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Post pandemic career planning strategy for generation Z based on cultural and religion values

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Post pandemic career planning strategy for generation Z based on cultural and religion values

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Abstract: This study investigates career planning strategies for Generation Z in the post-COVID-19 pandemic era, emphasizing career theories and cultural and religious values. Through content analysis, the research reviews 8 articles on career planning grounded in cultural and religious values, alongside 10 articles on career theories and work values. The findings indicate that the career planning process encompasses self-understanding, understanding of career opportunities, planning, and career decision-making, which should integrate values such as faith, hard work, honesty, cooperation, and resilience. These values are represented in cultural heritage, including proverbs, poems, games, models, songs, rhymes, and advice. These insights significantly contribute to the study and practice of career planning in both formal and non-formal education settings.

Key Words: Career planning; Career decision making; Cultural values; Religion values

INTRODUCTION

The introduction is a little different from the short and concise abstract. The reader needs to know the Globalization that occurred in the 21st century made the Covid-19 outbreak spread rapidly (Yiu, Ng, Yu, & Yu, 2022). The COVID-19 pandemic has had a significant impact on the learning environment, personality development, and individual career planning (Zuo, 2022). This condition forces educational institutions to redesign learning strategies and environments to be more innovative and digital-based to take students to the next learning process. This change is driven by the characteristics of students who feel the impact of the pandemic, namely Gen Z who is undergoing a transition period to the world of work. This generation gradually coexists with the older generation namely Baby Boomers, Generation X, and Generation Y.

Generation Z are individuals born between 1995 and 2010 who are known as digital natives (Bencsik et al., 2016). This generation is the first generation to be familiar with the diversity of digital technology since they were born. Most Gen Z are familiar with the internet and social networking sites (Salleh, Mahbob, & Baharudin, 2017), unlimited access to information, smartphones, and digital media more than anyone else (Singh & Dangmei, 2016). Born to parents with more financial stability make individuals in this generation more open, expressive, globalized, and non-discriminatory (Arora, Dubey, & Vyas, 2020). Gen Z tends to be respectful, tolerant, social change oriented, confident, collaborative and conscientious. Nonetheless, Gen Z is a financially conservative generation, who believe that their future is secured by working. This generation also values education, because it

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considers education to help them get a job and career success as an important way to survive (Hampton & Welsh, 2019).

Generation Z is predicted to bring about drastic changes in the future workforce (Agarwal & Vaghela, 2019). Entrepreneurs in the world are starting to realize the emergence of a completely new generation compared to the previous generation. In fact, its population has surpassed the number of the older generation and accounts for about 32% of the youth workforce in today's world of work (Arora et al., 2020). Generation Z or iGeneration which are digital natives who were born in 1995 to 2010 and have a strong tendency to utilize technology to achieve profit. Gen Z will be a different type of professional worker with high flexibility of working hours and solving problems with certain skills (Prawitasari, 2017).

Generation Z, who dominates the workforce, tends to have different work values from previous generations. Work values determine individual attitudes towards a job and differ from generation to generation (Ye, 2015). Differences in values in work can be influenced by the social environment in which the individual is located (Kalleberg & Marsden, 2019). Changes in values that occur in Gen Z are caused by various unique and diverse experiences during their lives such as socio-economic changes, climate, globalization, to massive technological changes (Nabahani & Setyo Riyanto, 2020). In addition to these experiences, individual work values can be influenced by socialization in the family, education, and other social factors. Changes in work values that occur in Gen Z make demands not only for job vacancies but also for the world of education to develop learning and competency development programs that are in accordance with individual needs (Arora et al., 2020).

Gen Z often has plans for what they want and how to get it, including in the career field. However, individuals in this generation have not been able to overcome obstacles, transitions, conflicts in the world of work, or future uncertainties (Nadya & Farozin, 2021). Therefore Gen Z needs career planning services that focus on identifying work preferences and individual satisfaction with a job in the long term (Maloni, Hiatt, & Campbell, 2019). One important aspect of the transition process into the world of work is career exploration. Individuals may not be ready for an active career exploration process to be able to actively obtain and access career information.

Career planning is a strategy or plan starting with choosing career options and ways to achieve these choices through education (Wei, Zhou, Hu, Zhou, & Chen, 2021). Career planning emphasizes how individual efforts achieve career goals that have been set through strategies that have been developed (Valls, González-Romá, Hernández, & Rocabert, 2020). Individuals formulate what steps need to be taken to achieve predetermined career goals. Career planning is interpreted as an individual effort to be able to control himself and choose the career they wants (Saleem, Scholar, Kamran, Sabir, & Iqbal, 2013) through self-understanding, understanding the environment, and career information.

Zunker (2006) explains that in starting the development of his career life, individuals focus on understanding and knowledge about themselves. Knowledge such as interests, strengths, talents, weaknesses, and so on. Self-understanding is considered a process for cultivating a career field that suits the individual (Parsons, 1909). Self-understanding is defined as the level of in-depth knowledge of the nature and characteristics of an individual's personal self as a basis for analyzing career information. Individuals who have good self-understanding will be able to achieve success in their career life compared to individuals with lack self-understanding (Abdullah et al., 2014).

While what is meant by understanding the environment and career information is the individual's ability to explore his career goals by recognizing the characteristics of the environment in which the individual is located. This will encourage individuals to become more familiar with various job choices, industries, career paths, benefits of a job, and requirements for entering the job (Xu, Hou, & Tracey, 2014). Career information obtained by individuals will help them understand the company's values, norms and culture; professional role; special requirements for different jobs; improve social adaptability; and form a proper professional outlook (Cai, 2020).

The various views mentioned above show the high interest of academics to review the career orientation of Gen Z and the factors that influence it. Among these various studies, not many have reviewed based on the perspective of religion and cultural values and how religious and cultural values affect the career orientation of Gen Z, especially in the post-pandemic context. This literature review

aims to review post-pandemic career planning strategies for Gen Z based on cultural and religious values.

METHOD

This study uses a research method with a narrative study model or systematic literature review with reference to sources in the form of books, texts and articles both nationally and internationally (Creswell & Creswell, 2018). Specifically, systematic literature review research is carried out by reviewing a number of references from the literature that are appropriate to the scope of discussion or variables that are the topic of the article. Literature review research is a basic foundation for more in-depth research in academia in certain fields (Xiao & Watson, 2019). The stages of carrying out a literature review are as follows: (1) literature collection; (2) literature selection; (3) literature review; (4) conclusion of results; and (5) discussion of the results of a literature study (Hsieh & Shannon, 2005).

The stages of the data collection process and implementation of literature selection use the PRISMA model which consists of the stages (1) identification; (2) screening; (3) eligibility; and (4) included (Liberati et al., 2009). Literature data collection was obtained through Scopus, ScienceDirect, PubMed, and Google Scholar. The keywords used in the literature search are career planning, career decision making, cultural values, and religion values. The selection of literary sources is limited within the last five years, namely from 2018 to 2022. Based on the articles that have been collected and selected according to the scope of the title, abstract and content, a narrative study is then carried out as well as a process of discussing the results of the study. The following are the stages of the literature on conducting research:

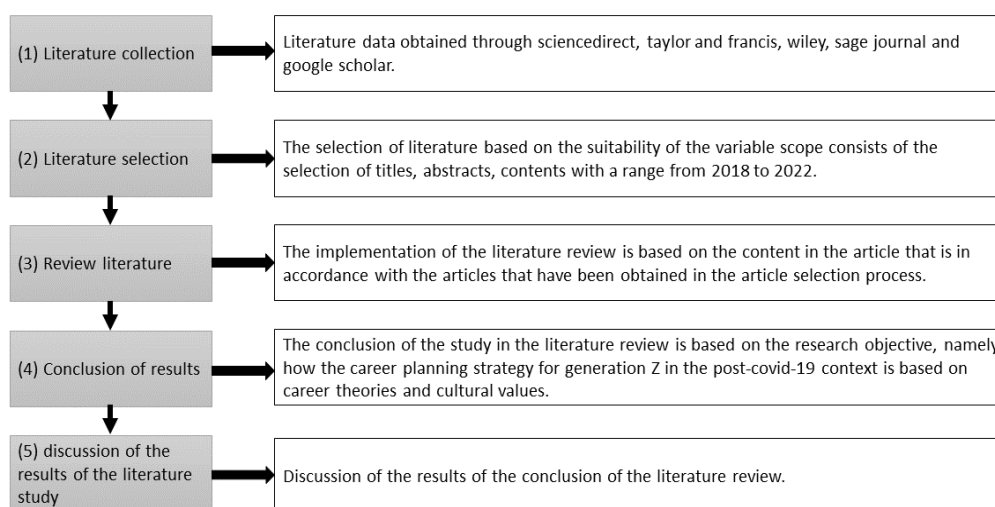


Figure 1 Stages of carrying out a literature review

Based on the search results, there are 382 articles that are considered appropriate to the study of career planning strategies based on cultural and religious values. Then identified the suitability of the title of the article with the study of cultural and religious values. Of the 382 articles, there are 52 articles that discuss career planning strategies based on cultural and religious values. Meanwhile, 330 articles discussed the relationship between career planning and other variables. The next stage is to analyze the article as a whole. There were 8 articles obtained and 19 articles excluded because they contained test results from product development experts. The following are the stages of selecting articles. following are the stages of selecting articles.

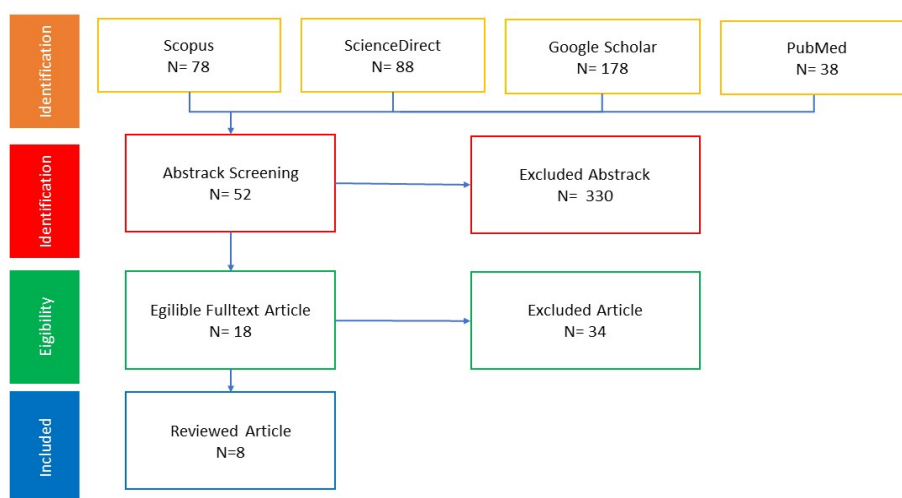


Figure 2 Stages of selecting career strategy articles based on cultural and religious values

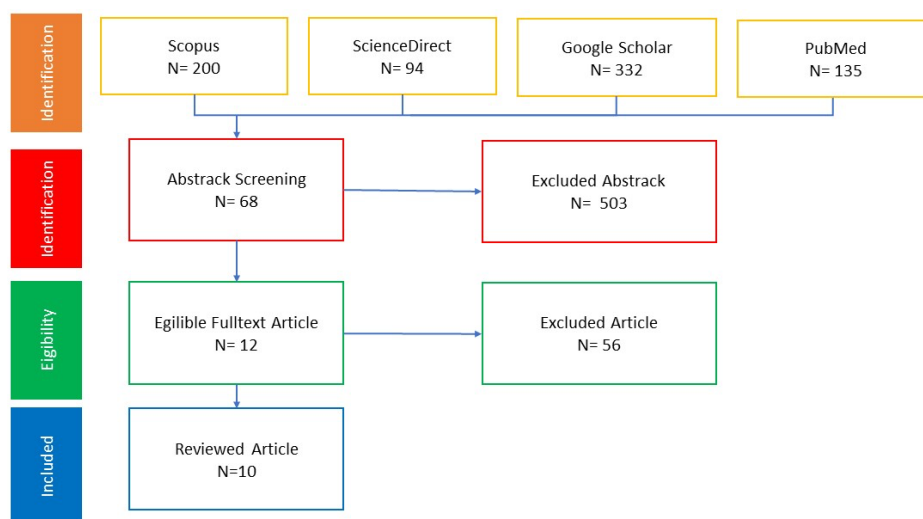


Figure 3 Stages of selecting career theory articles and work values

RESULTS AND DISCUSSION

Work values have an important role in people's lives. This value controls various aspects of work related to the individual. Work values are a reflection of culture and can be seen in behavior and daily activities. This value is interpreted as the goal or reward that individuals seek through the work they do (Froese & Xiao, 2012). Work values play an important role in career life, especially for individuals who make the transition from the world of education to the world of work. The way individuals express expectations and preferences regarding work and workplace will influence career planning and career decisions chosen (Silva & Carvalho, 2021). Based on the findings of the article regarding work values in Generation Z, it was found that there are four main work values, namely working in a team, looking for opportunities to develop, having high social values, and being able to move jobs easily. First, Generation Z has work values that are different from previous generations, such as Generation X and Generation Y. Gen Z prefers to work in an open space, is guided, and has

good relationships with co-workers (Iorgulescu, 2016). Gen Z will be able to easily adapt to the work environment with mentoring and training programs (Arora et al., 2020). Second, Gen Z views work as an opportunity for growth, income, and meaningful work. Individuals in this generation have the confidence to continue to improve their abilities to be able to face life. The type of work that allows flexible work schedules and provides high technology is the goal of work (Nabahani & Setyo Riyanto, 2020).

Third, research from Hampton & Welsh (2019) found that Generation Z has a high social or altruistic spirit compared to previous generations. This makes individuals in this generation like the types of work related to helping or caring for others. Gen Z considers helping others to be an important job satisfaction. Several studies have also found that Gen Z is very job satisfaction oriented, and the work environment is an important factor (Ozkan & Solmaz, 2015). Fourth, Gen Z is less interested in long-term careers and doing the same job for years. This generation is seen as more experimental than the older generation but is more realistic and optimistic about the future (Arora et al., 2020). Individuals in this generation will not hesitate to move on to jobs that are more motivating and challenging (Silva & Carvalho, 2021). The characteristics of Gen Z who like to move between jobs cannot be separated from the influence of commitment, motivation, and job satisfaction. Individuals in this generation choose jobs that motivate and lead to job satisfaction compared to the benefits they get (Nabahani & Setyo Riyanto, 2020). Therefore, identifying Gen Z preferences and expectations for a job is important.

Career planning is defined as the process of developing a plan by analyzing and evaluating subjective and objective factors to achieve career goals (Zhang et al., 2021). Career planning is the first step for individuals to achieve success in their career and future life (Adiputra, Yusuf, & Afdal, 2021). There are several career planning strategies that can be carried out by individuals, including integrating cultural and religious values in them. Based on the findings of the article on career planning strategies based on cultural and religious values, it was found that there are 7 cultural values and 1 religious value that can be implemented, namely career planning strategies based on Serat Wedhatama, Gobak Sodor, Toraja human values, Taluba character values, Toma Loa Se Banari's principles, Wasaka values, Madura work values, and Islamic values.

First, Serat Wedhatama is a fiber which means a work in the form of writing that contains good or high teachings or knowledge. Serat Wedhatama is a literary work written by KGPAA Mangkunegoto IV from the Mangkunekaran Palace of Surakarta Hadiningrat. This literary work contains Javanese songs or kidung or tembang which have various values such as being religious, keeping one's word, being humble, applying good advice, forgiving others, having a sense of responsibility, complying with state regulations, having a sense of love for others, developing or honing self, choosing a job, and the three means of life (power, wealth, and intelligence) (Istiqomah, Muslihati, & Atmoko, 2017). Individuals who implement the values in this Serat Wedhatama will regard work as a means of worship to God so that they will keep their word, apply good advice received in their work environment, forgive coworkers' mistakes, be responsible for their work tasks, be motivated to develop themselves, and work hard to get a salary or wages. Individuals can look for jobs that match these values.

Second, the Gobak Sodor game. This game is one of the games originating from East Java which requires several skills such as physical, mental, tactical, and technical skills. This game is played in groups and requires a lot of physical movement to win. This game has various positive values that can be implemented in individual self-development such as the value of cooperation, sportsmanship, leadership, strategy, and honesty (Hidayah & Dini, 2021). Individuals who develop career planning, need good decision-making skills. These skills are used to choose the direction of further study, self-development such as courses or training, as well as choosing the type of career destination. This Gobak Sodor game can help individuals to practice their decision-making skills. This is based on the fact that when playing the game, individuals practice to strategize and decide what method will be used to win the game. The values of leadership and honesty will help individuals to be able to lead themselves and work well in teams.

Third, the concept of Toraja people. This concept views that human beings essentially have a high dignity from birth until after death. Humans are seen as having a high degree and are responsible for maintaining and maintaining the existing balance (Titting & Feriyanto, 2021). Humans are

considered to have the potential to continuously develop. As the main object of career development, the individual is in the process of becoming a whole person and beneficial to those around him through career planning.

Fourth, the principle of *Toma Loa Se Banari*. The values that exist in this principle are fear or shame, honesty, noble character, and mutual respect among others (Ahsan, Hambali & Hidayah, 2021). The value of fear or shame is interpreted that the individual will become a person who is afraid to make mistakes in his career life to God. This means that individuals will be more careful in choosing a career that is in accordance with existing norms and not choosing negative jobs that are forbidden by God. Furthermore, the value of honesty means that the individual chooses a job or career that suits him. Noble moral values mean that individuals must show good behavior in their chosen career such as hard work, responsibility, and so on. While the value of mutual respect is meant that individuals respect other individual's career choices and do not cheat or be negative. Fifth, the value of the *Taluba* character. These values are the noble values of the Banjar people which include *Baiman*, *Bauntung*, and *Batuah* (Prasetia & Haryadi, 2020). *Baiman* values are defined as religious values in an Islamic context which contain good behavior, methods, and advice that can be imitated such as not harming others and listening to good advice from teachers/parents. The value of *Bauntung* is defined as being a useful individual for those around him. While the value of *Batuah* is defined as being an individual who has dignity both in this world and in the hereafter.

Sixth, the value of *Wasaka*. This value is the motto of the people of the Banjarmasin City which is used to build enthusiasm for work and achieve predetermined goals (Akbari, 2018). This motto reflects the tough values that must be possessed by individuals who are preparing for their careers. The other values contained in it are sincere, religious, honest, hard work, smart, diligent, responsible, independent, caring, disciplined, independent, and nationalism. Seventh, *Madura work values*. Research conducted by Hasanah (2018) resulted in findings that there are values from the Madura work ethic that can be one of the values that Gen Z can adopt at work. These values include a high work ethic and never give up. In addition, Muslihati (2014) identifies the work values of the Madurese community to help individuals prepare for careers such as self-knowledge or *tao dhugĭ krawich* means understanding one's own strengths and weaknesses so that they are able to analyze a career that suits them. Furthermore, there is the value of tenacity or *bilt* and entrepreneurship or *juni* which means that individuals are trying to acquire skills that can support their financial well-being. The value of *ékennng ghibe asemoh* which means that individuals can easily get along and establish good relationships with their social environment. Then there is the *ejhin* value which means independence and not depending on others.

Eighth, career planning based on the values of Islamic teachings. The values in the Islamic *Aqeedah* can help individuals overcome their anxiety about future uncertainty (Syamsu & Satrianta, 2021). Islam teaches humans to always surrender and always seek the guidance of Allah SWT. Individuals will be motivated to always develop themselves to be able to achieve goals and change themselves. Jobs and careers that become individual goals are not only based on worldly reasons but to seek God's pleasure and gain happiness not only in this world but also in the hereafter. This is in line with the value of job satisfaction which is one of the main values that Generation Z looks for in choosing a job.

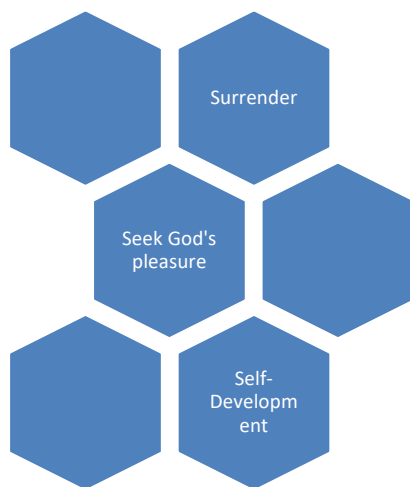
Born in the midst of a technological explosion, some Gen Z have become individuals who are individualistic, self-centered, and less team-oriented than previous generations (Turner, 2015). The tendency of verbal communication skills does not develop optimally because they prefer to communicate individually or online (Dangmei, 2016). The findings of Yiu et al., (2022) state that interpersonal, cooperative, and leadership skills are considered more important to have in finding work in the post-pandemic period. Generation Z tends to prefer working alone rather than working in a team (Arora et al., 2020). This makes it necessary to integrate positive work values in individuals who are in this generation.

As for the explanation above, a summary of the analysis of work values that can be used as a reference for Generation Z, namely:

Table 1. Summary of the Analysis of Work Values

Wasaka Values	Serat Wedhatama	Toraja Human Value	Taluba Character Value	Toma Loa Se Banari's Principle	Madura Work Value	GobakSodor Game
Toughness	Religious, keeping the tongue, humble, applying good advice, forgiving others, having a sense of responsibility, complying with state regulations, having love for others, developing or honing oneself, choosing a job, and the three means of life.	Continue to develop into a complete person, useful for others, and responsible.	Religious values, beneficial for the environment, honest, diligent, intelligent, hard working, responsible, independent, caring, disciplined, nationalism, and independent.	Be noble, honest, and respect each other.	Self-aware, tenacious, entrepreneurial, sociable, and independent.	Teamwork, honesty, leadership, and sportsmanship.

Meanwhile, a diagram of Islamic values for Gen Z career planning is as follows.

**Figure 4** Diagram of Islamic values for Gen Z career planning

CONCLUSION

Orientation towards high job satisfaction makes Gen Z really need career planning based on positive values. Developing a career planning strategy that is based on cultural and religious values will make Gen Z's career orientation more focused. As a generation that is born, grows, and develops together with technology, it makes individuals have individualistic traits which at a certain level will actually harm themselves. Further research using a qualitative approach, especially with ethnographic and phenomenological designs, needs to be carried out for the Generation Z. Development research is needed to find out the most appropriate career planning strategy to help Gen Z achieve success in their career life.

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