

ABSTRAK

Rahmad Septian, NIM : 7171143023. Pengaruh Penguasaan *Soft Skill*, Bimbingan Karir Dan Informasi Dunia Kerja Terhadap Kesiapan Kerja Siswa Kelas XII Bisnis Daring dan Pemasaran SMK Negeri 7 Medan. Jurusan Pendidikan Ekonomi, Program Studi Pendidikan Bisnis, Fakultas Ekonomi, Universitas Negeri Medan 2021.

Tujuan penelitian ini untuk mengetahui pengaruh *Soft Skill*, bimbingan karir, dan informasi dunia kerja secara bersama-sama terhadap kesiapan kerja Siswa Kelas XII Bisnis Daring dan Pemasaran SMK Negeri 7 Medan. Penelitian ini menggunakan pendekatan kuantitatif. Hasil penelitian ini menunjukkan bahwa ada pengaruh antara Penguasaan *Soft Skill* terhadap Kesiapan Kerja pada Siswa Kelas XII Bisnis Daring dan Pemasaran SMK Negeri 7 Medan. Ada pengaruh antara Bimbingan Karir terhadap Kesiapan Kerja pada Siswa Kelas XII Bisnis Daring dan Pemasaran SMK Negeri 7 Medan. Tidak ada pengaruh antara Informasi Dunia Kerja terhadap Kesiapan Kerja pada Siswa Kelas XII Bisnis Daring dan Pemasaran SMK Negeri 7 Medan. Ada pengaruh antara Penguasaan *Soft Skill*, Bimbingan Karir dan Informasi Dunia Kerja terhadap Kesiapan Kerja Siswa Kelas XII Bisnis Daring dan Pemasaran SMK Negeri 7 Medan. Hasil dari nilai *R-Square* diketahui bernilai 40,9% artinya menunjukkan bahwa sekitar 40,9% variabel Kesiapan Kerja (Y) dipengaruhi oleh Penguasaan *Soft Skill*. Bimbingan Karir dan Informasi Dunia Kerja. Sisanya 59,1% dipengaruhi oleh variabel lain yang tidak diteliti dalam penelitian ini.

Kata Kunci: Penguasaan *Soft Skill*, Bimbingan Karir, Informasi Dunia Kerja dan Kesiapan Kerja



ABSTRACT

Rahmad Septian. ID : 7171143023. *The Effect Of Soft Skill, Career Guidance And Information In The World Of Work On Work Readiness Class Xii Students Of Online Business And Marketing 7 Medan State Vocational School.*

The purpose of this study was to determine the effect of Soft Skills on students' work readiness, to determine the effect of career guidance on students' work readiness, to determine the effect of information on the world of work on students' work readiness and to determine the effect of Soft Skills, career guidance, and world of work information together. on the work readiness of Class XII Students of Online Business and Marketing at SMK Negeri 7 Medan. This study uses a quantitative approach. Based on the results of research and discussion, it is known that there is an influence between Soft Skill Mastery on Work Readiness in Class XII Students of Online Business and Marketing at SMK Negeri 7 Medan. There is an influence between Career Guidance on Work Readiness in Class XII Students of Online Business and Marketing at SMK Negeri 7 Medan. There is no effect between Information on the World of Work on Work Readiness in Class XII Students of Online Business and Marketing at SMK Negeri 7 Medan. There is an influence between Soft Skill Mastery, Career Guidance and World of Work Information on Work Readiness of Class XII Students of Online Business and Marketing at SMK Negeri 7 Medan. The results of the R-Square value are known to be worth 40.9%, meaning that it shows that around 40.9% of the Work Readiness variable (Y) is influenced by Soft Skill Mastery. Career Guidance and World of Work Information. The remaining 59.1% is influenced by other variables not examined in this study.

Keywords: *Soft Skill Mastery, Career Guidance, World of Work Information and Work Readiness*