

THE ROLE OF GUIDANCE AND COUNSELING TEACHERS IN THE PREVENTION OF BULLYING IN THE ALPHA GENERATION

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Abstract

The issue of bullying has become a pressing concern in the context of education, especially in the digital age and with the development of the Alpha generation. In addressing this issue, the role of guidance and counseling (BK) teachers becomes very important. BK teachers are not only responsible for creating a safe and supportive school environment, but also have a central role in identifying signs of bullying, providing appropriate interventions, and providing emotional and social support to victims of bullying. Literature studies show that counseling teachers also have a proactive role in educating students, parents and school staff about the importance of bullying prevention. They often use individual or group counseling methods, conduct social skills training, and develop anti-bullying programs in schools. In addition, collaboration with various parties, including parents, school staff and the community, is key in creating effective bullying prevention strategies. Thus, improving BK teachers' skills and knowledge in understanding and addressing bullying issues will enable them to be effective agents of change in creating a safe, inclusive and supportive school environment for all students. Further research and the implementation of sustainable prevention programs will be crucial in addressing the challenges of bullying in this digital age.

Keywords: bullying, alpha generation, guidance and counseling

1. Introduction

Education is not just about imparting academic knowledge; it is also about creating a safe and supportive environment for the holistic growth and development of students. However, in recent years, the problem of bullying has become a disturbing issue in the world of education, especially among the Alpha generation who grew up amidst rapid advances in digital technology.

The Alpha Generation, which was born around the 2010s, has witnessed extraordinary technological developments, including increasingly widespread use of social media and the internet.

However, with this increased connectivity comes new challenges in the form of cyberbullying and online bullying, which often goes beyond the boundaries of the traditional school environment.

In the school environment, bullying needs to be avoided because it can have a negative impact on the victim. Victims of bullying often feel inferior, helpless, inferior, and close themselves off, and can even become reluctant to interact socially and even result in an inability to attend school. Common forms of bullying include verbal insults using derogatory names (such as nicknames that refer to physical appearance), potentially hurtful physical contact, spreading rumors about someone, making threats, or even forcibly stealing the victim's belongings.

If bullying is not handled or continues to occur, students at school can experience harassment or violence, which can have a psychologically traumatic impact and even have long-term impacts into adulthood. Therefore, it is important for students in the school environment to respect each other, help, build cooperation, and show tolerance towards each other, especially between classmates and friends in the school environment as a whole, in order to prevent bullying. (Asfiati et al., n.d.)



In facing this complexity, the role of guidance and counseling counselors (BK) becomes increasingly vital. BK counselors are not only academic advisors, but also emotional and social protectors for students. With a deep understanding of the dynamics of human behavior and social interactions, BK counselors have the potential to be at the forefront of efforts to prevent bullying among the Alpha generation.

In this section, we will explore in more depth the role of counselors in preventing bullying among the Alpha generation. We will consider their contribution to creating a safe and inclusive learning environment, the strategies they use to identify and address bullying, and their role in providing support to affected students. Apart from that, we will also highlight the important role of counselors in shaping a comprehensive school culture and empowering the entire school community to participate in bullying prevention efforts.

By better understanding the role of guidance counselors in the context of preventing bullying among the Alpha generation, we can take concrete steps to create a safer, more inclusive and supportive educational environment for all students Top of Form.

2. Method

In this research, researchers used literature review research. Library research is a method that uses data collection from library sources, including books, magazines and other print media, or can be obtained from photos and videos (Khairiah & Silvianetri, 2022; Yuningsih & Herdi, 2021). This research method uses library research methods. The research object is a collection of several articles from various sources, books, documents and other references related to the role of guidance and counseling teachers in bullying in the alpha generation. The data analysis technique used in this research is an analysis method which is divided into three stages, namely displaying data, reducing data and drawing conclusions. To validate the data, source triangulation is used

3. Results and Discussion

3.1. Bullying

Bullying refers to aggressive actions that are repeatedly carried out against weaker or vulnerable individuals by individuals who are stronger or have power. These actions can occur in a variety of contexts, including schools, workplaces, and even on social media platforms. Although this behavior can be done by anyone, it often occurs in teenagers whose emotions are not yet stable and are susceptible to being influenced by the surrounding environment. However, it is important not to underestimate or take bullying for granted, as it can have long-term negative impacts. According to Unicef, bullying can be recognized through three main characteristics: intentional (done to hurt), occurs repeatedly, and involves a difference in power between the perpetrator and the victim. Bullying can occur both in person and through online media, which is often referred to as cyber bullying, through platforms such as social media, SMS, email or instant messaging. The term "bullying" itself is an absorption from English which comes from the word "bully" which means a bully or someone who oppresses weaker individuals. In Indonesian society, the phenomenon of bullying is often described with various terms such as bullying, bullying, hazing, bullying, exclusion or intimidation. (Mardhiah, et al. : 2023)

Bullying can be grouped into four forms, namely: verbal, non-verbal, psychological and cyber bullying. Verbal or physical bullying includes actions such as hitting, kicking, or damaging the victim's belongings. Meanwhile, non-verbal bullying involves behavior such as insulting,

criticizing or mocking the victim. Psychological bullying occurs when the victim is threatened, isolated, or publicly humiliated. Meanwhile, cyber bullying occurs through online media, such as spreading lies, posting embarrassing photos on social media, sending messages or threats via chat platforms, writing hurtful comments in the comments column, or posting content that is embarrassing or hurtful to the victim. Bullying has a negative impact, especially for victims and perpetrators of bullying. (Mardhiah, et al. : 2023)

3.2. *Generation Alpha*

Yeni mentioned in Swandhina and Maulana pSocial researcher and speaker Mark McCrindle campaigned for the term "Alpha Generation" in his writings in Business Insider magazine, describing that Generation Alpha (Gen A) is a continuation of Generation Z. They are children born after 2010 or in other words, a generation born by millennials. McCrindle noted that around 2.5 million Generation Alpha children are born in the world every week. He predicts that Gen A will be the generation that is most connected to the internet throughout history, but also has the potential to be less social, less creative, and tend to be individualistic. They tend to want instant results and have little respect for the process. Their attachment to gadget technology can make them socially isolated.

According to Dr. Neil Aldrin, a psychologist, Generation Alpha tends to have a more pragmatic and materialistic attitude because they grew up in an era of advanced technology. They tend to think practically, pay less attention to values, and are more selfish than previous generations. This rapid technological development will likely influence various aspects of their lives, including learning styles, school curriculum, and daily social interactions. (Swandhina and Maulana: 2022)

Table 1. Latest generation categories

Generation Labels	Period	Characteristics
Baby Boomers	1946-1964	An adaptive generation, easy to accept and adapt. Considered as a person who has more life experience.
Generation X	1965-1980	This generation was born in the early years of using PCs (personal computers), video games, cable TV and the internet. According to research, some of this generation have negative attitudes, are exposed to punk music, and try to use marijuana. Gen X has a tendency to be independent in thinking.
Generation Y	1981-1994	More use of instant communication technologies such as email, SMS, and social media such as Facebook and Twitter. They also like online games. When young, they depend on group cooperation. As they mature, this generation becomes more enthusiastic about working in groups, especially at critical times.
Generation Z	1995-2010	It has similarities with generation Y, but this generation is able to apply every activity at one time, such as: tweeting using a cellphone, browsing, and listening to music using a headset. They are a digital generation who like information technology and various computer applications
Alpha Generation	2011-2025	The generation that is most familiar with digital technology

		and the generation that is claimed to be the smartest compared to previous generations.
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Source: *Family Guide Indonesia*, 2017

3.3. The Role of Guidance and Counseling Teachers

Teachers play a very important role and position in the entire educational process, especially in formal education, and also in the development of society as a whole. According to Natawidjaja, a teacher must realize that he is providing the highest service to society, and that the teaching profession must be considered equal to other service professions. The role of teachers has qualifications that are appropriate to their field of work, including professional duties related to educating, teaching, training and managing school order to support the educational process. Apart from that, there are also humanitarian duties which involve teachers in helping individuals to realize themselves as a whole, by actualizing their potentials.

Teachers are a key element in the entire education system. Therefore, it is important to take seriously the role and position of teachers in improving the quality of students. The status of a teacher is not limited to being an employee who carries out tasks without any sense of responsibility for the discipline he teaches. In accordance with Government Regulation Number 74 of 2008 concerning Teachers, a teacher is considered a professional educator who has the main task of educating, teaching, guiding, directing, training, assessing and evaluating students at various levels of education, from early childhood education to secondary education in the formal education pathway. (PP : 2008)

According to the Joint Regulation of the Minister of National Education and the Head of the State Civil Service Agency Number 03/V/PB/2010 Number 14 of 2010 concerning Instructions for Implementing Functional Teacher Positions and Credit Numbers, Article 1 explains that there are three types of teachers, namely:

- a. Class teacher: Is a teacher who has full responsibility, authority and rights in the learning process of all subjects in certain classes at the TK/RA/BA/TKLB and SD/MI/SDLB levels, except for physical education and health and education subjects religion.
- b. Subject teacher: The teacher on duty has full responsibility, authority and rights in the learning process in a particular subject at the school/madrasah.
- c. Guidance and counseling teacher or counselor: A teacher who has full responsibility, authority and rights in guidance and counseling activities for a number of educators. (PP : 2010)

3.4. The role of guidance and counseling teachers in bullying

Bullying is a serious problem that must be anticipated because its impact can create trauma for victims, disrupting the effectiveness of their lives. It is important for perpetrators of bullying to understand more deeply the background of their behavior, so that guidance and counseling teachers or counselors can take appropriate action to deal with the problem. By understanding the root causes of bullying behavior, professionals can develop more effective intervention strategies to help perpetrators overcome their problems and prevent bullying cases from occurring in the future. (Yandri : 2014)

In dealing with bullying problems, guidance and counseling teachers or counselors need to provide optimal and comprehensive counseling services according to students' needs. This can be

done by providing suitable guidance and counseling programs, such as orientation services, information, distribution placement, content mastery, individual counseling, group guidance, group counseling, consultation, mediation and advocacy, as explained by Prayitno (2009:45). By providing these different types of services, professionals can provide support tailored to individual and group needs, as well as help students overcome bullying problems and develop the skills and strategies needed to face challenges in the school environment and everyday life.

Counseling teachers have an important role in preventing bullying behavior by instilling good moral values in students. Apart from that, BK teachers also provide classical guidance to explain the concept of bullying, the behavior that constitutes bullying, as well as the causes and consequences of bullying behavior. Counseling teachers use various media, such as guidance boards and leaflets about bullying behavior, to provide students with an understanding that bullying is negative and unacceptable behavior. The aim of these steps is for students to understand that bullying behavior is not only not good, but is also detrimental to all parties involved. (Al Hindi, 2017)

4. Conclusion

Bullying is a phenomenon that often occurs in various environments, be it at school, the workplace or on social media platforms. This term refers to repeated aggressive actions carried out against individuals who are considered weaker or vulnerable by individuals who have greater power or strength. Even though it can be done by anyone, bullying often targets teenagers who are still in the process of emotional development and are vulnerable to the influence of their surrounding environment.

It is important to understand that bullying is not trivial or ordinary. The impact can be very detrimental, not only for the direct victim, but also for the entire surrounding environment. Unicef identifies three main characteristics of bullying: intentional (done to harm), repetitive, and involving a power differential between the perpetrator and the victim. Bullying can occur in various forms, ranging from verbal, non-verbal, psychological, to cyber.

In overcoming bullying, the role of guidance and counseling teachers is very important. They are not only responsible for providing students with an understanding of the concept of bullying and its impacts, but must also provide optimal counseling services according to individual and group needs. This may include providing orientation, information, individual counseling, group guidance, consultation, mediation and advocacy services.

Apart from that, guidance and counseling teachers also have a role in instilling good moral values in students and explaining that bullying is negative and unacceptable behavior. Thus, these steps aim to create a deeper understanding among students about the importance of respecting and supporting each other, as well as reducing incidents of bullying in the school environment and everyday life.

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