

NEW VOCATIONAL PARADIGM: VOCATIONAL LITERACY AND WORK IMAGINATION OF YOGYAKARTA STATE UNIVERSITY VOCATIONAL STUDENTS

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ABSTRACT

This research reveals vocational education literacy and work imagination of vocational students, department of business and finance, Yogyakarta State University. This research reveals the condition of vocational literacy and work imagination of students in the business and finance department, vocational faculty, Yogyakarta State University. This research involved six students using a purposive sampling approach. The approach taken in this research is a qualitative approach. Data collection techniques use observation, documentation and in-depth interviews. Qualitative data analysis methods are data reduction, data display, and drawing conclusions. Researchers believe that the development of vocational literacy and work imagination encourages students to design career paths, form identities, discover and develop their abilities based on the fields they master. Apart from that, students are encouraged to recognize relevant opportunities and obstacles so that students are truly ready to work and develop concepts and practices in accordance with developments in the world of work. The results of research on the condition of vocational students in vocational literacy are divided into four parts. First, students are able to understand the meaning of vocation and the differences with undergraduate education. In the context of vocational knowledge, secondly, students understand that conceptual and practical learning needs to be balanced. Unfortunately, students feel they are not optimal in practical learning. In the context of the process of becoming competent, students apart from attending lectures also take part in internship programs organized by the campus, MBKM, or independently. Fourth, work behavior, work behavior is mainly encouraged by lecturers when learning through learning activities such as assignments and discipline. Work behavior in practice is the development of work behavior that is not yet optimal. The working imagination conditions of vocational students are divided into three parts. The first part, work imagination intuition. Most students have future career plans. Exploration of students' work imagination is carried out through an internship program. The exploration here aims to find out more about the work environment at IDUKA. Lastly, crystallizing work imagination. Some students have tried to implement work imagination. For example, some marketing management students have dared to implement marketing by setting up a business even though the students have not implemented the latest approaches such as digital marketing.

Kata Kunci: *Vocational Literacy, Working Imagination, Vocational.*