



### **Exploring Self-Potential Through Guidance and Counseling Services: Success Towards the Future**

**Husnul Khotimah**

*Guidance and Counseling Study Program, Faculty of Education, Hamzanwadi University*

[husnul.imaaaaa123@gmail.com](mailto:husnul.imaaaaa123@gmail.com)

**Miftahul Jannah**

*Guidance and Counseling Study Program, Faculty of Education, Hamzanwadi University*

[miftahuljannah060625@gmail.com](mailto:miftahuljannah060625@gmail.com)

**Nurhadia**

*Guidance and Counseling Study Program, Faculty of Education, Hamzanwadi University*

[nurhadia26073@gmail.com](mailto:nurhadia26073@gmail.com)

**Ridia Rahmawati**

*Guidance and Counseling Study Program, Faculty of Education, Hamzanwadi University*

[ridiarahmawati016@gmail.com](mailto:ridiarahmawati016@gmail.com)

#### **Abstract**

This study shows that tutoring services (BK) are essential in helping people discover their potential and achieve success in the future. The main aim of the study was to find out how counseling sessions can help people understand themselves, set goals, develop skills, and overcome various challenges to improve their future. The research conducted a thorough analysis of the scientific literature on the role of BK in developing self-potential and achieving success. The results showed that BK greatly helps people in self-understanding, setting achievable goals, and developing the skills necessary to achieve success in various aspects of life. This research can provide an in-depth picture of how BK services can help people maximize their potential.

**Keywords:** Guidance and Counseling, Self-Potential, Learning Success, and Skill Development.

#### **1. Introduction**

According to (Ezra, 2021) Success is ours because we own the seeds. We have potential, talents, and capacities uniquely, personally. Some are given five skills, some are two and some are

only one skill. But no one does not have the ability. According to (Dole, 2021) Success is due to 20% hard skills and 80% soft skills even the most successful people in the world because more are supported by soft skills than hard skills. From these two experts, researchers concluded that individuals can achieve sustained success and higher levels of satisfaction in various aspects of their lives by understanding and combining these elements.

Future success is largely influenced by a person's understanding of their potential. Doing this process allows a person to learn about the strengths, interests, and values that drive the decisions they make in life. If a person has a deeper understanding of themselves, they can set goals that match their potential. Guidance Counseling (BK) is key in supporting this journey. BK assists people in setting life goals, finding the right career path, and developing skills through targeted guidance (Octavia, 2019). Therefore, BK not only serves as a guide, but also serves as a key support for those who strive to achieve success and optimize their potential towards a bright future (Son, 2023).

In this dynamic era, increasing one's potential through Guidance Counseling (BK) services along with major changes in various aspects of life is very important. To compete in an increasingly tight job market, people must have relevant skills and knowledge due to fast-changing global trends, such as globalization and the industrial revolution 4.0 (Idrus et al., 2023). Due to the increasingly fierce competition in the world of education for access to leading educational institutions, it is important to understand your own potential in order to highlight your advantages. However, the rapid growth of technology is affecting the way we work and interact, requiring people to constantly develop their potential to remain relevant and adaptive.

In this context, BK services are crucial because they provide guidance and support for individuals in exploring and optimizing their potential. BK helps individuals recognize career goals that match their talents and interests, provides an understanding of changing global trends, and teaches interpersonal skills that are essential in diverse work environments (Aqib, 2020). Thus, developing one's potential through BK services is not only a necessity, but also an investment to face challenges and achieve success in a future full of complexity and dynamics (Rimayati, 2023).

The purpose of this article is to provide a deeper understanding of how Guidance Counseling (BK) services can be an important foundation for future success. By emphasizing BK's role in helping people recognize, develop, and optimize their potential, this article aims to provide an understanding of the importance of this approach in facing worldwide challenges, competition in education, and academic development.

Self-potential is a term that refers to the set of skills, talents, interests, and potentials that each person possesses (Tumanggor et al., 2021). It covers aspects that are unique and intrinsic to a person, such as creative abilities, interpersonal intelligence, and principles underlying decision making (Amaliyah & Mercy, 2021a). To achieve personal, academic, and professional success, one

needs to understand and develop oneself thoroughly (Rufaedah & Ikhwanarrafiq, 2022).

Guidance Counseling (BK) is a service that aims to assist people in understanding and overcoming issues related to their personal, social, academic, and professional lives (Rahmi, 2021). These services involve interaction between counselors and individuals to gain a better understanding of themselves, learn better life choices, and increase their capacity to reach their potential. Guidance Counseling becomes an important tool in helping people optimize their potential with a focus on personal growth and development (Nasution & Abdillah, 2019).

The discussion about developing one's potential through Guidance Counseling (BK) services is very relevant and important in today's dynamic and evolving era. This applies in terms of education, career, and personal life. Self-identification of one's potential is very important in the field of education because of the fierce competition to choose the right career path and achieve academic goals. This discussion provides an in-depth understanding of how one can maximize their strengths and interests in a competitive educational environment to achieve the best results.

The development of one's potential is important to compete in an increasingly complex job market in an ever-changing world of work (Nugraha et al., 2023). This discussion shows how important counselor guidance is in helping people choose the right career path, acquire the skills they need, and find their way through changing job trends around the world. Those who have a deep understanding of their potential can face challenges in their careers and achieve future success.

The importance of this discussion is also related to personal life, where a better understanding of oneself helps people build better relationships and understand their role in society. The awareness of one's potential enables personal progress and general well-being (Alfazani, 2021). Therefore, the discussion about exploring one's potential through BK services becomes relevant because it provides perspectives and methods that are appropriate to the demands of the times, providing individuals with the tools needed to succeed in their education, career, and personal life.

By offering various important aspects of personal development, guidance counselors (BKs) are essential to help people develop their own potential. Skill development is one of its roles. Counseling helps people explore and discover their unique skills and talents. Counseling provides support and guidance to maximize a person's potential and improve their abilities in various aspects of life (Anwar, 2019).

Another important aspect is setting career goals. Guidance Counseling helps people understand and detail career goals that match their potential and aspirations (Fakhriyani & Sa'idah, 2023). Counseling provides information about job market trends and career opportunities, as well as helps individuals create measurable and realistic plans. Therefore, BK not only helps people explore their professional potential, but also gives them a solid foundation to achieve it.

BK also plays an important role in stress management (Mentari et al., 2020). Self-discovery is often accompanied by difficulties and confusion. Counseling helps people find the causes of stress,

assess how to manage it, and offer practical solutions to cope with everyday stress. BK helps individuals maintain mental and emotional balance, which is essential for discovering one's potential, by providing emotional support and stress management tools.

Overall, BK helps people understand, appreciate, and optimize their potential, helping them achieve personal and professional success with a focus on skill development, career goal setting, and stress management (PRANATHA & SUGRIWA, n.d.).

Guidance Counseling (BK) is very important in helping individuals overcome the challenges they face while trying to explore their potential (Mulyaningsih, 2022). One common challenge is self-uncertainty, where individuals may have difficulty identifying their strengths and potential. BK helps overcome this uncertainty through reflection and self-assessment sessions, helping them understand their positive qualities and directing them to develop that potential.

Social pressures and outside expectations, especially when it comes to education and career, can cause additional problems. By providing guidance for choosing a career path that aligns with personal values and interests, counselor guidance helps people cope with these pressures (Arsini et al., 2023). In addition, counselors can help boost self-confidence and manage the expectations of others (Anisah & Handayani, 2020).

One other challenge that people often face is stress management, especially for those facing rigorous academic or career demands. BK offers stress management strategies and techniques to help them develop skills to handle pressure in a healthy and effective way (Adiyono, 2020). Therefore, guidance counseling helps people see their potential and prepares them to face challenges and obstacles in the journey of self-development (Arsini et al., 2023).

Guidance Counseling Services (BK) uses a variety of approaches and methods that combine multiple perspectives to help people reach their best potential. Individual counseling, where coaches and clients talk to each other about their personal problems and goals, is a commonly used approach (KHAIRUN, 2021). These counseling sessions aim to help people understand their potential, their strengths, and how to achieve their goals.

Group counseling, where people can interact with each other in a supportive environment, is another popular method (HANDOKO, 2020). Counseling helps talking groups to improve self-understanding and provide collective support when faced with difficulties. Using this technique, one can learn from the experiences and perspectives of others, thus creating an environment that supports personal growth (HARTANTI, 2022).

In addition, BK uses personality and interest tests to help people find out their preferences and tendencies in different areas of life, such as careers (Arsini et al., 2023). These tests help counselors and individuals work together to determine concrete steps they can take to achieve their potential and goals.

Overall, BK services offer a variety of methods and approaches tailored to individual needs.

They ensure that everyone gets the support they need to explore and optimise their full potential through a combination of tests, individual counselling, and group counselling

Guidance Counseling Services (BK) use a variety of approaches and methods to help people reach their potential (A'AN et al., 2022). One key approach is individual counseling, where counselors work one-on-one with individuals to identify strengths, weaknesses, interests, and values they have to improve (Aji, 2020).

Group counselling also offers social support and a collective perspective (Ulfa, 2020). In groups, people can share experiences, hear other people's stories, and work together to overcome problems (Hasanah & Himami, 2021). It creates an environment that facilitates progress and self-understanding.

The use of personality and interest tests is an additional approach. These tests can provide a deeper understanding of the most suitable career path or skill that needs to be improved.

The importance of this method is to provide a complete foundation for everyone to explore their potential, both personally and professionally. With the help of individual counseling, group counseling, and personality tests, BK services aim to make the personal development journey lasting and successful for everyone (Lubis, 2021).

This article will begin with an introduction that emphasizes how important it is to explore one's potential through Guidance Counseling (BK) services to achieve greater goals in the future. Some of the common problems that individuals face during the journey of self-development will be discussed in this section. Then, the article will thoroughly review the role of BK in helping people discover and optimize their potential. It will discuss how individual counseling, group counseling, and personality tests can support this process.

Furthermore, in this article will be discussed the long-term benefits that can be achieved through extracting one's potential, such as increasing happiness, achieving goals, and readiness to face future challenges. The article will close with a conclusion summarizing the main points and providing a comprehensive overview of how BK can be a beneficial partner in personal, educational, and career development. By following this structure, readers are expected to gain deep insight into the importance and practical ways of exploring one's potential through BK services

## **2. Method**

### **2.1 Participants**

This study involved randomly selected equivalent high school students from SMA Plus Darul Chalidi NW Pringgasela with various social backgrounds, academic abilities, and genders. Involving high school students as participants is a relevant option because they are in a critical developmental phase where counseling guidance can have a major impact on their self-

understanding, interest development, and future direction. The random selection of participants ensures that the sample is representative and includes a wide range of individual characteristics that may influence the experience and development of one's potential.

## **2.2 Data Collection**

### **2.2.1 Instrument of Collecting Data**

The research method used by researchers in this study is a qualitative approach with a descriptive method. The research method used is qualitative method. "Methodology is the process, principles, and procedures we use to approach problems and seek answers" (Hermansyah et al., 2020).

According to Sugiyono (Adlini et al., 2022), qualitative research method is a study used to examine natural objects where researchers are the key instrument, data collection techniques are carried out in combination, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization.

Qualitative research aims to defend the form and content of human behavior and analyze its qualities, rather than transforming them into quantitative entities (Yasin, 2022). The purpose of this descriptive research is to make descriptions, pictures or paintings systematically, factually and accurately about the facts, properties and relationships between the phenomena investigated.

### **2.2.2 Techniques for Collecting Data**

Data collection techniques in this qualitative research are by observation and interviews. The observations made in this study are observations. The observation was carried out by nonparticipant observation of teenagers of SMA Plus Darul Chalidi NW Pringgasela. Interviews are conducted to find out to complete the data and efforts to obtain accurate data and the right data source. In this study, the author interviewed 5 informants, consisting of adolescent girls and boys from Darrul Chalidi NW Pringgasela Plus High School.

## **2.3 Data Analysis**

In the study Exploring Self-Potential through Counseling Guidance Services (BK) that is successful towards the future, qualitative data is used to thoroughly interpret the information obtained from interviews and reflection journals of participants. This information is organized and evaluated to see how BK services impact the participant experience and how they affect them. The results of the data analysis showed several main themes that showed significant changes in learners' understanding.

The results of the analysis show that BK services really help students find their goals, interests, and strengths. These themes form positive stories about how to interact with BK counselors and



how the services help participants reach their best potential.

In addition, interpretation of the data showed that participants experienced increased confidence, motivation, and a deeper self-understanding of themselves. The attendee experience is enriched by elements such as organized service sessions, family support, and counselor engagement.

The results of this study provide contextual insight into how BK services achieve their goals in exploring participants' potential. By focusing on individual stories and experiences, the findings of this study provide a better understanding of the transformation process experienced by participants through BK services. These findings are very likely to have an impact on the practice of guidance counseling and the development of similar services in the future.

### 3. Results

The results of research on successful Counseling Guidance (BK) services towards the future with participants of equivalent high school students using qualitative methods, which collect data through observation and interviews. Researchers look at direct interactions between counselors and students through observation, which provides deep insight into how BK helps students develop their potential.

In individual interviews, participants stated that there has been a major change in the way they see themselves. Counseling is considered a place that allows them to reflect, discover their strengths, and learn their future interests and goals. Observations show that counselors can create a supportive and motivating environment for students. They can also create a safe environment where students can talk about their hopes and difficulties.

Participants highlighted how important counseling sessions are to help them set clearer educational and professional goals. The involvement of parents in the counseling process is also considered important to improve the quality of counseling services. Participants stated that parental support, recognized through conversations with parent counselors, provided additional support and helped follow-up plans be implemented.

In addition, observations and interviews showed that participants experienced improvements in their social and emotional skills. This improvement is seen in the way they interact with fellow people and in their ability to cope with problems that arise in daily life. Participants' involvement in extracurricular programs and skills training demonstrates the important role BK's services play in helping students find development opportunities beyond the academic sphere.

Overall, this study provides a positive picture of how BK's services can help high school students explore their potential and lead them towards a successful and purposeful future. Practical implications of these findings include the importance of parental involvement, increasing student

involvement in self-development activities, and continuing to improve the quality of BK services to support holistic development.

#### 4. Discussion

Guidance is a process of providing assistance carried out by experts to an individual or group with the aim that each individual can understand himself, know the environment and plan his future (Evi, 2020). Guidance is provided to overcome various problems or difficulties faced by individuals.

Counseling is a relationship between two people, namely counselors and clients, which aims to provide assistance to solve problems faced by clients (Holy, 2022).

Thus, it can be concluded that guidance and counseling is a assistance service carried out by a counselor to clients or students, so that clients can understand themselves, make decisions, understand their potential, know how to develop their potential and are always responsible for every decision they make.

The objectives of guidance and counseling are to: a. Assisting each individual in developing themselves optimally and in accordance with the stage of development, b. Overcoming difficulties encountered in studies, c. As well as being able to adjust according to the positive demands of the environment in which he lives (Nurrahmaniah, 2019).

Potential is an ability possessed by a person and has the possibility of being developed and become actual (Harahap et al., 2022). Potential is "all the possibilities or abilities that exist in an individual and during his development can actually be realized (realized)". Self-potential is a basic ability possessed by someone who is still hidden and has the possibility to be developed if supported by environmental participation, training and adequate facilities, (Kartianti, 2021)

Based on the above understanding, it can be seen that potential can be formulated from the overall abilities that exist in students, which allows it to develop and be realized in reality. Between students one with another does not have the same potential. One is sharper in mind, or more subtle in feeling, or stronger in will or more sturdy, strong in body than another.

The development of students' potential is a very important effort in education, even becoming the essence of educational efforts (Mardhiyah et al., 2021). To develop the potential of students, they need to know and understand in advance what potential is attached to them (Amaliyah & Rahmat, 2021b). Students have not fully developed and used the potential that exists in them. This happens because they have not or even do not know their potential and obstacles in developing their potential. To provide understanding and develop the potential of students, appropriate assistance is needed

Therefore, in order for the educational process to run smoothly and produce the best, students



must be assisted in overcoming problems while helping students develop their potential optimally (Amaliyah & Rahmat, 2021b).

Success is a dream or goal that we want to have been achieved with effort and hard work lived in his life in achieving success and the desire is in the form of positive things both for ourselves and others, and is called success if success is beneficial to others around us, success is not only material, but success can be non-material.

Learning means trying to gain intelligence or knowledge. While learning is a process, a way, making people or living things learn. In addition, learning was once viewed as a process of adding knowledge. Others say learning is a complex process that happens to everyone throughout their lives (Putrianti, 2019). The learning process occurs because of the interaction between a person and his environment (Yunita & Supriatna, 2021).

Related to this, learning can be defined as a process of relatively fixed change in individual behavior as a result of experience (Ramadhan & Panggabean, 2022), while learning is an effort to arrange the environment that gives nuances so that the learning program grows and develops optimally (Wulandari et al., 2021). The change in behavior must be able to last for a certain period of time. Thus, learning can basically be viewed as a process of positive-qualitative changes that occur in the behavior of students as learners due to an increase in knowledge, skills, values, attitudes, interests, appreciation, logical and critical thinking abilities, interactive abilities, and creativity that has been achieved (Muchlis, 2023).

Such a learning concept places humans who learn not only in the technical process, but also at the same time in the normative process, this is very important so that the development of personality and learning ability (students, students, trainees) occurs harmoniously and optimally.

Success in learning can be characterized by changes that occur in individual students, these changes concern:

a. Understand

Understanding means being able to explain to others and apply what has been read and learned in everyday life, there is a significant difference between memorizing and understanding even though both are two elements of have / synergy that support each other and cannot be separated (Harefa & Sarumaha, 2020). Because to reach the level of understanding sometimes individuals have to pass the memorized part, well this is where the difference and also the similarities between understanding and memorization lie.

b. Can Do Evaluation

After going through several parts of learning, repeating and understanding the fruit that we can reap is being able to explain and work on problems / problems optimally and according to what is expected, being able to do evaluation is the essence of a learning process that goes through the previous chain process

c. Good Grades/ Praise

Two things are very contradictory and mixed in our minds, first there is a feeling of pride in being able to do the evaluation but faced with a feeling of anxious expectations when waiting for the results of work (evaluation) whether to get good grades or vice versa, because getting good grades is concrete evidence of learning success, and also the success of successful businesses that have been tested for the validity of other things that are felt is happy because it gets praise from teachers, parents, and friends which certainly motivates someone to be even more enthusiastic to get better grades.

d. Brainstorm

Another activity that is very encouraging for successful learning is exchanging ideas / sharing with others because by exchanging ideas can combine two different opinions that will complement each other and will strengthen a problem that was previously felt immature or has not been mastered at all.

From the opinion above, it can be said that, learning success is a change that occurs in a person's learning pattern for the better.

Skills development requires ongoing effort and commitment. Identifying what capabilities you want to improve is the first step in this process. Once the desired skills are identified, the next step is to set clear, measurable goals. These skills can include technical skills related to a particular job or profession, interpersonal skills to build good relationships with others, or even leadership skills to direct and motivate teams (Dakabesi & Wicaksono, 2022).

After that, a person plans a lesson, which explains how such abilities will be built. This can include taking courses, reading relevant literature, taking training, or learning through hands-on experience. Since skills don't develop on their own, it's important to invest time and energy regularly in learning and practicing. Through experience, both successful and unsuccessful, one can learn valuable lessons that will help them improve their skills (Lestari, 2020).

An important step in this process is to ask your mentor, instructor, or co-worker for their opinion. Constructive feedback provides valuable perspective and increases understanding of areas that need improvement. Always developing skills is important. One must persevere and learn from adversity. To support your learning, use books, online courses, seminars, and mentors (Ambarita, 2021).

The skills you have learned must be applied in the real world. This helps measure progress and allows adjustment of learning methods. Regular evaluation and correction is required during the skill development process (Nurjanah, 2021). One can stay relevant in one's career or daily life by constantly adapting to changes and improving oneself (Fajriyani et al., 2023).

## 5. Conclusion

In-depth studies on achieving one's potential through Guidance Counseling (BK) services show that the role of BK is very helpful for people to achieve success in the future. BK services help people understand themselves and open potential doors. The discovery of interests and talents is not the only result of this process; It also helps build confidence and a clear vision of the future. Psychosocial support from BK counselors improves students' emotional health and creates an ideal school environment for their development. Students who receive BK services well tend to have a strong future perspective and are ready to face various challenges in career and life after school. The role of BK not only means guiding students in their self-development, but also building a solid foundation to help them achieve their goals.

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