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Webinar Education for High School Students: What Major to Choose for University

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ABSTRACT

Lecturers of the Faculty of Economics and Business, Pelita Harapan University, carried out this service activity. This activity is worth doing because many high school students need help understanding what they will face in college. One of the main challenges prospective students face is choosing the right major according to their interests, talents, and career goals. These decisions will have a long-lasting impact on a person's personal and professional development. This service activity is expected to provide prospective students with knowledge and understanding about the majors needed in the current era. The goal is to provide an understanding of what the students need as prospective students to step into the world of lectures with suitable and appropriate majors.

Keywords: webinar, high school student, principal, university

INTRODUCTION

Community Service is one part of the Tri Dharma of Higher Education activities. The community service activities or PKM (Pengabdian et al.) carried out are a form of service provided by Pelita Harapan University lecturers, especially the Faculty of Economics and Business, as a form of concern for the importance of sharing knowledge and opening insight.

Choosing a college major is critical for high school students because it will influence their future educational and career paths. However, many students need help with a major that suits their interests, talents and career goals. In this context, webinars on strategies for selecting majors in higher education are important because they provide a platform to provide relevant information, tips and advice to high school students. Such webinars can introduce students to the various study programs available, help them understand entry requirements and career opportunities in each field, and highlight emerging industry trends, allowing them to make more informed decisions. By holding online webinars, students from various regions can easily access information without travelling long distances or attending seminars in specific locations; this increases the opportunity for students from diverse backgrounds to understand various significant options, broaden their horizons, and help them make informed decisions for their educational and career futures. Thus, webinars on strategies for selecting majors in higher education are an urgent need today because they provide an effective and affordable solution to overcome the challenges high school students face in their educational decision-making process.

This webinar about the strategy for choosing a major in college is crucial because it provides a platform to provide relevant information, tips, and advice to high school students. Webinars like this can introduce students to the various existing study programs, help them understand entry

requirements and career opportunities in each field, and trends in the growing industry, allowing them to make more informed decisions.

Additionally, webinars can also address geographic and accessibility challenges physical presence that students may face, especially during a pandemic like the current one. By holding online webinars, students from various regions can easily access information without needing to travel long distances or attend seminars at a specific location. Thus, the webinar is about choosing a major in higher education, which is an urgent need nowadays because it provides effective and affordable solutions to overcome challenges high school students face in their educational decision-making process.

LITERATURE REVIEW

Webinar use is growing exponentially. They are partially driven by the COVID-19 pandemic's dramatic online behavioural shifts. However, the latest research shows that webinars are also growing in popularity across all industries due to their proven communications effectiveness, extended audience reach, and sustainability and cost-efficiencies due to reduced travel and accommodation. (Company Webcast, 2024)

We can benefit from webinars to achieve something and quickly improve communication communication. In the education industry, they deserve to consider helping senior high school students choose their future based on their needs, interests, talents, and others; so, to fulfil students' needs for information about their career and higher education in university, the lecturer of Pelita Harapan University through PKM arranged and settled this webinar.

Questions about whether it is necessary to have higher education or go to university after graduating from high school (Senior High School) give rise to controversial opinions on two sides. As a review based on observations of higher education, it is pretty crucial (Julo, 2024) for a reason: in the era of globalization, advances in technology and information, increased socialization between humans, and increased levels of competition, many jobs require critical thinking that requires problem-solving and open thinking—just clerical tasks, and usually critical thinking training through higher education or university level.

There are several majors that are very broad and require an understanding of business activities as a whole. Usually, these majors are easier to understand in general. However, several other majors focus on work department issues, so these things need to be understood so that high school students can choose the right major to get training and education in his field. Factors that influence the chosen major in university besides interest and talent are the development of technology that creates new careers and opportunities and the development of competitiveness in the social economy, too. (Saikhu and Hidayatullah, 2024)

By understanding the development of an increasingly advanced world with many disruptions in various fields, high school students are expected to be able to identify abilities and skills that they want to develop by choosing the right major at the college level so that they are more focused in making essential decisions impact on career and future self-development. For practitioners, this webinar can provide insight into the character and values

of recent high school students and answer the questions: What things can attract them to choose a particular major at university? Besides, they can explore what the campus can do as an educational institution to address challenges in changing times. Overall, "Education via Webinars for High School Students: Enter College, What Major Do You Choose?" can provide concrete and

valuable solutions for prospective students facing a future where the world is increasingly developing and full of challenges and disruption in various fields.

METHODOLOGY

This PKM is carried out by holding a Webinar on the Zoom platform. Webinars started with an introduction to UPH and continued with a presentation of material by Dr Tanggor Sihombing, B.A., M.B.A., with direction from Mrs Josephine Kurniawati Tjahjono S.E., MM as Moderator. After the presentation of the material, participants will be given the opportunity to ask questions through a question-and-answer (Q&A) session. After the question and answer session, we held games to increase the webinar participants' interest. The details of the method for implementing this PKM are:

1. Give a short presentation related to the current major at the university.
    a. Share information about majors that are currently developing.
    b. Share information about significant opportunities at the university.
2. Provide participants with the opportunity to ask questions through a Q&A session.

Below is the schedule and implementation time of the webinar.

TABLE 1.
THE SCHEDULE OF WEBINAR

NO	ACTIVITY	February			Maret				April	
		2	3	4	1	2	3	4	1	2
1	Survey	▓	▓							
2	Meeting Preparation			▓	▓					
3	Material Preparation					▓	▓			
4	Proposal Preparation							▓		
5	Implementation Activity								▓	
6	Summarize and Analysis									▓
7	Report									▓

The PKM team, led by Renna Magdalena, S.T., S.E., M.Ak., is responsible for organizing and implementing activities related to the program. Renna's responsibilities include discussing the webinar materials with the team, drafting the PKM proposal, and preparing for the activity's execution. Member 1, Dr. Tanggor Sihombing, B.A., M.B.A., also collaborates on webinar material discussions, contributes to the PKM proposal, and provides training to other members. Member 2, Ilyona Risty, S.E., M.Sc., is tasked with creating the PKM report, submitting related work to journals, and preparing the handover memo for the PKM. Go, George Herbert, S.E., M.M., as Member 3, handles the publication of webinar activities, drafts the final PKM report, and submits the journal report. Member 4, Josephine Kurniawati Tjahjono, S.E., M.M., serves as the webinar's Moderator manages activity publications, and assists in submitting the journal report for the PKM. Lastly, Gloria Mariana Kristanti Harjanto, as Member 5, coordinates with ICT to set up the Zoom meeting, designs promotional posters, and creates the registration link for the event.

TABLE 2.
ACTIVITY IMPLEMENTATION OF WEBINAR

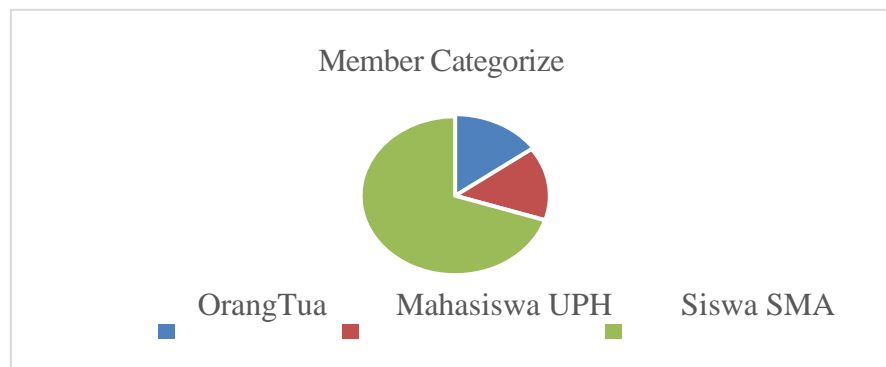| Tuesday, 2 April 2024				
Time		**Duration**	**Activity**	**Location**
13:45	14:15	0:30	*Open Gate & Pengisian Form*	*Zoom*
14:15	14:18	0:03	*Opening by MC*	*Zoom*
14:18	14:20	0:02	Open Praying	*Zoom*
14:20	14:22	0:02	*Rules*	*Zoom*
14:22	14:26	0:04	Preface by Principal of Program	
14:26	14:36	0:10	Introduce UPH Kampus	
14:36	14:38	0:02	Introduction of *Moderator*	*Zoom*
14:38	14:41	0:03	Introduction of Speaker	*Zoom*
14:41	15:11	0:30	Explanation Material Webinar	*Zoom*
15:11	15:14	0:03	*Closing Moderator*	*Zoom*
15:14	15:29	0:15	Sesi QnA	*Zoom*
15:29	15:30	0:01	*Pre-Appreciation Certificate*	
15:30	15:34	0:04	e-certificate symbolizes a photo	
15:34	15:44	0:10	*Ice Breaking*	*Zoom*
15:44	15:46	0:02	Closing Prayer	*Zoom*
15:46	15:49	0:03	*Closing by MC*	*Zoom*
15:49	15:55	0:05	Fill *out Form Regis-Out* and	*Out Zoom*

RESULTS

Figure 1. Member Categorize

The team's preparations began by allocating 1 hour for the coordination of the committee team and rehearsals for Webinar trials by the team. At around 13.30, the Zoom meeting room was prepared to receive Webinar participants, and there was confirmation to re-register participants to give the committee time to receive 40 webinar participants. The event was opened by the MC and Opening Prayer, which was followed by preparation for the presentation of material, which first introduced the profile of Moderator Josephine Kurniawati Tjahjono S.E. MM and continued with

an introduction to the Speaker's profile. Next, the material was delivered by Dr Tanggor Sihombing, B.A., M.B.A., for approximately 35 minutes, followed by a 25-minute question and answer session. The material was presented in great detail, complete with applicable examples, and the participants showed enthusiasm by asking several questions related to the material presented.

Judging from the feedback data, it can be traced that the composition of webinar participants (excluding resource persons, moderators, and committee members) was 40 people, consisting of 6 participants in the Parents category, 6 participants in the UPH Student category, and 28 participants in the Student category. Even though the number is small, participating in the UPH Parents & Students category is crucial in High school students' final decision to join UPH.

Furthermore, after the question and answer session ended, the Moderator returned the proceedings to the MC, followed by the Speaker's certificate presentation by the Moderator and the Moderator's Certificate by the Chair of the Committee. Before the event ended, a session was held for attendees to obtain a certificate and fill in the event feedback form. The achievement of the results set at the beginning of this PKM activity is threefold. First, by helping prospective students understand the challenges of the current business and work environment, the program aims to foster greater self-awareness among these students regarding their capabilities. This awareness can drive their motivation to pursue knowledge and self-improvement at the college level. Despite being in the adult phase, the early decision to select a campus significantly impacts their future success in the real world.

Second, the active participation of parents, especially during the Q&A session of the webinar, highlights their care and concern for their children's future. Their engagement indicates a desire for a positive and conducive educational environment for their children. Such involvement is valuable and should be followed up by the UPH Admission Department through a more personalized approach.

Lastly, the participation of current UPH students in this activity reflects their favourable experiences with the education they are receiving at UPH. These positive experiences are crucial in their willingness to recommend UPH as the ideal campus for their friends, colleagues, and close relatives, helping expand the UPH community.

CONCLUSION

Furthermore, the implementation of PKM achieves the expected goals, which are reflected in the evaluation results provided by participants. Evaluation was carried out through a survey at the end of the event by distributing questionnaires online. Questions are asked to be filled in and use a 1-3 Likert scale. Number 1 strongly disagrees, and number 3 agrees. The data shows that participants agree that the objectives of this workshop can run well and provide benefits for the student's future, with an average answer of 3 or the maximum number. Based on existing data, most webinar participants felt the benefits of the material presented, especially the detailed description of existing majors and their potential in the future. Although this activity went relatively smoothly, several obstacles and limitations in implementing the event remained. From the evaluation provided by the PKM team, the following suggestions and input can be used as a guide to further improve other PKM events in the future, including:

1. The participant's voice leaks, so in the future, the host needs to be able to turn off the participant's mic centrally during the presentation and open it only during the question and answer session.
2. Onent immediately uploaded the live-in webinar on YouTube, with the first asking permission from the committee. In the future, this matter will deserve more attention from the committee.
3. Some participants felt that the time allocation for the main event (webinar and Q&A) was lacking, so in the future, they need to pay more attention to time allocation and transitions between parts of the webinar.

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