

THE EFFECTIVENESS OF ARTIFICIAL INTELLIGENCE TECHNOLOGY IN FACING THE CHALLENGES OF GUIDANCE AND COUNSELING IN THE DIGITAL AGE

Rahmi Amelia Putri¹, Zikra Mailana², Nailatul Fadilah³, Zulkifli⁴, Fanny Mardenil⁵, Ira Oktarini⁶

¹²³⁴⁵⁶UIN Sjech M. Djamil Djambek Bukittinggi, rahmiameliaputri263@gmail.com

Submission : May 28, 2024

Revised : June 03, 2024

Accepted : June 04, 2024

Published : June 11, 2024

Abstract

All professions are encouraged to keep up with the times because technology encourages humans to continue to innovate, helping them communicate, interact, and learn about the development of the world. All things, including education, are influenced by the rapid development of technology. Guidance and counseling services are expected to be achieved optimally through the use of information technology-based tools and services. The role of technology and its benefits for guidance and counseling libraries. The review is used in this article. Literature review is to make writing related to a particular topic, one must search and read books, journals, and other publications related to the research topic. To get answers to questions, documentation methods were used to collect data from various sources in this study, namely literature in one. In the document of an increasingly dynamic digital era, artificial intelligence (AI) technology has become an integral part in various aspects of life facing challenges in facing various problems arising from the use of technology. Artificial intelligence technology can assist guidance and counseling professionals in dealing with such challenges in several ways. Artificial intelligence is the study of computers being able to do things that humans do better. The concept of artificial intelligence is divided into four, namely the ability to think humanely, the ability to act like humans, the ability to think logically and the ability to act rationally. When carrying out guidance and counseling online, of course, it cannot be separated from the advantages and disadvantages. With faster and more accurate data analysis capabilities. Counselors must have adequate skills to overcome any obstacles and challenges that may occur during the guidance and counseling service process. Counseling is a reciprocal relationship in which a counselor helps a person understand themselves in relation to their life problems. Counseling is usually accompanied by broader guidance. The guidance and counseling teacher should be an experienced professional. Counselors must change their functions to support changing times along with technological advances. Counselors can adapt to the era of a smart society thanks to new innovations such as online counseling.

Keywords: Guidance and Counseling, Artificial Intelligence, Digital Age

1. Introduction

All professions are encouraged to keep up with the times because technology encourages humans to continue to innovate, helping them communicate, interact, and learn about the development of the world. All things, including education, are influenced by the rapid development of technology. Unlike a few years ago, everything in a person's life is done independently, whether they are still using their hands or using their inner potential. For example, a few years ago, mentorship and client services could only be provided and direct, but as technology evolves, mentorship and client activities can be implemented through the use of technology. In addition to having a positive effect on the efficiency and connectivity of digital technology development, it also has a negative effect on individuals. Since generation Z is the



student they face, counselors must have sufficient skills and mastery of technology to develop digital technology.

In research (Heiden & Tonino-Heiden, 2021), they found that technology, especially artificial intelligence, greatly helps the government bureaucratic process, so that services become more integrated and people are more satisfied with public services. The development and utilization of technology helps meet the requirements for data collection and management of academic information, in the need for other educators to be easily accessible (Richter et al., n.d.). According to research conducted by Homes Dan Kozlowki (Mulawarman, 2021), preparation before e-counseling and providing an understanding of e-counseling to clients is an important ability that counselors must have who provide online counseling services. In addition to these skills, some studies show that some counselors have similar abilities among fellow counselors.

When technology is used, the guidance and counseling services that are an important part of education are unavoidable. With Law No. 20 of 2003 on the National Education System, which states the role of guidance and counseling in the National Education System and stipulates guidance and counseling work in the official education structure, counselors should be the main guide in maximizing the role of technology in every service they offer, whether in classic, group, or individual formats. Thus, guidance and counseling services are expected to be provided as best as possible through the use of IT-based tools and services. The role of technology and its benefits for guidance and counseling (Sumarwiyah). Thus, the purpose of this study is to discuss the effectiveness of artificial intelligence technology in facing the challenges of guidance and counseling in the digital age.

2. Method

A literature review is used in this article. Literature review is to make writing related to a particular topic, one must find and read books, journals, and other publications related to the research topic (Marzali, 2017). To get answers to questions, documentation methods were used to collect data from various sources in this study, namely literature in one document (Marzali, 2017). Data is obtained by searching similar literature through Goggle Scholar, and one of the data analysis methods used is content analysis.

3. Results and Discussion

Artificial intelligence (AI) technology has become essential in various aspects of life in an increasingly dynamic digital age, including guidance and counseling. AI can assist guidance and counseling professionals in addressing issues that arise in the guidance and counseling process as it can analyze data faster and more accurately. In this article, we will discuss how AI can help in addressing guidance and counseling issues.

3.1. *Challenges of Guidance and Counseling in the Digital Age*

In the digital age, guidance and counseling face some significant challenges. One of the main challenges is the growing need for more personalized and effective guidance and counseling. With the existence of various digital platforms, individuals can access various sources of information and guidance services, but this can also lead to confusion and uncertainty in choosing the right service. In addition, guidance and counseling must also face challenges in dealing with various problems arising from the use of technology, such as depression and psychiatric disorders caused by excessive use of social media.

3.2. Effectiveness of Artificial Intelligence Technology

Artificial intelligence technology can assist guidance and counseling professionals in dealing with such challenges in several ways. First, AI can help in faster and accurate data analysis, so that guidance and counseling professionals can make better decisions in the guidance and counseling process. Second, AI can help in developing more personalized and effective guidance models, taking into account individual needs and preferences. Third, AI can help in dealing with challenges arising from the use of technology, such as depression and psychiatric disorders caused by excessive use of social media.

Counseling is a reciprocal relationship between two people in which a counselor assists others in understanding themselves in relation to current and future life issues. In addition, the term "Counseling" is always included with the term "guidance". This is because guidance and counseling are very important. Among the various methods of guidance, consultation is one of them. counseling is the most important tool in guidance efforts, and that guidance is broader (Bastomi, 2019).

According to Rich and Knight (Kusumawati, 2008), artificial intelligence is the study of how computers can do things done by humans more good. By mimicking some functions of the human brain, computers are made intelligent and intelligent so that they can perform tasks in the same way as humans. In general, the concept of artificial intelligence falls into four categories:

- a. Methods that have the ability to think humanely (Thinking Humanly)
- b. Methods that have the ability to act like humans (acting humanly)
- c. Methods that have the ability to think logically (thinking rationally)
- d. Methods that have the ability to act rationally

Counselors must have professional skills as professional educators, graduates of S1 guidance and counseling, have the ability to master the field of guidance and counseling services, according to Permendagri No. 111 of 2014. When counselors have expertise in guidance and counseling, they should be aware that their current role is in line with evolving technology and emerging policies. The difference in times greatly affects the adjustment of the function of the service components provided by counselors (Saputra, 2020). Guidance and counseling is a service provided by a counselor to a client with the aim of helping them become independent in order to achieve optimal developmental tasks.

Counselors can now adapt to individual needs with new innovations, such as the use of online counseling. In modern times, guidance and counseling services strive to achieve a variety of goals, one of which is to teach students important principles to make wise use of technology and avoid mental health problems, which helps them succeed and excel. In today's digital age, the most popular guidance and counseling service is online counseling, which operates online and requires devices and the internet. As explained earlier, some students in school use mobile phones every day.

Facing the technological age must be ready to face the obstacles that exist in it. First, it is important to master so that artificial intelligence cannot replace technology, information, and communication. The phenomenon of changing times such as artificial intelligence is one example. Progress in a particular field and industry with all its innovations is the first step towards the progress of the era. Secondly, it does not pay attention to social and cultural aspects. Due to increasingly diverse social and cultural backgrounds and ease of access to information, counselors must be able to see and resolve individual problems based on their merits. An individual's mindset can be influenced by their ability to achieve optimization. Third, there are

new innovations, such as the use of cyber counseling, which allows counselors to adjust to changes in society's smart era.

Nur Zainudin and Yusof's research (Ayuni et al., 2021) said that clients are more satisfied with online counseling than face-to-face counseling. In addition, codes of conduct commonly used in counseling, explanations of what such methods will be used, notification to clients that information obtained will not be disseminated, verification of mentoring, discussion of alternative procedures, and explanations of possible technological failures should all be easy ways to use artificial intelligence. In this era, many counselors use the counseling process with online methods, where many clients are satisfied with online services and counselors can guarantee the confidentiality of client data in accordance with the code of ethics.

The obstacles experienced by guidance and counseling in today's digital age are: (Fitri et al., 2023)

a. Security and privacy protection

Clients share personal and sensitive information about their lives during guidance and counseling. As a result, service providers must ensure that information is stored securely and cannot be accessed by unauthorized parties. In the process of guidance and counseling, client privacy must also be considered. On the internet, unauthorized individuals can easily access people's personal data. Therefore, with the client's consent, the service counselor must ensure that the client's data remains confidential and is not disclosed to other parties. This can be achieved through implementing a strict privacy policy and ensuring that correspondence between customers and service providers remains confidential.

b. Difficulty in establishing relationships with others

When counselors and clients work from home, they can't share physical contact or body language in person. This can lead to the discomfort and trust necessary to establish good relationships with others. Professional guidance and counseling requires an innovative and adaptive approach to addressing these issues. A counselor must be proficient in technology to interact with clients using digital media.

c. Capacity building of counselor abilities

Counselors must stay abreast of the latest developments in technology to address these issues. They must also acquire the knowledge and skills to use such technologies, and they must also be able to participate in training and professional development related to guidance and counseling management in the age of digital technology.

When carrying out guidance and counseling services digitally, counselors must have the following skills: (Firsa & Indonesia, 2023)

a. Skills in using computers and laptops

Because online counseling requires communication using technology, a counselor must have the ability to use computers to ensure effective services. The skills referred to here include the operation of technological tools, being able to handle problems that may occur, such as network problems and other obstacles that may occur when guidance and counseling services take place.

b. Good relationship skills

Building a good relationship between counselors and clients is the main key to the success of the guidance and counseling service process. Then, no less important for a counselor, namely an educational counselor, is to build a therapeutic relationship with his client.

c. Ability to use emoticons

In digital counseling, emoticons or nonverbal communication are needed to strengthen the counseling. The emoticons referred to here, such as smiling faces, laughing, sad or crying, as an expression of encouragement from a counselor to the counselor. When using emoticons must be adjusted to the feelings of the constellation.

d. Ability to reflect and confrontation

Confrontation helps in establishing a therapeutic relationship when counseling is online. This ability to reflect and confrontation can be useful when carrying out discussions with clients.

e. Ability to utilize time

A counselor must be able to utilize the time that has been made with the client efficiently for the convenience of the client.

f. Ability to avoid silent mode during service

The ability of a counselor to deal with silent mode during the service process must also be considered, because it is impossible if the counselor and client are in silent mode for too long.

g. Ability to drive and open up

The counselor must certainly be able to provide encouragement in the form of "hmm...", "yes, continue...", "head nod", so that the client feels that the counselor listens to problems and listens to what is said by the client during the guidance and counseling service process. Related to client self-openness, counselors must be able to establish a harmonious relationship first with clients so that clients can be open to counselors.

h. Able to keep secrets

To avoid spreading the data that has been provided by the client, the counselor needs to ensure that the device used can protect the client's data, and ensure that no one listens during the service process.

i. Ability to structure service processes

This is quite important because if in the middle of the counseling process there will be interference from various things such as the network, for the smooth process of the services provided.

Technology-based counseling services are certainly inseparable from the advantages and disadvantages of online counseling. As for the advantages and disadvantages, that is: If there is innovation, there will naturally be a discussion about advantages and disadvantages.

- a. With its various problems, online consulting services will have several advantages: Reaching more clients, especially those who are hesitant to meet in person or shy to meet in person, which means online consulting services can create a sense of comfort in communicating.
- b. The client's time and location can be arranged anytime and anywhere in accordance with the agreed terms and agreements.
- c. In some situations, the client's verbal cues and responses can be given more voluntarily because they can change the way they think and feel less worried. As well as the advantages it has, cybercounseling can be done by preparation and by a counselor who has good theoretical and practical skills to solve problems.
- d. The disadvantages of cybercounseling are as follows:
- e. There are no direct promptings such as staring, showing concern, or using body language.
- f. Due to the limited number of media, there is no change in the counseling process.
- g. There must be strict rules to control client behavior.

- h. Counselors cannot use other media to make the above weaknesses more attractive.
- i. The counselor does not have the ability to use other media to support the above weaknesses.

3.3. Examples of Applications of Artificial Intelligence Technology in Guidance and Counseling

Some examples of applications of artificial intelligence technology in guidance and counseling include:

- a. Chatbot: Chatbots are AI applications that can interact with individuals through digital platforms, providing more personalized and effective guidance and counseling.
- b. Data Analytics: AI can help in faster and accurate data analysis, so that guidance and counseling professionals can make better decisions in the guidance and counseling process.
- c. Guidance Models: AI can help in developing more personalized and effective guidance models, taking into account individual needs and preferences.
- d. Content Development: AI can help in the development of more relevant and effective content, taking into account individual needs and preferences.

As a result, in today's digital age, artificial intelligence technology has become an essential part of various aspects of life, including guidance and counseling. With the ability to analyze data faster and more accurately, artificial intelligence can help guidance and counseling professionals deal with problems that arise in the guidance and counseling process. Therefore, it is important for guidance and counseling professionals to understand how effective AI is in dealing with issues arising in the guidance and counseling process.

4. Conclusion

Counseling is a reciprocal relationship in which a counselor helps a person understand themselves in relation to their life problems. Counseling is usually accompanied by broader guidance. There are two categories of artificial intelligence (AI) ideas: rules that act or act humanely and rules that act or act rationally.

The guidance and counseling teacher should be an experienced professional. Counselors must change their functions to support changing times along with technological advances. In the information age, they must master technology so that artificial intelligence cannot replace communication and information. They must also consider social and cultural aspects as well as individual strengths when solving problems.

Counselors can adapt to a smart-age society thanks to new innovations such as online consultations. Studies show that clients prefer to receive online counseling over face-to-face counseling. Clear communication of codes of conduct, procedures, and secure data storage, verification of mentoring, and discussion of alternative procedures are important parts of using AI in counseling.

Counselors must have adequate skills in using technology, and be able to overcome problems that may occur during the service process, as well as have skills that make clients trust the services provided.

References

- Ayuni, B. Q., Umara, S. R., & Putri, A. (2021). Cybercounseling as an innovation counselor faces the challenges of disruption in the era of Society 5.0. *Ar-Rahman Journal of Guidance and Counseling*, 7(2)

- Bastomi, H. (2019). Cyber counseling: A model of counseling in the context of an online-based society. EDUCATIONAL COUNSELING "Journal of Guidance and Counseling," 3(1)
- Firsa, A. Z., & Indonesia, U. P. (2023). Al-Taujih Journal. 9(2), 143–149.
- Fitri, N., Maftuhah, S., Hapni, E., & Dasril, D. (2023). Challenges and opportunities in the management of guidance and counseling services in the digital age. Ristekdik : Journal of Guidance and Counseling, 8(4)
- Heiden, B., & Tonino-Heiden, B. (2021). Key to artificial intelligence (AI). Advances in Intelligent Systems and Computing, 1252 AISC(2)
- Marzali, A.-. (2017). Writing a Literature Review. ETNOSIA : Indonesian Journal of Ethnography, 1(2)
- Saputra, T. A. (2020). Journal of Guidance and Counseling. Forms of Anxiety and Resilience of Aceh-Yogyakarta Postgraduate Students in Facing the Covid-19 Pandemic, 6(1)