Application of online counseling services in facing competition asean economic community

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Abstract. MEA in Indonesia in 2015 has been in the spotlight and has generated a myriad of debates among the public. MEA itself is one form of realization of ASEAN's vision to create a single market and production base that is stable, prosperous, and competitive. This, of course, greatly affects all systems in Indonesia, including the education that participates in receiving the impact of the AEC. Counseling as one part of education, of course contributed greatly to the policy. The development of increasingly sophisticated knowledge and technology in the MEA, does not necessarily also have a positive impact in the wider community, so we often encounter a growing number of social problems that develop in modern society. That is why counselors as an educator are felt to need to develop creativity in providing services to prevent and overcome problems that will arise in the MEA. One of the efforts that can be taken is using online counseling services. Various forms of counseling services (one of them online counseling) aims to develop all the potential possessed by the children of the nation, so as not to be left behind by the competition that arises in the MEA. Referring to this explanation, the counselor as a counseling service officer, is considered important to develop a variety of counseling service strategies in dealing with the MEA.

1. Introduction

At the Summit in Kuala Lumpur in December 1997, ASEAN leaders agreed to form a single market in the Southeast Asian region. The formation of a single market termed the Asean Economic Community (AEC). In line with the times, the development of information technology has gained an important place in various aspects of life [1]. No exception to the world of education (including counseling), facing various competition caused by the existence of a single market [2]. The competition caused by a single market (the Asian Economic Community, further called the MEA) must be dealt with as well as possible starting from the constitutional, policy, managerial and operational arrangements in various aspects and dimensions [3]. Geisler [4] states that at the end of these three millennium, we are required to conduct "offensive learning" or learning that is offensive and proactive. Furthermore it is said that to be able to realize the offensive learning required four competencies, namely; (1) plurality competence, namely the ability to identify productive aspects of diversity, tolerance and use it effectively, (2) socio-communicative competence, namely the ability to initiate, develop, support, and manage to conclude precisely social processes, (3) transition competence, namely the ability to adapt to the process of transition in life, (4) equilibrium competence is the ability to maintain balance in conditions of uncertainty [5].

Globally (including the MEA in it) Robet B Tucker [4] identified ten challenges in the 21st century, namely: (1) speed, (2) convenience (convienience), (3) generation wave (age wave), (4) choice (choice), (5) various life styles, (6) price competition (discounting), (7) value added, (8) customer service (coustomer service), (9) technology as the mainstay (techno ago), (10) quality assurance (cuality control). According to Robet B Tucker the ten challenges require innovation to develop new paradigms in education.
All the competition or challenges caused by the MEA, whether coming from global, national or local changes, in turn, require counseling services in various aspects [6]. At present, along with the development of technology, many innovations have been developed by counselors as counseling service officers in the form of theories approaches, implementation patterns, research and development, and implementing personnel. Based on this explanation, a counseling service provider needs to innovate in providing effective and efficient counseling services in serving the changes caused by the MEA[7].

2. Method
The study used qualitative research methods, using the library research approach [8]. The research was conducted by tracing library data in books and completing it with other literature related to the study in question [9]. This research was carried out by reading, studying, and analyzing contain the book and supported by various literature related to it. This research is descriptive-analytic research that serves to solve problems through collecting, compiling, and in-depth analysis of existing data to be explained and assess.

3. Result and Discuss
Counseling services, which are comprehensive services aimed at the realization of a happy life for clients and contain educational substance [10]. All counseling services include mechanisms, approaches, and strategies that aim to educate individuals in achieving something that is related to efforts to develop the full potential of self contained in the client. The development of technology, especially in the field of information and communication has had a significant influence on the world of counseling [11]. Communication for Guidance and Counseling is done by using communication media such as telephone, computer, internet, e-mail and so on. Interaction between counselor and client (counseling process) is not only done through face-to-face alone but also carried out using these media. Counselors can provide counseling services to clients without having to deal directly with clients. Similarly, clients can obtain information in a broad scope from various sources through cyber space or cyberspace using computers or the internet [12]. The most recent thing is the development of what is called "Cyber counseling" or online counseling, namely the process of counseling using the internet. In the field of career counseling and guidance, there has been a development of career guidance and information publication using cyber publishing, which is publication via the internet and other information technology that is not in the form of print media. This development certainly requires the readiness and adaptation of counselors in the mastery of technology for counseling and career guidance [13].

Indonesia’s experience with the multi-cultural conditions of society and demographic development trends that lead to plural cultural configurations, has led to the development of more dynamic guidance and counseling services [14], which encourages the development of various counseling approaches and techniques expected to provide services that are more effectively, under conditions of cultural plurality and the level of activity of each individual in the MEA, this is clearly related to the application of counseling services based on cultural approaches very appropriate for a pluralistic cultured environment such as the MEA. Guidance and Counseling is carried out on the basis of the spirit of Bineka Tunggal Ika, namely equality above diversity [15]. Furthermore, multi-culture designations have implications in multiple group ranges without having to make degrees, comparison or rankings or better or worse designations between one another, and without ignoring the existence of complementary facts, and even differences between one and the opposite the other [16]. The perspective of a multi-cultural approach in the MEA, provides a combination of views of universalism and relativism by providing an explanation that behavior is studied in a unique cultural perspective, and looks for common ground between cultures [17].

Furthermore, Surya [4] explained that modern life with the greatness of science and technology as well as the economic progress experienced by developed nations turned out to have created an atmosphere of life that did not provide inner happiness and the development of a sense of emptiness. They realize that progress has separated spiritual values as a source of happiness in life and is based on them as a deficiency. Nowadays, there is a tendency to organize life based on spiritual values. They
increasingly realize that a harmonious family atmosphere on the basis of strong religious values is basically a conducive situation for the creation of a peaceful and prosperous life [18]. Such an atmosphere will foster the quality of religious people who have resilience and good culture. Charlene E. Westgate [4] mentions such conditions as "spiritual wellness" which is interpreted as a condition reflected in openness to the spiritual dimension that enables integration of her spirituality with other dimensions of life, thereby optimizing the potential for growth, self-realization and have a strong identity.

Along with global developments that encourage greater dependence between various disciplines and parties, counseling experiences a tendency to shift from isolation or solitary situations towards linkages with various aspects. Holistic counseling is a holistic approach that involves various aspects and dimensions in the process [19]. Thus, counseling does not only touch the surface aspect, but is more comprehensive and whole so that the resolution of a problem can be done more comprehensively so that it can be resolved thoroughly and fundamentally [20]. Holistic counseling pattern means that the service provided is a whole in various related dimensions. In relation to the education environment, counseling is carried out in an integrated manner starting from the family, school, and in the wider community. The strategy adopted is an integrated wholeness between curricular strategies, interactions, personal development, and system support [21].

Fields of service provided include social, spiritual, personal, learning, career, and character aspects in a unified whole. At this time there has been developed what is called "quantum counseling" or quantum counseling that originates in quantum theory in physics [22]. In this innovation, guidance and counseling is carried out holistically in a pleasant atmosphere by focusing more on the most profound personal aspects of the mind and feelings [23].

The reality of the challenges in the MEA, directly or indirectly, will affect the style of guidance and counseling services in Higher Education. In this connection, counseling in Higher Education has progressed and shifted from traditional patterns that focus on service delivery to patterns that focus on a proactive and pragmatic system [24]. All refer to standards set by the organization (the National Standards of the American School Counselor Association, 1997) and statutory provisions set by the government (Transforming School Counseling Initiative Education Trust, 1997). In facing challenges faced by students in MEA counseling in Higher Education has been influenced by paradigms and practices that lead to the profession and renewal in the emphasis on providing assistance and support to students in achieving academic achievement, advocacy, social justice, and counselor accountability [25].

In conducting counseling in futurist, four concepts have been formulated that can be used as a reference, namely: (a) probable future, or possible future, (b) possible future, or future that may occur, (c) plausible future, or future the future that can occur, (d) preferable future, or the future that is expected to occur [4]. It was stated that, in the last two decades identified six basic things that are quite critical related to the future of counseling in higher education, namely as follows.

a. What is done by the College counseling profession today, will affect the quality of the College counseling field and the educational environment where counselors and students are located.

b. The scientific method in Higher Education counseling can be used to anticipate the unknown future of Higher Education counselors.

c. There is not only one future that is waiting for the Higher Education counseling profession, but many future possibilities, depending on what the Higher Education counselor chooses today.

d. Higher education counselors must have a moral foundation in their responsibilities for future generations of students and next generation college counselors.

e. Technology will continue to exert influence and support for Higher Education counseling, but the counselor is responsible for integrating that technology for future interests that might not have been necessary in the past twenty years.

f. An extensive study is needed to support ideas for the College and student counseling profession.

Of the six things above, it is felt that it is still relevant to be used as a reference in counseling services today in facing the challenges of the MEA. When we refer to point six, there is very much introduced how counselors must be able to empower technology in the implementation of counseling.
Therefore Higher Education counselors in this modern age are in a position that has the strength and strategic to show effectively as the right formula to help students. Higher Education Counselors play a key role in the leadership team and build challenges for various responsibilities in preparing students to achieve academic standards while helping them become productive and meaningful members of society [26]. Thus, future counselors must be able to develop a new way as a leader, collaborator, advocate, and agent of systemic change in the dynamics of education, the globalization of society and the economy, the diversity of student needs. Future generations of Higher Education Counselors must have the attitude, knowledge and skills for collaboration with guidance and counseling lecturers who are not counselors, administrators, families, community resource networks, and others to improve educational equity and the success of all students. The most important thing is that the counseling program must be related and compatible with changes in the education setting and the purpose of improving the place of consultation [12].

In accordance with the above stated, in the face of competition in the future that will occur changes in the implementation of counseling strategies, for example online counseling in its implementation there must be harmonious integration and collaboration between counselor and lecturers and staff of guidance and other counseling study programs, the next competition is related to College counselor accountability. In the past and also today, Higher Education counselors focused more on academic achievement, but Higher Education counselors must realize that academic achievement must be balanced with other non-academic aspects that are carried out through counseling services [27]. Thus Higher Education counselors demonstrate accountability through counseling services so that the learning process can take place as a whole, so as to produce a quality personality that is intact as well [28].

As we know, the AEC era, marked by the rapid pace of science and technology, has led to changes in various aspects of the life order both positive and negative. This condition will directly or indirectly affect the role of the counselor. In the future the counselor will increase his responsibility as a cultural mediator. Counselors will have the responsibility of being called cultural mediators namely a role and responsibility to assist students in dealing with various scientific and cultural problems, in relation to the role of cultural mediators, with all the implications including in education and counseling services especially the role of online counseling services in MEA. Furthermore it is said that, successful negotiation of cultural differences and interests in the future is related to building bridges from the present that focus on the awareness, knowledge, and skills needed to achieve cultural competence through cultural mediation, which leads to academic, personal, social success and the careers of individuals who come from diverse cultural environments.

Higher Education Counselors, are architects who must be able to build the bridge. Now is the time for Higher Education counselors to enter a lifelong process of gaining cultural competence as well as developing the advocacy leadership needed to expand their professional development and their role as cultural mediators in MEA competition [29]. Suggested by Bemak [4] there are three ways counselors work with community organizations, namely: (1) connecting students with their families to resources in the community according to their individual needs, (2) designing with community services for bring them as much as possible in the campus environment (place in the classroom / in the UPTBK room), (3) work in partnership to develop and apply prevention and intervention services that can be provided both inside and outside the educational setting.

In some cases many researchers find similarities in terms of cultural, ethnic, religious, geographical and demographic diversity. A tendency to develop in various parts of the world will also be found in Indonesia. Therefore, it is not too distorted if in applying the effort to realize the ideal counselor today, we learn from the experience of others. That means that, what was stated above can be selective in the world of Indonesian education in accordance with Indonesian characteristics. In the Indonesian education system contained the meaning, function, and objectives of national education as expressed and implicit in Undang Undang nomor 20 tahun 2003 [30], about the National Education system, it is clear that the essence of national education is "building the character of the nation" or "national chat building".

Related to the above, guidance and counseling has a very strategic role and position in the effort to build the nation's character or character. All efforts must begin with innovations to build a full
quality guidance and counseling service. Character or character is essentially a personality trait related to the normative morality values that apply. The quality of one's character will be reflected in the appearance of his personality in terms of normative moral values. Someone is said to have a good quality of character when displaying behavior in accordance with applicable moral values. Thus it can be said that "intact character" is the overall appearance of personality in the integrity of behavior based on moral values. In Indonesia the normative moral values which form the basis of character are the Pancasila morals.

According to experts, Sagat character is supported by emotional intelligence, while emotional intelligence is supported by five abilities, namely: (1) recognizing one's emotions, (2) managing emotions, (3) motivating yourself, (4) recognizing the emotions of others, and (5) build relationships with other people (social relations). People with character at this level are able to show emotionally controlled behavior and reflect a good personality from the point of view of morality. In dealing with various problems or character challenges at this level, they will be able to interact with themselves with sound emotional considerations and pay attention to various alternatives and risks that may arise. Actions taken are based on a minimum risk scale and maximum profit. By paying attention to the description above, basically the meaning of intact character will be reflected through the nobility of character which originates from moral, personal, social, and spiritual integrity. For the Indonesian nation, the moral values of Pancasila are essentially a fundamental reference for the formation of a complete national character. The purpose of national education has actually outlined its direction to achieve the nation's character as a whole in line with the concept as mentioned above.

In the context of "national character building" counseling services must be able to build character based on the values of intellectual intelligence, emotional intelligence, moral intelligence, and spiritual intelligence. All quality of character must be the direction of the overall online counseling service.

4. Conclusion

The application of online counseling services is an alternative in providing counseling services in the flow of the MEA bustle, therefore online counseling services are a challenge for counselors in Indonesia to be able to be developed and applied, including the following; (a) limited time owned by the counselor and client, (b) geographical distance that impedes the course of the counseling process, (c) limitations of the client in communication, (d) problems with the schedule of face-to-face counseling relationships between counselor and client, (e) the client feels reluctant to do face to face for the first time. Therefore in this study, researchers can conclude that, the ability of counselors in the mastery of technology supporting the online counseling process is expected to be understood and mastered well by the counselor.

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