

ABSTRACT

Syafa'ah, Hamidatus, Development of Snakes and Ladders Media in the Frame of Group Guidance to Improve Student Career Planning, Faculty of Teacher Training and Education, Counseling Guidance Study Program, Darul 'Ulum University, Jombang. Supervisor: (I). Dr. Bakhruhin All Habsy, M.Pd (II) Dr. Ely Roy Madoni, M.Pd., Cons.

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Snake Media The stairs which are A Guidance media innovation And Counseling For determine planning career students , who discuss about potency And problems at school ie required exists customized media updates with need students , this media Also very practical used , as well can interesting attention student so more enterprising in understand meaning planning career .

The aim of developing snakes and ladders media is to find out how capable the development of snakes and ladders media is within the framework of group guidance to help improve students' career planning, and can help guidance and counseling teachers in the learning process regarding career planning material.

The type of research used by researchers is Research and Development (R&D) or what is called research and development, namely the research method used to produce certain products by testing the effectiveness of the product. Research and development is longitudinal or gradual. Research *and development* (R&D) is research that is oriented towards developing a product such as a learning product.

Results study show that potency And ability every student different . These include validation from material expert lecturers with a percentage of 75%, while validation from expert lecturers media with a percentage of 82.5%. The BK teacher obtained a score with a percentage of 89.5. In addition, students must Study consider And look for various information about their career want . And so all That can materialized in accordance with their ones expect so from That needed planning good career .