

Concept of Information Service Management Guidance and Counseling

Bakhrudin All Habsy¹, Karina Apriliya², Gian Salsabilla Apriliyana³, Kevina Firdaus Az Zahra⁴, Wiratama Mahendra⁵

State University of Surabaya, East Java, Indonesia^{1,2,3,4,5}

Email: bakhrudinhabasy@unesa.ac.id¹, karina.23250@mhs.unesa.ac.id²,
gian.23247@mhs.unesa.ac.id³, kevina.23251@mhs.unesa.ac.id⁴, wiratama.23019@mhs.unesa.ac.id⁵

ABSTRACT

Information services are services that aim to provide knowledge, insight, and understanding to students regarding various aspects that are relevant to their needs, both in the fields of education, career, and personal and social development. Currently, information services in guidance and counseling can be delivered through various media, such as websites, online counseling, and social media platforms, which allow students to access information more easily and quickly. This research aims to apply the concept of Information Service Management in guidance and counseling through a literature study approach. The research method uses literature review by compiling data from various accurate sources, such as books and scientific journals that discuss topics related to information services in the context of students' education, career, and socio-personal development. Data analysis is carried out with a qualitative approach through taking excerpts from opinions relevant to the topic discussed. Based on research, it is revealed that well-organized information service management is able to support students in making important decisions, both in education and career, and help them understand themselves and their environment. Proper implementation of this information service management can improve the effectiveness of guidance and counseling services as a whole.

Keywords: information service management, guidance, education, employment, personal development, social

Corresponding Author; Bakhrudin All Habsy
E-mail: bakhrudinhabasy@unesa.ac.id



INTRODUCTION

Information services are services to provide knowledge to students related to data and facts in the field of school education, the field of work, and the field of social personal development, so that students can get to know their environment well and have more ability to manage and plan their lives independently (Emria et al., 2016; Harahap et al., 2022). Then, according to Andi Muhammad Kusri, (2016) Information services are a type of guidance service that aims to provide understanding to students and other parties who have a significant influence on them in obtaining and understanding various information that can be used as a basis for considering and making daily decisions, both as students, family members, and part of society. The material that can be conveyed to students through information services is very diverse, including things such as developmental tasks, school regulations, social values, the major system, learning support facilities, to the requirements to continue education to higher education.

The information relevant to this study is related to the career development of students. There are three main reasons why this information service is provided. First, it provides students with various knowledge about the environment needed to overcome problems related to the surrounding environment, education, work, and socio-culture. In this case, information services seek to encourage individuals to critically study various information related to their life needs and development. Second, it allows individuals to determine their life goals. This means that with the information provided, individuals are expected to be able to plan and make decisions regarding their future and take responsibility for the plans and decisions that have been made. Third, each individual has distinctive characteristics. This characteristic will result in varied patterns of decision-making and action,

according to each aspect of personality. Fourth, this information can be conveyed by the supervisor through information services.

Effective information services can be measured through positive changes in students who are able to make decisions after participating in the service (Pautina, 2017). After receiving information services, it is hoped that students can understand the material presented and have the ability to develop their careers in the future. High school students need complete information about careers and jobs when faced with various choices of study programs and colleges. Therefore, career information services need to be delivered with varied, creative, and innovative methods to make them more interesting and interactive (Zahra & Setyaputri, 2023). According to Hibiyatul Hasanah et al., (2019) The purpose of providing career information services is to convey information that provides a real picture of the world of work or career, which includes various types of jobs, levels of positions in the job, necessary requirements, types of education needed, grouping of job duties, and a clear picture of jobs that are in accordance with the needs of the community in the future. Fenti Hikmawati, (2016) states that the types and amounts of information are essentially unlimited. However, in the context of guidance and counseling services, only three types of information will be discussed, namely (a) educational information, (b) employment information, and (c) socio-cultural information.

Information services have a crucial role in helping students understand the environment, make decisions, and plan a better future, especially in terms of career development (Azizah et al., 2023). However, the problem that often arises is the lack of effective and relevant information related to the world of work and educational paths that are in accordance with students' interests and talents (Fathoni et al., 2024). Many students at the high school level feel confused in choosing a career or major in college because of the lack of in-depth and structured information. This condition is exacerbated by monotonous and less interactive methods of delivering information services, so that students are less interested in participating in these services. The focus of the specific problems raised in this study is how the effectiveness of career information services delivered through innovative guidance and counseling methods, as well as its impact on students' understanding and readiness in planning their career future.

The urgency of this research lies in the urgent need for more effective and attractive career information services, given the challenges of globalization and increasingly fierce job competition. High school students need to be equipped with accurate and relevant information to prepare them for the world of work or higher education that suits their abilities and interests. This research is expected to be the basis for schools and educators in designing information service programs that are more comprehensive and in accordance with student needs.

Previous research by Amanda Syafara, 2(023) shows that the delivery of career information that is carried out creatively and innovatively has a positive effect on improving students' understanding in choosing a major in higher education. Other research by Adriansyah Hermawan Juasrib, (2023) It also emphasized that the multimedia-based information service method is able to increase students' attractiveness to career guidance, so that students are more enthusiastic in participating in these services. This study complements previous research by integrating technology-based guidance methods and interactive approaches in delivering career information, which are tailored to the characteristics of today's high school students who are more familiar with technology.

The novelty of this research lies in the development of career information services based on digital technology and interactive approaches that involve group discussions, simulations, and educational games. This approach aims to increase students' involvement in the information service process, so that they not only become recipients of information, but also play an active role in exploring potential and making career decisions independently. In addition, this study will assess the impact of information services on students' ability to design and make career decisions, so that their effectiveness can be measured directly.

The purpose of this study is to evaluate the effectiveness of career information services in improving students' understanding and readiness in planning for their future. This research also aims to develop an information service model that is more attractive and in accordance with the needs of students in the digital era. The benefits of this research include improving the quality of guidance and counseling services in schools, providing guidance for teachers in designing effective information service programs, and assisting students in obtaining accurate and relevant information about

appropriate careers and educational paths. The results of this study are expected to be a reference for the development of education policies that support the strengthening of career guidance services in schools.

METHOD

The method used in this study is the literature study method. The research method uses literature review by collecting data from various relevant sources (Waruwu, 2023), such as books and scientific journals that discuss topics related to information services in the context of students' education, career, and socio-personal development. The literature study method is a technique to collect data and information by studying various written sources, such as scientific journals, reference books, and other reliable materials, both in print and digital form, that are relevant to the topic being discussed and relevant to the object being analyzed. This statement is in accordance with what was conveyed by Mahanum, (2021), which states that literature study is a method of data collection carried out through the study of books, literature, notes, and reports that are relevant to the topic discussed.

RESULTS AND DISCUSSION

Table 1. Data Description of Research Results on Information Services in the Management of Information Services Guidance and Counseling

It	Data Source	Content Submission
1.	Definition of Information Services	Journal Text Data Fitri, E., Ifdil, I., & Neviyarni, S. (2016). With the title Effectiveness of information services by using blended learning methods to increase learning motivation. <i>Journal of Educational Psychology and Counseling: Journal of Educational Psychology and Counseling Guidance</i> , 2(2), 84-92.
2.	Types of Information Services and Sources of Information Services	Journal Text Data Arifyanto, (2020). With the title Modeling Engineering Information Service to Increase Student Motivation in Completing Final Projects. Journal Text Data Fitri, E., Ifdil, I., & Neviyarni, S. (2016). With the title Effectiveness of information services by using blended learning methods to increase learning motivation. <i>Journal of Educational Psychology and Counseling: Journal of Educational Psychology and Counseling Guidance</i> , 2(2), 84-92.
3.	Mechanism of Presentation of Information Services	Journal Text Data by Meiyasinta, M. (2017). By Title <i>Application of Counseling Guidance Information Services to Improve Understanding of Sex Education in Class XI KI 2 Students of SMK SMTI Bandar Lampung Academic Year 2017/2018</i> (Doctoral dissertation, UIN Raden Intan Lampung). Journal Text Data Kusrianingrum, W. (2022). By Title <i>The Effectiveness of Animation Media-Based Information Services as an Effort to Overcome Learning Saturation at MTs Nahdlatul Muslimin</i> (Doctoral dissertation, IAIN KUDUS).

Definition of Information Services

Information services are services that assist students in learning data and facts regarding school education, career, and personal and social development, so that students can organize and plan their own lives. This was agreed by Fitri et al., (2016) which reveals that information services are services that help individuals obtain information for every individual needs.

According to Muzdallifah et al., (2022) Explaining information services is a guidance service that allows students and other individuals, especially parents, to receive and understand information

(such as education and job information) where the information can help individuals in considering and making decisions in daily life as students, family members, and society. Yuhana & Aminy, (2019) Explaining information services has meaning in efforts to provide knowledge to students about their environment and how the development process of young people is.

Purpose of Information Services

Information services aim to ensure that learners have the ability to master certain information that can help solve problems. Tohirin quoted in Hayati (2019) The purpose of information services is how individuals can know and understand the information in their daily lives and personal growth. There are several opinions regarding the purpose of information services, including the following:

According to Yusuf Gunawan There are two general and special information service objectives, including the following: (Arifyanto, 2020):

1. The objectives of general information services are:

1) Develop a broad, realistic perspective on life opportunities and problems at every level of education. 2) Increase awareness of the main needs and desires in obtaining the right information about education, work, and personal social life. 3) Develop a broad scope of educational, work, and socio-cultural activities. 4) Helping students learn techniques to obtain and interpret information so that students can implement in directing and leading themselves. 5) Develop traits and habits that will help students make decisions, adjust to themselves, and achieve personal desires. 6) Assist in making progressive specific decisions for specific activities that are appropriate to the individual's abilities, talents, interests.

2. The specific purpose of the information service is as follows:

1) Providing an understanding of broad employment opportunities in the community. 2) Creating a means that allows students to thoroughly study various types of education and jobs that are well available. 3) Helping students get to know or get closer to job and education opportunities in their environment. 4) Create temporary planning in the field of work and education that is based on a broad understanding of dynamics. 5) Provide special methods that can help students in overcoming problems after leaving school, such as getting a job, continuing the next program, and in building a household.

Types and sources of information services

1. Types of Information Services

Information services are grouped into three main categories, namely: educational information, employment information, and personal social information (Erlisa, 2021). 1) Education Information refers to valid data related to various types of education that exist today and in the future, as well as training opportunities and their requirements. The information submitted includes school regulations and schedules, available curricular activities along with subjects, school organization and social activities, educational grades, number of credits taken, post-graduation education programs, subjects required to enter college, college entry requirements, tuition fees at college, school administration, and various other related matters. 2) Employment information is accurate and useful data regarding job positions and employment. It includes the tasks to be performed, the necessary requirements and qualifications, working conditions, compensation, career paths, workforce needs, as well as further information resources. Employment information will include relevant data related to the following: the number of workforce, the structure of the work and the groups involved, employment tendencies, the Labor Constitution, how to assess the quality of employment information, and others. 3) Personal social information related to understanding oneself and others includes accurate and useful data on opportunities and the impact of human interaction and the physical environment on personal development and interpersonal relationships with others. This information is related to several things, including: understanding yourself, building maturity in relationships with both the opposite sex and the same sex, understanding gender roles, developing healthy personalities, recognizing the traits and behaviors of others, and achieving healthy physical and mental development (Arifyanto, 2020).

2. Resource Information Services

Information service sources are government agencies that focus on services and education, which provide information about the world of work and education, as well as all aspects of human personal and social life. One of the sources of affordable, reliable, and always updated information

that should be used is newspapers, magazines, the internet, and various other types of mass media (Emria et al., 2016).

Mechanism of Presentation of Information Services

1. Information Service Methods

According to Indah Lestari, (2015), some of the techniques commonly used for services are as follows: First, lectures, questions and answers, and discussions. This technique is most commonly used in various activities, such as guidance and counseling. Second, is through the media. In disseminating media information that can be used are as follows: props, websites, social media, writing, pictures, posters, and other electronic media. Third, it includes special events. This can be done to make special events at schools or madrasas; For example, "Hari No Cigarette Smoke", "Environmental Cleanliness Day" and so on. Fourth, including: Resource persons. If the supervisor cannot master all the information, information services can be provided, namely by inviting resource persons. Meanwhile, if there is unknown information, therefore it is necessary to bring in other parties who are more expert according to the topic of information (Meiyasinta, 2017).

2. Implementation of Information Services in general

The implementation of information services is carried out through several stages, as explained by Kusrianingrum (2022):

- a. Planning: Identifying information needs for prospective service participants, determining material as the content of the service, determining research subjects, selecting resource persons, preparing procedures, devices, and service media, and completing the necessary administration.
- b. Implementation: Effectively manage the course of service activities, and maximize the use of available methods and media.
- c. Evaluation: Determining evaluation materials, designing evaluation procedures, making evaluation tools, using evaluation instruments, and processing the results of using instruments
- d. Analysis of evaluation results: Determining evaluation norms or standards, conducting analysis, and interpreting the results.
- e. Follow-up: Determine the type and direction of follow-up actions and clearly convey a follow-up plan.
- f. Reports: Compile and submit reports related to information services to relevant parties and document them.

3. Implementation of Information Services through Guidance and Counseling

According to Slameto, techniques or methods that can be used in information services are as follows:

- a. **In groups**
 - 1) Lectures (by guidance officers or sources)
 - 2) Discussion and Q&A
 - 3) Reading books, leaflets and brochures
 - 4) Pictures, movie screening slides
- b. **Individually**
 - 1) Interviews in the context of counseling

In the information service method, discussions, lectures, and questions and answers are some of the types of information services that will be used. Meanwhile, according to H. Nasrif, (2021), counseling guidance teachers must prepare (collect, inventory) the information needed in a complete and regular manner, so that it can be provided to students in an easy-to-understand way. Useful information is information that suits the needs, is short, clear, and complete. It needs to be understood that information must be provided before students face the problem of "Prevention is more important than treatment".

CONCLUSION

Based on the results and discussions, it can be concluded that this study reveals that information service management in guidance and counseling has a strategic role in supporting student decision-making in various aspects of life, including education, career, and personal and social development. The goal is not only to provide relevant information, but also to help students understand, utilize, and apply the information effectively in their daily lives.

Through the presentation of structured and need-based information, this service is able to facilitate students to recognize their potential, explore educational and employment opportunities, and build healthy social relationships. The implementation of effective information services requires the use of various creative and innovative media, such as digital, print, and face-to-face media, so that the information provided is easily accessible and understood by students.

The success of information service management depends on the successful integration of valid information sources, appropriate delivery mechanisms, and the active involvement of related parties, such as supervisors, parents, and educational institutions. Thus, well-managed information services can improve the effectiveness of guidance and counseling services as a whole, while supporting students to achieve optimal development in every aspect of their lives.

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