



Variety of Cyber Counseling Media During the Covid-19 Pandemic

Dilla Astarini¹, Hermi Pasmawati²

UIN Fatmawati Sukarno Bengkulu, Indonesia¹, UIN Fatmawati Sukarno Bengkulu, Indonesia²

Correspondence:

Dilla Astarini Telp: 0852 6883 9284

E-mail: dillaastarini.iainbengkulu.ac.id

Abstract

Keywords:
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This paper describes cyber Counseling that counsellors can use in carrying out Guidance and Counseling Services during the Covid-19 pandemic. The recommended service focus is using Cybercounseling with the website, youtube, social media, and google from platforms. Advances in technology and the occurrence of the Covid-19 pandemic situation require Counselors to have the ability to apply Cybercounseling. The research method used is a literature study method, examining relevant references in collaboration and relevance with various services and supporting activities in Guidance and Counseling. The relevant platforms are used to implement services and support activities based on various existing references. The website platform can provide information services, individual Counseling and consultations. The youtube platform can carry out information services, whether made by the Counsellor himself or information from other people's youtube content. The social media platform can provide information services, individual Counseling, consultation, group counselling, and share essential links with service stakeholders. The google form platform can carry out supporting activities and data collection. By analyzing the effectiveness of the services used by the demands of the times, the Counsellor should be able to apply the cybercounseling application. This research will be more comprehensive if the effectiveness of each use of cyber Counseling is evaluated in implementing Guidance and Counseling support services and activities.

Abstrak

Kata kunci:
Cybercounseling,
konselor,
pelayanan
bimbingan dan

Tulisan ini bertujuan mendeskripsikan *cybercounseling* yang dapat dimanfaatkan oleh Konselor dalam melaksanakan Pelayanan Bimbingan dan Konseling di masa pandemi Covid-19. Focus layanan yang dianjurkan menggunakan *cybercounseling* dengan platform Website, Youtube, Media Sosial, dan Google Form. Kemajuan Teknologi dan



konseling

terjadinya situasi pandemik covid-19 menuntut Konselor untuk memiliki kemampuan dalam mengaplikasikan *cybercounseling* Tersebut. Metode Penelitian adalah metode studi kepustakaan, yaitu menelaah referensi-referensi yang relevan dikolaborasikan dan direlevansikan dengan berbagai layanan dan Kegiatan Pendukung dalam Bimbingan dan Konseling. Berdasarkan analisis dari berbagai referensi yang ada platfrom yang relevan digunakan untuk pelaksanaan layanan dan Kegiatan Pendukung. Platfrom Website dapat dimanfaatkan untuk melaksanakan layanan Informasi, konseling perorangan dan konsultasi. Platfrom Youtube dapat dimanfaatkan untuk melaksanakan layanan informasi baik yang dibuat oleh konselor sendiri ataupun infomasi dari konten youtube orang lain. Platform medsos, dapat dimanfaatkan untuk melaksanakan layanan informasi, konseling individual, konsultasi, konseling kelompok dan membagikan link-link penting pada *stakeholder* layanan. platfrom Google From dapat dimanfaatkan untuk melaksanakan kegiatan pendukung dan himpunan data. Dengan menganalisis keefektifan layanan yang digunakan relevan dengan tuntutan zaman maka Konselor hendaklah mampu untuk mengaplikasikan aplikasi cyber counseling tersebut. Penelitian ini akan lebih komprehensif jika dievaluasi keefektifan dari masing-masing pemanfaatan *cybercounseling* dalam pelaksanaan layanaan dan kegiatan pendukung Bimbingan dan Konseling.

INTRODUCTION

Guidance and Counseling in the Industrial Age 4.0 should be relevant to the demands of the needs of service users. Especially in the provision of services in the form of content or materials in each Guidance and Counseling service. So that media of Guidance and Counseling services can be more accessible anywhere, anytime, and anyone, end of 2019, the world was a shocking outbreak of a new virus, Covid-19. Covid-19 hit worldwide, including Indonesia, because in a short time caused many victims and anxiety of all parties (Mungkasa, 2020). To prevent the spread of the Covid-19 virus, all work sectors, both formal and informal, must adapt their activities (Tuti, 2020).

Including the field of Guidance and Counseling, during the Covid-19 pandemic, provision of services does not allow to be provided directly or face-to-face. So that digital media becomes the only option that must be used to provide services. But in the realization of Guidance and Counseling services in schools and outside schools have not used the media. Service delivery is still provided conventionally. (Sumiati & Wijonarko, 2020) He also stated that society's adaptation from offline learning to online learning is complicated. Research (Pandang & Anas, 2018) showed the highest index in the needs of competence needed by BK teachers at the



highest 83.4% in the utilization of information and communication technology (ICT) devices and applications in implementing BK services. There are still many counsellors who do not understand the use of media well, this is by the results of the research on the competence of using Counselor technology in Vocational Schools in East Jakarta, which is in the excellent category, namely 62.2%, and 16.2% is included in the low category (Zarirah & Meithy Intan, 2015). So the subject of the service is difficult to understand the material provided. For this reason, this article will discuss cybercounseling media in services and Support Guidance and Counseling Activities.

METHOD

The methods used in this article use the method of literature study, which is done by analyzing concepts, references or sources related to ideas and problems raised in writing. Furthermore, the results of the study of the concept of reading results are analyzed, taken the essence and carried out the process of reducing the results of the assessment of data references and correlating them with ideas and concepts from relevant references or sources. Literature research studies theoretical, reference or other scientific literature relating to cultures, norms, values that develop in evolving social situations (Sugiyono, 2021). This article uses a model of literary studies or simple literature studies whose studies are examined, analyzed and correlated with the phenomena or problems discussed in writing, thus generating a new idea that various forms of Cybercounseling that counsellors can utilize during the Covid-19 pandemic.

RESULTS AND DISCUSSION

Variety Of Cybercounseling

In principle, guidance and counselling services are a communication process. There are three essential components of communication: counsellors' presence as communicators, messages in the form of problems, service materials/content, and clients as a communicant. To help so that the message conveyed optimally by the Counsellor to the client then needed channels in the form of media. The concept of Latin media is a plural form of "medium", which means intermediary or introduction (Sofah & Sucipto, 2020). In implementing guidance and Counseling services, media is a tool, means, intermediary, and liaison to convey a message and ideas to the recipient (Nursalim, 2015; Sofah & Sucipto, 2020).

Along with the development of the needs of society and advances in technology and information, various forms of media that counsellors can use, namely media without internet



networks, include visual media (charts, graphics, comics, guidance boards, sketches, posters, and leaflet). Printed material media (learning textbooks and modules), still images (photos), silent projection media (OHP/OHT, opaque projectors, and InFocus), audio media (radio, audio cassettes/magnetic tapes), film media, multimedia groups, object/three-dimensional media and interactive media (Nursalim, 2015; Sofah & Sucipto, 2020). Furthermore, media that require an internet network known as Cybercounseling include websites, telephones/mobile phones, email, chat, social networks, video conferencing (Kirana, 2019; Putri, 2020; Sofah & Sucipto, 2020; Ardi & Ifdil, 2013; Haryati, 2020; Pasmawati et al., 2016; Wibowo, 2016). (Kirana,2019) states that cyber Counseling is essential and beneficial for counsellors and the community served. The technological development of various media and pandemic conditions for counsellors to master and skill apply media that belong to the category of Cybercounseling. The media that includes Cybercounseling and which is most relevant to the needs and conditions of society during the pandemic are:

1. Website

A collection of site pages, located on the World Wide Web (WWW) on the Internet and summarized on domains/subdomains, the website can also be interpreted as a page containing data containing text, images, sounds and others that can be accessed online (Josi, 2017). In using the website media, counsellors can carry out various Guidance and Counseling services in individual and classic formats. Research (Kurniawan et al., 2020) shows that counsellors get training in website creation to improve their competence in using website applications. The training provided is a very effective form to provide refreshment / improve skills and additional insight and knowledge of counsellors in information technology to improve counselling services during the Covid 19 pandemic. Website of one of the platforms is light and easily accessible and does not burden internet quotas or internet quotas. (Setiadi, 2020) through internet service, subjects can gain learning resources and the wider community. One of the online counseling website developments meets the acceptability criteria that can be used as a means to optimize counseling services in schools and can be used by school counselors in providing counseling services. (Prahesti & Wiyono, 2017). Reinforces that websites' utilization in counselling services is appropriate for optimizing technological advances in the millennial era.

2. Social Networking (Youtube, WhatsApp, Instagram, Line, Facebook, Kakao talk, email, instant messaging, Window Live Messenger, Telegram)

In using the youtube application, counsellors can make or share short films or videos in counselling methods. (Putra & Shofaria, 2020) explained that the youtube platform is one of the



creative counselling facilities in providing services online; counsellors can become content creators or use links in compiling service materials. Research (A. Farhatunnisya, 2020) shows that using youtube videos can increase students' learning motivation. This is in line with research that shows that youtube videos can improve the ability of ideas and stimulate students' thinking skills to be more critical. So that guidance and counselling services can be optimal by using youtube videos so that the generation is technologically literate and technology-based education.

Whatsapp media has many features in communicating, including chatting, voice notes, phone, video calls. In the counselling service, counsellors can take advantage of these features. Counselling done with Whatsapp can be quickly done because almost all people have an android phone and have become accustomed to applying WhatsApp information technology (Putra & Shofaria, 2020).

Other social media such as Instagram, line, Facebook, cacao talk have been widely used in Indonesia. Almost all social networking platforms provide chat, voice call, video call, live, and share photos, videos, sounds or information through the account. With various features in each social network, counsellors can share material or services contained by the needs of stakeholders. The use of social media such as WhatsApp, Google Class Room, Google Form, Google Meet in guidance and counselling services is 61.80%, which shows that the use of social media in guidance and counselling services can be categorized as sufficient. The most widely accessed social media is Facebook and the second is Instagram. Counsellors have utilized Instagram social media as a media support for technology-based guidance and counselling service programs. Through features such as upload photos or videos, captions, comments, hashtags, Instagram stories, Instagram live, direct messages, and highlights are used by counsellors to support guidance and counselling service programs.

3. Video Conferencing (Zoom App, Google Meet, Skype)

Each video conferencing application has its advantages. For example, the digital platform in the Zoom application is used in carrying out Guidance and Counseling services with various features available, including meeting and chat, conference rooms, video webinars, phone systems, and marketplaces. Like google meet, counsellors can utilize zoom, Skype, and other applications in carrying out counselling services by applications owned by stakeholders. Found that the zoom application is effective in the implementation of online learning during the covid-19 pandemic. Students feel satisfied with the learning they live during Zoom-based online learning.



4. Google's application

Google's platforms include Google Drive, Google Documents, Google Slides and Google Form. Each platform has different functions. Google drives one of the platforms that function to store data sharing data or documents online; data storage for free a maximum of 15 GB, if you want to increase storage capacity can be obtained on a paid basis. Google documents platform like Microsoft word but in operation requires an internet connection; additional features include research, definition and dictation. Google slides a presentation platform that serves to create, display, and interact with the audience when doing presentations online. Google form platform has a feature that creates online surveys; counsellors can use google form for initial assessment and assessment immediately after providing various supporting services and activities.

Research (Mashurwati, 2018) google form application is used to assess learning style by including various questions and answers related to learning style when it is ready to be used Counselor, Counselors carry out administrating by utilizing social media as a socialization tool. In line with (Supriadi, 2021). This study shows that implementing classic online guidance service activities through google form media shows effective results. The study results show that feeling good 77%, topics discussed are considered necessary 93%, the way BK teachers convey material is easy to understand 85%, and exciting activities to follow 83%. Therefore, the Google application can be used to provide services and as a supporting medium to see the success of providing guidance and counselling services.

Utilization of Guidance and Counseling Media during the Covid-19 Pandemic

The use of media in counselling guidance aims to help counsellors achieve their goals so that Guidance and Counseling services are implemented effectively and efficiently. The guidance and counselling process cannot be separated from interaction and communication with the parties involved in the process (Hariko, 2017). The interaction in question must involve stakeholders in implementing guidance and counselling services. The Covid-19 pandemic requires both formal and informal circles to immediately adapt to the conditions where all activities initially carried out face-to-face or offline switched to online. This is done to support government policies in preventing and minimizing the spread of the Covid-19 virus.

So counsellors in pandemic times must be able to apply and utilize various online media based on Cybercounseling to carry out Guidance and Counseling services. This condition becomes a challenge for counsellors to upgrade their use of various cyber counselling media. Various Guidance and Counseling services include orientation services, information services, content mastery services, placement and distribution services, individual counselling services, group guidance services, group counselling services, mediation services, consulting services



and advocacy services. In addition, supporting activities in guidance and counselling programs include instrumentation applications, data sets, home visits, case conferences, case handovers, and library displays (Prayitno & Erman Amti, 2018).

Various counselling media about its use of guidance and counselling support services and activities:

1. Website

The Counselor's website may cooperate with the institution/institution where the Counsellor works or personally in creating the website page. After a counsellor creates the website page, you can share the website address with stakeholders. In addition, by using the website address, stakeholders can access various information that has been provided, such as menus, blogs, contact pages and other pages by those created by the website owner/counsellor on the home page/homepage.

- a. Information Services, Placement and Distribution Services, and Content Mastering Services. Counsellors can create various service materials and upload them on the website. If you want to share the material can be through other media applications by sharing links from the website. Counsel can carry out Self-directed Learning, where the client accesses various information on the website;
 - b. Individual counselling services, Consulting Services, Online Mediation Services, counsellors can create links and be shared with stakeholders to register online services and further carry out services by the agreement using other media.
- #### 2. Social Networking (Youtube, WhatsApp, Instagram, Line, Facebook, Kakao talk, email, instant messaging, Window Live Messenger, Telegram)

In using social networks, all services can be implemented and some supporting activities, including:

- a. Orientation Services, Information Services, Placement and Distribution Services, and Content Mastery Services. By utilizing the Youtube platform, counsellors can upload service materials in self-made videos, edit videos from various sources as interestingly as possible or share existing videos related to information service materials. In addition, counsellors can share the link for stakeholders to access. With the access of service materials in the form of videos on youtube, stakeholders can access or watch videos repeatedly according to their needs. Furthermore, the YouTube live streaming feature is available on the YouTube platform. Furthermore, you can use the Facebook live streaming platform, Live Instagram, which can also perform various orientations, information, placement and distribution services, and mastery of interactive content.



WhatsApp, Instagram, Line, Facebook, email, Windows Live Messenger, Telegram. Almost all platforms have a chat feature, chat group, audio call, and video call. By using features audio call, chat, or video call dari platform WhatsApp, Instagram, Line, Facebook, email, Window Live Messenger, Telegram, Counselors can perform Orientation, Information, Placement and Distribution and Content Mastery services with various features available on each platform. For classic format services such as Orientation Services and Large format, Information Services can use Telegram with messaging groups that accommodate 200,000 members;

- b. Group counselling and group guidance services, and other features can be utilized by using features that facilitate group utilization, such as chat features, audio call group features, and video call groups. Whatsapp platform can be used with a group chat capacity of 250 people and a maximum video call of 8 people. Group guidance using Facebook, E-Learning and Whatsapp Group platforms and social media facilitates and delights in the process of implementing group guidance services (Pranoto et al., 2017). Stated that group counselling services using the WhatsApp platform could increase participants' openness or group members. Although there are still a few weaknesses in this application, the dynamics and empathy of each group member is still limited and challenging to be felt by members who are conveying problems (Puspita et al., 2019). (Glading, 2012) states group counselling, and group guidance can be done remotely with the help of technology by using chat media and reading via text;
- c. Individual Counseling Services, Mediation Services, Consulting Services and Advocacy Services. Counsel can use email media, chat, instant messages, WhatsApp chat, Instagram chat, chat, Facebook and other applications that provide chat for people who like to write rather than talk (Kirana, 2019).

3. Video Conferencing (Zoom Application, Google Meet, Skype)

- a. Orientation Services, Information Services, Placement and Distribution Services, and Content Mastery Services. The service can be done with interactive relationships by utilizing Video Conferencing media (Zoom Application, Google Meet, Skype) to provide information services on condition that counsellors and confidentiality can simultaneously perform the service;
- b. Group Guidance and Group Counseling Services can be implemented using various existing media that allow for interactive relationships between counsellors and cons. Group counselling uses video, involving synchronous remote interactions between



multiple counsellors and some cons by using what is seen and heard using video to communicate (Glading, 2012);

- c. Individual Counseling Services can use telephone / mobile media, email, chat, instant messaging, social networking and video conferencing (Pasmawati, 2016; Wibowo, 2016; Kirana, 2019; Putri, 2020). The use of media is tailored to the needs of the client.
4. Counsellors can use the google drive platform in supporting any Guidance and Counseling service.

Counsellors can store various files in storage space or synchronize files in the available computer/laptop and smartphone folders. In addition, counsellors can send various files related to service materials and give access rights to stakeholders to access by providing links from the file/documents in question. So that stakeholders can take advantage of Google Drive in obtaining service materials faster.

The Google form application can be utilized to conduct an initial assessment, which is a study of the needs in the form of instrument deployment such as questionnaire/questionnaire/inventory, sociometry, interviews, and other instruments by assessment needs. Google form can be an invasion in providing assessments because assessments can be quickly identified by providing online form links (Aji et al., 2020). This is by what has been implemented by BK teachers in online assessment training that google form can be utilized in providing an initial assessment on Guidance and Counseling activities. In line with that, (Mashurwati, 2018) uses google form in the initial assessment by providing inventory to see learning styles that further become the basis of rationalization in making service materials.

Google forms can also provide quizzes or questions on each service. For various services achieved, counsellors need to assess the service results to see the effectiveness and achievement of the goals in each service. Implementing classic services online using google form shows effective results (Supriadi, 2021). For example, counsellors can use a google form to fill in the description column on the youtube platform, share the link in the message field in the zoom meet application or adjust to the media platform used.

The use of a wide variety of Guidance and Counseling media becomes one of the keys to success in providing Guidance and Counseling Services. With the use of media, it is expected that counselling services can be achieved. *"The use of cyber counselling can make counselling activities simpler because it does not depend on distance, place, and time"* (Gading, 2020). Every media certainly has advantages and disadvantages. For that, the Counsellor must choose and use each media tailored to the purpose of Guidance and Counseling Services and Supporting Activities.



The use of various counselling media is an absolute thing that needs to be done by counsellors because these media will not only be used during the Covid 19 pandemic but very much need to be done in the future.

CONCLUSION

During the Covid-19 pandemic, counsellors must continue to carry out service activities effectively. For this reason, it is needed that supporting media that remain, meeting the standards of prokes from the ministry of health. In this article, various counselling media can be used by counsellors, namely cyber-shaped media such as the web and social media that allow a continuous service process to come in contact face to face with counsellors. It can be utilized in providing counselling services and as a homepage for sharing links to individual counselling services, group guidance, group counselling, mediation and consultation. In addition, various applications in social media accounts can be used as media in conducting online counselling.

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