



Cyber Counseling Approach BLP Unisa Yogyakarta as A Method To Improve Guidance And Counseling Services For Students

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Abstract. This study examines the application of cyber counseling at the Bureau of Psychological Services (BLP) of Universitas Aisyiyah (UNISA) Yogyakarta as a method to improve guidance and counseling services for students. The increasingly prevalent mental health issue in Indonesia demonstrates the urgent need for an accessible support system. With the advancement of technology, cyber counseling offers a flexible and efficient alternative to face-to-face counseling, providing convenience and privacy for students. Despite its potential, the application of cyber counseling in BLP UNISA Yogyakarta is still limited, with the main use for initial communication and intake, while the main counseling session is still carried out in person. Challenges faced include a lack of awareness among students, privacy concerns, and a preference for face-to-face counseling. The study recommends additional training for counsellors and the development of clear guidelines to integrate cyber counseling more effectively. By overcoming these challenges, BLP UNISA Yogyakarta can improve the accessibility and effectiveness of guidance and counseling services in the digital era.

Keywords: Cyber counseling, Mental health, Counseling, Online media

INTRODUCTION

At this time, the issue of mental health is a very relevant topic and is widely discussed. Cases related to mental health are starting to emerge in the community. According to Basic Health Research (Riskesdas), more than 19 million people over the age of 15 experience emotional mental health disorders, and at the same age more than 12 million people experience depression. Currently, Indonesia has a prevalence of people with mental health disorders of around 1 in 5 population, which means that around 20% of the population in the Indonesia has potential mental health problems [1].

The development of technology today has affected various aspects of life, one of which is guidance and counseling services. Advances in information and communication technology have had a great influence on counseling guidance services. Along with the times, counseling is no longer carried out face-to-face, but can be done remotely using an internet network called cyber counseling [2].

Entering the digital era, information and communication technology has become an inseparable part of daily life. The development of this technology has brought important changes in various aspects, including in the field of mental health. The innovation that emerged is Cyber Counseling, which is a counseling service that is carried out online through various digital platforms. providing easy access for individuals who need psychological support without having to meet face-to-face with a counselor. This allows individuals from different locations and backgrounds to get counseling services more easily and effectively. Cyber counseling also offers better confidentiality, especially for those who feel reluctant to disclose the matter directly. In this context, it is important

to understand how the use of online counseling can be an effective solution in addressing various mental health challenges in society.

At Universitas 'Aisyiyah (UNISA) Yogyakarta, the Bureau of Psychological Services (BLP) has started offering cyber counseling to help students overcome various psychological problems. However, even though this service is very useful, there are still many students who have not taken full advantage of it. Some of the obstacles faced include limited internet access and lack of knowledge on how to use these online services.

Additionally, some college students may feel more comfortable with in-person counseling for cultural or personal reasons. This shows that more efforts are needed to increase awareness and understanding of the benefits of cyber counseling so that more students can feel the benefits. By understanding the existing problems, we can find more effective ways to encourage the use of cyber counseling, so that more students can get the help they need in an easy and practical way in this digital era.

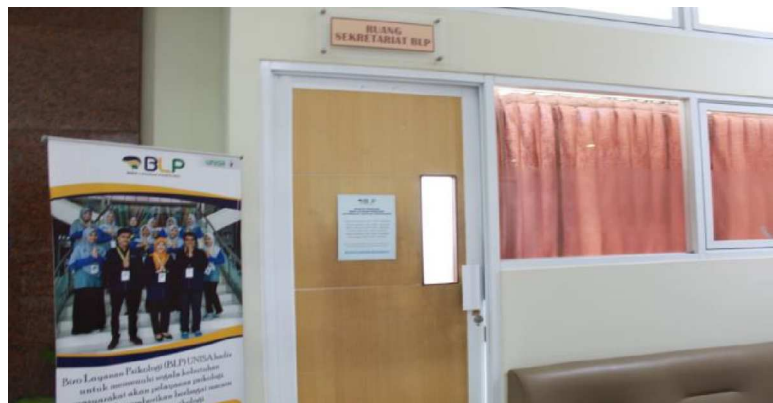


FIGURE 1. BLP UNISA
Source : Web Unisa ac.id [3]

Cyber counseling as a method of improving guidance and counseling services for students has become one of the effective strategies in dealing with mental health problems. The Bureau of Psychological Services (BLP) of Universitas 'Aisyiyah Yogyakarta (UNISA) has made efforts to improve guidance and counseling services through the cyber counseling method. However, there is still much unknown about how to apply BLP UNISA cyber counseling as a method of improving guidance and counseling services for students.

This study aims to examine how the application of cyber counseling as a method of improving guidance and counseling services for students at Aisyiyah University Yogyakarta. This study also wants to find out how the cyber counseling strategy of BLP UNISA counselors in improving guidance and counseling services for students. Thus, this research is expected to contribute to the development of communication science research and become a reference in how to conduct guidance and counseling through the cyber counseling method.

METHODS

This study uses a descriptive research method that aims to describe the characteristics of the population or phenomenon being studied. This research method includes observation, interviews, and documentation, Observation was made by visiting the Bureau of Psychological Services (BLP) of Aisyiyah University Yogyakarta and looking at BLP's official social media. In-depth interviews are conducted by conducting questions and answers while face-to-face with the interviewed informants. Then

documentation is carried out by collecting data in the form of notes, photos, and monumental works that are relevant to the object of research. In this study, the data validity technique uses triangulation which is carried out by comparing the research data sources, theories used and the selected research method. Triangulation is a technique to check the validity of data, for this reason it is necessary to re-check data sources, theories and methods [4].

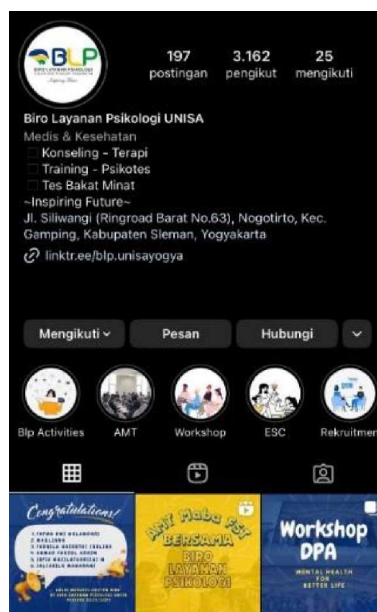


FIGURE 2. sosial media blp
Source : Instagram Blp [5]

RESULTS AND DISCUSSION

This study aims to identify the extent to which the cyber counseling approach has been applied by the Bureau of Psychological Services (BLP) of Universitas 'Aisyiyah (UNISA) Yogyakarta and to uncover the factors that hinder the use of this cyber counselling method. Based on data obtained through interviews and surveys of unisa blp counselors, it was found that awareness and understanding of cyber counseling are still limited among students. Most students show interest in cyber counseling, mainly because of the flexibility of time and the convenience of communicating digitally. However, only a few actually use this service. Some of the reasons identified are the lack of information disseminated by BLP regarding cyber counseling services, concerns about data privacy and security, and student preferences that are still inclined to face-to-face counseling.

An interview with a BLP UNISA Yogyakarta counselor shows that cyber counseling is currently used in a limited form. Counselors Kak Fauzul, Kak Sofie, and Kak Liana utilize digital media, especially for the initial process such as intake and initial communication with students. They use platforms like WhatsApp to gather initial information and initiate interactions. However, they still rely on the face-to-face method for the main counseling sessions. In practice, cyber counseling is only used as a complement, not as the main method in the guidance and counseling process.



FIGURE 3. Counselor interview documentation
Source: Personal document

Although there is potential to increase the efficiency and reach of services through digital media, the use of cyber counseling at BLP UNISA Yogyakarta has not been fully integrated into the entire counseling process.

The results of the interview revealed that although BLP UNISA Yogyakarta has started the implementation of cyber counseling, the use of this method is still limited. The existence of digital technology such as WhatsApp is used for the initial intake and communication process, but the main counseling is still carried out face-to-face. This suggests a reliance on traditional methods that may be influenced by factors such as the need for face-to-face interaction, concerns about the effectiveness of virtual communication, and limitations in the use of technology.

Cyber counseling offers advantages such as ease of access and time flexibility, which can be especially beneficial for students who have busy schedules or have difficulty attending in person. However, to maximize the benefits of cyber counseling, it is important to address some of the challenges faced. One of them is the need to develop counselors' skills in using digital platforms effectively, as well as ensuring the security and confidentiality of information shared during virtual counseling sessions. In addition, there needs to be an effort to build and maintain strong therapeutic relationships through digital media, which often requires a different approach compared to face-to-face counseling.

With adequate training and technical support, BLP UNISA Yogyakarta can further integrate cyber counseling in their services. This will allow counselors to offer more flexible and accessible services, as well as increase the effectiveness of guidance and counseling for students in the digital age. This effort must also be balanced with continuous evaluation of the effectiveness and impact of cyber counseling to ensure that this method can meet the needs of students in an optimal way.

CONCLUSIONS

This study identifies that the implementation of cyber counseling at BLP UNISA Yogyakarta is currently still in its early stages and limited. The use of digital media, especially in the form of initial communication through platforms such as WhatsApp, shows the potential to improve the efficiency of guidance and counseling services. However, the face-to-face method is still dominant in the main counseling process. Although cyber counseling has many advantages, such as better accessibility and time flexibility, the integration of this method into counseling practice at BLP UNISA Yogyakarta faces various challenges. Among them is the need to improve counselors' skills in using digital technology, ensuring information security, and building effective therapeutic relationships through virtual media. To take advantage of the full potential of cyber counseling, BLP UNISA Yogyakarta needs to conduct additional training for counselors, and develop clear guidelines and protocols for the use of digital media in counseling. With these measures, cyber counseling can be more effectively integrated into guidance and counseling services, improving the accessibility and quality of services for students. Overall, cyber counseling can be a very beneficial method to improve guidance and counseling services in the digital era. However, its success depends on the agency's readiness and ability to adapt and implement these technologies effectively

ACKNOWLEDGMENTS

The author would like to thank Allah SWT for giving smoothness in conducting this research. Thanks also to Mr. Ade Putranto Prasetyo Wijiharto Tunggal as the supervisor, not to forget the family and relatives who have helped in the smooth running of this research

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