**Abstract**

This study focused on Grade 10 students and their perception of career guidance, as well as the influence of various social groups on their choice of senior high school strand and track. The researchers used in-depth interviews and Thematization to gather data. The findings highlight the importance of career guidance in guiding individuals towards their desired career paths, helping them assess themselves, and providing resources and mentorship. Career guidance enhances self-awareness and ensures that career choices align with abilities and personal values, leading to greater job satisfaction. In the context of selecting a senior high school strand or track, career guidance empowers students by providing insights into their options and ensuring alignment with their intended college courses. Parents, guidance counselors, teachers, and peers all play a role in the decision making process by offering wisdom, knowledge, and support. Although peer influence may be limited due to concerns about peer pressure, their shared experiences and understanding can still provide valuable guidance.

Keywords: ***Career Guidance, Importance of Career Guidance, Social groups to career guidance***