



Implementation of Guidance and Counseling Service Management in an Effort to Improve the Quality of Student Learning

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Abstract

Equity and access to education in Indonesia show that it is still far from expectations. In maximizing students' potential, guidance and counseling service management is needed significantly to improve the quality of learning in the hope of producing quality learning achievements by implementing planning, organizing, staffing, leading, and controlling. This study aims to review the application of guidance and counseling service management to improve the quality of student learning. This study uses a literature study method sourced from trusted books, journals, and articles relating to the management of guidance and counseling services to improve the quality of student learning. The study results indicate that the management of guidance and counseling needs to be done to improve the quality of student learning. Therefore, it is necessary to have a preparation or programming before doing counseling. Quality management is determined by the ability of education managers such as principals, guidance and counseling coordinators, guidance and counseling teachers, student curriculum representatives, and homeroom teachers at local schools in planning, organizing, implementing, monitoring/assessing and following up on the implementation of guidance program services. And counseling in schools. The purpose of this study was to determine how the implementation of guidance and counseling management through planning, organizing, implementing, evaluating and following up. The type of research used is a field study that examines intensively the background of the current situation and social interactions, individuals, groups, institutions and communities through observation and interview techniques. The data that has been collected is then analyzed based on the findings in the field. The results of this study indicate that the planning of guidance and counseling services is carried out optimally, the implementation is carried out by determining the services

and areas of guidance, the implementation of service management is carried out through the service format and direct supervision in written and oral form. The results of observations and interviews state that through the application of guidance and counseling management can improve the quality of student learning, this is indicated by positive attitudes and study habits.

Keywords: Counseling Guidance Implementation, Service Management, Students' Learning Quality.

1. Introduction

Education is an effort to form a learning atmosphere that encourages humans to actively increase their potential. The implementation of education and learning processes in schools today shows conditions that are still less than perfect. This is shown by the low quality and competitiveness of humans (Kurniawati, (2022)). Many experts view that current learning cannot provide teaching to children according to the desired or expected results. Visible weaknesses tend to only focus on providing information, and also tests that only produce the provision of information (Wedi, 2016). No wonder there are people who say that education is a very important thing in life, this is included in the life of the nation and state, so it can be said that a developed nation can be seen from how much higher education is carried out and how much knowledge it masters. Therefore, from education itself, many experts say that education is a process of self-maturation carried out by the process of education and training (Fitria & Siregar, 2021).

Guidance and counseling is the process of providing assistance to individual participants or groups of individuals to achieve optimal development and independence based on reasonable norms. Service Guidance and counseling will achieve goals and be on target as well as effective and efficient based on management. Management includes activities to achieve goals, carried out by individuals who contribute their best efforts through pre-defined actions. Management is the process of planning, implementing, supervising, and assessing an organization, program, service in order to achieve the goal. Guidance and counseling is a process in which service providers will achieve goals if supported by management. Therefore, the management of guidance and counseling services is very important. (George, 2006).

Management of guidance and counseling services means cooperation to determine, interpret and achieve the objectives of guidance and counseling services with the implementation of the functions of planning, organizing, staffing, directing and leadership and controlling (Tohirin, 2007). Meanwhile, according to (Prayitno, 2009) said that a management of guidance and counseling is basically focused on four pillars of activity namely Planning, organizing, actuating, and controlling. In the process of self-development of students, the school provides guidance and counseling services that are integrated in the education system which aims to improve the quality

of learning and provide space and time to share social and personal problems. Therefore, guidance and counseling service programs are implemented to shape student maturity. Guidance and counseling management is carried out carefully so that the goal of the school, which is to produce quality graduates, can be achieved (Suminingsih, 2019).

Through service that can truly contribute to the achievement of the vision, mission and goals of the school. A school counseling service program cannot be structured, organized and achieved without being managed in a quality management. Quality management is determined by the ability of education managers such as principals, guidance and counseling coordinators, guidance and counseling teachers, student curriculum representatives, and homeroom teachers in local schools in planning, organizing, implementing, supervising / assessing and following up on the implementation of guidance and counseling program services in schools. In order for learning quality management to be successful, it requires a concept, planning and organization that is implemented systematically and structured. It is necessary to have real, planned and evaluated programs to deliver the learning process to the desired learning objectives. Therefore, in order to achieve the success of the vision, mission and goals of the school, in the preparation of programs, one of which is the guidance and counseling program, it is carried out systematically so that its implementation is perfectly procedural.

The quality of learning essentially concerns the learning processes and outcomes carried out by teachers and students in the form of real learning outcomes achieved by students in the form of disciplined values and attitudes (Hadith, n.d.). Research conducted by (Daempal, 2021) entitled "Management of Guidance and Counseling Services at SMA Bunda Hati Kudus Jakarta" explains that planning student guidance programs, identifying student problem situations, implementing guidance and counseling services, evaluation, analyzing the results of evaluating the implementation of student guidance and counseling services, and follow-up. Organizing is done by Gather resources to define areas of service and division of labor. The movement of guidance and counseling management is carried out by building intensive communication. Supervision is carried out directly and indirectly both in oral and written form. From the results of interviews, observations and documentation studies, the implementation of guidance and counseling service programs runs effectively and is able to improve the personal, social, academic and career qualities of students.

Based on this research, the author wants to know how the application of guidance and counseling management in an effort to improve the quality of student learning at the junior high school level. Therefore, the author wants to know how the implementation of guidance and counseling service management in an effort to improve the quality of student learning in schools at the junior high school level. In addition, to improve the quality of student learning, the readiness of several components of education is needed, the professionalism of teachers in the field of study,

BK teachers, facilities and infrastructure. The quality of learning in the context of educational quality in this case refers to the learning process and learning outcomes.

2. Method

2.1 Participants

Research conducted by (Daempal, 2021) entitled "Management of Guidance and Counseling Services at SMA Bunda Hati Kudus Jakarta" explained that planning student guidance programs, identifying the state of student problems, the implementation of guidance and counseling services, evaluation, analysis of the results of the evaluation of the implementation of student guidance and counseling services, and follow-up.

2.2 Data Collection

2.2.1 Instrument of Collecting Data

Organizing is done by pooling resources to determine the areas of service and the division of labor. The movement of guidance and counseling management is carried out by building intensive communication. Supervision is carried out directly and indirectly both in oral and written form. From the results of interviews, observations and documentation studies, the implementation of guidance and counseling service programs runs effectively and is able to improve the personal, social, academic and career qualities of students. Based on this research, the author wants to know how the application of guidance and counseling management in an effort to improve the quality of student learning at the junior high school level.

2.2.2 Techniques for Collecting Data

In this study, researchers used interview methods, field observation, and photo documentation.

2.3 Data Analysis

To analyze the data, several stages are carried out, namely collecting sources, conducting data verification, interpreting data, and drawing conclusions. (Darma, 2015).

3. Results

Supervision of the results of guidance and counseling services in schools there is a recording of daily and weekly activity agendas as outlined in monthly reports to evaluate the suitability between program planning made and the implementation of activities carried out and make

semester and annual reports to be reported to the principal in order to follow up activities that need to be improved and developed. The existence of clear work standards will have an impact on improving teacher performance Guidance and counseling and lead to improving the quality of student learning.

Planning guidance and counseling programs there are activities to analyze student needs and the environment, stakeholder involvement, infrastructure supporting guidance and counseling service activities and BK goals in line with the vision, mission and goals of the school to determine the techniques and strategies and targets of the BK program in order to develop students optimally in the field of learning. The implementation of services carried out on junior and senior high school students refers to the unit of supporting activities in accordance with the program or analysis of student needs.

4. Discussion

BK management services are a very important service in schools to improve the quality of student learning. Guidance and Counseling Services will achieve goals and be on target as well as effective and efficient based on management. Management includes activities to achieve goals, carried out by individuals who contribute their best efforts through pre-defined actions. Management is the process of planning, implementing, supervising, and assessing an organization, program, service in order to achieve goals. Guidance and Counseling is a process of service delivery that will achieve goals if supported by management. Therefore, the management of guidance and counseling services is very important. (George, 2006). Guidance and counseling service management means cooperation to determine, interpret and achieve the objectives of guidance and counseling services by implementing the functions of planning, organizing, staffing, directing and leading and controlling (Tohirin, 2007). Meanwhile, according to (Prayitno, 2009) said that a management of guidance and counseling is basically focused on four pillars of activities, namely Planning, Organizing, Actuating, and Controlling.

5. Conclusion

The implementation of Guidance and Counseling service management in an effort to improve the quality of student learning is very important to be implemented, because it can support the achievement of school goals, in providing Guidance and Counseling services, of course, it must be planned as well as possible through an analysis of student needs and stages of development, after being planned the coordinator of Guidance and Counseling and Guidance and Counseling

teachers organize, namely through collaboration internal with school personnel in the implementation of guidance and counseling services, then the planned program is then the organizing stage in accordance with the distribution of duties, the Guidance and Counseling teacher carries out all what has been planned, then an evaluation is carried out on the implementation of the service program, this aims to know the extent of the success of Guidance and Counseling services to students, and provide solutions what is The preparation of programs carried out by quality education managers will produce quality management so that it can be said that the application of guidance and counseling service management in an effort to improve the quality of learning of high school students can be said to be effective because it is managed by school stakeholders who have the ability to plan well.

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