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The 4<sup>th</sup> International Conference on Entrepreneurship

## **Facing Career Challenges in the Digital Era: Career Education and Guidance Program through Instagram Live Talkshow for Accounting Students**

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### **ABSTRACT**

Facing career challenges in the digital era is crucial for accounting students to prepare for and compete in an increasingly competitive job market. This topic was selected to guide and educate accounting students on strategies to tackle career challenges through the IG Live program. This program helps students understand the various career paths, develop soft skills and leverage technology in career guidance. The community service method employed is the organization of interactive and educational IG Live sessions. These sessions include vital components such as discussions with experienced speakers from the accounting industry, successful alums, and faculty members, offering practical insights into accounting careers. Additionally, participants are encouraged to engage in interactive Q&A sessions and receive supporting materials such as career guides and articles. This activity will enhance career knowledge, build the necessary skills, and strengthen students' professional networks, thus making them more prepared and confident in facing the job market after graduation.

*Keywords* - Accounting Careers, Students, Digital Era, Career Guidance, Soft Skills, Instagram Live

### **INTRODUCTION**

Choosing a career is one of the critical decisions that must be faced by students, especially those majoring in accounting. In the increasingly evolving digital era, accounting students face various challenges different from previous generations. Along with possessing in-depth technical knowledge, they must develop non-technical or soft skills, as employers increasingly value these skills in the workplace. Research by Diani and Sumiati (2018) shows practical career guidance can help students identify their career goals and develop the necessary skills. However, the reality is that many students still need to receive adequate guidance, especially when facing the demands of careers in the digital era.

Along with the development of technology, social media has become an integral part of daily life, including education and career guidance. Kietzmann et al. (2011) argue that social media holds great potential as a learning and interactive communication platform. However, using social media as a career guidance tool still needs improvement, especially among accounting students. Many of them are familiar with technology but have yet to fully realize or take advantage of the potential of social media, such as Instagram, for information and career guidance; this creates a gap between the potential of technology and its use in education and careers.

The lack of access to practical career guidance is also a significant problem. There needs to be more than the career guidance sessions available on campus to answer all of the student's individual questions and needs. As a result, many students need adequate guidance to prepare themselves for the workforce, according to the findings of Tran and Swierczek (2009), who stated that skill development, including soft skills, is significant in increasing the employability or competitiveness

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of graduates in the job market. With proper guidance, accounting students can develop these skills and respond to the needs of the ever-evolving job market.

In addition, knowledge of the various career paths available still needs to be improved among accounting students. With diverse career options, such as public accountants, auditors, tax consultants, corporate accountants, and government accountants, many students need clarification in choosing a career that suits their interests and abilities. Inadequate information regarding each pathway's responsibilities, required skills, and career prospects often makes it difficult for students to make informed decisions regarding their future careers; this shows the need for a comprehensive and relevant career guidance and education program.

Based on this situation analysis, the Accounting Study Program of Universitas Pelita Harapan (UPH) Surabaya, in collaboration with Accounting Hack content creators, considers holding a career guidance program through the Instagram Live platform necessary. This program aims to provide accounting students with more interactive and real-time education and career guidance. The program aims to help students understand the available career paths, develop the necessary soft skills, and increase their readiness to face an increasingly competitive job market by utilizing technology and social media.

### **LITERATURE REVIEW**

Several problems are often experienced by the general public, accounting requesters, and accounting students, making this IG live helpful. Like many other universities, accounting students face significant challenges in preparing themselves to enter the workforce. These challenges require innovative and practical approaches to provide relevant solutions. Here are some of the main problems faced by accounting students, which are the reasons for the importance of holding this IG Live:

1. **Lack of Knowledge about Career Opportunities** Many accounting students need a clearer picture of the various career paths available after graduation. Students must understand broad career options, such as professional accountants, auditors, tax consultants, corporate actants, and government accountants. The lack of adequate information about each path's responsibilities, required skills, and career prospects leaves students needing clarification and help in making career choices that suit their interests and abilities.
2. **Limited Access to Effective Career Guidance:** The career guidance available on campus must often be revised to answer all students' questions and needs. Career guidance sessions that are limited in number and duration can only provide in-depth and personalized guidance to some students. As a result, many students feel that they need more guidance to prepare themselves for entering the world of work.
3. **Lack of Soft Skills Development:** Despite having strong technical skills, many accounting students need to develop soft skills that are critical to success in the workplace. The academic curriculum must often emphasize communication, teamwork, leadership, and time management skills. These skills are essential for interacting with colleagues, clients, and employers, working effectively in teams and leading projects.
4. **Optimal Use of Technology:** Accounting students are currently very familiar with technology and social media, but using this platform for educational and career guidance still needs improvement. As one of the most popular social media platforms, Instagram has excellent potential as a communication and interactive learning tool. However, many students must be aware of or fully utilize this potential to get information and career guidance.

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5. Lack of Insight into Skills Required in the World of Work: Many college students need to fully understand what skills are most in demand in today's world of work. Rapid changes in the industry and the demands of the dynamic job market require students to constantly update their skills and adapt to the needs of the industry. Students often need guidance to identify and develop skills relevant to the latest developments in accounting.

The UPH Accounting Study Program Surabaya Campus can provide practical solutions to overcome these problems by organizing IG Live in collaboration with content creator Accounting Hack. IG Live will provide an interactive platform where students can gain in-depth information and personalized career guidance and develop the soft skills and insights needed to succeed in the world of work. This activity aims to help accounting students better prepare themselves and maximize their career potential for the future.

The proposed solution to overcome the problems accounting students face includes organizing Instagram Live (IG Live) sessions that focus on various aspects of careers in accounting. This IG Live session is designed as an interactive and educational platform where students can obtain comprehensive information about accounting career paths, develop the necessary soft skills, and utilize technology for career guidance. The program will feature experienced speakers, including professionals from the accounting industry, successful alums, and lecturers, who will share practical insights and experiences on career challenges and opportunities in the digital age. The output targets of this service program include several essential aspects:

1. Increased Career Knowledge: Students will better understand the different career paths available to accounting graduates and the prospects and challenges they may face in the workforce.
2. Soft Skills Development: The program will equip students with essential skills for success in the workplace, including communication, teamwork, leadership, and time management, and the workshops and training sessions will strengthen these skills.
3. Continuous Educational Materials: All IG Live sessions will be recorded and provided as educational materials that students can access at any time, as well as career guides and relevant articles as additional references.

These solutions and output targets aim to ensure that the community service program through IG Live provides significant benefits for UPH Surabaya accounting students, helping them prepare for their careers, enhance their competitiveness in the job market, and build a strong foundation for future success.

## **METHODOLOGY**

The team conducts community service through careful planning and implementation of activities. The team then implements these plans through a range of carefully designed activities. Implementation of activities:

- The implementation of PKM is as follows: Technical Preparation and Rehearsal (09.00 - 10.00 WIB): Preparation begins by ensuring that all technical equipment, such as tripods, backgrounds, and microphones, are ready to use (09.00 - 09.30 WIB). Then, rehearsals were carried out with speakers and moderators to ensure the smooth running of the event, including checking the internet network (09.30 - 10.00 WIB).
- Instagram Live (10.00 - 10.55 WIB): The session began with an introduction by the

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moderator, who gave an introduction and introduced the speaker and the purpose of the event (10.00 - 10.05 WIB). Furthermore, Accounting Hack delivered the first session, focusing on the career challenges faced in the digital era (10.05 - 10.25 WIB), followed by a presentation from the UPH Accounting Study Program, which complemented academic and career perspectives (10.25 - 10.45 WIB). The session ended with an interactive question and answer session where the audience could ask questions directly through comments on Instagram Live (10.45 - 10.55 WIB).

- Closing and Evaluation (10.55 - 11.15 WIB): The moderator closed the session by concluding the main points, providing motivation, and thanking everyone involved (10.55 - 11.00 WIB). Afterwards, the organizers directed participants to complete an online evaluation survey to provide feedback about the event. (11.00 - 11.15 WIB).

With this implementation, the Instagram Live session can benefit students and get helpful feedback for future activities.

Furthermore, here is the division of labour within the team. Renna Magdalena, S.T., S.E., M.Ak., is the team leader responsible for several key activities. These include discussing the form of collaboration with the Accounting Hack Team, drafting a Community Service proposal, creating a Community Service report, and discussing the topics and implementation of a Talkshow. As a member, Ilyona Risty, S.E., M.Sc, focuses on publishing activities, creating outputs for Community Service in the form of submissions to the UPH International Conference, and preparing the minutes for the Community Service handover. Go, George Herbert, S.E., M.M., contributes by handling the publication of activities and preparing for the Community Service implementation. Felicia Juliani Leliga is tasked with completing the Community Service (PKM) final report, managing the publication of activities, and serving as a presenter. R. Bernardinus Chrisdianto, S.E., M.Si., Ak., M.M., is in charge of the publication of activities, preparing materials for the IG Live Talkshow, and participating as a speaker in the IG Live Talkshow. Jessica Jauri's role includes managing the publication of activities and preparing poster media. Lastly, David Welson Sutanto is responsible for the publication of activities and for maintaining contact with the Accounting Hack committee.

## **RESULTS**

The implementation of the Community Service (PKM) program took place on Wednesday, July 17, 2024, in an Instagram Live (IG Live) format organized by the Accounting Study Program, Universitas Pelita Harapan (UPH) Surabaya in collaboration with Accounting Hack content creators (Fig. 2 and Fig. 3). This activity aims to provide career guidance to accounting students, particularly in addressing career challenges in the digital era. The activity began with technical preparations and rehearsals, including checking equipment such as tripods, backgrounds, and microphones and ensuring the internet network ran correctly. The rehearsal was carried out with the speakers and moderators to ensure the smooth running of the event.

The Instagram Live session began with an opening by the moderator, Felicia Juliani Leliga, who gave an introduction to the purpose of the event and introduced the speakers. The first speaker, Icha Audy from Accounting Hack, discussed career challenges in the digital era and gave students insights and practical tips. The second speaker, R. Bernardinus Chrisdianto from the UPH Accounting Study Program, then delivered additional material that enriched the discussion with an academic perspective on career paths in the accounting field. The event continued with an

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interactive question-and-answer session, where students could ask questions directly through the comment feature on Instagram Live. The speaker answered the questions with the moderator's help. After the main session, the moderator summarized the main points discussed and motivated the participants. The event ended with the distribution of an online evaluation survey to collect feedback from participants regarding the implementation of the event. These surveys are essential to assess the program's effectiveness and identify areas that need improvement for future activities.

The results of this activity show the program's success in attracting active participation from UPH Surabaya accounting students. Based on the evaluation survey, participants found this event very helpful in understanding the various career paths available and the challenges they may face in the world of work. After participating in this session, many participants felt more prepared and confident in planning their careers. Regarding soft skills development, the survey results showed that participants realized the importance of communication, leadership, and teamwork skills in their careers. This session, which focuses on developing soft skills, is relevant and provides new insights. IG Live's interactive format also has good responses because it allows participants to interact directly with resource persons and get answers to their questions.

This activity's results align with previous research that emphasizes the importance of career guidance and soft skills development in preparing students for the world of work. Research by Diani and Sumiati (2018) revealed that practical career guidance positively influences students' career readiness, which is evident in the success of this IG Live program. In addition, these results support the findings of Tran and Swierczek (2009), who state that soft skills are critical in improving graduate employability. This program has made a real contribution to preparing UPH Surabaya accounting students to face the challenges of the increasingly complex and competitive world of work. The data collected from the online evaluation form includes participant responses recorded on a scale from 1 ("Strongly Disagree") to 5 ("Strongly Agree") for each statement related to the IG Live activity. The participants assessed ten statements that included aspects of the material, presentation, interaction, and overall benefits of the activity.

Here is a summary of the average score for each statement based on the evaluations received: Statement 1 (Relevance and clarity of the material presented): 4.20 Statement 2 (Quality of presentation by the speaker Accounting Hack): 4.15 Statement 3 (Quality of presentation by UPH Accounting Study Program speaker): 4.35 Statement 4 (Ability of the moderator to guide the event): 4.40 Statement 5 (Interactivity during the question and answer session): 4.05 Statement 6 (Benefits of information obtained for career planning): 4.50 Statement 7 (Suitability of the duration of the event to the material presented): 3.90 Statement 8 (Connection and technical quality during IG Live): 3.75 Statement 9 (Ease of access to supporting materials after the event): 4.10 Statement 10 (Readiness of the committee in organizing the event): 4.25

The data shows that participants are most satisfied with the benefits of the information they received for career planning. (Statement 6) Moreover, the ability of the moderator to guide the event (Statement 4) shows that the content presented and the way it is delivered successfully meet the needs and expectations of participants. On the other hand, the quality of the connection and the technicalities during IG Live (Statement 8) and the suitability of the duration of the event with the material presented (Statement 7) received the lowest rating compared to other statements; this indicates that there is room for improvement in technical aspects and time management so that similar events in the future can run more optimally.

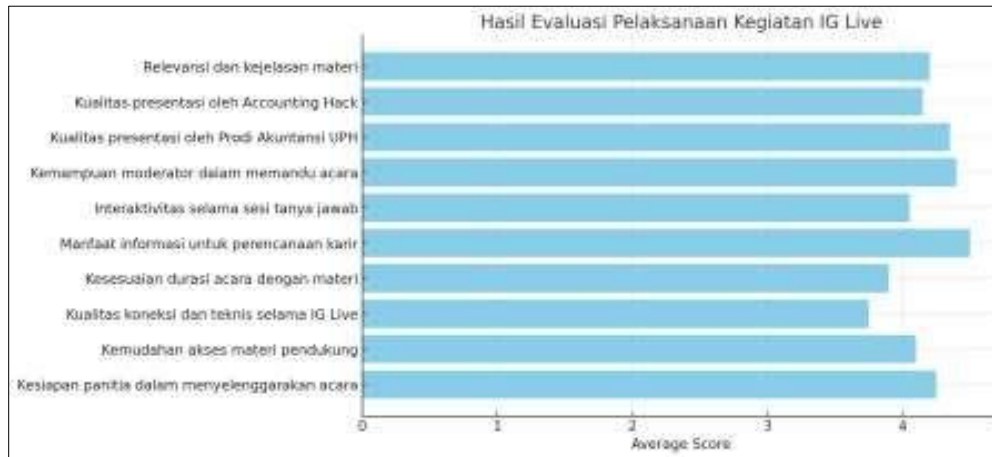


Fig 1. Bar-Chart Hasil Results of Evaluation of the Implementation of Activities  
Source: Authors' Work (2024)

Thus, this service activity through IG Live has achieved its primary goal of providing practical and informative career guidance to accounting students. An interactive approach and collaboration with professionals in the field have proven effective in increasing students' understanding and readiness to plan their future careers. Although there were several technical obstacles, overall, the participants responded positively and appreciated the committee's efforts in organizing this event. These results show that using social media platforms such as Instagram can effectively implement community service programs, especially in the context of education and career development.

## CONCLUSION

Based on the results of the implementation and Evaluation of Community Service activities through the Instagram Live (IG Live) platform, this program has successfully achieved its goal of providing practical and informative career guidance to the accounting students of Universitas Pelita Harapan (UPH) Surabaya. The Evaluation of the participants showed that they benefited significantly from the material presented, especially regarding career planning and soft skills development.

Participants gave the highest evaluation scores for the usefulness of the information provided for career planning and the moderator's ability to guide the event; this indicates that the content and delivery of the material were highly relevant and met the participants' expectations. However, several aspects need improvement, such as the quality of the connection and the technicalities during IG Live, as well as the suitability of the duration of the event with the material presented.

Overall, this activity shows that interactive approaches and the use of social media such as Instagram can effectively implement career guidance and education programs for students. This program has also succeeded in building students' awareness of the importance of soft skills and career readiness in the digital era.

Although this activity went relatively smoothly, several obstacles and limitations in implementing the event were still present. From the Evaluation given by the PKM team, the

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following suggestions and inputs can be used as a guide to further improve other PKM events in the future, including:

1. **Technical Aspects Improvement:** There is a need to improve the technical aspects, particularly the quality of the internet connection and the overall technical stability during the IG Live session; this is important to ensure the smooth running of the event and the comfort of participants participating in the session
2. **More Appropriate Timing:** Given the complaints regarding the suitability of the duration with the material presented, Planning the time more carefully is recommended to ensure that each session can be delivered optimally without feeling rushed.
3. **More In-Depth Content Development:** Although the material presented has been deemed relevant, there is an opportunity to delve into more specific and in-depth topics related to accounting careers so that participants gain a more comprehensive understanding.
4. **Addition of Interactive Sessions:** Given the high appreciation for question and answer sessions, increasing the duration or frequency of these interactive sessions is recommended in the future; this can increase participant participation and provide them with broader opportunities to interact with resource persons
5. **More In-depth Evaluation and Feedback:** Improving the evaluation process by gathering more detailed feedback from participants will be constructive in understanding their needs and expectations, as well as in designing a more appropriate program in the future
6. **By considering these suggestions, the PKM program through IG Live in the future can run better, provide more significant benefits, and further prepare students for success in the world of work.**



Fig 2 Activity Photos  
Source: Authors' Work (2024)

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Fig 3 Activity Photos  
Source: Authors' Work (2024)

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