

## **Improving Human Resources By Motivating And Developing The Potential Of Gen-Z Using Tarot Cards**

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### **ABSTRAK**

This study aims to help motivate and develop self-potential as an effort to improve human resources, especially among Gen-Z (born between 1997 and 2012) by using Tarot cards. Tarot cards are 78 cards that are often used by people to predict luck in terms of finances, love, and life problems in the future as a glimpse of one's life anticipation. This study using Tarot cards aims to provide another view that using Tarot cards will more or less help young generations such as Gen-Z to increase their existing self-potential by providing constructive advice by opening Tarot cards. The research method used is descriptive qualitative with researchers as participant observers. The targets of this study are young people with an age range of 13 to 28 years, born between 1997 and 2012, often referred to as Gen-Z, with the selection of research subject targets using the *Purposive Sampling technique*. The research results show progress in terms of behavior, which has undergone changes in daily patterns, meaning positive changes in motivating and developing their potential to become better individuals. Tarot cards can be an innovative alternative in efforts to motivate and develop human resources in Generation Z, provided they are supported by appropriate communication strategies and an environment that supports personal growth.

**Keywords** : Resource Enhancement, Motivation, Tarot Cards, Gen-Z, Developing Self-Potential

### **ABSTRACT**

This study aims to help motivate and develop self-potential as an effort to improve human resources, especially among Gen-Z (born between 1997 and 2012) by using Tarot cards. Tarot cards are 78 cards that are often used by people to predict luck in terms of finances, love, and life problems in the future as a glimpse of one's life anticipation. This study using Tarot cards aims to provide another perspective that using Tarot cards will more or less help young generations such as Gen-Z to increase their existing self-potential by providing constructive advice by opening Tarot cards. The research method used is descriptive qualitative with researchers as participant observers. The targets of this study are young people with an age range of 13 to 28 years, born between 1997 and 2012, often referred to as Gen-Z, with the selection of research subject targets using Purposive Sampling techniques. The research results show progress in terms of behavior, which has changed daily patterns, meaning positive changes in motivation and developing their potential to become better individuals.

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## **I. PENDAHULUAN / INTRODUCTION**

### **1. Latar Belakang**

Tarot cards are 78 cards that are often used by people to predict fortunes in terms of finances, love, and future life problems as a glimpse of anticipation of a person's life. And tarot cards are also often associated with magical things beyond human capabilities or often referred to in Indonesia as shamanic practices that use cards. Tarot cards themselves were born in Italy and were discovered in the 1430s, and are still one of the favorite games in Italy to this day (Farley, 2009; Farley, 2007; Farley, 2016; Sosteric, 2014). These 78 cards consist of 22 types of main cards or superior cards called the Major Arcana and 56 cards of the Minor Arcana which are divided into four basic elements: Air (Swords), Fire (Wands), Water (Cups), Earth/Stone (Pentacles/Coins) (Ivtzan, 2007). The use of tarot as a tool of divination only developed in the late 18th century in France, popularized by figures such as Antoine Court de Gébelin and Jean-Baptiste Alliette (Etteilla) (Frost, 2016; Farley, 2007; Farley, 2009). Many people believe that playing Tarot cards is equivalent to mastering witchcraft. However, in practice, in the world of psychology, anyone can play Tarot cards, provided they possess intuition and a subconscious mind trained to read psychological traits. In fact, many psychologists now use Tarot cards in their counseling sessions, which are completely free of any magic or magical elements. The cards are read according to the individual's psychological state. Meanwhile, Generation Z or often abbreviated and referred to as Gen-Z is a group of people born between 1997 and 2012 (According to Community Data by BPS 2020). Where the age range of those born in that year will be 8 to 23 years old, who psychologically have not experienced social emotional perfection so they tend to be easier to accept new things in their lives. Generation Z (Gen Z) is a group that grew up in the digital era and is now starting to dominate the world of education and the world of work. Motivation and development of Gen Z's self-potential are greatly influenced by the need for autonomy, competency development, meaning in work, and life balance. With the existence of Tarot cards that can be used to provide motivation and positive messages to the questioner, in this case Gen-Z, they will be more receptive to input when *the Tarot Reader* uses their intuition in reading the cards. Researchers used a Tarot card game to explore, motivate, and develop the potential of five Gen-Z individuals. Several criteria made Gen-Z the target group for this study

### **2. Formulation of the problem**

In this study there are several problem formulations, namely:

1. How can Tarot card media motivate and develop the potential of Gen-Z in improving human resources?

### **3. Research purposes**

Based on the problem formulation above, the objectives of this research are as follows:

1. To find out how Tarot card media can motivate and develop self-potential in Gen-Z in improving human resources.

### **4. Benefits of research**

The results of this study are expected to increase knowledge insight and be able to develop science that is in accordance with the development of the times, and be able to provide scientific contributions, especially in the field of social sciences regarding the use of Tarot card media which has been widely justified as a media that has a negative meaning in its use, which if used wisely can be a positive media that can provide benefits in motivating and developing self-potential in Gen-Z

## II. METODE PENELITIAN (RESEARCH METHOD)

### 2.1. Place and Time

This research was conducted in Rantauprapat, Labuhanbatu Regency, North Sumatra, with the research period being carried out from February to the end of June 2025 with repeated Tarot card readings on each research subject.

### 2.2. Research Design or Model

This research uses a descriptive qualitative research method that makes the author a *Tarot Reader* as well as a participant observer who directly participates in the process of helping to improve human resources by motivating and developing the potential of Gen-Z through the media of Tarot cards and the target of the research is young people who are still included in the Gen-Z category.

### 2.3. Materials and Equipment

The materials and tools of this research are a list of fortune-telling questions from each aspect of the problem, namely career problems, love problems, and tips on what to do to stabilize the problems from these aspects. Then there are 78 tarot cards, and a *Tarot Reader* as a person who provides positive and constructive views and tips in dealing with problems in terms of career, love problems, and motivations to improve the potential of each of the five research targets. As well as the indicators owned by *the Tarot Reader* which are used as an illustration that classifies the five research targets in need of improving their potential by using these Tarot cards whose daily observations have previously been carried out by *the Tarot Reader* during the research period.

## III. HASIL DAN PEMBAHASAN (RESULT AND DISCUSSION)

Tarot card fortune-telling in psychology utilizes the mirroring technique, a communication strategy that involves subtly adapting or imitating the non-verbal and verbal behavior of the other person to build rapport, trust, and comfort. The goal is to create a subconscious connection that makes the other person feel more understood and appreciated. This technique is often used in various contexts, including interviews, negotiations, sales, and even in everyday interpersonal relationships. To create a sense of comfort for the research subjects, and for *the Tarot Reader* to accurately read the situation and the socio-emotional feelings of each research subject, *the Tarot Reader* must be as natural as possible, and use words that describe the meaning of each open card with a technique that has broad meaning. The relationship between the reader and Gen-Z is crucial for validating Gen-Z experiences and supporting the process of self-reflection (Semetsky, 2006). This is in line with the principles of Jungian psychology, where tarot is used as a tool to interpret subconscious symbols and encourage the process of individuation and self-understanding (Semetsky, 2019). To enhance the potential of each research subject, Tarot Reader uses data collected through observation which is the initial stage in the process of motivating and developing the potential of each research subject. The determination of respondents from this study amounted to 30 people in a research period of approximately six months using the *Purposive Sampling technique*, where the definition of *Purposive Sampling* itself refers to the method of selecting samples in research carried out by selecting individuals or elements that are considered most relevant and in accordance with the criteria set by the researcher, not randomly and gaining an in-depth understanding of certain phenomena from groups or individuals who have experience or special knowledge related to the research topic. More than 50% of respondents who became research subjects by researchers were students and the rest were young people who were still unlucky in finding permanent jobs. This research which started from February 2025 to June 2025 with 30 respondents, 15 of whom were students from universities around the research site showed an increase in behavioral changes towards a more positive direction after reading the first,

second, third, fourth Tarot cards, and some even did it up to five times repeatedly just to ensure their luck was progressing or declining, in which case the researcher who acted directly as *a Tarot Reader* would not read negative results, instead would read the research subject's fortune positively so that the subject remained optimistic and felt motivated in seeking stability in his life. Even 3 of the number who had not been lucky enough to find a permanent job also showed positive results in changes in their behavior.



**Figure 1:** The first reading by *a Tarot reader* for the first respondent, who was experiencing career challenges due to not having found a permanent job that suited his desires. Respondent on the left and *Tarot reader on the right* .

The majority of respondents determined by the researcher refused to show their faces because the stereotype of using Tarot cards itself is still a negative thing for the public to know because of assumptions such as playing tarot cards means the same as shamanism, where in this study *the Tarot Reader* who is the author himself guarantees 100% that there are no shamanic practices that occur in the process of reading the Tarot cards, the readings carried out by *the Tarot Reader* himself are purely using data based on the results of old observations and because the selection of samples from existing respondents uses the *Purposive Sampling technique* and the relationships that have been established between respondents and *the Tarot Reader* themselves with the good aim of being able to motivate and develop the potential that exists in each respondent and uses the mirroring technique. As in Figure 1 above, who was the first respondent in this study, Figure 1 was taken in February 2025 by a respondent who was not a student but had not yet found a permanent job. The reading for this first respondent was relatively easy to do because the respondent was very cooperative and enthusiastic in reading this Tarot card. One trick in this Tarot reading can also be successful in motivating and successfully developing existing self-potential is that the respondent does not reject mentally during the reading process, if inner rejection occurs, the reading will generally experience incompatibility when *the Tarot Reader* displays facts from the respondent's data and which will ultimately lead to distrust from the respondent towards his *Tarot Reader* . Returning to Figure 1 above, this first respondent in November conducted the first reading by displaying Tarot cards randomly drawn by the respondent himself, namely the card *The Magician, The Hierophant, The Wheel, Knight of Swords, 2 of Pentacles, The Hermit, Nine of Cups*, and closed by the card *5 of Pentacles* . Regardless of whether it is true or not, *the Tarot Reader* or the researcher himself tried to interpret the cards that appeared with the facts from the respondents because they had known the respondents for quite a long time and presented precise facts to the respondents so that the reading process aimed at motivating and developing self-potential could be realized well. Two weeks after the first reading, the first respondent asked to have his fortune read again in terms of his career, where it turned out that the motivational sentence uttered by *the Tarot Reader* was manifested into an action, and this

second reading was done because through tiny hands that were looking up so that he could have the prayer answered immediately. Until a bright spot began to appear when the respondent continued to remember what *the Tarot Reader suggested* , which if seen, is significant what they did to be able to motivate and develop their own potential. Until in March 2025 the respondent was called for a job interview. Which shows that the Tarot Card medium can be used as a tool to help motivate and develop existing self-potential. Recent research has identified six key motivational factors for Gen Z: autonomy, competence, relatedness, purpose, flow experiences, and achievement. These factors are rooted in Self-Determination Theory (SDT) and are highly relevant in the digital context and modern work environment (Salvadorinho et al., 2024). Furthermore, Gen Z motivation is also influenced by opportunities for self-development, learning, recognition, well-being, and financial rewards (Talamayan et al., 2024; Surugiu et al., 2025; Pózner & Kozák, 2025). Gen Z tends to seek work that provides meaning, flexibility, and opportunities for career growth (Pózner & Kozák, 2025; Barhate & Dirani, 2021). Gen Z highly values opportunities to learn and grow, both professionally and personally. They prefer environments that support innovation, collaboration, and the use of technology (Salvadorinho et al., 2024; Pichler et al., 2021). Self-development is also driven by the desire to achieve, gain recognition, and build extensive social networks (Talamayan et al., 2024; Septiawan et al., 2024). Developing human resources in Generation Z (Gen-Z) demands an approach that is relevant to their characteristics and needs. Intrinsic motivation, competency development, and the search for meaning are key to developing Gen-Z's potential (Salvadorinho et al., 2024; Maloni et al., 2019; Mahmoud et al., 2020). Intrinsic motivation, recognition, learning opportunities, and competency development are key factors that drive Gen-Z to develop optimally (Salvadorinho et al., 2024; Talamayan et al., 2024; Pózner & Kozák, 2025). Creative media such as tarot cards can be used as a self-reflection tool, helping Gen-Z recognize their strengths, weaknesses, and potential through symbolic interpretation and open dialogue. However, no scientific research has been found specifically addressing the use of tarot cards as a motivational or self-development tool for Gen Z. Previous research also indicates that Gen Z highly values autonomy, competence, connectedness, purpose, achievement, and flow experiences in the self-development process (Salvadorinho et al., 2024). They also tend to seek meaning, career stability, and rapid skill development (Maloni et al., 2019). Intrinsic motivation and the need for self-actualization play a greater role in Gen Z than in previous generations (Mahmoud et al., 2020). To maximize their potential, a reflective, interactive, and personalized approach is highly recommended (Salvadorinho et al., 2024; Maloni et al., 2019).



**Figure 2:** Tarot card reading by the second respondent by a student who wanted to know the aspects of his love problems.

The readings were conducted continuously by researchers and *Tarot readers* for approximately five months, with 30 respondents, 15 of whom were students and 15 of

whom were non-students. Repeat readings were also conducted on several respondents, resulting in 17 of the 30 showing positive behavioral changes that improved their lives. Although no scientific research has specifically examined the effectiveness of tarot cards for Gen-Z self-development, the principles of reflection and self-exploration they promote align with Gen-Z's need for a personal and meaningful approach to developing self-potential (Salvadorinho et al., 2024; Talamayan et al., 2024). Existing research further highlights the importance of media that facilitate reflection, self-exploration, and open dialogue—features sometimes informally associated with tarot practice but not yet academically tested (Salvadorinho et al., 2024; Maloni et al., 2019). Therefore, the use of media such as tarot cards can be an innovative alternative in motivating and developing human resources in Generation Z, provided it is supported by appropriate communication strategies and an environment that supports personal growth.

### KESIMPULAN (CONCLUSION)

Tarot cards, often considered a medium for witchcraft or shamanism, can be used as a tool or medium to help Gen-Z understand themselves and decide what they need to do to enhance their potential. Tarot cards can be an innovative alternative for motivating and developing human resources in Generation Z, provided they are supported by appropriate communication strategies and an environment that supports personal growth. The principles of reflection and self-exploration promoted by tarot align with Gen-Z's need for a personal and meaningful approach to self-development.

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