COUNSELING PERSPECTIVE IN DIGITAL ERA (CHALLENGE OF COUNSELORS IN THE DIGITAL ERA)

Syariful, Lalu Nurul Anwar
syariful.ipoel@yahoo.com

Abstract

The development of technology in the direction of all digital is now increasingly rapid. In the digital era like this, humans generally have a new lifestyle that cannot be separated from all electronic devices.Technology is a tool that can help most human needs. Technology can be used by humans to make it easier to do whatever tasks and jobs. This important role of technology is what brings human civilization into the digital era. The digital age has brought a variety of good changes as a positive impact that can be used as well as possible. But at the same time, the digital era also has many negative impacts, so that it becomes a new challenge for counselors in human life in this digital era. The challenges of counselors in the digital era have also entered into various fields such as politics, economics, socio-culture, defense, security, and information technology itself. The digital age was born with the emergence of digital, internet networks, especially computer information technology. The new media of the digital era has characteristics that can be manipulated, network or internet. The mass media turned to new media or the internet because there was a cultural shift in the delivery of information.

Keywords: *counselor, digital era, massa media*

Preliminary

The development of information technology is one of the advancements made by humans in the 21st century. In the last decade, various branches of research and development have been carried out related to this technology. One of the most striking developments in information technology is the dynamics of the internet globally. This rapid development has experienced a very significant increase since the launch of Web 2.0 in the early 2000s (EWT Ngai, Moon, Eric, & Spencer, 2015). The opening of content development and innovation in the internet sector has opened up opportunities for social media to move into a new era . Social media is a new area for internet usage that is targeted more by internet users around the world. This condition makes social media a platform that provides a variety of specific content content on the internet with large capacity and continues to grow because of the very active interaction between users in it.

Recent studies show that more than 86% of internet users in the United States, 79% of users from Europe are active accessers of social media with content that continues to evolve to adapt to existing topics in the world (Brooks, 2015). In addition, at least more than 2.3 billion people from all over the world are registered as active social media users. For Indonesia itself, there are more than 139 million active social media users who make up 87% of internet users in Indonesia (Hasfi, Usman, & Santosa, 2015), so that almost all internet users

in Indonesia have social media accounts. This figure proves that the strength of social media is something that cannot be underestimated and requires more attention by various parties.

Literally, the term social media is an activity carried out by many people in a particular period of time through internet-based technology, so that there is a connection between users and forming aparticular community . In many studies, social media development focuses on various behavioral activities of individuals involved in it, such as sharing personal influences, sharing personal info, sharing information and so on.Very significant changes occur in internet use in the world, which initially focused more on personal blogs, official websites and the like to be focused on social media with stronger data strength .Social media can build a new community, access the latest news shared by others on the same or cross network , share new knowledge, connect with new friends or cancel friendships in one community and many other things, including personal, corporate and business development career development . The delivery of personal and corporate information to stakeholders is very likely to be done through social media and even has been specifically built platforms according to their respective characteristics . So that this becomes its own strength for social media and its benefits to individuals in general.

Discussion
Madina Mica and the Social Media Era Trend

Today's increasingly sophisticated digital technology is causing major changes in the world. Humans have been facilitated in passing access to information in many ways, and can enjoy the facilities of digital technology freely, but the negative impact also appears as threatening. Acts of crime are easily facilitated, online games can damage the young generation, pornography, and copyright infringement is easy to do, and so on .

The current global economic movement is also one of them driven by the development of the internet, especially social media. For example, if it was difficult to give comments / testimonials to a product marketed in the past, through social media such activities were very easy to occur, so that market dynamics would be more diverse. In addition, social dynamics movements in the community also began to change from conventional community forums to online communities. Where individuals can make an open or secret association through social media. Discussion of various things can be done through this media very effectively without having to meet and meet face to face.

In other words, social media can be said to be an internet-based application that allows users to exchange general and personal content (Brooks, 2015). Content on social media is very different from professional content available in the form of online newspapers, official sites and the like (Castells, 2015; Van Bergeijk, 2014). Content on social media depends on the creativity of users and is related to the personal life of its users.

Behind its popularity, the era of digital technology holds a variety of potential and negative impacts that can harm humans. The ease of all work with a variety of applications and technology, actually makes a person move less,

physical activity decreases, arises laziness and can arise various diseases such as obesity and so on. Excessive use of social media can backfire which has a negative impact on its users.

Positive and Negative Impact of the Digital Age

In the development of digital technology, of course there are many impacts that are felt in this digital era, both positive and negative impacts. The positive impacts of the digital era include:

1. Information needed can be faster and easier to access.
2. The growth of innovation in various fields oriented to digital technology that facilitates the process in our work.
3. The emergence of digital-based mass media, especially electronic media as a source of public knowledge and information.
4. Increased quality of human resources through the development and utilization of information and communication technology.
5. The emergence of various learning resources such as online libraries, online learning media, online discussions that can improve the quality of education.
6. The emergence of e-business such as an online store that provides various goods needs and makes it easy to get them.

There are negative impacts of the digital era that must be anticipated and solutions to avoid loss or danger, including:

1. The threat of violations of Intellectual Property Rights (IPR) due to easy data access and causing plagiarians to commit fraud.
2. Threats of short-cut thoughts where children are trained to think short and lack concentration.
3. Threats of abuse of knowledge to commit criminal acts such as breaking through the banking system, etc. (declining morality).
4. Not effective information technology as a medium or means of learning, for example, as well as downloading e-books, but also printing them, not only visiting digital libraries, but also visiting library buildings, and so on.

Social Media

Social media is identified as having six basic functions, including the management of user identity, efforts to find experts on the internet, context awareness, content management, network awareness, and content exchange, six of which are based on the purpose of the internet community in sharing content and knowledge, and that also based on the need to stay connected with others through the internet (Oh & Syn, 2015).

This fact allows for changes in psychological conditions in individuals when making access to social media. To some extent, social media can cause positive reactions in individuals. S eperti feeling happy when posting addressed by others, gain critical insights through content shared by others, met with other individuals with similar interests, get new things to develop themselves, as well as other positive things. However, social media can also interfere with the daily conditions of individuals, especially conditions related to the psychological aspects of individuals (Maier et al., 2015).

Excessive use of social media can lead to conditions of addiction to the individual. Research shows that only 40% of employee time is used to focus on work. More than 28% of the employee's time per day is used to use / access social media on the sidelines of work, and if employees have accessed the social media, it takes 25 minutes to refocus on their work (Brooks, 2015). Based on the results of the Cengage Learning survey (2014) revealed that more than 59% of students access social media when learning takes place, so that this results in a lack of focus on students participating in learning, lack of participation in discussion activities, lack of focus on assignments, and disruption of the transfer process in learning to students a .Another addictive condition that affects the mental health of individuals, especially on subjective well being is dependence on activities and activities on social media. For example activities to post content, comments, share personal activities and so on. Individual mood changes because comments from social media will also affect the condition of well being (Best, Manktelow, & Taylor, 2014; Sengupta & Chaudhuri, 2014; Whittaker & Kowalski, 2015). The desire to be noticed is also shown by users of social media, such as sharing personal stories with the public and hoping for the expected response from others (Naslund, Grande, Aschbrenner, & Elwyn, 2014; Uche & Obiora, 2016). So that it can be said that social media is a technology that has a positive and negative side so that if individuals have been at the level of addiction, it will affect the subjective well being conditions.

Challenges of Counselors in the Millennial Era

Technological developments provide various facilities in these kinds of humanitarian services, including in the service process Konsel ing. With the presence of the internet, counseling services can be offered through the network (online) to clients without having to meet face to face (face to face). Various client problems can also come from internet use and other things related to them, including in the use of social media (Cundy, 2014; Dowling & Rickwood, 2013; Richards & Viganó, 2013). Counselors as educators and social workers have their own challenges in providing services, especially in the millennium with the goal of digital generation services (digital native).

The counselor's challenges can be in the form of maladjudent conditions that arise from excessive internet use, social problems originating from the internet, and other addictions that arise . Another case that can arise is the rampant cyberbullying behavior on various social media platforms so that further effects emerge which can harm individuals and those around them (Yanti, Erlamsyah, Zikra, & Ardi, 2013).

These facts require counselors to be responsive to the development of information technology and various cases that arise because of this technology. In addition, counselors are also expected to have various insights, knowledge, values and attitudes that can be used as appropriate references in handling clients with cases related to information technology (Ardi & Yendi, 2017)

Efforts Must Be Made on The Digital Era

The digital age must be taken seriously, mastered, and controlled the role of technology well so that the digital era brings benefits to life. Education must be the main media to understand, control and treat technology properly and correctly. Children and adolescents must be understood by this digital era, both the benefits and the madlarat. Parents must also be understood so that they can control their children's attitude towards technology and treat it or use it properly and correctly. The introduction of the use of various applications that can help human work needs to be studied so that the benefits and uses are known and can use them effectively and efficiently to avoid negative and excessive impacts. Likewise the government conducted an in-depth study of this digital era in various fields such as politics, economics, socio-culture, defense or security and information technology .

But on the other hand the world of children is very concerning especially in character and mental changes. Aggressive children's behavior and physical violence often witnessed in association with each other is a interconnected phenomenon. The preaching of elementary school children who carry out bullying with elements of physical violence often appears on television and online media as one of the consequences of online games with elements of violence. Access to pornography and porno-action makes children experience mental changes that are worrying especially in their association which leads to free sex.

The decline of moral values in children is indeed a serious concern of the government and society, but in today's digital era with the flow of information technology that is difficult to stem, the problem is not simple. Media without control can easily brainwash children through online gaming. Children are more interested in mobile phones (android) than traditional games, fairy tales, and children's songs that are full of education. Even advertisements of illicit goods such as alcohol and narcotics packaged in an attractive way for children through the internet in the form of online games add to the complexity of the issue of child morality.

In the era of the 80s children often met playing outside the house interacting with peers of their age with the fun of playing traditional games that were loaded with messages of honesty, mutual cooperation, confidence, and trust. The atmosphere is very suitable with the child's mental growth that must be planted with moral values. Now the songs that are plain, natural, and cheerful are rarely sung, even though children's songs are one of the effective methods in character education with poems adapted to child psychology. Traditional educational based models have rarely been introduced to children.They interact more with the virtual world such as online games, facebook, and the internet.

The frequency with children's gadgets can be anti-social and lack self-confidence because many confine themselves in rooms because they are absorbed in cellphones and online games. The result can undermine the value of social sensitivity, caring, and empathy for fellow. Selfish and stubborn character can possess children if they interact too often with online games. Moreover, the element of violence and sadism is often a favorite game of children, of course it is unconsciously the child will imitate the action on the game and apply it.

Education and the application of religion in the family play an important role in parenting immunization. Like applying worship time, study time, and leisure time proportionally. In this case the parents here must be strict when it comes to religious education or a child's faith and cannot be tolerated if the child refuses for example to recite and worship.

The cultivation of aqidah and akhlak education must be accompanied by concrete examples that they can witness and enter into children's thinking, so that their appreciation is based on rational awareness. Through complete experience through observation, explanation, and experience, it becomes easy to instill moral values and character. Parents are idol figures in a family of loving heroes. Thus efforts to produce a generation of gold will be easily implemented.

Conclusion

The innovation and development of information technology has opened up opportunities for the growth of various social media platforms in the world (Ruths & Pfeffer, 2014). Social media is a new world that is mostly aimed at by various users in the world to share certain content and interact with each other so as to form a digital community . To some extent, social media can create positive reactions in individuals, such as gaining important insights through content shared by others, meeting other individuals with similar interests, getting new things to develop themselves, and other positive things. However, social media can also interfere with the individual's personal condition on a daily basis, especially conditions related to individual psychological aspects. Various problems that arise from social media require counselors to respond to the development of information technology are expected to have a variety of insights, knowledge, values and attitudes that can be used as an appropriate reference in handling clients with cases relating to the influence of information technology.

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