

## OPPORTUNITIES AND CHALLENGES OF USING TECHNOLOGY SING ARTIFICAL INTELLIGENCY IN GUIDANCE AND COUNSELING

**Febi Melia Sari<sup>1</sup>, Suci Aulia Fitri<sup>2</sup>, Aulia Natfi Ellizar<sup>3</sup>**

<sup>123</sup> UIN Sjech M. Djamil Djambek Bukittinggi [febimeliasari1505@gmail.com](mailto:febimeliasari1505@gmail.com)

---

*Submission : May 27,2024*

*Revised : June 02,2024*

*Accepted : June 04,2024*

*Published : June 11,2024*

---

### Abstract

The use of artificial intelligence (AI) technology in the field of guidance and counseling has become a topic that is attracting increasing attention. This article describes the opportunities and challenges associated with the use of AI technologies in such contexts. These opportunities include the ability to increase the accessibility of services, provide personalized solutions, and increase the efficiency of the guidance and counseling process. However, there are also challenges that need to be overcome, such as issues of privacy, trust, and the quality of human-machine interactions. By understanding these opportunities and challenges, guidance and counseling practitioners can effectively integrate AI technology into their practice, improving the quality of the services they provide. This research aims to describe the opportunities and challenges of using AI technology in Guidance and Counselling. This research uses a research method in the form of a literature study (libraryresearch).

**Keywords:** AI; Guidance and counselling; Opportunity; Utilization; Challenge

### 1. Introduction

The message is that technological developments affect all fields, especially education. In the past, everything a person did in his life could be done alone (still manually or with the help of internal abilities), but now this has changed and is different from modern methods (Yahya & Hidayat, 2023).

It cannot be denied that with the rapid development and progress of technology, there are problems with technological developments in the field of guidance and counseling, which means that not all guidance and counseling teachers can keep up with technological developments. The failure of guidance and counseling teachers regarding the use of technology will have an impact on the effectiveness and results of services. For example, if the guidance teacher/counselor only teaches lessons without using technology as a tool, then students will feel bored. Student boredom causes students to become disinterested and find it difficult to receive the intended message. It is important to guide and advise teachers/tutors on the use of technology to enhance students' service engagement experiences (Kusumawati, 2020).

The use of AI technology in guidance and counseling has an important legal basis to ensure ethics and professionalism in the use of this technology. One relevant legal basis is the ethics of guidance and counseling, which emphasizes the importance of counselors understanding and complying with professional ethics in the use of technology for guidance and counseling services. This code of ethics ensures that counselors use technology in a way that complies with the principles of ethics and professionalism, as well as ensuring the protection of client data and privacy (Kusrini & Saleh, 2009).

Apart from that, another relevant legal basis is law number 20 of 2003 concerning the national education system, which emphasizes the importance of using technology in education, including in guidance and counseling. This law ensures that technology is used to improve the quality of education and ensure educational accessibility for all students. In implementing AI

technology in guidance and counseling, it is important to ensure that the technology is used in a manner that complies with relevant codes of ethics and laws. Therefore, counselors must understand and comply with professional ethics in the use of AI technology, as well as ensuring the protection and privacy of client data (Yahya & Hidayat, 2023).

Previous research on the use of AI in counseling services, particularly in “mHealth” applications, revealed that young individuals who utilize mobile applications for pragmatic mental health are receptive to AI. Regarding the development of personal information required by the “mHealth” application, application users show a good attitude. However, as the level of data privacy requested increases, this response will also increase. In this situation, mobile app users will determine how quickly development intervention is required, although this in-app personalization is highly relevant for data sharing and long-term app use (Götzl et al., 2022).

Research conducted by (Mambu et al., 2023) explains that the use of Artificial Intelligence (AI) technology in facing the challenges of teaching teachers in the digital era has great potential to increase the effectiveness of teaching and learning. This is reinforced by research (Yulia, 2023) using artificial intelligence (AI) as an “actor” in implementing counseling. Apart from that, research from (Kusumawati, 2020) states that the use of information technology in guidance and counseling has positive and negative impacts.

The purpose of this article is to provide knowledge and insight regarding new information and understanding of the opportunities and challenges of utilizing AI in guidance and counseling as well as to consider the importance of understanding and keeping up with increasingly developing technological advances.

## 2. Method

The type of research that the author carried out was library research because the data source used was entirely from the library. Data collection in this research used several scientific journal references, ebooks, and other online publications that discuss problems related to the opportunities and challenges of using AI technology in guidance and counseling to collect information and data for this research.

Some of these techniques are used as solutions to problems that require in-depth understanding. Apart from that, this research uses a descriptive research approach which aims to explain phenomena or events in the field. Meanwhile, the data analysis technique in this research uses analytical methods, journals and other documents that are accessed via the internet.

## 3. Results and Discussion

### 3.1. *Opportunities for using AI in guidance and counseling*

Artificial intelligence, or AI for short, is the study of how to make computers perform tasks that were previously best left to humans. Artificial intelligence is the process of designing computers to mimic some of the functions of the human brain, such as language understanding, knowledge acquisition, reasoning, problem solving, and even decision making. The goal is to make computers as smart and cunning as humans.

Fundamentally and generally, definitions of AI can be grouped into four categories, namely;

- a. A system with human-like cognitive abilities
- b. Machines capable of acting like humans
- c. A system that is capable of thinking sensibly
- d. A system capable of emotional behavior (rational action)

In artificial intelligence, it allows computers to learn from human input and apply this information to solve various problems by imitating human thought and reasoning processes. Computers can obtain the knowledge they need through the efforts of a human expert, although computers cannot learn, experience, or conduct research the way humans can (Ishak et al., 2020).

Like any mental health care facility, the use of AI has advantages and disadvantages. SWOT analysis is a popular and reliable analysis methodology used to assess organizational performance. Strengths, Weaknesses, Opportunities, and Threats are abbreviations for these elements. To learn more about the application of AI in counseling, data and analysis from various sources is provided below:

The benefits (strengths) of using AI expand the reach of clients, especially for those who find it difficult to meet in person. Because AI technology is so advanced, clients can receive counseling in a safe and comfortable environment even without a face-to-face meeting. Clients do not need to waste time or energy traveling to counseling sites; Counseling can be provided whenever clients need it (Peyambari et al., 2020).

Counseling services are available whenever clients want them. This can help clients feel as if the counselor is always with them, eliminating communication barriers and allowing them to express their feelings to the counselor immediately without having to wait for the next session.

Flexibility, spontaneity, and modernity characterize the *opportunity* to apply cyber counseling that is fully in line with modern lifestyles, especially the reach of the younger generation of Millennials and Gen Z who have very complex problems at every stage of their development. Times have changed, and along with it, several circumstances that cause stress and despair have emerged. As a result, psychological worries increase. On the other hand, there is an increase in awareness of mental health problems, one of which is due to the increased accessibility to information through the internet (Yulia, 2023).

### ***3.2. Challenges of using AI in guidance and counseling***

One of the threats to using AI in counseling is that it has its own problems, one of which is protecting client confidentiality. As is known, the concept of confidentiality is very important in the use of counseling. Meanwhile, the software that aggregates the data is vulnerable to hackers.

The ability of competent counselors to meet modern needs, especially mastery of technology, presents the next difficulty. Based on data, the majority of counselors, especially school counselors, are not yet proficient in using and operating information technology (Pasmawati, 2016). The lack of strength of the term "cyber counseling" shows that the use of counseling is very dependent on internet network accessibility. The dependence of AI-based counseling on the internet network is a weakness because the internet network infrastructure in Indonesia is still developing and is not evenly distributed throughout the country. Similar to the following review (Ardini, 2021):

Another weakness of using AI-based cyber counseling is that the application of psychological contact and empathy is not as effective as conversion counseling. This means that psychological contact between counselors and clients cannot be carried out effectively in counseling services which aim to alleviate certain problems (Pasmawati, 2016).

This is because computer program expertise is unable to display the following characteristics of a quality counselor: 1) Empathy is the counselor's mindset and sentiment in understanding the client's situation and conveying his knowledge to the client. 2) Acceptance is a

mindset that shows that clients will always be accepted as they are in a counseling partnership, 3) Sincerity, or the counselor's capacity to be real and frank and balance emotions and ideas within the framework and boundaries of providing support, 4) Wellness, or capacity counselor to maintain health to overcome psychological problems in children. other people, 5) Cultural competence, candor, and respect for clients from diverse racial and cultural backgrounds, 6) The “it” factor, or specialization, is personal competence that can take the form of the counselor's empathetic capacity, his ability to make others laugh, the ability to change a person's tone of voice or point of view, etc., 7) The counselor's ability to adapt the theoretical framework to the student's beliefs, perspective, suitability and understanding of how theory functions in counseling services is an indication of their suitability and confidence in the theory. 8) Competent, namely the counselor always tries to maximize student understanding. 9) Cognitive complexity influences the counselor's ability to self-reflect, ask probing questions, use multiple perspectives, and carry out multimethod evaluations of counselor effectiveness (Mambu et al., 2023)

#### 4. Conclusion

Artificial intelligence or what we often call Artificial Intelligence is the study of making computers carry out tasks that humans are currently more adept at doing. Artificial intelligence is the process of making computers increasingly intelligent so that they can perform tasks that humans can perform and even surpass by mimicking some of the functions of the human brain, including language comprehension, knowledge acquisition, reasoning, problem solving, and even decision making.

Flexibility, spontaneity and modernity characterize opportunities for implementing cyber counseling that are fully in line with modern lifestyles, especially the reach of the younger generation, Millennials and Gen Z, who have very complex problems at every stage of their development. As times change, the circumstances that might cause stress and sadness also change. As a result, psychological anxiety increases. On the other hand, there is increasing awareness of mental health problems, one of which is caused by increasing accessibility to information via the internet.

One of the threats (threats) of using AI in counseling is that it has its own problems, one of which is protecting client confidentiality. As is known, the concept of confidentiality is very important in the use of counseling. Meanwhile, software that combines data is vulnerable to hackers.

#### References

- Ardini, P. P. (2021). Book Chapter: Pedagogi dalam Perspektif Pembelajaran di Era Society 5.0 (Y. Juniarti. *Yayasan Sahabat Alam Rafflesia*.
- Götzl, C., Hiller, S., Rauschenberg, C., Schick, A., Fechtelpeter, J., Fischer, U., Koppe, G., Durstewitz, D., Reininghaus, U., & Krumm, S. (2022). Artificial intelligence-informed mobile mental health apps for young people: a mixed-methods approach on users' and stakeholders' perspectives. *Child and Adolescent Psychiatry and Mental Health*, 16(1), 86.
- Ishak, N. H., Jais, S. M., Bistamam, M. N., & Omar, M. N. (2020). The validity and reliability of TF-CBTGC module for victims of bullying in schools. *International Journal of Education, Psychology and Counselling*, 5(37), 350–363.
- Kusrini, E., & Saleh, M. I. (2009). Luminescence and structural studies of yttrium and heavier lanthanide–picrate complexes with pentaethylene glycol. *Inorganica Chimica Acta*, 362(11), 4025–4030.

- Kusumawati, E. (2020). Peluang dan tantangan layanan bimbingan dan konseling di era disrupsi. *Counsensia Indonesian Journal Of Guidance and Counseling*, 1(02), 64–71.
- Mambu, J. G. Z., Pitra, D. H., Ilmi, A. R. M., Nugroho, W., Leuwol, N. V., & Saputra, A. M. A. (2023). Pemanfaatan Teknologi Artificial Intelligence (AI) Dalam Menghadapi Tantangan Mengajar Guru di Era Digital. *Journal on Education*, 6(1), 2689–2698.
- Pasmawati, H. (2016). Cyber counseling sebagai metode pengembangan layanan konseling di era global. *Jurnal Ilmiah Syi'ar*, 16(2), 34–54.
- Peyambari, M., Sadeghi, M., & Rashidi, M. (2020). The effect of cognitive-behavioral training on depression and psychological hardness of Patient With cardiovascular diseases. *Iranian Journal of Health Education and Health Promotion*, 7(4), 289–299.
- Yahya, M., & Hidayat, A. (2023). Implementasi Artificial Intelligence (AI) di Bidang Pendidikan Kejuruan Pada Era Revolusi Industri 4.0. *SEMINAR NASIONAL DIES NATALIS 62, 1*, 190–199.
- Yulia, H. (2023). Pemanfaatan Artificial Intelligence pada Pelaksanaan Cyber Counseling pada Pengguna Aplikasi Replika. *ULIL ALBAB: Jurnal Ilmiah Multidisiplin*, 2(11), 5321–5328.