

ABSTRACT

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WORK DESCRIPTION AS DEVELOPER OF HOLLAND'S INTEREST TEST IN MARKETING, PROMOTION, AND PUBLIC RELATIONS (MPH) UNIT AT PEMBANGUNAN JAYA UNIVERSITY.

Practitioner carry out the internship in the Marketing, Promotion and Public Relations (MPH) unit at Universitas Pembangunan Jaya (UPJ). Practitioner task during internship is to make a measuring tool for interest based on the theory of vocational interest / career interest from John Holland. Holland divides his interest into 6, namely Realistic, Investigative, Artistic, Social, Enterprising, and Conventional which is known as RIASEC. Before making a measuring instrument, the researcher conducted a literature study and saw the match between the type of interest and each study program at UPJ through interviews with the head of study program and the profile of each study program. This test can be used by the MPH unit to be given to prospective UPJ students. This measuring instrument of interest consists of 60 items / 30 question numbers, using forced-choice as format test. Each question of number consists of 2 statements representing different types of interest, later this test will be administered online via the google form link. The results of this measuring instrument are in the form of 3 types of highest interest along with a brief description of these types and recommendations for study programs according to individual interest. As a study at the beginning of measuring instrument construction, practitioner conducts expert judgment on a psychologist who is an UPJ lecturer who teaches educational psychology courses and has a legibility test for 7 high school and vocational high school students in grade 12. The next study needs to be done for further psychometric testing.

Keywords: Internship, Measuring Instrument Construction, Vocational Interest