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**Submission date:** 08-Jan-2020 10:37AM (UTC+0700)

**Submission ID:** 1239942178

**File name:** 83585559.pdf (676.82K)

**Word count:** 3386

**Character count:** 19883



## 1 Media in guidance and counseling services: a tool and innovation for school counselor

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### 1 Abstract

Guidance and counseling services is an element of education that aims to support the achievement of the objectives of education. Guidance and counseling can prevent students experience problems and may even alleviate student of his problems. One of the efforts that need to be done to improve the effectiveness of guidance and counseling services is the development of media guidance and counseling. Media guidance and counseling can make different colors of guidance and counseling services so that the interests of students increase when following the guidance and counseling services. Used media must be relevant with the objectives/competency of the guidance and counseling and relevant with material guidance and counseling services. Media in guidance and counseling services plays an important role in the implementation of guidance and counseling so that student can better understand, understand, and internalize the material guidance and counseling services to the student.

**Keywords:** Media, Guidance and Counselling, Innovations

**Recommended Cite:** Alhadi, S., Supriyanto, A., & 1 Dina, D. (2016). Media in guidance and counseling services: a tool and innovation for school counselor. *Schould: Indonesian Journal of School Counseling*, 1(1), 6-11. doi: <http://dx.doi.org/10.23916/schould.v1i1.35.6-11>

Article History: Received on 12/9/2016; Revised on 12/21/2016; Accepted on 12/28/2016; Published Online: 12/31/2016.

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### Introduction

One important task of the Government of Indonesia is intellectual life of the nation. It is stated in the preamble of the Constitution of 1945 reads, "a Government of the State of Indonesia which protect the entire Indonesian nation and the entire homeland of Indonesia and to promote the general welfare, educating the nation and participate in the establishment of world order".

The statement above indicates that the Government of Indonesia has an important task for the betterment of the nation of Indonesia.

One of the goals is a challenge the Government of Indonesia for its achievement.

An important task in Indonesia Government on one 13 of them realized through educational efforts. According to Law number 20 of 2003 on 5 National Education System states that education is a conscious and deliberate effort to create an atmosphere of learning and the learning process so that learners are actively developing the potential for him to have the spiritual power of religion, self-control, personality, intelligence, character, as well as the skills needed him, society, nation and state. Education efforts

undertaken by the Government of Indonesia was carried out in the school formal, informal and non-formal.

Education itself has goals that need to be achieved. One element that could serve to support the educational goals is achievement guidance and counseling services. This is in accordance with Permendikbud number 111 2014 on Guidance and Counseling in Primary and Secondary Education which states that, "Guidance and Counseling services in the implementation of the curriculum in 2013 carried out by the counselor according to their main tasks in order to help achieve the goal of national education, and in particular student/counselee achieve optimal self-development, self-sufficient, successful, prosperous and happy life."

The above discussion shows that the role of guidance and counseling is vital for the achievement of educational goals. However, problems arise that lowers the degree of the function and role of guidance and counseling. The most obvious example is a lot of guidance and counseling teacher or counselor in the delivery of guidance and counseling services still tend to use conventional methods. Thus, students tend to be saturated and less interested in guidance and counseling services.

Research conducted by Brown and Trusty (2005) concludes that there is little support for the supposition that comprehensive school counseling programs improve achievement. Conversely, there is a growing body of evidence that suggests that school counselors can use strategic interventions to improve academic achievement. Supriyanto and Wahyudi (2016) concludes that formulation students needs assessment is need to existence collaboration between counselor and stakeholders, so development guidance and counseling program structured comprehensive way. Collaboration counselors and school stakeholders is a support system that is a component service and activity management, administration, infrastructure, and professional development counselor.

Whereas the use of media guidance and counseling into one of the counselors attempt to

give a different color to the guidance and counseling services and increase the success of guidance and counseling services. Research conducted by Barbara & Hariastuti (2011) concluded that the participation of students attend information services can be improved through the media game in class X.3 SMAN 1 Klakah Lumajang. Subsequent research conducted by Anisa & Nursalim (2011) which states that the media "Pizza Jobs" is effectively used in the provision of career information services. Media is a tool, whereas the game an implementation of a media. Based on some research shows that media be one important element in improving the success of guidance and counseling services.

The counselor needs to show his creativity in the use of media guidance and counseling to improve the success of guidance and counseling services. Papaleontiou-Louca et al. (2014) and Daskolia, Dimos & Kampylis (2012) states that one of the skills that need to be owned by a counselor is creative thinking. Gladding (2008) states that creativity in counseling helpful in increasing the success and the success of counseling services and play an important role in advancing the counseling profession. Creativity will encourage professional counselor in creating an innovative media guidance and counseling which gives a different color on guidance and counseling services. The use of media guidance and counseling is expected to increase students' interest in participating in guidance and counseling services.

Some research suggests that the media guidance and counseling affect the interest of the students to follow the guidance and counseling services. Research Kurniasari (2015) concluded that the use of audiovisual media influence to increase student interest in participating in tutoring classes VIII-7 in UPTD SMP Negeri 1 Nganjuk district Prambon academic year 2014/2015. Research conducted by Mulyono, Rosmawati & Tri Umari (2015) indicates that the service information that is packed with a variety of media guidance and counseling can increase students' interest towards college information. Than, research conducted by Astuti, dkk (2013), concluded that the implementation of guidance

and counseling to change the negative perception of students is needed to build the performance getting better counseling and may change the negative perception of students toward the implementation of guidance counseling. The third attempt was made in the school is to increase competency, improve professional counselor, and the implementation of innovative services using the media as a supporter of guidance and counseling services in changing negative perceptions of students to conduct implementation guidance and counseling.

Media used by counselors, can increase school counselors creativity in the implementation guidance and counseling services. Explanation of the above indicates that the media guidance and counseling becomes an important element in enhancing the success of counseling services. This paper will describe conceptually about media guidance and counseling as well as the urgency. It is hoped this paper will facilitate scientists and practitioners in understanding, developing, and innovating on media guidance and counseling.

## Discussion

### <sup>11</sup>Innovation media guidance and counseling

Counselors as the executor of guidance and counseling services need to innovate to services to which they apply. This innovation will give new color to this form of guidance and counseling services. This course will increase students' interest in participating in guidance and counseling services. One of the innovations of guidance and counseling services are developing media guidance and counseling, which media guidance and counseling will support the success and achievement of the objectives of guidance and counseling services are implemented by the counselor.

Media guidance and counseling into supporting elements in the success of guidance and counseling services. Media guidance and counseling itself has been defined by some experts. According Sujiono & Sujiono (2005) media is anything that can be worn or used to

stimulate thought, feelings, concerns and abilities so that he was able to encourage the teaching and learning process in children. Moreover, Zaman, Hernawan & Eliyawati (2005) defines media as a vehicle of messages by the message source (the teacher) would like to be forwarded to the recipient of the message (kids). Miarso (1986) suggest media is anything that can be used to deliver messages that can stimulate the mind, feelings, concerns, and the willingness of students to learn. Relation to guidance and counseling, media counseling is the equipment in guidance and counseling support guidance and counseling services to stimulate the development of students' physical, motor, social, emotional, cognitive, and creative students, he was able to facilitate the process of learning in students.

<sup>8</sup>The use of media guidance and counseling has several benefits. According Nursalim (2013) is generally the media has the following advantages to clarify the message that is not too verbalitas; to overcome the limitations of space, time, energy and resources senses; excite/interest of the students, more direct interaction between students and teachers supervising and counseling; gives the same stimulation, likening the experience and perceptions of the same cause; the process of guidance and counseling service can be more interesting; the process of guidance and counseling services can be more interactive; the quality of counseling services can be improved; and improve students' positive attitude towards the material guidance and counseling services. These benefits will be felt by the counselor if the counselor is able to show his creativity in designing media guidance and counseling.

### <sup>4</sup>Urgency media innovation guidance and counseling

It was explained earlier that the media guidance and counseling becomes one of the factors that can increase the interest of students to follow the guidance and counseling services. When students have a high interest in following the guidance and counseling services, the success of guidance and counseling services are also increasing. This is certainly a concern



counselor to demonstrate creativity in creating media guidance and counseling.

7 Some scientific ideas have explained the importance of the media in guidance and counseling. The idea Widiarsari, Susiati & Saputra (2016) explains that the play therapy applied counselor to address early childhood issues need to bring a game based on local wisdom. Another idea, Rohmadheny, Setianingrum & Saputra (2016) explains that the crisis counseling service can be used to decrease the traumatic early childhood victims of disasters, where the crisis counseling services applied counselors can use the media game. Various media described above is expected to increase the success of the achievement of the service.

Some research have also been trying to develop media guidance and counseling aimed at improving the effectiveness of guidance and counseling services. Research Build & Saragih (2015) regarding the development of web counseling media shows (a) the test material experts are in a good qualifying (87.12%); (b) test media design experts are in a good qualifying (86.46%). Then, to test the effectiveness of web media concluded that guidance and counseling facilitate students in the process of guidance and counseling services. Research conducted by Bakhtiar (2015) showed that the development of video guide ice breaking that acceptable (received), based on the usefulness (utility), accuracy (accuracy), feasibility (feasibility) and relevance in improving social skills students get decent results for use SMAN 1 Bontonompo. Furthermore, to test the effectiveness, video guides Ice breaking is very effective in improving the social skills of students at SMA Negeri 1 Bontonompo Gowa. Research Efendi & Naqiyah (2012) on media development blog in guidance and counseling information service shows the results obtained from testing the feasibility of an expert in supporting media blogs in information guidance and counseling services is 76.8% which is categorized as good and fit for use.

Research conducted by Astuti, dkk (2013), concluded that the implementation of guidance

and counseling to change the negative perception of students is needed to build the performance getting better counseling and may change the negative perception of students toward the implementation of guidance counseling. The third attempt was made in the school is to increase competency, improve professional counselor, and the implementation of innovative services using the media as a supporter of guidance and counseling services in changing negative perceptions of students to conduct implementation guidance and counseling. Media used by counselor can increase school counselors creativity in the implementation guidance and counseling services.

Supriyanto and Wahyudi (2016) concludes that formulation students needs assessment is need to existence collaboration between counselor and stakeholders, so development guidance and counseling program structured comprehensive way. Collaboration counselors and school stakeholders is a support system that is a component service and activity management, administration, infrastructure, and professional development counselor. Than, Research conducted by Brown and Trusty (2005) concludes that there is little support for the supposition that comprehensive school counseling programs improve achievement. Conversely, there is a growing body of evidence that suggests that school counselors can use strategic interventions to improve academic achievement.

Development guidance and counseling approach or comprehensive guidance and counseling is based on the achievement of developmental tasks, development potential, and alleviate the problems of the counselee. Developmental tasks are formulated as competency standards that must be achieved counselee, so this approach is also called standard based guidance and counseling. When a guidance and counseling approach used development-oriented approach will combine clinical, remedial and preventive, (Myrick, 2011).

Some research before show that there has been a lot of research and development conducted on media guidance and counseling. Media is a tool, whereas the game an implementation of a media. Summary this explanation shows that media be one important element in improving the success of guidance and counseling services in guidance and counseling program. Media used by counselors, can increase school counselors creativity in the implementation guidance and counseling services.

This shows that have begun to appear heightened awareness of counselors on the importance of media development guidance and counseling to improve the effectiveness of guidance and counseling services. Media guidance and counseling deliver counselor can provide guidance and counseling services are interesting and interactive with the students. This is expected to be the driver of achievement of the objectives of guidance and counseling designed and could ultimately support the achievement of the objectives of education in general.

## Conclusions

Guidance and counseling is an educational element that has an important role. The media is a tool can be used school counselor. The media is a tool can be used school counselor that can be implemented guidance and counseling services. Media be one important element in improving the success of guidance and counseling services in guidance and counseling program. Media used by counselors can increase school counselors' creativity in the implementation guidance and counseling services.

Therefore, the need for more efforts in order to increase the success of guidance and counseling services, by creating media guidance and counseling. It can be said media plays an important role in the implementation of guidance and counseling, which the media that students can better understand, understand, and internalize the material guidance and counseling services to them. Media also

eliminate freedom to learners. But keep in mind that the media must be relevant with the objectives/competency of the guidance and counseling.

## Acknowledgments

This article cannot be completed properly without the support of various parties. One of those who helped the completion of this article is Dody Hartanto, S.Pd., M.Pd as the leader of the Guidance and Counselling Department Universitas Ahmad Dahlan. In addition, those who act the completion of this article is Wahyu Nanda Eka Saputra, M.Pd., Kons, which has helped send the articles to the Indonesian Journal of School Counseling.

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