

**FINDING ACCOUNTING PROFESSIONS THAT MATCH THE
INDIVIDUAL'S NATURAL TALENTS (COMBINING ACCOUNTING AND
PSYCHOLOGY IN THE "ZODIAK AKUNTANSI")**

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ABSTRACT

Various kinds of challenges arise in the new normal era (post-COVID-19 pandemic), and the accounting profession is no exception. The Zodiac Akuntansi is present in the midst of the lives of accounting students by providing solutions to various problems, such as the mindset of the wrong major, the feeling that they do not understand what accounting skills or talents are, and so on. The approach used in this research is a descriptive qualitative approach. This study aims to find out how to find an accounting profession that suits individual natural talents by combining accounting and psychology in Zodiac Akuntansi services. The population in this study were accounting students, and the sample was accounting students who had understood several existing accounting professions. The results of this study provide an overview for accounting students to find the accounting profession that suits their natural talents, anticipate the wrong thoughts of choosing a major, save time because it is very efficient and effective, and can become more successful in the accounting scope precisely and quickly. so that when students want to apply for jobs or decide to be self-employed in the accounting profession, they can prepare themselves to improve their quality so that they can meet the qualification criteria needed by the company.

Keywords: Accounting Profession, Natural Talent, Psychology

Introduction

According to the Big Indonesian Dictionary, a profession is a scope of work based on certain skills of education (skills, vocational, etc.) (KBBI, 2022). According to Sumarsan (2013) (in Muchid 2015), accounting is the art of collecting, identifying, classifying, and recording

transactions and events related to finance, so as to produce financial information that can be used by interested parties. So, it can be concluded that the accounting profession is a profession that provides financial information and applicable standards for interested parties (Muchid, 2015).

In this all-digital world, the accounting profession has undergone many shifts and its functions have been replaced by several accounting programs. One simple example that is encountered on a daily basis is the system of recording and disbursing cash, which initially required the power of someone who works as an accountant, but now all forms of recording and producing financial reports can be replaced by software such as Jurnal.id, Jubelio, Accurate, etc.. However, behind all this sophisticated software, there is still a need for critical thinking for every business decision. Creativity, critical thinking, and problem solving are still very dependent on the ability of each individual (especially people who work in accounting professions) (Saputra & Kustina, 2019).

Sasongko (2010) states that there are four accounting professions that are most in demand to get a job, among others, internal accountants (management), public accountants, public sector accountants (government), and accountant educators. Some of these accounting professions are also entitled to obtain certification issued by the IAI (Indonesian Accountants Association) (Sasongko, 2010). However, there are several other opinions regarding the accounting profession, as conveyed by Setiyani (2005), who divides the accounting profession into only two types, namely the public accounting profession and the non-public accounting profession. The public accounting profession has an important role in the development of the business world because public accountants are the only professions that have the right to give opinions on the fairness of financial statements, while for non-public accounting professions such as educators (educational accountants), government accountants, and corporate accountants (Sasongko), 2010).

By nature of their profession, accountants must be well-equipped to deal with this epidemic by continually expanding their knowledge and expertise in the field. For example, the Chief Executive of the Association of Chartered Certified Accountants revealed in an exclusive interview with Brand (2019, in Bariyyah, Okfitasari, & Meikhati, 2020) that the accounting skills needed today are different from those needed 10 years ago and will change even more rapidly as technology advances. The accounting skills required are: (1) technical and ethical competencies, (2) intelligence, (3) creativity, (4) digital quotient, (5) emotional intelligence, (6) vision, and (7) experience (Bariyyah et al., 2020).

Accountants, according to Rosmida's (2019) study, need to start becoming more knowledgeable in the realms of both accounting and information technology in order to succeed in the post-industrial, post-Internet, post-social media era (Rosmida, 2019). The capacity to analyze critically and analytically is another skill necessary for accountants in the age of Industry 4.0. (Sumarna, 2020). An accountant's ethical behavior is just as crucial as his or her ability to use it, especially when comparing the past and present (Puspitasari et al., 2019). There are eight ethical principles of accountants listed in the Indonesian accountant code of ethics, according to Bachtiar and Nurfadilah (2019, in Bariyyah, Okfitasari, and Meikhati, 2020). These principles are: professional responsibility; public interest; integrity; objectivity; professional competence and prudence; confidentiality; professional behavior; and technical standards (Bariyyah et al., 2020).

Accounting majors are the sixth most popular among respondents, according to detik.com, because they are thought to have broad career opportunities (source: <https://www.detik.com/edu/perguruan-tinggi/d-5870532/9-major-university-most-wanted-in-the-future-what-you-are-are-you-seeking>, access date March 22, 2022) (Wulandari, 2021). However, in reality, not all students really seize this opportunity. For example, one accounting student who became an informant for this research at a university in Surabaya, Indonesia stated that when entering the fifth semester, the student felt "lost" with the many choices of accounting concentration in it. Some of the things he revealed were between financial accounting courses and cost accounting, which turned out to have different points of view; between financial accounting and auditing, which had reverse cycles; and between financial accounting and taxation, which had different accounting recording rules. Some of these facts turned out to make students have a tendency towards certain subjects that match their passion. Students who like financial accounting courses do not necessarily like taxation, just as students who like internal audit courses do not necessarily like external audit courses. whereas the criteria for passing students are good grades in all scopes. However, it should be noted that good grades in certain subjects do not guarantee that the student's abilities will be the same as the scores obtained (Wangarry et al., 2018).

Some of these accounting concentration courses will refer to the accounting profession that students will choose when they graduate. Each accounting profession and these concentration courses have different characteristics and characteristics, which relate to the guidelines used as the basis for calculations and recordings and to the outputs and outcomes of each accounting course itself. This is the reason why it is important for students to determine which accounting profession to choose at an early age, so that they can maximize their accounting skills after

college. The relationship with psychology itself, where this science is an applied science that can help find the natural talent of each individual, according to the potential that exists within him, choose the right accounting profession for his future. The combination of accounting and psychology is realized in an accounting psychology test platform called "Zodiak Akuntansi."

Theoretical basis

Accountancy

The definition of accounting according to the Financial Accounting Standards Board (FASB) (2017) is a service activity whose function is to provide quantitative information which is then used for economic decision-making. Meanwhile, according to Gradi (2017), accounting is an organizational function that is systematic, reliable, and original in recording, classifying, processing, summarizing, analyzing, and interpreting all transactions and events as well as the financial character that occurs in the company's operations as a responsibility for its performance.

Behavioral Accounting

Lubis (2017) defines behavioral accounting as a sub-discipline of accounting that involves several aspects of human behavior related to the process of making economic decisions. Accounting is a very broad scope of science. because it can be combined with various other scopes of science, including social science. One of the accounting sciences, which is the result of a combination with other disciplines, is behavioral accounting.

In this scope of science, human behavior is taken into account to see its effect on accounting data. Not only in a one-way form, but in this scope of science, which also studies how accounting has an influence on human behavior. especially when making decisions related to business. In other words, this branch of accounting studies the relationship and influence between human behavior and the accounting system and vice versa.

Accounting Profession

The term "profession" comes from the Greek, "professues", meaning an activity or work that is connected with a religious oath or promise, so that there is an inner bond for someone who has the profession not to violate and maintain the sanctity of his profession.

According to the International Federation of Accountants in Benny and Yuskar (2006), what is meant by the accounting profession is all scopes of work that use expertise in the accounting

scope. These skills include public accounting; internal accountants working for companies; accountants working in the government; and accountants as educators.

The accounting profession, according to the International Federation of Accountants, is all work that uses special skills in the accounting scope, including the work of public accountants, accountants working in government, internal accountants in industrial, financial, or trade companies, and accountants as educators (Puspitarini and Kusumawati, 2011). According to Kusumo (2015), provisions regarding the practice of accountants in Indonesia are regulated in Law Number 5 of 2011 concerning the Use of Accountants (Setya Aji et al., 2019).

Psychology

The word psychology emerged around the 16th century and comes from Greek, namely from the word "psyche", which means soul, and "logos", which means science. When interpreted literally, psychology is the science of the soul or the science that studies psychological symptoms. So psychology was originally a knowledge of the human soul.

Charles G. Morris and Albert A. Maisto stated as follows: "Psychology is the scientific study of behavior and mental processes." Clifford T. Morgan, et al.: "*Psychology is the science of human and animal behavior; it includes the application of this science to human problems.*" (Psychology is a science that studies human and animal behavior, including the application of this science to overcome problems faced by humans.)

Sarlito W. Sarwono: "Psychology is a science that studies human behavior in relation to the environment." Kartini Kartono: "Psychology is the science of behavior and psychic life (the human soul)". From these definitions, it can be concluded that there are 2 important things in psychology. First, psychology is a science. Second, psychology studies behavior.

Individual Natural Talent

Talent is an ability that is already owned by everyone who is used to learning things quickly, even some of them in a short time and having very good results too. Talent is already owned by every human being when he was born into this world. Talent (*aptitude*) is an innate ability that is a potential that still needs to be developed or trained (Semiawan et al., 1984). Wijaya (1988) states that "talent is a condition in a person that allows him with special training to achieve a special skill, knowledge, and skill, for example, in the form of language skills, the ability to play music, and so on." In this case, someone who is musically gifted, for example, with the same training as other people who are not musically gifted, will master these musical skills faster. To

be able to realize talent, it must be supported by interest, practice, knowledge, and experience so that talent can be actualized properly. In terms of how it functions, there are 2 types of talent, namely:

1. Abilities in a special scope (talents) such as musical talent, painting, etc.
2. Special talents are needed as intermediaries to realize special abilities. For example, the talent for seeing space (dimensions) is needed to realize abilities in the scope of architecture.

Talent is not a single trait or trait, but a group of traits that gradually form talent. For example, in musical talent, there is the ability to distinguish tones, sensitivity to sound harmony, sensitivity to rhythm and tone. New talents emerge or are actualized when there is an opportunity to develop or be developed, so it may happen that someone does not know and does not develop his talent so that it remains a latent ability.

Talent is different from ability (talent), which contains meaning as the power to do something as a result of innate and practiced. Talent is also different from capacity (*capacity*) with its synonym, namely the ability that can be developed in the future if training is carried out optimally. So, what is called talent is the natural ability to acquire knowledge and skills, both general and specific. general talent if the ability in the form of potential is general. For example, general intellectual ability special talent if the ability is special. For example, academic talent, social, and kinesthetic arts. Special talent is usually called talent, while general talent (intellectual) is usually called gifted.

Zodiak Akuntansi

The Zodiak Akuntansi is an accounting psychology test that was tested by the author starting November 30, 2021, which is a combination of accounting and psychology to determine the accounting profession that is appropriate for each individual according to their natural talents. Each participant in the Zodiak Akuntansi fills out an assessment containing questions that connect the individual's natural character with the suitability of the accounting profession. He can choose to determine the right major and profession for his future. The three goals that are carried out in the Zodiak Akuntansi are to prevent students from choosing the wrong major, save students time by attending training, and be able to succeed in accounting correctly and quickly.

Figure 1. Brand Logo “Zodiak Akuntansi”



Source: (Zodiak Akuntansi, 2021)

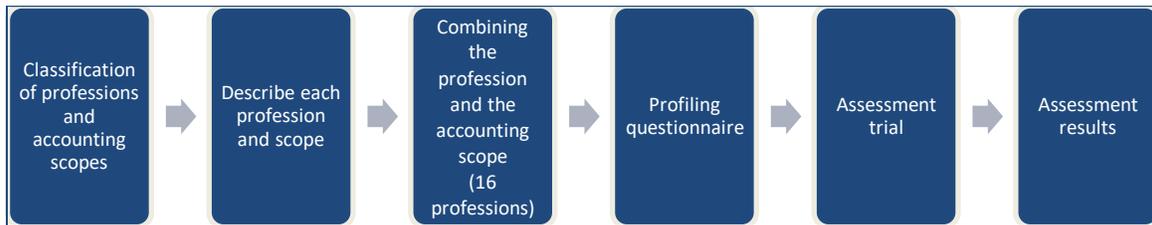
Research Methods

The research strategy employed here is a qualitative, descriptive method. Sugiyono (2016) defines descriptive qualitative research as a postpositivist approach to studying the state of natural objects (as opposed to conducting experiments), in which the researcher serves as the primary instrument in triangulated (combined) data collection, and in which inductive/qualitative data analysis places more emphasis on meaning than on generalization (Sugiyono, 2016). Qualitative descriptive research seeks to describe, explain, and answer the research questions at hand by conducting an in-depth analysis of a study's subject (whether that subject is an individual, a group, or an event). In relation to this research, the researcher conducted a trial by combining two disciplines, namely accounting and psychology. The accounting science in question is the choice of the accounting profession and psychology, which is associated with human behavior in matters related to individual natural talents.

Results and Discussion

This study begins with (1) classifying the professions and scopes in accounting; (2) providing a description of each profession and scope; (3) combining each profession, scope, and sector into 16 accounting professions; (4) profiling the accounting profession; (5) assessment trials; and (6) assessment results, the process of which is described in the chart below:

Figure 2. Flowchart of the Zodiak Akuntansi Research Process



Source: (Data processed by researchers, 2021)

(1) Classifying professions and scopes in accounting

The initial trial in Zodiak Akuntansi took 4 accounting professions, including Consultant, Lecturer, Auditor, and Analyst. As is known, the accounting profession is further divided into 2 scopes, namely finance and taxation, as well as 2 sectors (viewpoint), private and public. The classification process between professions, scopes, and sectors is described below:

Figure 3. Classification of professions and scopes in accounting



Source: (Data processed by researchers, 2021)

(2) Provide a description of each accounting profession and scope

Each profession has its own definition and concept. In this second stage, researchers describe each profession and scope based on the type of activity and type of work that can be used as a goal. It is explained further in the image below:

Table 1 . Concepts in the profession and the scope of accounting and the nature of psychology

(Profession) Consultant	<ul style="list-style-type: none"> • A job that provides consulting services in certain areas of expertise (especially in accounting). • Have administrative skills, for routine and systematic matters.
(Profession) Teaching	<ul style="list-style-type: none"> • Teachers in accounting are often referred to as educator accountants. • Likes to convey something to others, either through discussion, teaching, and so on. Feel comfortable with various forms of interaction with many people and new people.
(Profession) Auditor	<ul style="list-style-type: none"> • Profession in charge of carrying out auditing activities, especially on financial-related reports from a company, institution or agency • Tend to focus on completing tasks and targets, as well as accomplishments in life, Inherent trait, often dominant and impatient, when it comes to making a decision.
(Profession) Analyst	<ul style="list-style-type: none"> • Work that is identical to doing an analysis of a situation or event that has been in the past and connecting with future conditions. • Tendency to choose to plan things out, rather than do them spontaneously. This is also supported by the nature of not easily believing in something or someone, without any supporting evidence.
(Scope) Finance	<ul style="list-style-type: none"> • Management management, creation and study of money and investments. • His tendency when making decisions requires several checks, and often involves the people around you, in a decision-making process, to ensure that the decision is the right one.
(Scope) Taxation	<ul style="list-style-type: none"> • Activities where the government or tax authorities impose or collect taxes on citizens and business entities (individuals or companies) • Seeing success is a lofty goal, with a commitment to achieving it. Commitment to the procedure is your "tool" to be able to achieve a commitment.
(Sector) Private	<ul style="list-style-type: none"> • The private sector is a profit-oriented sector, the financing received is external financing from third parties or owner's capital. • The tendency of people in this sector to solve target-based problems and creative thinking, sometimes even jumping around, and breaking through some standard rules or habits, in order to achieve the intended goal.
(Sector) Public	<ul style="list-style-type: none"> • The public sector is a non-profit oriented sector, the financing received is in the form of invitations, levies, BUMN/BUMD profits, government bonds, debt, sales of state assets, and so on.

	<ul style="list-style-type: none"> • Have a tendency to resolve problems according to pre-determined structures and priorities, to ensure that all involved can run well and harmoniously, without unnecessary conflicts.
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Source: (Data processed by researchers, 2021)

(3) Combining each profession and scope into 16 accounting professions

The profession directs each individual to choose the type of work to be involved in; the scope directs him to a particular focus that has opposing concepts or guidelines; and the sector directs individuals to see from the point of view of a different approach. These three categories (profession, scope, and sector) are accumulated and classified in the accounting profession matrix below:

Table 2. Matrix of Classification of Professions and Scopes in Accounting

(1) Professional Teaching Consultants, Financial Scope, Private Sector	(2) Teaching Consultant Profession, Finance Scope, Public Sector	(3) Professional Teaching Consultant, Taxation Scope, Private Sector	(4) Teaching Consultant Profession, Taxation Scope, Public Sector
(5) Professional Analysis Consultant, Finance Scope, Private Sector	(6) Professional Consultant Analyst, Finance Scope, Public Sector	(7) Professional Consultant Analyst, Taxation Scope, Private Sector	(8) Professional Consultant Analyst, Taxation Scope, Public Sector
(9) Professional External Auditor, Finance Scope, Private Sector	(10) Professional External Auditor, Finance Scope, Public Sector	(11) Professional External Auditor, Taxation Scope, Private Sector	(12) Professional External Auditor, Taxation Scope, Public Sector
(13) Professional Internal Audit, Financial Scope, Private Sector	(14) Profession Of Internal Auditor, Finance Scope, Public Sector	(15) Profession Of Internal Audit, Taxation Scope, Private Sector	(16) Profession Of Internal Audit, Taxation Scope, Public Sector

Source: (Data processed by researchers, 2021)

(4) Accounting profession profiling

Profiling the accounting profession is a psychological activity that seeks to discover, comprehend, and regulate every profession, scope, and sector based on individual habits associated with each characteristic. that it can be made to some main questions about habits and behaviors that can be related to each other. The concept of profiling the accounting profession can be seen in the matrix below:

Table 3. Profiling of the Accounting Profession

CONSULTANT VS AUDITOR People Oriented VS Task Oriented etc	TEACHER VS ANALYSIS Extrovert VS Introvert etc
FINANCE VS TAX Risk Taker VS Safety Player etc	PRIVATE VS PUBLIC Optional VS Procedural etc

(5) Assessment trial

In the assessment for the first trial, participants were asked to choose one of the four most inherent tendencies in them. The number of questions in the initial assessment consists of 22 questions that will show the individual's natural talent for certain accounting professions that are in accordance with his psychology. In this process, the researcher gives the brand name "Zodiak Akuntansi" to be introduced to accounting students to find the accounting profession that suits them. This assessment is in the form of a questionnaire, which is shown in the table below:

Table 4. Zodiak Akuntansi Questionnaire

ZODIAK AKUNTANSI				
Accounting Profiling Questionnaire				
Pilih salah satu dari empat kemungkinan pilihan di tiap nomor (a, b, c, d), yang menurut anda paling mencerminkan diri anda, atau keadaan yang biasanya lebih anda sukai, atau sebagai dasar untuk anda biasanya membuat sebuah keputusan.				
No	A	B	C	D
1	Cenderung Idealis	Pengambil resiko	Mudah bersosialisasi	Mudah beradaptasi
2	Spontan	Konsisten	Terencana	Kompetitif
3	Nyaman kondisi apa adanya	Cenderung mendominasi	Terbiasa perfeksionis	Mudah berbau
4	Cenderung ekspresif	Detail dan analitis	Berani mengambil keputusan	Pemikiran toleran
5	Memilih memegang kendali	Nyaman menjadi perhatian	Teratur dan sistematis	Pengendalian diri yang baik
6	Kurang disiplin	Terlalu lugas	Terbiasa cuek	Menghindari perhatian
7	Seringkali manipulatif	Kurang konsisten	Sulit mengambil keputusan	Cenderung insecure
8	Cenderung permisif	Suka menyulut perdebatan	Perasaan yang sensitif	Cenderung tidak ekspresif
9	Tidak terorganisir	Perlu mengontrol	Penghindar masalah	Sulit percaya
10	Mudah berubah pikiran	Cenderung tergesa-gesa	Mudah untuk curiga	Kompromi menghindari konflik
11	Tekun dan dapat diandalkan	Terbuka mencoba ide baru	Dinamis dan spontan	Berpikir jangka panjang
12	Sulit mengambil keputusan	Sulit menentukan prioritas	Sulit bergeser dari kebiasaan	Sulit menangkap peluang baru
13	Prioritas pada ketepatan	Prioritas pada konsistensi	Prioritas pada fleksibilitas	Prioritas pada kreativitas
14	Butuh ketepatan	Butuh kesempurnaan	Butuh kecepatan	Butuh ketercapaian
15	Memperhatikan hal detail	Mulai dari hal besar	Menyempurnakan hal-hal kecil	Menyederhanakan hal yang rumit
16	Prioritas pada kelugisan	Prioritas pada ketercapaian	Prioritas pada kerapihan	Prioritas pada kesempurnaan
17	Imajinatif	Rasional	Terbuka	Berhati-hati
18	Berusaha menang persaingan	Bersiap diri hadapi persaingan	Mencari yang sedikit persaingan	Antisipasi kurangi persaingan
19	Cenderung lebih ke spontan	Cenderung lebih ke terencana	Cenderung lebih ke imajinatif	Cenderung lebih ke rasional
20	Hubungan baik	Tujuan tercapai	Target berhasil	Kondisi nyaman
21	Pekerjaan yang terstruktur	Rekan yang mendukung	Sistem yang efektif	Situasi yang kondusif
22	Prioritas pada pemecahan masalah	Prioritas pada pencapaian target	Prioritas pada kerjasama tim	Prioritas pada suasana kerja

Source: (Data processed by researchers, 2021)

(6) Assessment results

The results of the first assessment were carried out on 26 participants who already had an accounting background. The process of filling out the assessment can be done through the website <http://bit.ly/ZodiakAkuntansi>. Filling can be continued if the participant completes the administrative process and fills out the assessment to the end. The

following is an example of an assessment result from one of the participants of the Zodiak Akuntansi:

Figure 4. Results of the Zodiak Akuntansi Assessment



**ACCOUNTING
HACK**

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SUMMARY

PROFESI	BIDANG	SEKTOR
Konsultan Analis	Keuangan	Privat

PROFILE INFO

Seorang konsultan analis keuangan sektor privat punya kemampuan menyesuaikan angka-angka keuangan sebelum laporan keuangan diterbitkan atau rasio keuangan diperhitungkan (recasting) sekaligus berpikir tentang cara perusahaan bertahan di masa depan. Mereka memediasi kepentingan manajemen perusahaan dengan pihak lain seperti Pemerintah atau Pemegang saham agar semua pihak punya keyakinan yang memadai atas laporan keuangan terpublikasi. Pekerjaan di bidang ini antara lain: Analis sistem akuntansi di perusahaan, akuntan di KAP (Kantor Akuntan Publik), KJA (Kantor Jasa Akuntan), KJPP (Kantor Jasa Penilai Publik), KKA (Kantor Konsultan Aktuaria)

Anda memiliki kemampuan administratif yang baik, karena lebih natural untuk hal-hal yang bersifat rutin dan sistematis. Anda punya kecenderungan untuk mampu bekerja di bawah tekanan, tidak tergesa-gesa dalam mengambil keputusan, dan mampu mengambil posisi netral ketika terjadi konflik. Cenderung mampu memberi masukan dalam berbagai keadaan yang mendesak sekalipun. Apabila anda menemukan suatu ketidaksesuaian, anda cenderung akan berusaha untuk menyelesaikan sebisa anda, dengan usaha untuk berlaku fair pada semua orang yang terlibat (contoh: tim, teman-teman, dll).

Dorongan anda cukup kuat untuk melakukan analisa atas banyak hal, aktivitas, atau proses. Dorongan yang anda miliki ini berdasarkan kebutuhan untuk merasa aman dan menjaga kestabilan, sehingga anda cenderung membutuhkan banyak data dan informasi yang cukup detil. Anda juga cenderung memilih untuk merencanakan banyak hal, dibanding melakukannya secara spontan. Hal ini juga didukung sifat anda yang tidak mudah percaya pada sesuatu atau seseorang, tanpa adanya bukti pendukung. Karena itu, anda mampu berfikir preventif dan prediktif.

Dalam hal pengambilan resiko yang memang penting, anda bukan termasuk orang yang dengan cepat mengambil sebuah keputusan yang bisa meresikokan apa yang anda sudah miliki ataupun orang-orang disekitar anda. Anda membutuhkan beberapa kali pengecekan, dan seringkali melibatkan orang-orang di sekitar anda, dalam sebuah proses pengambilan keputusan, untuk memastikan bahwa keputusan itu tepat. Anda cenderung melibatkan orang-orang disekitar anda, serta peduli dengan apa yang bisa terjadi pada mereka. Anda mampu menggerakkan orang-orang disekitar anda dengan cara anda mendekati mereka.

Ketika berhadapan dengan sebuah masalah atau tantangan, anda cenderung untuk menyelesaikannya berbasis target dan pemikiran yang kreatif, yang membuat anda bisa mengerjakan sesuatu dengan melompat-lompat, yang terkadang perlu menercbos beberapa aturan baku atau kebiasaan, demi mencapai yang dituju. Anda termasuk orang yang ketika memulai sesuatu yang baru, perlu melihat dari gambaran yang besar terlebih dahulu, untuk bisa mengenali arah dan berbagai aspek yang bisa muncul dalam proses nantinya, baru kemudian masuk ke berbagai hal yang bersifat lebih spesifik perlahan-lahan.

ZODIAK AKUNTANSI BY ACCOUNTING HACK

Source: (Data processed by researchers, 2021)

Conclusion

Based on the results of the research and discussion above, it can be concluded that the stages in this Zodiac Akuntansi are (1) classifying professions, scopes, and sectors in accounting; (2) providing a description of each accounting profession and scope; (3) combining each profession and scope into 16 accounting professions; (4) accounting profession profiling; (5) assessment trials; and (6) assessment results. Through these stages, a temporary conclusion can be drawn that the Zodiac Akuntansi can be a solution for students or workers who work in the accounting scope to find out the natural talents that exist in themselves, according to their profession, scope, and accounting sector. As previously stated, Zodiac Accounting combines accounting and psychology to make it easier for each individual in the process of working towards a better career in the future. So there is no more wasted time because you feel you have chosen the wrong profession.

This research is the beginning of the creation of a new brand, "Zodiac Akuntansi," and will continue to grow over time. The next research will further explain the results of the evaluation of the results of the assessment and their relationship to the profession undertaken by each participant who has participated in filling out the assessment. Hopefully, it will be beneficial to all accounting professions in the future.

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