DEVELOPMENT THROUGH ICT: EXPLORING THE USE OF JOB SEARCH APPLICATION CAREER

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Abstract

The aim of this study is to analyze the effectiveness of job search applications in supporting individual career development through ICT. The study uses a qualitative-descriptive mini research approach, with a separate interview with fresh graduates from State Islamic University Sunan Gunung Djati Bandung. The results of the study show that job search applications can be an effective tool for fresh graduates in their career development and job search. The applications can help them to connect with potential employers, learn about different companies and industries, and prepare for job interviews. However, the study also found that some fresh graduates are not aware of the benefits of job search applications, and that some applications are not as effective as others. The study concludes that job search applications can be a valuable tool for fresh graduates, but that it is important to choose the right applications and to use them effectively.

Keywords: Career Development; Job Search Applications; Technology; ICT.

INTRODUCTION

The information and communications technology (ICT) industry is making important contributions to academic growth both locally and globally. There is a high demand for ICT professionals that higher education institutions are still struggling to meet. An effective literature review is an important part of understanding the existing findings and issues in the education of future ICT professionals, and for planning future research directions. Based on the findings from a content and cluster analysis, the results indicate the need for a more holistic and strategic approach to the education of future ICT professionals, including career development support within formal processes of higher education (K. Pažur Aničić, B. Divjak and K. Arbanas, 2017).

In today's digital era, Information and Communication Technology (ICT) plays an important role in various aspects of our lives, including in the job search process. Job search apps have become an integral tool for individuals seeking job opportunities. Among these applications, LinkedIn is one of the most prominent applications as a popular platform that offers various features and services to facilitate the job search process. Professional online social networks such as LinkedIn play a key role in helping job seekers find the right career opportunities and helping employers reach potential candidates. LinkedIn's job ecosystem aims to act as a marketplace to efficiently find potential candidates with job opportunities and provide tools to connect job seekers and employers (Fedor Borisyuk. Liang Zhang. Krishnaram Kenthapad, 2017).

Just how far have we moved on in our use of ICT in careers education, information, advice and guidance (CEIAG)? In the early days of computing, the technology push was dominant: to get ever more powerful hardware. Even then, a few organizations were thinking about pedagogy and the effective use of ICT in enhancing career learning and development.

This study aims to analyze the effectiveness of job search applications in supporting individual career development through ICT. By investigating the impact and potential benefits of leveraging ICT tools in job search applications, this research seeks to shed light on how individuals can utilize technology to enhance their job search and career prospects. Specifically, this research will examine how the application influences the development of job-finding skills, broadens access to job opportunities, and improves the overall career decision-making process.

By examining this topic, this study aims to contribute to the existing body of knowledge at the ICT and career development intersection. Additionally, the results provide valuable insights for job seekers and app developers to better understand the potential of ICT to support individual growth and success in a changing labor market. By assessing the use of job search applications as ICT-based tools for job search and career development, this study aims to provide practical recommendations and 9 future developments in the field of ICT-based career services.

Literature Review

Career Development

Sullivan and Baruch (2009) define a "career" as "an individual's work and other meaningful experiences, both within and outside the organization, that shape a unique pattern throughout an individual's life". This definition embodies physical movement and individual perceptual interpretation. Career One definition of career management is planning one's activities and participating in the work one does throughout one's life in order to achieve greater graduation, growth, and financial stability (Juneja, undated). Additionally, the Alberta Career Development Association (2012). defines career development as "a lifelong process of managing learning, work, leisure, and the transition to a future of personal choice and development." Employees want opportunities to advance their careers. "Opportunity is the number one reason 39 percent of employees engage" (Dixons, 2017). As this commitment increases, career development programs aim to accommodate more productive people and develop their skills further, leading to company advancement.

Career development is the process by which individuals evaluate their skills and career paths in order to grow and advance their own careers. Career advancement can include aptitude tests or starting a career search based on true passion. This includes learning or developing the skills necessary to succeed in a career that matches a person's abilities and interests. Career development is viewed as a life-long process in which individuals will often have multiple jobs and may switch careers (Padlya Alpatani, 2019).

According to Frank Parsons (1900), career development begins with a thorough self-assessment. Individuals need to identify their interests, abilities, values and personality traits to gain a clear understanding of their strengths and preferences. By assessing these personal traits, individuals can determine which career path is aligned with their unique characteristics and is likely to lead to satisfaction and success. Parsons (1900) emphasizes the importance of gathering information about various professions. He encourages individuals to conduct thorough research on a variety of jobs, including educational requirements, job duties, earning power and advancement opportunities for each job. Obtaining comprehensive information about various professions enables

individuals to make educated decisions and choose careers that match their interests, skills and personal values.

ICT in Career Education

Schools use a diverse set of ICT tools to communicate, create, disseminate, store, and manage information. According to (Blurton, C. 2000) in some contexts, ICT has also become integral to the teaching-learning interaction, through such approaches as replacing chalkboards with interactive digital whiteboards, using students' own smartphones or other devices for learning during class time, and the "flipped classroom" model where students watch lectures at home on the computer and use classroom time for more interactive exercises.

When teachers are digitally literate and trained to use ICT, these approaches can lead to higher order thinking skills, provide creative and individualized options for students to express their understandings, and leave students better prepared to deal with ongoing technological change in society and the workplace (Goodwin, K. 2012). ICT issues planners must consider include: considering the total cost-benefit equation, supplying and maintaining the requisite infrastructure, and ensuring investments are matched with teacher support and other policies aimed at effective ICT use (Enyedy, N. 2014).

The professional literature on the design and use of ICT in career guidance is at least a partial reflection of the applications available in schools, agencies, and originations, as well as applications available on a self-help basis. By conducting a content analysis of the literature on ICT and career guidance it will be possible to examine the nature of applications available, how the applications are used, issues with the technology, the extent to which the effectiveness of the technology has been evaluated.

Information and communication technology integrates the delivery of information via the Internet with the capability of users to communicate with guidance professionals and each other for assistance in locating, understanding, and using the information they need. The goal of using ICT-based career guidance resources and services is to help young people and adults to make informed and careful occupational, educational, training, and employment decisions (Sampson, 2008).

The ICT on Job Search Application

Michael Larbalestier makes the case strongly why careers and personal advisers need to understand the social web so that they can help their clients engage with it responsibly and effectively. The organization of personal identity has always been recognised as one of the foundation stones of career development. In the internet age, this takes on new meaning as more and more people extend their social and support networks online. Individualsneed to learn how to manage their presence on the socialweb as it is a way of presenting themselves to potential selectors, demonstrating a track record and finding out about and applying for opportunities that interest them. Getting it wrong can seriously damage an individual's well being and reputation.

Stanbury and Reynolds write about innovative website design at the Centre for Career Management Skills(CCMS) at the University of Reading. They show the potential of different types of websites designed as learning tools to enhance the career learning and development of students. The use of information and communication technology (ICT) in career guidance is an important element in the provision of career resources and

services offered face-to-face or at a distance (Harris-Bowlsbey & Sampson, 2005;Offer & Chiru, 2005; Offer, Sampson, & Watts, 2001;Sampson, 2008; Vuorinen, 2006).

Several types of ICT applications in career guidance currently exist. These applications include a) self assessment or awareness-raising exercises and psychometric tests; b) facilities to retrieve information about training and work opportunities relevant to the user;c) decision aids; d) training/distance-learning materials for job seekers; e) CV and resume writing programs templates; f) matching systems relating the user's input to work and/or learning opportunities; g) dedicated experience-exchange mechanisms, such as email lists, chat rooms and discussion forums; h) gateways or portals providing signposting to resources for work and learning;and i) dedicated authoring systems, including blogging and web page creation software (Offer, 1997; 2001). Producing a blog, or updating your social networking sitepages can help people establish greater control of their online identity. At present many employers and admissions tutors search online to see what they can find out about individual applicants to supplement application forms andCVs. Such searches might trawl up Facebookentries,photographs, YouTubeclips, as well as professional profiles on sites like XINGor LinkedIn. If you are an active blogger,any web search could also draw recruiters or those searching for you to your content.

METHOD

This study uses qualitative-descriptive mini research. Therefore, this approach is assumed to fit the need of the research objectives. Because with a qualitative method, researchers are not only able to describe, interpret the research finding descriptively, but also able to make the data analysis organize and provide the participant's definition of the situation, Cohen at.al (2007). Research design is used in a separate interview with fresh graduates from State Islamic University Sunan Gunung Djati Bandung. In this case, the populations are suitable for this research where the participants are in a situation to find a good job. This research aims to analyze the Job search applications that can be used to help them in their career development and to help them to find a good job.

According to Borg, and Gall, (1979:177)the larger group we wish to learn about is called a population. It means that the population is a number of people that the researchers want to analyze. The population of the interview was given to 20 fresh graduate Students of State Islamic University Sunan Gunung Djati Bandung to know the job applications that they used to develop their career and find a good job.

Borg, and Gall, (1979:175) said that sampling means selecting a given number of people from a defined population, as representative of that population. In this research the writer will use random sampling as a technique to take the sample of the research as a representative. The techniques used to collect the data are interviews. And the interview here is an unstructured interview that is used as the result of the research. The data collection procedure is clear and comprehensive, including time allocated, order, data collector. Data analysis is elaborated and justified for each research question (Dawson, 2002; Heineke & Blasi, 2001; Larsen-Freeman & Anderson, 2002; Wallwork, 2011).

FINDINGS AND DISCUSSION

The findings of this study suggest that job search applications can be a valuable tool for fresh graduates in their career development and job search. The participants in this study reported that they found the job search applications to be helpful in their job search. They said that the applications made it easier to find jobs that were a good fit for them, and that

they were able to connect with potential employers more easily. They also said that the applications provided them with valuable information about different companies and industries, which helped them to prepare for job interviews. Within the process of the research, or data collection, the researcher found that based on the data obtained from group interviews, there are many job applications that are used by the participants. The percentages from finding in table form below.

Table 1
Job search Application That most used for Career Development, 2023

Application	Number Students	Persentases
Fresh Graduate		
Web Based	**17**	**49 %**
Linkedin	7	22%
JobStreet	6	19%
Kalibrr	1	3%
Glints	1	3%
Kitalulus	2	6%
Social Media	**18**	**51 %**
Instagram	9	28%
Telegram	5	15%
Facebook	3	4%

Source: Based on the interview to the participants

The data obtained from the interview showed that the most dominant job applications used by the participants are applications that we can find on the web and the applications they can download in Google play store. Based on the data the most applications that were used JobStreet and Linkedin and from social media applications was Instagram. The reasons they used these applications is because these are an official application and have collaborated with various companies or foundations with complete data, so they can search according to what they need and choose which one they think is suitable for them, usually the email of the school and foundation institution is included there. The application already contains clear qualifications and what benefits that you can get. So, it's easy to apply and a place has been provided to enter the application in each locker. Moreover, they don't need to print their CV and send the application data to the company via package.

Based on the data collection, not all the participants use the application based on the web, some of them only use social media applications for finding a job. becaouse they feel that it is difficult to use and apply existing applications on the internet. On the other hand, some of them only use web based applications for their career development and finding a job. However, most of them not only use web based applications but also they use social media applications for their career development and finding a good job. Initial experience in providing career information and services to individuals at a distance has been positive (Malone, 2007; Watts & Dent, 2006). Publications need to explore how guidance interventions can be provided to young people and adults while they are using a Web site. For further explanation and clarification of the research finding, the research specifically presents it in research discussion as follow;

The applications can help them to:
1. **Find job openings that match their skills and interests.**
   Job search applications can be a valuable tool for fresh graduates in their job search. These applications can help them to find job openings that match their skills and interests, connect with potential employers, and learn about different companies and industries (Alamsyah, N., & Setiawan, A. (2020). Job search applications can help fresh graduates to find job openings that match their skills and interests in a number of ways. First, these applications allow fresh graduates to search for jobs by keyword, location, and other criteria. This can help them to quickly and easily find jobs that are a good fit for their skills and interests. Second, job search applications often provide detailed information about each job opening, including the job description, the company profile, and the salary range. This information can help fresh graduates to make informed decisions about which jobs to apply for. Third, job search applications can help fresh graduates to connect with potential employers. Many applications allow fresh graduates to create profiles and upload their resumes. This can help employers to find fresh graduates who are a good fit for their open positions.

2. **Apply for jobs more easily and efficiently**
   Job search applications can help fresh graduates to apply for jobs more easily and efficiently in a number of ways. First, these applications allow fresh graduates to apply for jobs with just a few clicks. This can save them a lot of time and effort. Second, job search applications often provide templates for resumes and cover letters. This can help fresh graduates to create professional-looking documents that are more likely to get their applications noticed. Third, job search applications can help fresh graduates to track their applications. This can help them to stay organized and to know where they are in the application process.

   According to Pang, R., & Koh, H. C. (2019), here are some additional benefits of using job search applications to apply for jobs:
   - We can apply for jobs from anywhere, at any time.
   - We can easily compare different job openings and employers.
   - We can save your job applications for later.
   - We can receive notifications when new jobs that match your criteria are posted.

3. **Connect with potential employers**
   Job search applications can help fresh graduates connect with potential employers in a number of ways (Kuhn, K. B., & Rynes, S. L. (2017). The participants in this study said they can provide access to a wide range of job postings, both in their chosen field and in other areas that they may be interested in. This can help them to identify potential employers that they may not have known about otherwise. Job search applications also can help fresh graduates to tailor their resumes and cover letters to specific job postings. This can increase their chances of getting their applications noticed by potential employers.They also said that job search applications can provide tools to help fresh graduates to track their job applications and to stay organized. This can be helpful, especially when they are applying for multiple jobs at the same time.

4. **Learn about different companies and industries**
   Job search apps can help new graduates learn about different companies and industries in a number of ways (McFadyen, M. A., & Cantrell, S. R. , 2018). First, they can provide access to company profiles, which can provide recent graduates with information about the company's history, mission, values, products or services, and culture. This can help new graduates determine if a company is a good fit for their

skills and interests. Second, job search apps can provide access to industry news and articles, which can help new graduates stay up to date with the latest trends in their chosen field. This can help recent graduates to make an informed decision about their career path. Third, job search apps can connect recent graduates with other professionals in the field, which can give them insight into different companies and industries. This can be useful for recent graduates trying to learn more about their options.

A study published in the journal "Human Resource Management" in 2018 found that job search apps can be an effective way for new graduates to learn about different companies and industries. The study also found that job search apps can help recent graduates to make decisions about their career paths.

5. **Prepare for job interviews**

Job search applications can help fresh graduates prepare for job interviews in a number of ways. First, they can provide access to sample interview questions and answers. This can help fresh graduates to practice their answers and to feel more confident in their ability to answer interview questions. Second, job search applications can provide tips on how to dress for an interview, how to conduct themselves during an interview, and how to follow up after an interview. This can help fresh graduates to make a good impression on potential employers. Third, job search applications can connect fresh graduates with other professionals who have experience in interviewing. This can be helpful for fresh graduates who want to get feedback on their interview skills (Kwan, V. S. Y., & Chan, C. K., 2019).

"The Journal of Business and Psychology" in 2019 found that job search applications can be an effective way for fresh graduates to prepare for job interviews. The study also found that job search applications can help fresh graduates to increase their chances of getting a job offer.

CONCLUSION

Initial experience in providing career information and services to individuals at a distance has been positive (Malone, 2007; Watts & Dent, 2006). Publications need to explore how guidance interventions can be provided to young people and adults while they are using a Web site. The study found that job search applications can be an effective tool for fresh graduates in their career development and job search. The applications can help them to connect with potential employers, learn about different companies and industries, and prepare for job interviews. The study also found that the most dominant job applications used by fresh graduates are applications that can be found on the web and applications that can be downloaded on the Google Play Store. The most used applications are JobStreet and LinkedIn, and from social media applications is Instagram. Not all participants used web-based applications. Some only used social media applications to find work because they found it difficult to use and apply applications available on the internet. On the other hand, some of them only used web-based applications for career development and job search. However, most of them not only use web-based applications but also use social media applications for their career development and finding good jobs.

In conclusion, job search applications can be a valuable tool for fresh graduates, but it is important to choose the right applications and to use them effectively. The study also recommends that publications explore how guidance interventions can be provided to young people and adults while they are using a web site. In addition to the above, here are some other key findings from the study:

- Social media applications are also being used by fresh graduates for career development and job search.
- Some fresh graduates find it difficult to use and apply applications available on the internet.
- Publications should explore how guidance interventions can be provided to young people and adults while they are using a web site.

The study suggest that job search applications can be a valuable tool for fresh graduates, but that it is important to choose the right applications and to use them effectively. Publications explore how guidance interventions can be provided to young people and adults while they are using a web site.

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