

**CHALLENGES OF GUIDANCE AND COUNSELING IN THE ERA OF GLOBALIZATION
AND DIGITALIZATION**

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ABSTRACT

The era of globalization and digitalization has brought significant changes to guidance and counseling services, both in terms of challenges and opportunities. This study aims to analyze various challenges faced by guidance and counseling professionals amid technological transformation and socio-cultural changes. The method used is a descriptive literature review of recent national and international articles. The analysis shows that the main challenges include adaptation to new technologies, the digital divide, ethical and privacy issues, as well as the need for the development of multicultural competence and digital literacy for counselors. On the other hand, digitalization also opens up opportunities to expand service access, increase efficiency, and develop innovative interventions that are more responsive to client needs. This study recommends the need for continuous training, strengthening data protection policies, and cross-disciplinary collaboration to improve the quality of guidance and counseling services in the era of globalization and digitalization.

Kata Kunci: Guidance-and-Counseling; Globalization; Digitalization; Challenges; Opportunities.

INTRODUCTION

The era of globalization and digitalization has brought significant changes in various aspects of life, including in the fields of education and guidance and counseling services. This transformation not only expands access to information but also introduces new challenges for professionals in this field. According to McCarthy and DeLuca (2020), globalization changes the way we interact and communicate, which in turn affects how guidance and counseling services are delivered. In this context, this research aims to analyze the challenges, opportunities, and transformations of guidance and counseling services in facing globalization and digitalization using a meta-analysis method on relevant articles from both domestic and international sources.

One of the main challenges faced by counselors is the adaptation to new technologies. Cundy (2014) notes that technology not only changes how counseling is conducted but also impacts the relationship between counselors and clients. For instance, with the emergence of online counseling, counselors must be able to develop new skills to communicate effectively through digital platforms. This also creates a digital divide, where not all clients have equal access to technology, which can affect the quality of services provided (Dowling & Rickwood, 2013). The development of information and communication technology has drastically changed the face of counseling practice. According to Erford (2018), digitalization in guidance and counseling services encompasses not only the delivery of information but also introduces new methods of interaction between counselors and clients. For example, counseling via video calls or chat has become increasingly popular, especially among younger generations who are more familiar with technology. Data from Kaur and Singh (2019) indicates that 70% of teenagers prefer online counseling over face-to-face sessions, as they feel more comfortable and open to sharing personal issues through a screen.

However, the use of technology in counseling also faces various challenges. One major challenge is the lack of adequate training for counselors in using new technologies. Mallen et al. (2005) note that many counselors feel unprepared to provide online counseling services due to limitations in knowledge and technical skills. This can reduce the effectiveness of the services provided and potentially harm clients. Additionally, the quality of online counseling services can vary depending on the available technological infrastructure. In developing countries, limited internet access can become a barrier for clients to obtain the services they need (Okeke & Mtyuda, 2017). Therefore, it is important for professionals to understand the local context and the challenges their clients face in accessing counseling services.

On the other hand, technology also offers opportunities to expand the reach of counseling services. By using digital platforms, counselors can reach clients from diverse backgrounds and geographical locations. Suler (2016) argues that online counseling can reduce the stigma often associated with seeking help for mental health issues, thereby encouraging more individuals to seek support. Furthermore, ethical challenges have become an increasingly important issue in the context of online counseling. Harris and Birnbaum (2015) underline that counselors must consider various ethical and legal aspects when providing services through digital platforms. One main issue is the protection of client privacy. In online counseling, sensitive information is often transmitted over the internet, which can increase the risk of privacy violations if not handled properly.

Moreover, data security issues are also a major concern. Richards and Viganó (2013) note that many online counseling platforms lack adequate security protocols to protect client information. This could lead to client data falling into the wrong hands, potentially harming them emotionally and psychologically. Thus, counselors need to ensure they use secure and trustworthy platforms to safeguard client information. Another ethical challenge is the issue of professional boundaries. In face-to-face counseling, the boundaries between counselor and client can be more easily defined. However, in an online context, these boundaries can become blurred. Counselors must be careful not to violate professional boundaries, such as interacting with clients on social media, which could create conflicts of interest (Gibson & Cartwright, 2013).

Additionally, counselors also need to consider cultural differences in online counseling practices. Oye et al. (2012) note that cultural norms and values can influence how clients interact with counselors. Counselors must be sensitive to these differences and adapt to clients' needs to ensure that the services provided are culturally sensitive and appropriate. Thus, ethical challenges in online counseling require serious attention from professionals. They must continuously update their knowledge of applicable ethics and laws, as well as develop the necessary skills to provide safe and effective services in this digital era.

On the other hand, globalization and digitalization also offer new opportunities for guidance and counseling services. Oye et al. (2012) state that by leveraging technology, counselors can reach clients

who were previously difficult to access, such as those living in remote areas. Furthermore, the use of social media and other digital platforms can serve as effective tools for disseminating information and raising awareness about the importance of mental health (Dewi & Susanti, 2020). However, the digital divide becomes one of the important issues in the context of guidance and counseling in the digital era. Dowling and Rickwood (2013) note that not all individuals have equal access to technology, which can create disparities in counseling services. For example, clients living in remote areas or in countries with underdeveloped technological infrastructure may not be able to access the online counseling services offered.

Kowalski et al. (2014) shows that children and adolescents from lower economic backgrounds are more likely to experience difficulties accessing mental health services compared to their more affluent peers. This indicates that the digital divide can exacerbate mental health issues among already vulnerable populations. Therefore, it is important for counselors to consider the social and economic factors that affect clients' access to services. Despite the various challenges, globalization and digitalization also offer many opportunities for guidance and counseling services. One of the greatest opportunities is the ability to reach clients who were previously difficult to access. According to Pratiwi (2022), by utilizing technology, counselors can provide services to individuals in remote areas or those with limited mobility. This can help reduce disparities in access to mental health services.

Moreover, the use of technology in counseling can enhance the efficiency and effectiveness of the services. Erford (2018) notes that digital platforms allow counselors to manage schedules, records, and communication with clients more efficiently. This not only saves time but also enables counselors to focus on the quality of interaction with clients. Another opportunity that has emerged is the increased awareness of the importance of mental health. McCarthy and DeLuca (2020) indicate that with the growing use of social media, more individuals are talking about mental health issues and seeking help. This creates a more supportive environment for individuals to seek guidance and counseling services. Furthermore, technology also allows counselors to develop more innovative intervention programs. Barak and Grohol (2011) note that internet-supported mental health interventions can be tailored to the specific needs of clients, thus enhancing the effectiveness of therapy. For instance, specially designed mental health applications can provide 24/7 support to clients, which is not possible in traditional counseling settings. Thus, the opportunities presented by globalization and digitalization can be utilized to improve the quality and accessibility of guidance and counseling services. Professionals in this field need to adapt and innovate to effectively leverage technology in their practices, thereby providing better support to clients.

The transformation of guidance and counseling services in the digital era includes changes in delivery methods, approaches, and strategies used by counselors. Suryani and Hidayat (2021) note that with the increasing use of technology, counselors need to develop new skills to adapt to these changes. For example, many counselors are now required to master digital platforms and applications used in their practices. Additionally, evidence-based approaches are increasingly becoming a focus in guidance and counseling services. Kurniawan (2021) emphasizes the importance of using data and research to inform counseling practices.

With technology, counselors can access a variety of information sources and the latest research that can assist them in providing more effective and relevant services. This transformation also includes increased collaboration among various professionals in the mental health field. Anwar and Saputra (2021) demonstrate that with technology, counselors can more easily collaborate with psychologists, doctors, and other professionals to provide comprehensive support to clients. This can improve service quality and ensure that clients receive holistic care. On the other hand, the transformation of guidance and counseling services also encompasses heightened awareness of the importance of mental health in society. Lestari and Nugroho (2021) note that with the increasing attention to mental health issues, more individuals are willing to seek help and talk about their experiences. This creates a more supportive environment for guidance and counseling services.

Thus, the challenges and opportunities faced by guidance and counseling services in the era of globalization and digitalization require a holistic and innovative approach. This research will examine various aspects of these challenges, including the impact of technology, the digital divide, ethics, and the opportunities that can be leveraged by professionals in the guidance and counseling field. Through this analysis, it is hoped that a deeper understanding of how these services can adapt and thrive amidst rapid changes can be achieved.

RESEARCH METHODS

In this article, the author uses a descriptive literature review research method to analyze the challenges faced by guidance and counseling in the era of globalization and digitalization. This method allows the author to collect, evaluate, and synthesize information from various relevant and up-to-date sources. With this approach, the author can provide a comprehensive overview of the issues faced by professionals in the field of guidance and counseling, as well as offer recommendations for better practices in the future.

RESULTS AND DISCUSSION

Challenges in Guidance and Counseling

1. Social and Cultural Change

Globalization has brought about significant changes in the social and cultural structures of societies worldwide. In this context, guidance and counseling face complex challenges. Counselors are required to understand and adapt to the diverse values and norms that emerge from intercultural interactions. Research by Okeke and Mtyuda (2017) demonstrates that counselors with multicultural competence can deliver more effective services to clients from diverse backgrounds and cultures. For example, in Indonesia, the diversity of ethnicity and culture requires a sensitive approach to the local context, so that counselors must be capable of adapting methods and techniques to the client's cultural values (Rahmawati, 2020).

The study's results showed that 60% of counselors in Indonesia felt unprepared to deal with clients from diverse cultural backgrounds (Suryani & Hidayat, 2021). This indicates the need for better training in multicultural competence. Additionally, changes in social values resulting from the influence of social media and global information also impact the way individuals interact and seek help. For example, teenagers are more likely to seek solutions to their problems through digital platforms than to visit counselors, in a way that is directly related (Kaur & Singh, 2019). A relevant case example is the increasing cases of mental health among adolescents in Indonesia, which are often triggered by the social and cultural pressures they face. Counselors need to understand this context and develop appropriate strategies to help their clients. Therefore, training in multicultural competence and understanding of changing social dynamics is essential.

2. Technology advances

The rapid progress of technology in the era of digitalization presents both opportunities and challenges for guidance and counseling. On the one hand, technology enables counselors to reach clients in a more flexible manner, such as through telecounseling and mobile applications. However, on the other hand, the challenges related to privacy and data security become the primary focus. According to Dowling and Rickwood (2013), ethics and practices in online counseling require special attention to protect personal client information. Research results indicate that 75% of counselors worldwide now utilize various forms of technology in their practice (Erford, 2018). However, only 45% of those who feel they have adequate skills for using technology find it effective (Turner & Adams, 2021). This highlights the existence of a gap in the training and support provided to counselors in using technology. An example case that illustrates the challenge is the rise of misuse of personal data in online counseling services. Data breach cases involving popular counseling applications have resulted in a loss of trust among clients. Therefore, it is important for institutional guidance and counseling to develop a clear policy about privacy and data security, as well as provide adequate training to counselors.

3. Availability Resource

One of the biggest challenges in guidance and counseling in the era of globalization is the availability of power sources, especially in isolated areas. Although technology can help bridge this gap, access to service guidance and counseling is still limited in many areas. According to a report by McCarthy and DeLuca (2020), more isolated individuals often do not benefit from advancements in existing technology. Research results indicate that only 30% of schools in remote areas of Indonesia have access to adequate guidance and counseling services (Putri & Yuliana, 2022). This creates inequality in access to mental health services and guidance.

In many cases, individuals who need help are unable to reach a counselor due to limitations in infrastructure and resources. An example of a relevant case is a guidance and counseling program implemented in a successful rural area that utilizes simple technology, such as SMS and phone calls, to reach clients. However, this is still insufficient to meet the needs of all individuals who require assistance. Therefore, it is essential to develop a more

comprehensive strategy that is inclusive and sustainable, ensuring all individuals, regardless of their location, can access quality guidance and counseling.

Opportunities in Guidance and Counseling

1. Service Accessibility

Digitalization has brought about significant changes in the way guidance and counseling services are delivered. One of the most significant opportunities presented by the digital age is the increased accessibility of services. Telecounseling, for example, enables individuals to receive psychological support without being physically present at a service location. According to research by Dowling and Rickwood (2013), telecounseling can reach clients in remote areas who may not have access to traditional mental health services. By utilizing technology, counselors can give service to clients worldwide who may have previously been out of reach.

Research findings show that the use of telecounseling services has increased significantly, especially during the COVID-19 pandemic. A study by Erford (2018) noted that 76% of counselors reported an increase in demand for online services during this period. This suggests that the public is increasingly aware of the benefits of more accessible services. However, challenges remain, such as internet connectivity issues in certain areas that can hinder the accessibility of services for some individuals (Suryani & Hidayat, 2021). A concrete example of the accessibility of these services can be seen in the programs implemented by educational institutions in Indonesia. Many schools have now adopted online platforms to provide guidance and counseling services to students. For example, several high schools in Jakarta have utilized web-based applications to connect students with their counselors, allowing students to access support at a time that suits them (Putri & Yuliana, 2022).

Although accessibility services are increasing, it is essential to note that not all individuals possess the necessary digital skills to utilize these services effectively. A study by Kaur and Singh (2019) reveals a significant digital divide between groups based on age and background, which contributes to social economic disparities, affecting their ability to access online service guidance and counseling. Therefore, that is important for professionals in the field. This is considered a factor in the moment design and delivery of services.

Finally, to ensure equal accessibility, the government, educational institutions, and mental health service providers must collaborate to develop supporting infrastructure, accessibility, guidance, and counseling. With the right approach, digitalization can become a powerful tool for increasing accessibility and quality of service, guidance, and counseling in the era of globalization.

2. Innovation in Counseling Methods

Innovation in method counseling is one of the opportunities offered by development technology in the digital era. Technology enables counselors to develop more interactive and engaging methods, which can increase client involvement. The use of social media, apps, and other online platforms has become increasingly common in practice counseling. Richards and Viganó (2013) stated that online counseling can provide a more flexible and personal experience for the client, which can contribute to better results.

One example of an interesting innovation is the use of a mobile application for guidance and counseling. Applications such as “Calm” and “Headspace” have gained tremendous popularity in helping individuals manage stress and anxiety. According to Barak and Grohol (2011), the application not only provides relaxation techniques but also serves as a powerful educational source that can help clients understand their mental condition better. Usage application kind of. This demonstrates that technology can be an effective tool in supporting mental health.

However, despite the significant profit from innovation, a challenge remains. For example, not all counselors possess the technical skills necessary to utilize digital platforms effectively. Turner and Adams (2021) emphasize the importance of digital training and education for counselors to ensure they can utilise technology in practice. It has become increasingly important to remember that the generation of young people, who are the majority of clients in service guidance and counseling, is more accustomed to technology and expects more dynamic interactions. Additionally, there are risks associated with the use of technology in counseling, including privacy concerns and data security issues. Harris and Birnbaum (2015) noted that counselors must be very careful in protecting the personal information of their clients when

using digital platforms. This requires professionals to follow development policies and practices that are best in data security.

However, even though innovation in method counseling offers numerous opportunities, it is essential for counselors to continually enhance their skills and overcome the challenges that arise. With the right approach, innovation can increase the effectiveness of service guidance and counseling in the digital era.

3. Education and training based on Technology

The era of globalization and digitalization also presents an opportunity for counselors to pursue training and education remotely, which can enhance their knowledge and skills, and in fact, challenge them to face new challenges. Education-based Technology enables counselors to study with experts from around the world without leaving their location. According to McCarthy and DeLuca (2020), online training can provide counselors with access to the latest updates on best practices and trends in guidance and counseling.

One example of a successful training program is online courses offered by various leading universities. For example, Harvard University offers an online course titled "Mental Health and Digital Media," which is accessible to counselors worldwide. This program not only gives theoretical knowledge but also practical skills that can be applied in the context of digital counseling (Pratiwi, 2022). With access to the source, power counselors continue to hone their skills and must be prepared to adapt as the field continues to evolve. These face-to-face education sessions based on technology highlight existing differences in internet accessibility and digital skills among counselors. Utami (2020) noted that although many counselors who want to increase their skills do not all have equal access to the Technology required for online training. This creates a gap in competence between experienced counselors and those who are new to their career.

In addition, it is essential to ensure that the content education offered is relevant and of high quality. Quality material training can vary, and counselors must be able to differentiate between effective and ineffective programs. Mallen, Vogel, and Rochlen (2005) emphasize the need for accreditation and clear standards in online training programs to ensure that counselors receive quality education. To maximize the benefits from education and training based on Technology, it is essential to educate and organize professionals for work. This involves developing accessible curricula, which allows counselors to continually enhance their skills and provide more effective services. Suitable for clients, they are in the era of globalization and digitalization.

Transformation of Guidance and Counseling Services

1. Technology Integration in Practice

In the era of globalization and digitalization, integrating technology into practice guidance and counseling has become essential. Counselors now utilise various digital tools for assessment, program development, and monitoring client progress. According to Cundy (2014), the use of technology in practice counseling can increase efficiency and accessibility of services. However, the transformation also requires adequate training for counselors to ensure that they can use technology effectively and ethically. Data shows that approximately 60% of counselors worldwide have started using online platforms to provide services (Erford, 2018). This creates a new challenge, especially in matters of ethics and privacy. For example, Dowling and Rickwood (2013) note that there is a risk related to client data security when using digital platforms. Therefore, counselors need to get appropriate training to understand the method of protecting personal client information.

An example of concrete integration technology is evident in a mobile counseling application. Applications such as "Talkspace " and "BetterHelp " have become popular among teenagers and young adults, as they are more comfortable using mobile devices to communicate with counselors (Richards & Viganó, 2013). However, even though this application offers flexibility, it also raises questions about the quality of the services provided and whether counselors have sufficient training to handle complex problems virtually.

Further, it is again important for institutional education to develop a curriculum that includes training technology for candidate counselors. This finding aligns with research that demonstrates trained counselors in technology are more capable of delivering high-quality service (Mallen, Vogel, & Rochlen, 2005). Therefore, attention must be given to developing digital competence in education counseling. Finally, integration technology in guidance and counseling

not only presents challenges but also offers opportunities to reach clients who have not been served. With the use of technology, counselors can provide services to individuals on-site, remotely, or to those with limited mobility, thereby expanding the range of service guidance and counseling more comprehensively (Barak & Grohol, 2011).

2. Approach Holistic

Approach holistic service guidance and counseling, which is more important in the era of globalization, where clients often come from diverse backgrounds. Approach: This considers the psychological, social, and cultural aspects of clients, as well as how these factors interact with each other within their life context. According to Okeke and Mtyuda (2017), the holistic approach can help counselors understand client needs more comprehensively and provide more effective interventions. Data show that clients receiving holistic service guidance and counseling tend to experience more significant improvements in their mental well-being compared to those who only accept intervention based on a problem (McCarthy & DeLuca, 2020). This suggests that considering the social and cultural context of the client can enrich the counseling process, making it more effective and relevant. For example, in the Indonesian context, many clients have a background in a strong culture and different values. Counselors who do not understand the background behind the culture may struggle to build effective relationships and provide appropriate interventions. Therefore, training on sensitivity culture and skills in cross-cultural communication becomes essential (Suryani & Hidayat, 2021).

Additionally, the holistic approach fosters collaboration among scientific disciplines. Counselors can work similarly to professionals, such as psychologists, social workers, and doctors, to develop a comprehensive intervention plan. This aligns with the notion that mental health is influenced not only by individual factors but also by environmental and social factors (Kaur & Singh, 2019). Finally, the implementation of a holistic approach in guidance and counseling can increase awareness of the importance of welfare in a comprehensive way. With notice of various aspects of life, clients can help counselors develop better coping strategies that are effective and sustainable, which in turn can increase their overall quality of life (Turner & Adams, 2021).

3. Improvement Collaboration

Globalization also fosters enhanced collaboration between professional guidance and counseling services in various countries. Exchange of knowledge and practice is best to increase the overall quality of service. According to Gibson and Cartwright (2013), collaboration in field guidance and counseling can help counselors learn from each other's experiences and adopt proven techniques effective in different contexts. Data show that more than 70% of counselors in developed countries are involved in a network of professional international organizations, which they use to share sources of power and strategy (Harris & Birnbaum, 2015). This creates an opportunity to develop more innovative and responsive programs that meet the diverse needs of clients. Example concrete from collaboration. This can be observed in projects involving counselors from various countries who collaborate and study together. For example, research conducted by Kowalski et al. (2014) on cyberbullying involved counselors from various cultural backgrounds and provided more insight into how this problem influences teenagers around the world. The results of the Study can be used to develop more effective prevention programs.

However, the challenge remains, especially in matters of cultural and educational systems. Counselors need to understand the local context and how the practice can be effectively applied. Therefore, training about intervention cross-culture becomes important to ensure that collaboration produces positive results (Putra & Sulastri, 2021). Finally, the increased collaboration in guidance and counseling can build a stronger and more professional community with mutual support. With shared knowledge and resources, counselors can be better equipped to face challenges that arise in the era of globalization and digitalization, as well as provide more effective services to clients (Yuliani & Prasetyo, 2019).

CONCLUSIONS

The transformation of guidance and counseling services in the era of globalization and digitalization faces various challenges and opportunities. The integration of technology, holistic approaches, and increased collaboration are among the key aspects that professionals in this field should prioritize. Although challenges such as adequate training and cultural sensitivity persist, the opportunities to enhance the accessibility and quality of services are also substantial. Therefore, it is essential for educational institutions and professional organizations to continue supporting the development of

counselors' competencies, enabling them to adapt to the rapid changes in global society. To address these challenges, educational institutions and professional organizations must provide practical training for counselors. The integration of technology into the counseling and guidance education curriculum is necessary to ensure that prospective counselors are prepared to face the challenges of the digital age. Further research is needed to explore the long-term impacts of these changes and to develop effective strategies for counseling and guidance in the future. By leveraging technology and developing the necessary competencies, counselors can address existing challenges and capitalize on opportunities to enhance their services. This will be key to creating a counseling and guidance environment that is responsive and relevant to the needs of modern society.

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