other parties outside the self-learners.

Emphasized again by Wlgito (2010: 208) in planning for future students understand what is in himself, his situation, the value that exist within oneself and society, environment. In planning careers friendly, there are various factors that influence. These factors can be derived from self (internal) or from outside yourself (external). These factors can be distinguished from each other, but cannot be separated because simultaneously these factors will form a unique personality.

Winkel (2004: 647) argues that "there are several factors that affect a person's career choice which include internal factors and external factors". Internal factors, which include the values of life, level of intelligence, special talents, interests, attitudes, knowledge, and physical state. External factors, which include community, socio-economic circumstances the country, family socioeconomic status, the influence of family, school education, social peers, and the demands of office.

The key for friendly planning a mature and wise decision lies in the processing of information about themselves and about their environment without coercion or pressure to the learners. In other words, only students who have relevant information and interpret its meaning for themselves, can make choices that can be accounted for. Therefore, BK teachers / school counselors should help students acquire and interpret relevant information, either through career guidance in the form of group and individual counseling Data information that needs to be acquired and interpreted the students in making career planning students (Winkel, 2004: 685): 1).

Information about himself which include data on: (a) broader intellectual abilities; (B) a special talent in the field of academic study; (C) interests both broader and more

specific; (D) the results of learning in a variety of core subject areas; (E) personality traits that are relevant to the participation in a program of academic studies, an exercise program Pre- and a field office, like the courage to speak and act, cooperative, courteous, reliable, thoughtful, diligent, potentially in the areas of leadership, tidy, diligent, tolerant, resistant in a situation of tension, open, honest, and good character; (F) the acquisition of cognitive, such as the ability to conduct analysis and synthesis, the ability to regulate the flow of mind of its own in the face of a problem, the ability to decipher orally and in writing, the ability to regulate its own activities, the ability to understand and speak a foreign language, and the ability to capture the state of the other; (G) the values of life and ideals of the future; (H) provision in the form of special skills in the field of administrative / clerical, arts, sports, mechanics, as well as motor coordination, all of which are highly relevant for the desired career planning program; (I) physical and mental health; (J) vocational maturity.

2). Data on the state of the immediate family are also included in the scope of the information about the picture itself is actually a social data. However, the state of the family as a living environment that is most meaningful for individuals whose daily with family join big influence on the formation of self-image. Close family circumstances include about: (a) the position of the child in the family; (B) a view of the role of family obligation to boys and girls; (C) the family hopes for the future of children; (D) the socio-economic standard of family life; (E) the lifestyle and a family atmosphere; (F) the level of parental education; (G) a source of conflict between parents and children; (H) the marital status of their parents; (I) stay at home other than their own parents and brothers sibling.

3). Information about the environment that are relevant for career planning, especially education information (educational information) and information office (vocational information), which together are known with career information (career information).

Providing this information aims to enable students to have an understanding of the types of jobs that exist in the community, about the kinds of educational information about the prospects for continuation of study and required job information society in the future. Based on the description explained that the factors that affect career planning is a factor that comes from self (internal) or from outside yourself (external).

Strategy Approach Understanding the strategy there are several kinds, as stated by the experts. The word strategy comes from the Greek word Strategos is a combination of Stratos or the army and the ego or the leader. A strategy has basic or schemes to reach the intended target. It is understood that basically the strategy is a means to an end According to.

According to Dess (1993), "strategic formulation is the process that transforms this homework into the plan" (strategy formulation is a process that changes the analysis of the problem into a planning). Also raised by Alfred Chandler (in Kurniawan, 2008: 11) strategy is defined "goal-setting and long-term goals of a company and the allocation of the necessary resources to achieve the goals" while Kennet Adrew (in Kuniawan.

2008: 11) strategy "in an effort to strength evaluate and weaknesses of the company compared to the opportunities and threats in the environment faced". Furthermore Kurniawan (2008: 11) confirms the strategy is one important because it provides a basis for reaching the target in various forms. Eggen (2012: 87) confirms the strategy is an action teachers will increase student learning is better in guidance and counseling term strategy proposed by Nurihsan (2012: 9) is a pattern that was planned and set out deliberately to perform activities or actions.

From the opinions of the above, then the strategy can be described as a plan drawn up by top management to achieve the desired objectives. This plan includes: objectives, policies and actions to be taken by an institution in maintaining the existence and soothe competition, especially company or organization must have a competitive advantage.

With well-formulated strategy will help the preparation and allocation of resources owned institution into a form that is unique and can survive. A good strategy is based on internal capabilities and weaknesses of the company, anticipating changes in the environment, as well as the unity of the movement carried out by enemy spies.

From the description of strategic management in the world can take the values contained in the strategy are related to planning a friendly competitive, effessen, superior, competitive and surfing amid the current competition without coercion and pressure from other parties. Siagian (2008: 17) Strategy as a large-scale plan, means among other things the fundamental decision now to be implemented in the future.

And described Siagian (2008: 17) a good plan if it had been included in efforts to take into account a variety of factors predicted to influence the implementation of the plan. Some things that need to be taken into account in a strategy to be able to be competitive and targeted then there some things that need attention and well recognized as disclosed Siagian (2008: 18-20) as follows: a) involvement, b).

allocation of funds, facilities, infrastructure, c) time, d) future e) a multifaceted strategy f) the external environment In an environment management guidance and counseling

services, the strategy has a very important role for the achievement of the objectives, because the strategy provides a course of action, and how these actions should be done so that the desired goal is achieved.

To look at the feasibility of an institution **must be made a** correct analysis and where appropriate as disclosed Siagian (2008: 172) one of which is the analysis of "SWOT (strengths, weaknesses, opportunities, threats), namely: (a) Strengths and weaknesses are contained in an internal, (b) the threat and opportunity is understood environmental factors contained in the external.

The right strategy and reliable in planning Friendly career students in further study and **the world of work** done after doing a process analysis of internal and external forces in the form of **strengths, weaknesses, opportunities and threats** so that students in career planning there is no coercion and distress but really over awareness, self- initiative, creative and is responsible for its own future and meaningful to their lives further study and **the world of work** in the future.

RESEARCH METHOD In this study, researchers used a qualitative descriptive method for descriptive research is very simple just ask or collect information and report the results. Maolani (2015: 72) explains descriptive study was to describe the situation or phenomenon that is designed to obtain the information in the present circumstances.

The place of this study that the Vocational High School (SMK) Martyrs Banjarmasin. **The research subject is** the subject addressed or investigated by researchers Arikunto, (2006: 145). That is the subject of this research is the students of class XII SMK Martyrs Banjarmasin. The object of research is what the focal point of a study.

Arikunto, (2006: 118). **the object of this study** was friendly career planning vocational students Shuhada Banjarmasin. Primary data in this study were obtained directly by researchers from the field, including the primary data is the result of observation guidance about career planning students of class XII SMK Martyrs Banjarmasin.

Secondary data obtained from existing sources through libraries, journals, and books related to career planning students of class XII SMK Martyrs Banjarmasin. Instruments of a study by interviewing school peronil associated with the implementation of the counseling program to be reached for comment about career planning at the school researchers studied.

Researcher using face to face interviews and structured, which later researchers cultivate an interview about career planning instrument. Documentation is a way to understand

individuals through efforts to collect data, study and analyze the written reports, and audio-visual recording of an event whose content consists of explanations and thoughts related to the purposes required.

Here, researchers will document the things that are considered important in relation to the **implementation of the guidance and counseling** program. The questionnaire used by researchers which closed questionnaire in which researchers create an instrument with some items that will answer choices already made by the researcher, so that the students stay fill in the answers they think are appropriate to the circumstances and conditions of such students.

Qualitative techniques used non-test transform and analyzing data obtained through observation, documentation, interviews, and questionnaires. **Analysis of qualitative data** in the form of descriptive analysis. Descriptive research usually has two purposes, the first is to determine the development of certain physical means or frequency of availability of a particular aspect of social phenomena. The second is to describe in detail certain social phenomena, eg interaction, social, kinship systems and others.

The data analysis technique used to analyze problems that have been formulated prior to use **interactive analysis model, which** was developed by Miles and Huberman (in Sugiyono 2011, 334). Techniques interactive analysis **consists of four components** of the analysis, namely: 1) Data Collection, Data collected from observations or observation, interviews and documentation in the records of the field, which consists of two parts: First, the case records which is a record of what observed, heard, seen and experienced by researchers naturally or what their field without any opinion and interpretation of the researchers.

Second, reflective notes which are records that contain impressions, comments, opinion and commentary about the phenomenon new researchers only found, in a note reflection, researchers began to **withdraw early conclusions** were temporary and only in the data independently. Besides, **in the field notes** made plans for data collection at a later stage.

2) Reduction of Data, Data recorded in the notes field of a polynomial will complicate conclusion, it needs to be shortened, and have summarized the data is important and directly related to **the subject matter of** this activity is called data reduction. Data reduction is done with care and repeated continuously to avoid the possibility of a mistake in reducing, as it can only data that turned out to be important and necessary, but are reduced, and the data is not critical it is not reduced.

- 3) Serving Data, Data that has been reduced, it should be presented in written form is arranged in a systematic or created matrix, graphs or tables, so easily seen and understood relationship between the data with the other, so as to facilitate conclusion.
- 4) Withdrawal conclusion, inference was performed during the research conducted.

Data obtained since the beginning of the study had started interpreted and conclusions drawn. When the data are still few in number, the conclusion drawn is still unclear, more data is obtained, then the conclusion will be clearer. If the conclusion is still not steady, the researchers need to go back to collect data again.

For quantitative data analysis In this study, researchers used a descriptive analysis of the percentage by describing the results of pre-test score calculation (initial evaluation) and post-test (evaluation results). The analysis technique is the percentage description data analysis techniques to reveal the students' career planning skills before being given the information service career and after being given a career information service.

The formula used is as follows: To determine the type of descriptive percentage obtained by each indicator in a variable, and calculating the percentage then interpreted into a descriptive phrase. As for how to determine the categories are as follows: 1) The number of category: There are five categories, namely: Very High (ST), High (T), Fair (C), Low (R), Very Low (SR) 2) Calculate the percentage of maximal, $4 \times 60 = 240$ 3) Calculate the minimum percentage, $1 \times 60 = 60$ 4) The length class interval, $(240-60) \div 5 = 37$ Based on the above calculation, category ratings of the level of students' career planning skills as follows: Table 1.

Students' career planning skills Interval Kategori 240-277 very high 171-239 High 134-170 High enough 97-133 Low 60-96 Very low

RESULT AND DISCUSSION The result showed there are two types of data the data having the character of qualitative and quantitative data bersipat more details can be seen from the presentation of the data below: Qualitative Data a.

Guidance and counseling Implementation services career fields Implementing guidance and counseling services career fields to improve students' career planning of future teachers in vocational guidance and counseling Martyrs explained clearly that vocational guidance and counseling at the Martyrs was once given no clock in class for service delivery conduct Guidance and Counseling. Now start the odd semester 2015./2016 policy has been given by the principal and vice principal of curriculum 1 hour to go to class to class I to class III with a total number of grade 12 classes and individual teachers in vocational guidance and counseling Syuhad given the job as much as 6 class / teacher guidance and counseling, for vocational Shuhada there are two teachers counseling ie

(A) and (B).

This is explained by the teacher Guidance and Counselling (A) and confirmed again by the teacher Guidance and Counseling (B) by describing the time to go to class as much as 40 minutes / meeting guidance and counseling services. For Career Guidance Services was given to students of class 1 (A), and Service responsive (B). In connection with career planning are also given in class III not only in class I (A).

BK each classroom teacher with the material problems of work, further study, married (A). Issues of further studies look for college or planning of demand towards further studies into college a little since. It because of limited problem of economy (average job parents are farmers, laborers) and there is even a student while working (B) is sometimes exhausted students in the classroom.

Student response after being given care guidance and counseling (ask, if the college where and How can the issue of cost) is described (B) for the studies continued to university should adjust to the subject that is being taken now) is added (A) if the employment problem asked by students is asking for jobs and most majors in mechanical engineering workshop into **the world of work**, and added (A) to add skills should attend training through employment training (LTK) or at the training Center (BLK) area of the river Banjar Baru Ulin (A).

added (B) students work while in college working with set times of the day and night work for those who cannot afford tuition. Services Guidance and Counseling in Vocational Shuhada given to students (A) in the form of service further study, work, career seera strategy of dealing with the UN with the technique of learning a regular and continuous (B) add only new four times the service Guidance has been given with regard to the personality of the story, social problems peers, drugs, after being given a response to student services need to be improved (A).

and asserts (B) Granted future developments at the age of SMK more notice fellowship than n future problems. Implementing service guidance and counseling especially in the field of career in improving the career planning of students in the future, (A) Through service guidance and counseling career services through individual counseling and (B) with group counseling through technical discussion be done in the school library during school hours is empty.

Evidence has done service guidance and counseling in schools (SMK Martyrs) with counseling services individually for one semester there are 30 people who came keruang Counseling request assistance with career planning ahead (A) described students who

come indeed in a position to confusion in planning a career in the future before it can be proved from the records of visits of students chamber Guidance and counselee (Documentation).

And (B) are doing with the group counseling services there 4 times a meeting with the group discusses the drug problem, ditching, spp, about carrier (further studies planned future career and working life) and rat-average 1 group of 6 to 7 students. Added related to individual counseling services in the service career guidance and counseling is about further study and **the world of work** (A) and (B) to group counseling issues where further studies are more dominant and how long to continue his studies as well as where it is located.

Either (A) or (B) reveals that almost all students want to work very less minded to think further studies that further studies into Poltek (Unlam, Hasnor, Uniska) and not even to get out of Borneo. Form of guidance and counseling services related to career is through browser received vocational Martyrs of one of the colleges of Malang. (A).

Of nursing, in yesterday from FKM Uniska years 2015/2016 to 2016/2017 is now not one of the higher education institutions that conduct campaigns to SMK Martyrs. From some of the services provided to students with regard to students' career planning appropriate knowledge floating experienced by students (B) Implementing service guidance and counseling career fields to improve the career planning of students in the future by using a special approach, in career planning students conducted by students on a voluntary basis students and the services provided by the teacher Guidance and Counselling (A) on the initiative of teachers of Guidance and Counseling and often time students who come in spatial guidance and counseling to request information about a career (B) but to issue more dominant career already entered the classroom provide career information. There being some other cases (A) more smoking, and about career Zinet some students tend to stop for school while working.

(B) Teacher of Guidance and Counseling follow up by doing a home visit and work together parents and homeroom teacher, principal, vice principal of student field. Results after the home visit, the students then continued his studies and is now active again with the principal policy for free tuition. (A) (B) Guidance and counseling implementation services career fields to improve students' career planning ahead to have a special schedule (A) .

A special schedule of career planning is sometimes only the services provided in accordance Package, Amenities students but carrier sometimes inserted because there is among students ask about his career (B) for a long discussion and the tip ends of the

career future problems . The average student does not have plans of his/her carrier but after being given the student's career services felt there is a belief of himself on careers (A) (B).

(A) (B) Implement BK service career fields to improve students' career planning ahead at the library for group counseling , to individuals in the room if classically BK according to the schedule given by the principal policy and vice principal b. Interest of Guiding and Counseling implementation services career fields The specific objectives in the implementation of the service BK career field .

(B) give more focus to the further enlightening studies and in part to **the world of work** and (B) clarify the statement (A) the reason being that the students are motivated to continue their studies according to their interests and talents and educational background today. (A) The problem is indeed the preferred working world average student because the student economy so weak that his thinking tends to work after school.

(B) For those able to afford that its economy in giving service to continue further studies to PT Form of special-purpose programmed in the implementation of the career services field BK (A) (B) Service information in leaflet , brochure both local and from the poor unfortunate polytechnic ITN (Hasnor polytechnic) . (B) Directed that no college campus night so students can study further as he walked the daytime c.

Guiding and Counseling service component of career fields According to (A) Competencies that must be held by teachers guidance and counseling as a service provider: Guiding and Counseling educated Master S-1 Guiding and Counseling. (B) is actively participating in the activities Deliberation Teacher of Guidance and Counseling (MGBK) special vocational Banjarmasin city.

Training K 13 by LPMP unfortunate Banjarbaru (Bapelkes Banjarbaru south sekalimantan december 2015) (A) Implement the program judging system BK, BK Instruments, mengobeservasi BK career requesting service delivery plan (RPL) as the monitoring of the interested parties, (B) PSB about the specialization of career for the new student teacher bk is not much involved with the PSB.

(A) (B) From an interview interested students of vocational electrical engineering department but put permesianan reasons koseong class interest that is directed to a less class. (A) the criteria to be considered in determining the service participants. The time before the UN, Socialization PT school, student requests, on schedule for class.

(A) Topics frequently discussed in the execution of the service BK career field. Further study and **the world of work**. (B) The teacher guidance and counseling ever discuss topics relating to career planning about **the world of work** and further study d. Planning activities guidance and counseling career field The planning process BK service career field that is often done at all times of individual counseling and group and go to class (A). (B) By using a needs assessment before providing services BK career field.

at the beginning it is no requirement of assessment at first worked further conditional according to the needs or demands of students. (B) The instrument is frequently used for needs assessment, IQ Test on the application of electrical engineering teachers (working partner), Problem check list (the dominant issue of further studies / economics) e. Implementation stages BK career field In the service guidance and counseling career field there are certain stages.

Sign absent class, talk and say hi, ask about the proceed after graduation (A). Answered students. (B) Explanation / information needed. Setting up multiple topics geared to the job (B) The work done by guidance and counseling teachers to foster student enthusiasm in participating in service activities BK career field.

With the spirit and encouragement, (A) Provide an overview of the future, economic constraints and the students enjoy joking Particular consideration in determining the techniques used to growing enthusiasm of students in participating BK service career field (B). Seeing the future students will still immature plan, Pessimistic higher school.

(B) The teacher motivates students with low economic of bk to work and given advice after a strong economy or there is a chance while working and going to school and being told for scholarships for further studies. f. Evaluation and follow-up Evaluation procedure observers and asked passing fuel through HP, Time meeting / conferences, contact teachers Students BK provide job information (A).

Implementation of actions taken, sometimes there is no record, for now only through BBM (B) The level of achievement of the objectives in each meeting career information service Around 40% of students responded more problems related to **the world of work** (A) previously unmonitored because there is no clock now, but if requested (B) Meeting career information service implemented to thoroughly discuss the topics there 4 times (B). individual counseling is 30 in average of a semester (B) g.

Supporting and inhibiting factors Obstacles that arise when implementing career information services: in terms of time, cost, students as participants of services (B) stackholder schools, students lack of attention, time is limited, the funds are not there.

(B) supporting factor of the effectiveness of career information services in schools: Space, Scheduled, easy collaboration, BKK (employment agency work) Before non-active now want enabled. (A) Education teacher BK S-1 Department of Guidance and Counseling.

Having Instruments: IQ tests, problem check list Quantitative Data from 117 Number of class X SMK Martyrs Banjarmasin found 34 people that category "fa ir" (C) By doing a SWOT analysis to determine the strategy of guidance and counseling services are provided to students to be effective, efficient and creative and productive then given the scale of planning Friendly career has been on the validity and reliability before, so found vocational students Martyrs There are 34 people in Banjarmasin that category "fa ir", then given service career information about the ability of themselves and further study the field of career guidance classically, so it can be compared before and after as well as the progress of planning friendly student's career, which previously planning friendly career average value 163 and after scores averaged 191 in order to see a score difference between them with a score of 28 and progress 12% CONCLUSION AND SUGGESTION From the results of research and discussion of friendly career planning students through strategic approach at SMK Martyrs Banjarmasin can be summarized as follows: 1.

Planning a career welcoming students without previous strategy approach still confused determine student interest in further study and the world of work, and there are 34 categories of enough. 2. After the information given guidance services with a friendly approach students' career planning strategies to increase with positive response with self-consciousness without force in determining the further study and the world of work with easel in high category. 3.

There is a difference before and after the provision of career guidance services on a friendly planning a career with the approach of the previous strategy confused the students interest in further study and the world of work with enough categories, after being given career planning with positive approach response students strategies with self-consciousness without coercion higher category and progress 12% Based on the conclusions of the research results suggested: 1.

Vocational Teachers in conducting guidance and counseling services in vocational should use approach strategy, activities need assessment, SWOT analysis of internal and external factors then set implementation strategy in service delivery Career Guidance and Figure 1. Friendly Career Planning Class X By Category sufficient Counseling 2.

Vocational students in planning friendly careers in future should have been effective,

efficient , and productive creative and outcomes through career guidance and counseling services with a strategy - based approach 3. Vocational students in planning further studies and working life with self-awareness, the initiatives themselves, creative without any element of compulsion **is based on an** approach strategy 4.

Planning friendly career of vocational students need to develop a broader and deeper for the development of management science career guidance and counseling

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