TECHNOLOGY-BASED COUNSELING SERVICES IN SCHOOLS

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Abstract
The aim of this study is to investigate the progress of school-based counseling services. This study employs a literature review method as its references are sourced from relevant books on the topic. Data will be collected from two types of sources: primary and supporting sources, to gather information related to the research theme. The findings indicate that the integration of technology in counseling services at schools has brought about significant changes. The use of online counseling applications, dedicated websites, and social media has enhanced accessibility, effectiveness, and the quality of services provided to students. Online counseling services have emerged as a crucial innovation that allows broader access without being constrained by physical presence at school
Keywords: *Counseling, Technology*

Abstrak
Tujuan dari penelitian ini adalah untuk menyelidiki kemajuan pelayanan konseling berbasis di sekolah. Studi ini menggunakan metode kepustakaan karena sumber referensinya berasal dari buku-buku yang relevan dengan topik yang dibahas. Peneliti akan mengumpulkan data dari dua jenis sumber, yaitu sumber utama dan sumber pendukung, untuk mendapatkan informasi terkait dengan tema penelitian. Hasil penelitian menunjukkan bahwa integrasi teknologi dalam layanan bimbingan dan konseling di sekolah telah menghasilkan perubahan yang signifikan. Penggunaan aplikasi konseling daring, situs web khusus, dan media sosial telah meningkatkan aksesibilitas, efektivitas, dan kualitas layanan yang diberikan kepada siswa. Layanan konseling online menjadi inovasi yang penting yang memungkinkan akses yang lebih luas tanpa terbatas oleh kehadiran fisik di sekolah.
Kata Kunci : *Konseling, Teknology*

Introduction

Guidance and counseling is a process in which an expert provides assistance to individuals or groups, such as children, adolescents, or adults. Its main goal is to enable the individuals being guided to develop their own capabilities independently, utilizing existing strengths and resources that can be enhanced, in accordance with applicable norms (Amti & others, 2019)

Guidance and counseling are interpreted as a process of providing assistance to students both individually and in groups to achieve optimal and independent levels of development, aligned with established norms. The aim of guidance and counseling in schools is to support students in achieving maturity and independence, as well as fulfilling their developmental goals comprehensively and maximally (Yusuf & Nurihsan, 2006).

Guidance and counseling is a process in which a professional provides assistance to individuals or groups across various age ranges (children, adolescents, and adults). The goal is to help them develop self-capacity independently by utilizing internal strengths and external resources that are available and can be enhanced. This approach always refers to applicable norms in the context of ethics and professional guidelines that govern guidance and counseling practices.

In the educational context of schools, guidance and counseling serves as a process of providing assistance to learners, both individually and in groups. Its aim is to help them achieve optimal levels of development and independence, not only academically but also socially, emotionally, and professionally. Through guidance and counseling, learners are encouraged to attain personal maturity and to comprehensively and optimally address their various developmental tasks in accordance with established educational norms. In summary, both perspectives emphasize the importance of guidance and counseling as a means to help individuals develop independently and reach their maximum potential, both in general contexts and within school education.

Prayitno and Erman Amti explain that the main objective of guidance and counseling is to assist individuals in optimal self-development in line with their developmental stages, personal predispositions, and backgrounds, as well as in response to the positive demands of their environment. Through this process, guidance and counseling help individuals become beneficial members of society, equipped with

insights, perspectives, interpretations, choices, adaptability, and skills that meet their own needs and those of their environment (Amti & others, 2019).

Counseling services in schools aim to assist learners in developing personal, social, learning, and career planning aspects. Counseling services facilitate the development of learners both individually and in groups, as well as in classroom contexts, according to their needs, potential, talents, interests, development, conditions, and available opportunities. Furthermore, this service also plays a role in helping address the weaknesses, obstacles, and issues faced by learners.

Currently, technological advancements are rapidly progressing across various sectors of human life, including industry, agriculture, health, religion, social, culture, and education. The most striking change is the shift from manual technology systems to digital ones. This change is widely felt by society, often referred to as the "digital era." This era illustrates that almost all human activities are supported by digital applications from various platforms and technologies. The most significant impact of technological development is the ability of "information flow" to spread quickly and widely in a short time. One of the uses of technology in education is through the use of various applications and digital platforms that facilitate online learning (Setiawan, 2018).

Method

This study employs a literature review method, as the reference materials are drawn from books relevant to the discussed topic. The researcher will collect data from two types of sources: primary and secondary sources, to obtain information related to the research theme (Iskandar, 2013).

Primary data consists of books relevant to technology-based counseling services, while secondary data includes journals focusing on this topic. The collected information will then be analyzed in detail and aligned with the research objectives. The results of the data analysis will be used to describe and explain various aspects related to the material and topics discussed.

Result and Discussion

A. Guidance and counseling

According to Winkel, counseling is a series of main activities in the field of guidance aimed at directly helping clients take responsibility for the various problems they face (Winkel & others, 1978). According to Willis, counseling is an assistance effort provided by a guide with expertise and experience to individuals in need, with the goal of helping those individuals maximize their potential, overcome the problems they face, and adapt to a constantly changing environment (Willis, 2004)

From this perspective, counseling is a process carried out by trained professionals to help individuals address issues, develop personal potential, and enhance independence. Although their focuses and approaches differ, both provide a comprehensive view of the importance of counseling in supporting individual growth and development.

Guidance and counseling services in schools aim to achieve educational goals and the implementation of counseling. According to Prayitno and colleagues, these services aim to create a fulfilling human life by providing assistance in supporting development and addressing problems so that individuals can develop optimally, independently, and happily (Amti & others, 2019). According to Winkel, the goal of guidance and counseling services is for clients to be able to face the developmental tasks of their lives consciously and freely, and to realize that awareness and freedom in making wise choices and taking various self-adjustment actions (Winkel & others, 1978).

In summary, Prayitno emphasizes that school guidance and counseling services aim to achieve optimal happiness and humanity through support in individual development. On the other hand, Winkel highlights the goal of helping individuals face life's challenges more consciously and freely, allowing them to experience personal growth and make sound decisions in their lives.

In guidance and counseling, Prayitno outlines the following functions:According to Winkel, counseling is a series of main activities in the field of guidance aimed at directly helping clients take responsibility for the various problems they face (Winkel & others, 1978). According to Willis, counseling is an assistance effort provided by a guide with expertise and experience to individuals in need, with the goal of helping those individuals maximize their potential, overcome the problems they face, and adapt to a constantly changing environment (Willis, 2004). From this perspective, counseling is a process

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1. The function of understanding aims to help individuals receiving services understand their own conditions and their environment, as well as various related contexts.

2. The function of maintenance and development aims to preserve and enhance the positive conditions of individuals receiving services, guiding them toward beneficial behaviors.

3. The function of prevention aims to prevent the emergence of negative conditions in individuals receiving services.

4. The function of alleviation aims to address existing negative conditions in individuals receiving services, transforming them into positive ones.

5. The function of advocacy aims to support and champion the rights of individuals receiving services that may have been overlooked or violated by others (Amti & others, 2019).

From the explanation above, several main functions emerge: understanding for self and environmental awareness, maintenance and development for nurturing and advancing the individual's positive aspects, prevention to avoid problem escalation, alleviation to address existing issues, and advocacy to champion forgotten rights. These functions demonstrate a commitment to supporting individuals in achieving psychological well-being and optimal personal growth.

Sukardi explains that in the implementation of guidance and counseling services, there are four areas that encompass:

1. Personal Life Development: Guidance and counseling help students understand, evaluate, and develop their potential, talents, interests, and conditions in line with their personality characteristics and needs realistically.

2. Social Life Development: This involves guidance and counseling to assist students in understanding, evaluating, and enhancing their abilities to form healthy and effective social relationships with peers, family members, and the broader social environment.

3. Learning Ability Development: Focused on helping students develop the learning skills necessary to complete their education in school and to learn independently.

4. Career Development: This involves guidance to help students understand information, evaluate career options, and make informed decisions regarding their career development (Sukardi, 2000).

The statements outline four main areas in school guidance and counseling services: personal life development to understand and realistically enhance potential and personality characteristics; social life development to facilitate healthy social relationships with peers, family, and the community; learning ability development to improve independent and academic learning skills; and career development to help students understand career information, evaluate options, and make informed decisions regarding their professional future. All of this aims to provide holistic support so that students can achieve optimal personal development across various aspects of their lives.

B. Technology-Based Counseling Services in Schools

In the context of technology-based counseling services in schools, the integration of technology in guidance and counseling has opened new opportunities to enhance accessibility, effectiveness, and quality of services provided to students. The utilization of online counseling applications, dedicated websites, and social media platforms has proven successful in improving students' critical thinking skills (Kurniawan et al., 2023).

The integration of technology in counseling services in schools has brought about significant changes. Through the use of online counseling applications, specialized websites, and social media, counselors can improve service accessibility for students. This enables students to access counseling help without needing to be physically present in the school counseling room. Additionally, technology enhances service effectiveness by allowing counselors to provide support in real-time or scheduled according to individual needs. Furthermore, the use of technology in counseling opens up opportunities to enhance service quality by offering a wider range of resources and interventions in line with current technological advancements. This includes various tools to develop students' critical thinking skills, which are essential for supporting their overall development in an increasingly digitally connected educational environment.

Moreover, online counseling services have become an important innovation in school counseling (Ursula, 2021). The importance of implementing guidance and counseling service management to improve students' learning quality has become a primary focus in efforts to enhance service quality in schools (Machfudz, 2023).

Innovations in school counseling services, particularly through online counseling, are a response to technological advancements that allow counselors to provide services virtually. This opens broader access for students to receive counseling help without needing to be physically present at school. The effective implementation of guidance and counseling service management, as highlighted by Machfudz (2023), is crucial in improving students' learning quality. This indicates that by utilizing technology to enhance accessibility and effectiveness of counseling services, schools can optimally develop students' educational potential comprehensively.

Adequate facilities and infrastructure, such as counseling room facilities and necessary software applications, play a crucial role in supporting the effectiveness of guidance and counseling services in the school environment (Fitria et al., 2021).

Additionally, the development of counseling service management models in schools, which includes planning, organizing, implementing, and controlling, becomes essential in ensuring the efficiency and effectiveness of guidance and counseling services (Asni, 2023).

The use of technology in guidance and counseling in schools can help teachers and students more easily receive guidance and counseling (Bahiroh, 2021). To ensure that the counseling services provided in schools run smoothly, counseling teachers must be trained and knowledgeable about technology (Rusandi, 2023). Moreover, a technology-based counseling service information system can assist schools in managing counseling services as well as improving student discipline (Sahwari & Seituni, 2022).

Through the integration of technology in guidance and counseling services in schools, it is hoped that a more inclusive, effective, and responsive educational environment to students' needs can be created. By continuously innovating in applying technology to develop counseling in schools, it is anticipated that a significant positive impact can be achieved for students' development and well-being.

Conclusion

The integration of technology in guidance and counseling services in schools has led to significant changes. The use of online counseling applications, dedicated websites, and social media platforms has improved accessibility, effectiveness, and the quality of services provided to students. Online counseling services represent a crucial innovation that allows for broader access without being limited by physical presence at school. Effective management of guidance and counseling services, including the use of technology to enhance student learning quality, has become a primary focus in efforts to improve services in schools. Adequate infrastructure support and the development of counseling service management models are also essential to ensure the efficiency and effectiveness of these services. By continuously implementing this technology, it is hoped that a more inclusive, effective, and responsive educational environment can be created, addressing the comprehensive developmental needs of students.

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