

## The Use of Popular Social Media On Guidance And Counseling Services In Middle School Counselors

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**Abstract:** Along with technological developments marked by the emergence of various social media applications that support the dissemination of content, either in the form of photos or videos, guidance and counseling in schools needs to take advantage of its existence as a friendly and attractive medium of counseling services for students. TikTok and Instagram are the most popular social media among teenagers which are currently the center of public attention and can be used as media in counseling services. This quantitative research on counselors or guidance and counseling teachers in East Java aims to capture the most popular use of social media among students as a medium of guidance and counseling in high schools. The results of this study explain the opinion of counselors or guidance and counseling teachers regarding the development and use of counseling media during the pandemic and how to use social media in counseling services. The results of the research become initial research in improving counselor competence in developing social media-based guidance and counseling media.

**Keywords:** guidance and counseling, guidance and counseling media, popular social media, TikTok, Instagram



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## Introduction

Along development era, knowledge knowledge and technology as well skyrocketed rapidly in development. There's no denying it that every aspect of life in society participate shift because development increasingly technology forward. Social media is one of the media created blessing development Which science and technology are currently being become center attention public broad. Judging from Herlinda's statement (2021) social media is an internet-based media that supports direct communication and interaction with interactive dialogue, even pictures and sound. Meanwhile, according to Nasrullah (2016: 11) social media is an application that facilitates its users in activities, collaboration and communication in the realm

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of cyberspace which also acts as a facilitator connecting the social ties of its users. With various features and benefits, this social media has become a means that is loved by the wider community.

Based on a survey conducted by the Indonesian Internet Service Providers Association (APJII) the number of people connected to the internet in 2021-2022 will reach 210,026,769 people out of a total population of 272,682,600 people in Indonesia in 2021 where 98.02% of internet users use it to access social media such as Facebook, Instagram, TikTok, WhatsApp, Telegram, Line, and so on. The survey results also show that 99.16% of all Indonesian people aged 13-18 years are active users of social media. YouTube (94%) and Instagram (93%) occupy the positions as the two most used social media platforms by respondents, followed by TikTok (63%), Facebook (59%) and Twitter (54%).

For teenagers, social media is a public space by spending a long time, even hours just using social media, both for uploading pictures or videos, viewing photos or videos, commenting, or even looking for the latest news that appears (Doni & Faqih, 2017). The phenomenon of using social media as a means of communication that is currently spreading must be utilized as best as possible, especially in the education sector so as to create friendly educational services for students, especially high school students (Herlinda, 2021a). If this is put to good use by the education sector, students will certainly easily get information that is packaged in an attractive way.

Guidance and counseling is one of the educational services provided in schools whose task is to facilitate students in achieving optimal development and has 4 special functions namely understanding, channeling, adaptation and adjustment where the implementation is in the form of services for students in developing four important aspects of life namely personal, social, study, and career (Kamaluddin, 2011). In implementing their services, counselors as guidance and counseling teachers need information media that bridge materials for students. This media is called guidance and counseling media (Rahman et al., 2019). Guidance and counseling media is a tool that can be used to convey messages or material for guidance and counseling services by stimulating the thoughts, feelings, concerns, and desires of students to understand themselves and take ways of solving the problems they face (Permendikbud Number 111 of 2014 article 4 paragraph (4)). Interesting guidance and counseling media allows students to have high interest, enthusiasm, and willingness to pay special attention to each service material provided. This is a good breakthrough for counselors to develop their skills in processing guidance and counseling media creatively, easily accepted, and attractive to students (Suwidagdo., Kurniawan., & Ningsih, 2021).

Judging from the survey results listed, social media is the right tool to be developed in the development of guidance and counseling media among secondary schools because this age range greatly utilizes social media in their daily lives. Herlinda (2021) write that the use of social media in guidance and counseling services plays a very important role important in the new normal era or during the online learning period during the pandemic. So from that quantitative research with this survey method was conducted and aims to measure level use of social media most popular guidance and counseling services among school counselors medium. Focus survey the utilization of this social media is on the Instagram and TikTok platforms because including on social media most popular among participant educate school medium, have complete features, as well currently loved. The results of this study became the initial research in improving counselor competency in developing social media -based guidance and counseling media.

## Method

This research is research quantitative with the survey method, where quantitative research is research that is used to examine the population or sample certain using research instruments and data analysis ( Sugiyono, 2016). This study aims to measure level use of social media most popular guidance and counseling services among school counselors medium. According to Kerlinger (1996) survey research is research that takes data from sample in the population certain good population big nor small. This research takes sample from something population and implementation survey using a questionnaire in the form of a need assessment developed by the *research* team with a focus on discussing the use of social media among school counselors medium.

Use questionnaire meant to know response from the research subject that the researcher will examine further. Questionnaire is a list of questions given to others with the intention that the person given questionnaire the willing give *response* according to request. Questionnaire divided in two part, that is

question closed and questions open. Researchers provide question closed presented with a series answer alternative, meanwhile respondent Enough choose answers that have been provided in the Google Form on the answers they consider according to circumstances himself. Question open presented in the form questions and respondents welcome to write answer according to his own thoughts and feelings.

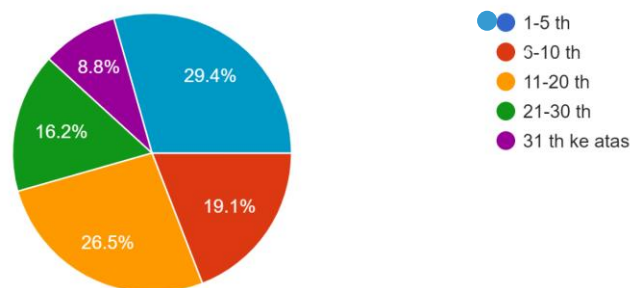
Subject of this research is the teacher in the unit education school middle schools spread across the province East Java. Determination research subjects conducted by *purposive sampling*. *Purposive sampling* is a method of taking sample at random Where sample to be target own classification certain ( Sugiyono, 2016). This research takes sample homogeneous random with classification \_ subject a counselor or school guidance and counseling teacher middle school, domiciled in East Java, and is an active counselor or guidance and counseling teacher teach for at least 1 year .

The data analysis used in this study focuses on three flow model stages from Miles and Huberman, namely: (1) stage data reduction, in this phase, researchers focus on field data that has been collected. Furthermore select a data field to define relevance in research purposes. Next, the selected data simplified to clarify based on data theme to recommend additional data. Researcher then abstracting raw data the become description brief or summary. (2) stages presentation of data, in this phase, researchers first first perform the presentation of information through forms text narrative especially first. Next, results text narrative the condensed into form illustrating chart level use of social media in counseling services . Each component in the chart is an abstraction from the field data description. The researcher then presents information on the results of the research based on the abstracted arrangement in the diagram. (3) the stage of drawing conclusions (verification), in this phase, the researcher always tests all the truth of every meaning that emerges from the data. Researchers do not only focus on data classification, but also on the abstraction of data contained in graphs. Any data that supports the graph/chart component. Any data that supports the graph/chart component. Re-clarification: either with informants in the field or through discussions with colleagues.

## Results and Discussion

The data collected in the form of a questionnaire includes domicile data, length of time the respondent has worked as a counselor or guidance and counseling teacher, as well as other data that complements this research. There were 68 respondents who lived in cities and regencies spread across East Java, including: Malang City (35), Malang Regency (15), Jember Regency (14), Kediri City (1), Blitar City (1), Nganjuk Regency ( 1), and Ngawi Regency (1). Based on gender, respondents were divided into 61 women and 7 men.

Lama menjabat sebagai guru BK:  
68 responses



**Figure 1. Length of Respondents Serves as a Counselor or Guidance and Counseling Teacher**

Figure 1 shows that majority respondent served as a counselor for 1-5 years as many as 20 respondents or 29.4% of whole amount existing respondents. It means Still many counselors have not too long have experience teach and do say Still Not yet Lots experience moment teach. Length of teaching assignment

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naturally will give different experience between teachers who teach more than 30 years with teachers who teach not enough from 30 years.

In addition, based on the data that has been obtained, still many counselors use PowerPoint media as many as 56 or 82.4% of respondents. That is, the counselors Not yet maximizing other existing media at this time. Whereas If follow the development of the times of course these teachers can Know and switch to the media that is currently trending. Hidayat & Primary (2019) emphasized in his research that social media currently has become part from world community where social media is used to facilitate individuals in communicating and establishing connection social with other people. Noviyanti (2020) add that social media access become priority second after using the required communication .

The use of media applied by BK teachers at this time is only limited to sharing via WhatsApp at this time online learning. If felt right, actually matter if done continuously continuously will make atmosphere boring and less learning interesting. Based on existing data, as many as 52 or 76.5% of respondents state that animated video is the most interesting and effective media for participant study during a pandemic until endemic at this time. Naturally the use of these media is more interactive and arouses the enthusiasm for learning of students because it is more interesting presented in audio-visual form. However, in part the number of counselors is 59 or 86.8 % of respondents Still using simple media its use such as WhatsApp social media to discuss and convey current material learning. This is in line with the research results of Hastuti & Tyas (2021) that the google classroom and google form applications are often used as media for classical guidance, and applications WhatsApp for individual/group counseling.

Based on data from 68 respondents, as many as 65 or some 95.6 % of respondents are very enthusiastic and interested in using social media Instagram and TikTok for media guidance and counseling services because complete features, way short packing material However interesting , scattered the extent of guidance and counseling materials in the community general , and renewal of learning media that follows development science and technology Use technology can assisting the process of guidance and counseling in schools (Harlina et al., 2019). Statement This is supported by research conducted by Amadhea & Lathifah (2021), entitled Effectiveness Information Services in Group Guidance with TikTok Media to Improve *Self-Concept* Student states that gift group tutoring services with videos uploaded on TikTok are very influence to improve *self-concept* in students by category low become tall Where matter the show that the TikTok application has great potential if it is developed as a media for guidance and counseling. Adyastri, Hartini, Agung Budi Prabowo, and Siswanti (2022) also participated stated in his research entitled Instagram as a Substitute Media Guidance Board For Generation Z that school counselor Medium needs to be *upgraded* to keep up interest target , thus how sophisticated technology must used by educators including counselors to provide interesting education so that impact can directly experienced by the participants educate. Adyastri, Hartini , Agung Budi Prabowo, and Siswanti (2022) also stated that Instagram is an application that is very suitable for use as a learning medium Because complete features and easy to learn as well as used.

However, still Lots problems or difficulties in using social media the for counselors, among others understanding about social media platforms that are lacking (33 respondents ), usage limited time during study hours (27 respondents ), internet network is lacking stable (23 respondents ), and the rest answer with other factors such as Not yet There is it's talent, lack creativity in making interesting content, and so on. Therefore it is necessary to hold training on the use of today's social media for counselors. The features of Instagram that can be used as guidance and counseling media are Instagram Live video, Instagram TV–IGTV, Instagram hashtags, Instagram stories, Instagram feeds, and so on. Whereas TikTok features that can be used include TikTok videos, TikTok stories, *re-uploads* , and so on.

## Conclusion

Based on results and discussion above , can concluded that use of social media as a medium of guidance and counseling among school counselors medium not yet maximum. It proven by results questionnaire that mentions that Still many counselors use PowerPoint media as many as 56 or 82.4% of respondents. That is, these teachers Not yet maximizing other existing media at this time. A total of 59 or 86.8% of respondents Still use WhatsApp to discuss and deliver current material learning. As many as 65 or more 95.6 % of respondents are very enthusiastic and interested in using social media Instagram and TikTok for media guidance and counseling services. However, still Lots problems or difficulties in using social media the for

counselors, among others understanding about social media platforms that are lacking (33 respondents), usage limited time during study hours (27 respondents), internet network is lacking stable (23 respondents), and the rest answer other. Padi & Sarmila research results (2021) show that almost half from their study population (in school counselors) have not own sufficient skills in using the media in the guidance and counseling services that the media should have can become means support in giving guidance and counseling services during a pandemic. Then it needs to be held training current use of social media to the counselor.

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