

THE FACTORS THAT INFLUENCE STUDENTS' INTEREST TO CHOOSE THE HOSPITALITY MAJORS

**Pande Agus Adiwijaya¹⁾, Putri Yasmin²⁾, Luh Made Dwi Wedayanthi³⁾,
Nur Hasibin⁴⁾, I Komang Gde Trisna Purwantara⁵⁾**

^{1,2,3,5)} ITP Markandeya Bali

⁴⁾ Universitas PGRI Banyuwangi

adiwijayapande@gmail.com

ABSTRACT

This study aims to determine the factors that influence students' interest in choosing Hospitality Majors at SMK N 1 Susut. The study used a convergent parallel design of mixed-method research. The qualitative data were collected through interviews and observation while the quantitative data were collected through a survey with 30 students of respondents. The results of the study showed that factors that come from internal and external students influence students' interest in choosing hospitality majors at SMK N 1 Susut. The internal factors of the students choosing Hospitality Majors are (1) students' talent, and (2) students' interest in the hospitality industry. In terms of external factors, these students were affected by (1) parents' encouragement, (2) the living environment, (3) the potential and opportunities for future work, and (4) the school program.

Keywords: students' interest, Hospitality Majors, vocational high school, EFL students.

INTRODUCTION

National education in Indonesia aims to develop the potency of the students to be human beings who believe in and fear God Almighty, have noble characters, are healthy, knowledgeable, capable, creative, independent and become democratic citizens who are also responsible (The Law of the Republic of Indonesia, 2003). To realize this objective, a curriculum is required. It is a plan of action that is aimed at achieving desired goals and objectives (Stotsky, 2012). The curriculum has also a meaning in the subject taught in school or the course of study (Arifin, 2011). It is considered a sequence of potential experiences set up in the school to discipline children and youth in group ways of thinking and acting. Therefore, various programs and learning experiences are provided according to the interests and initial abilities of students (Dakir, 2010).

Vocational High School is defined as a high school to prepare students to be ready for work in a certain (The Law of the Republic of Indonesia, 2003). It means that this school must produce skilful workers as expected by the working world. One of the objectives of the vocational school is to improve the intelligence, knowledge, noble character, and skill of the students to live independently and continue their studies to higher education level based on their majors (Permendiknas, 2006).

The selection of majors in vocational schools is a problem that is often faced by students (Ndolu et al., 2021). Hapsari (2011) reported that most of the students chose their major because a good friend chooses the department, this is because there are still many students who choose the discipline or abilities they have but are not yet known by the wishes of their parents or peers. They chose not to want their long-established friendship to end even though they had different majors they could still meet one another. It leads to a problem

since some students were found reluctant to be engaged in the learning. It could be caused by the students are not interested in joining the program. The factors influencing students to choose their major can be classified into internal and external factors (Azmi et al., 2015).

Interest can be interpreted as a feeling of pleasure or displeasure in the face of an object (Surya, 2003). It is a preference and a sense of attachment to something or activity without anyone telling it to (Slameto, 2003; Widiyanti, 2014). The stronger or closer the relationship, the greater the interest (Djaali, 2009). A person's interest in an object will be more visible if the object is on target and related to the wants and needs of the person concerned (Sardiman, 2003). In this major, students' interests are also taken into consideration by the school in determining the majors for their students. Interest is said to be a source of motivation that encourages people to do whatever they want to do when they are allowed to choose, so from this interest motivation is obtained to achieve something.

The Hospitality Majors at SMK N 1 Susut is a national standard department supported by supporting facilities and infrastructure that can support the level of student competence in facing the world of work and the industrial world which is growing rapidly. The Hospitality Majors at SMK N 1 Susut is also equipped with a learning support practice laboratory, namely the front office lab which is equipped with distribution infrastructure. Most of the students of SMKN 1 Susut choose this department, yet many of them were struggling in following and engaging the learning process in this major. A reason for them to choose this major need to be disclosed to find out a solution to assist their learning and hopefully increase their learning motivation.

This study utilized a mixed method research design to elaborate on the reasons of the students comprehensively. By using this method, the data can be collected in quantitative and qualitative ways. Therefore, the data can support each other. The survey could provide a general picture of the phenomenon while the interview and observation could provide confirmation or more detailed information of the phenomenon. However, this study is only limited to SMK N 1 Susut, so it could not be generalized to bigger settings. Since every school has characteristics which could result in different findings. Moreover, the data was only taken in class X, so it could be different for class XI and XII who had experienced the teaching and learning process for more than 1 year in the Hospitality Major.

METHOD

This study used a mixed-method research design. Mixed methods involve the collection and “mixing” or integration of both quantitative and qualitative data in a study (Creswell, 2014). It combined qualitative and quantitative data collection and analysis. This study used convergent mixed methods design which simultaneously collects both quantitative and qualitative data, merges the data, and uses the results to understand a research problem (Creswell, 2012). The qualitative data were collected through interviews and observation while the quantitative data were collected through a survey with 30 students of respondents. The design of the research can be seen as follows

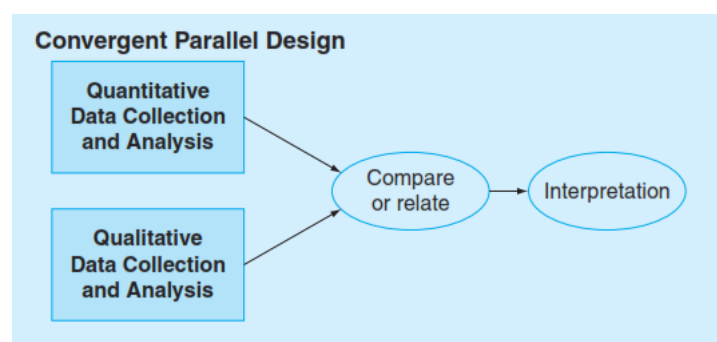


Figure 01. The Convergent Mixed Methods Design (Creswell, 2012)

According to Hadari Nawawi (2012), population is the entire object of research which can consist of humans, objects, animals, plants, symptoms, test scores, or events as a data source that has certain characteristics in a study. The population in this research is the number of students in class X Hospitality A as many as 15 students and class X Hospitality B, namely 15 students. So the total population of the 2 classes is 30 students. So the total population of the 2 classes is 30 students. As for this study, samples were used from all populations because based on the data the number of students in class X Hospitality A and B at SMK N 1 Susut totaled 30 people.

Data collection tools used in this study were interview guides, questionnaires and documentation. The qualitative data from the interview and observation were analyzed descriptively. Meanwhile, the data of the survey were analyzed by using the following formula

$$\text{Percentage of the answer} = \frac{\sum X}{N} \times 100\%$$

Description:

$\sum X$ = Number of answers of respondents who chose each alternative

N = Number of respondents

From the answers that have been distributed to 30 students. As for the steps taken in the data analysis process, that is, after the data is obtained and collected from the respondents, the data is tabulated in the form of a table, namely the data from the results of the questionnaire distribution. To facilitate data processing and subsequent data analysis, the table is simplified again or recapitulated according to the alternative answers of the respondents.

FINDING AND DISCUSSION

The problem in this research is to find out the factors that influence students' interest in choosing hospitality majors at SMK N 1 Susut. The influencing factors were categorized into factors that come from within the student (internal factors) & factors that come from outside the student (external factors).

Before describing the factors influencing students to choose their major, a description of the majors is presented. The majors at SMK N 1 SUSUT are Building Modeling and Information Design, Construction and Housing Engineering, Electrical Installation Engineering, Visual Communication Design, Accounting, Digital Business, and Hospitality. The requirements set by the school for the division of majors are following the

interests of the students. If students are interested in a particular major, it cannot be changed because the division of majors is based on interest, unless the major exceeds the quota, then other appropriate majors are selected and recommended. The provisions determined by the school for students are that the student has an interest in that major. The majors that students enter are following the interests of students and the criteria needed are only junior high school graduation and a junior high school diploma/equivalent, as well as passing the selection of new student admissions according to the provisions established by the school. There are no special provisions that the school applies to students when dividing majors because they are only based on student interests. In terms of hospitality specification, most of the students choose Housekeeping (63%), FnB Service/ FnB Product (13%), Receptionist (13%), and Cook/ Assistant Cook (Helper) (6%) respectively.

Concerning the reason for the internal factors, it was found that the students were interested in hospitality majors since they thought they had a talent in the hospitality industry. They have special skills in several areas of hospitality, and this can also be seen from the selection of majors. They were also personally interested in a hospitality major which can be seen from the survey that 100% of the students choose the hospitality major because they are interested in the hospitality field. They also have an objective to continue their study after graduating from Vocational High School and 100% of students will remain to choose hospitality majors. It is in line with previous studies in which (Allolayuk, 2008) also reported that the internal factor of talent contributed 78,53% in choosing their major, while (Azmi et al., 2015) reported the contribution of students' skills reached 80,33%, and (Nelissa et al., 2018) reported personality factor reached 92%.

From the perspective of external factors, some reasons were found in the interview. Parents' encouragement is quite influential in choosing a hospitality major. Students had discussed with their parents the majors that they choose. Although most parents allowed their children to choose freely, considering the cost of learning and opportunity for future jobs become points stressed by the parents for the students. It is in line with the finding of (Azmi et al., 2015) who found that parental factor as the external factor had a significant effect on the choice of the students (87,47%).

The second external factor is the living environment. The living environment influences students in choosing a hospitality major, this is because the student's living environment is a tourist destination that has the potential to encourage students' interest in choosing a hospitality major. Yet, this factor was not found in previous research (Allolayuk, 2008; Hapsari, 2011; Ndolu et al., 2021; Nelissa et al., 2018; Rasyid, 2017).

The third factor was the potential and opportunities for future work. The potential and opportunities for future work support students in choosing hospitality majors, this can be seen from the hospitality majors that students choose are very supportive in getting job opportunities in the future. It cannot be denied that Bali is a worldwide destination which makes this island depend its economy heavily on the hospitality industry. Therefore, many Balinese people are working in the hospitality industry. It is in line with (Rasyid, 2017) who found the consideration of the employment opportunities of each expertise program is one of the reasons for the students to choose their major in Vocational High School.

The fourth factor was the school program. Before majoring is carried out, the school holds counselling with an introduction to all majors and explains the direction and goals

after graduation later. This program was carried out to give a picture to all of the students. It is very beneficial since there is no student has complained about the majors they have entered, because since registration students have chosen the majors according to their wishes. After majoring, none of the students felt confused about the major they were entering or were asked to transfer, because students who were going to enter the Hospitality Majors had already been explained in advance what the mechanism was like in the Hospitality Majors. The provisions that apply to students who want to change majors are students who were previously in majors who have more majors or fewer, and the opportunity given to students who want to change majors must still be in class X.

The result of this study is in line with (Ndolu et al., 2021) who found that students' talent and parental support have a significant effect on the student's decision to choose a major in the vocational high school. Yet, the effect of peer group was not found in choosing the Hospitality Majors by the students of SMK N 1 Susut. It is contradictory to the result of (Hapsari, 2011) who found the factor of peer group had a significant effect on the students (59,6%) to choose a major in Vocational High School. It might happen since the students of SMK N 1 Susut were well informed about the Hospitality major. They had decided on the major since Junior High School. Many of them also knew that by working in hospitality industry, they could get better opportunity for their living as they had seen from their relatives who had worked in hospitality industry. It became their motivation to get a job in hospitality industry and choosing the Hospitality Major was the first step.

CONCLUSION

Based on the research above and the data analysis conducted by the researchers, it can be concluded that the internal factors of the students choosing Hospitality Majors are (1) student talent, and (2) students' interest in the hospitality industry. In terms of external factors, the students were affected by (1) parents' encouragement, (2) the living environment, (3) the potential and opportunities for future work, and (4) the school program. The students interested in choosing Housekeeping (63%), FnB Service/ FnB Product (13%), Receptionist (13%), and Cook/ Assistant Cook (Helper) (6%) respectively for their hospitality classes.

Based on the results of the observations made by the author during the research, the writer can conclude that there is no procedure set by the school before the division of majors is carried out for students at SMK N 1 Susut, there are considerations from the school in placing students in a major if the department has exceeded the quota with do the selection and there are certain provisions for students who want to change majors, namely majors that are still possible or fewer and must still be in class X.

Based on the research results obtained and the weaknesses in this study, the researchers provide the following suggestions (1) students should pay attention to internal factors in students such as talents and skills that can affect interest in choosing a major so that in the future there will be no regrets in majoring and desire to change majors, (2) the teacher/head of the department program or the school should provide the procedure or certain provisions before majoring is carried out for students of SMK N 1 Susut, (3) Parental support is also needed in students choosing majors or determining their interests, and (4)

The school should pay more attention to the talents possessed by students so that students who have chosen hospitality majors prefer selected major.

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