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**OPTIMIZING THE COMPETENCE OF MULTICULTURAL
COUNSELORS FOR THE ATTITUDES OF GENERATION Z**

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ABSTRACT

Each individual has different values, according to parenting styles and the influence of the surrounding environment. The current developments in this era of globalization have shaped the attitudes of Generation Z such as individualism, FOMO, phubbing, easy complaining, and unstable emotions. In addition, the development of globalization has also led to differences in understanding cultural values between counselors and Generation Z. Generation Z is made up of individuals born between 1997 - 2012. By optimizing the competence of multicultural counselors, it is hoped that counselors in the previous generation can better understand and be able to better respond to the attitudes of Generation Z. The researcher uses a literature review approach, namely by collecting references that are appropriate to the problem of Generation Z attitudes and the competence of multicultural counselors. According to Zed (2014), a literature review or literature study is a series of actions related to the process of collecting library data, reading, recording, and processing the data. Sources of data are obtained in the form of books, e-books, online articles, or online journals. The method used is a qualitative method where the data that has been collected is combined to strengthen the writing. The result is that multicultural counselors must optimize three dimensions, namely: (1) knowledge (awareness), (2) attitudes, and (3) skills by paying attention to the cultural understanding that influences the positive attitude of Generation Z.

Keywords: Counselor Competence, Multicultural, Generation Z

INTRODUCTION

Generation Z , often called Gen Z, were born between 1997 and 2012. With globalization, technology exchange is happening faster than ever before. One of the effects of globalization is the development of the times, from the modern age to the digital age. Generation Z was born and raised in the digital era, often called digital natives. Like other generations, generation Z also has its characteristics. At present the majority of elementary, junior high, and high school students consist of Generation Z. Currently there are still a few guidance and counseling teachers who also come from Generation Z, this causes a generation gap. The generation gap itself according to KBBI (2016) is the difference in values, attitudes, and behavior between two generations. These differences can cause problems in various fields, especially in the field of communication. Counseling itself can be interpreted as assisting counselors verbally to solve client problems. Therefore, communication is an important key in counseling and counselors must also have good communication skills. So an approach is needed so that guidance and counseling teachers can understand the characteristics of students. A model approach can make a guidance and counseling teacher able to understand the characteristics of students understand the problems faced and be able to design service programs according to the needs of the students themselves.

A counselor is required to have various skills to meet the needs of students. One of those skills is multicultural counseling. Multicultural counseling skills can help guidance and counseling teachers to better understand students. Vontress and Jackson (2004) argue that multicultural counseling is counseling in which the counselor and client have cultural differences due to the process of socialization of culture, sub-sub-culture, ethnicity, ethnicity, or socio-economy. Multicultural counselors are required to understand that someone's character is unique or distinctive. Therefore the competence of multicultural counselors can be used to better understand the characteristics of learners. Furthermore, with the competence of multicultural counselors, it is also expected that guidance and counseling teachers can respond to the attitudes of students.

Of the many competencies of multicultural counselors, some competencies are appropriate to deal with the behavior of students. With the competence of multicultural counselors, guidance and counseling teachers can better respond to and understand the character of students. Therefore, appropriate multicultural counselor competencies are needed to understand and respond to today's students consisting of Generation Z.

METHODOLOGY

Researchers use a literature review by collecting references that are in accordance with the problem of Generation Z attitudes and multicultural counselor competencies. According to Zed (2014) literature review or literature study is a series of actions related to the process of collecting library data, reading, recording, and processing the data. The data collection process is carried out in the form of literature that has been published by other authors. Data sources obtained are books, e-books, online articles, or online journals. The method used is a qualitative method where the data that has been collected is combined to strengthen the writing. Hikmat (2014) explains that qualitative methods will produce descriptive data in the form of written or spoken words and behavior from people who can be observed.

RESULT AND DISCUSSION

Generation Z

The phenomenal growth in the digital world has indirectly impacted all aspects of daily life for every layer of society, including Generation Z. Generation Z is a generation dubbed as iGeneration which means internet generation or net generation or also referred to as strawberry generation. The nickname was given because Generation Z is recognized as adept at doing all activities at the same time, not only that Generation Z is also very active and likes cyberspace to do anything through cyberspace. From the time Generation Z children are familiar with technology to get used to gadgets that have advanced features, without realizing such habits will shape Generation Z's personality (Aderibigbe, 2018). The advancement of technological development, not only affects individual personalities but also affects the dynamics of community life where there is cultural acculturation with the encouragement of information technology is the shaper of these changes.

The cultural clash between the previous generation and Generation Z is indeed very visible as technology develops this is related to the use of social media. The clash is formed because of something that Generation Z sees and imitates from social media where most of the cultures applied are cultures that come from the West even though these cultures are not in harmony with Eastern culture. Without realizing it, Generation Z's fondness for social media is the formation of new behaviors, speech models, and thoughts that occur subtly. It also creates massive cultural imperialism where the superior culture will weaken the interior culture. Technological advances and easy access to the internet make accessing social media very enjoyable. Generation Z in its use is none other than to create and view viral content, as a result, individuals do not realize the provocation of certain content, so unintentionally making the content audience imitate it can even trigger the emergence of conflicts and collisions with cultural values and norms that have been adopted. Like research conducted by Ahmad W., et al (2022) Generation Z often experiences failure in emotional management where their dissatisfaction is taken to social media.

Therefore, the challenge of Generation Z today is to filter the influence of globalization by being able to distinguish between positive and negative things because Generation Z is an active user in the digital environment. With the development of the times in this era of globalization, it has formed Generation Z attitudes such as individualistic and egocentric attitudes, FOMO, Phubbing, complaining and self-proclaimed attitudes, and having unstable emotions, these attitudes are proven by research conducted by previous researchers. As for the explanation of each of these attitudes, namely:

1. Individualistic

Generation Z in the current era is interested in what makes them look trendy and cool. Through social media individuals interact with their online friends for hours but the interaction skills disappear when Generation Z meets in person. because of all the talks and information they have gotten when playing social media when they meet, they are just cool updating stories, taking selfies, and playing with gadgets by themselves. As Muhazir & Ismail stated that Generation Z tends to be individualistic, Generation Z is less concerned with the environment around them, for example in public places Generation Z tends to focus on their gadgets without paying attention to the surrounding events and even Generation Z deliberately does not care about new people around them (Ii & Pancur, 2022).

2. Fear of Missing Out (FOMO)

The use of social media has positive and negative benefits depending on the user. For example, the positive benefits of using social media are making it easier for each individual to find information or share useful information, increasing creativity, and increasing social networks. But improper use of social media can be a problem. Playing social media intensely can make the current generation or Generation Z experience the phenomenon of Fear of Missing Out or FOMO. Generation Z who experience FOMO will experience symptoms such as thinking that they miss something that other people are experiencing, anxiety and restlessness if they are not on social media, cannot be away from their smartphones, always wanting to exist, and feeling sad when their posts or content do not get likes from their online friends. Of course, this will make Generation Z with a FOMO attitude will experience the risk of emotional increase and experience stress (Utami, 2023).

3. Phubbing

Phubbing is an individual action where the dominant time is spent on social media and accessing the internet, making individuals have no time for the people closest to them. Phubbing is an abbreviation of the words phone and snubbing which can make the other person hurt. Individuals with phubbing behavior are indicated to hurt others by pretending to pay attention when invited to communicate, when communicating with their interlocutors directly face-to-face Generation Z is more focused on their gadgets than their interlocutors. The gaze often switches to the smartphone even almost every minute like something interesting (Youarti & Hidayah, 2018).

4. Complaining Attitude

The traits and attitudes of Generation Z have been discussed in several theories, as revealed by Angelina Ika Rahutami a very visible characteristic of Generation Z is their expertise and interest in technology because, with technological advances, Generation Z is easy to get a lot of information. Angelina also stated that Generation Z is not happy with the process, so it will make Generation Z complain quickly if they receive heavy tasks and the process is long because of their instantaneous habits. Because they do not enjoy the process and complain, Generation Z will tend to do everything possible by taking shortcuts when experiencing boredom. This minimalist and target-oriented attitude (Adityara & Rakhman, 2019).

5. Emotionally Unstable

Generation Z's fondness for the internet makes Generation Z complacent about everything, in using the internet Generation Z is free to watch many things about negative and positive spectacles. As is known, what Generation Z sees tends to be imitated and affects their perception. Hours of playing social media is something that is not felt even making Generation Z often stay up late staring at their gadget screens, causing a bad lifestyle. This makes Generation Z emotionally unstable, as their feelings change according to their mood. Sometimes Generation Z will feel very happy and feel like the saddest person. In addition, when doing something Generation Z tends to do it half-heartedly and often hesitates in terms of choosing something to do. In addition, they also like to do everything on their terms, deny if they are told, and are unstable in determining and deciding things (Putri et al., 2020).

The attitude of Generation Z above is from the negative impact due to Generation Z's failure to filter what is on social media and imitation of outside culture, it certainly influences family life, and their respective environments. Yusuf and Nurihsan (2010) identified that several socio-cultural changes need to be known and understood due to the current situation: 1) moral decline seen from the souls of children and adolescents getting tougher, able and brave to argue with parents, teachers, and even anyone who advises them, difficult to deepen and learn religion; 2) the changing family order such as violence in the family to younger siblings or older siblings arguing is commonplace, marrying before age and mature readiness because marriage is only lust so that the divorce rate increases; 3) many individuals experience stress, up to mental disorders and anti-social because of dependence on gadgets and following what is in it makes Generation Z mentally disturbed.

Multicultural Counselor Competencies

Culture is a way of life for a group of people, or in other words, culture is how a group of people think, perceive, judge, and behave (Berry, et al., 1998 in Ngurah, 2014). Meanwhile, another opinion states that culture is a phenomenon created by a group of people with a common social environment taught intellectually to distinguish them from other social groups (Hofstede in Kuserdyana, 2020). So, culture is a characteristic of a group of people who have a common social environment in thinking and acting. Corey (2017) explains that culture is more than just ethnic or racial heritage; it also includes factors such as age, gender, religion, sexual orientation, physical and mental abilities, and socio-economic status.

The culture of Generation Z is certainly different from the culture of previous generations. Generation Z has its characteristics as a generation living in an era of rapid technological development. For example, in this Generation Z era, there is internet technology where all types of information are easily accessible and communication is easy to do. This internet technology can have both positive and negative impacts on Generation Z. Positive impacts such as easy to find learning reference sources, learning with others over long distances, easy to interact with anyone, and so on. While the negative impact of the internet is that it can cause addiction which can cause physical and mental problems. Based on research conducted by Putra and Fitriana (2019) that Generation Z, especially teenagers, currently spend a lot of time playing on social media or the internet so they forget about activities that are more useful than social media.

As a result of internet or social media addiction, it can lead to several attitudes such as individualistic and egocentric attitudes, FOMO, Phubbing, complaining and self-proclaimed attitudes, and having unstable emotions that have been explained previously. In this case, multicultural awareness is important to uphold, one of the ways that can be done is by providing multicultural understanding in education and optimizing the ability of multicultural counselors. Multicultural itself is an understanding of each individual's cultural heritage, identity, ethnicity, the existence of injustice, racism, stereotypes, differences in communication styles, and conventional counseling characteristics. Multicultural counseling is a counseling service approach, which is carried out based on the culture of the counselee (John McLeod in Aisah and Ruswandi, 2020). According to Luddin (2010), multicultural counseling is an integrative approach that uses cultural theory as a foundation for choosing counseling ideas and techniques.

In this case, the counselor must be able to understand the culture of the counselee so that the counseling process can run smoothly. The counselor's deep understanding of the culture of the counselee or counselor can be interpreted as the cultural sensitivity of a counselor (Nugraha and Sulistiana, 2017). A multicultural counselor can know the culture of the counselee by trying to gain an understanding of the counselee's family, social and cultural environment. This understanding should ideally include information about cultural norms, attitudes, beliefs, and values. Ideally, this understanding should incorporate knowledge of cultural norms, attitudes, beliefs, and values. Through collecting information about the counselee, such as information about their family, education, residence, hobbies, and other aspects of their lives, the counselor can have a better knowledge of the counselee's culture.

Multicultural counseling aims to: 1) help counsees to fully realize their potential for self-empowerment; 2) help multicultural counsees to solve problems, adapt, and enjoy life according to their culture; 3) help counsees to coexist in a multicultural society; 4) teach counsees about the values of different cultures so that they can use them as adjustments to future planning, decision-making, and personal choices (Nuzliah, 2016). To achieve these multicultural counseling goals, good competencies or abilities are needed for multicultural counselors. Mufrihah (2014) mentioned that multicultural competence is the counselor's expertise to apply an approach in the counseling process with counsees who bring their own culture, both personally and professionally. In other words, the counselor chooses his counseling methods by paying attention to the values inherent in the counselee's culture. This needs to be considered even though the counselor and the counselee bring their own cultures, - so that both can adjust and understand each other during the counseling process.

In this case, multicultural counselors in schools need to address exactly who Generation Z is. That each person is formed by factors of his or her socio-cultural environment. Starting from the sociocultural environment in family upbringing (microenvironment), - to the environment around the place of residence (mesoenvironment), to the macro and global environment (Ridwan and Farozin, 2021). Socio-cultural factors that can shape individual attitudes and behaviors include parental beliefs, language in the family, local customs, economic factors, technology, and so on. These factors need to be recognized to provide the best service.

Therefore, multicultural counselors must have competencies in recognizing Generation Z attitudes. Here are some competencies that multicultural counselors should optimize according to Corey (2017):

1. Multicultural Awareness

The counselor needs to ensure that the counselor's personal biases, values, or issues will not interfere with his or her ability to during counseling sessions with counsees who are culturally different from him or her. The counselor seeks to examine and understand the world from his/her counselee's point of view. The counselor respects the religious and spiritual beliefs and values of the counselee. The counselor is comfortable with the differences between herself and others in terms of race, ethnicity, culture, and beliefs. If the counselor does not realize that his behavioral characteristics are formed from his culture of origin, it will be able to influence the behavior of the counselee during the counseling session (Mufrihah, 2014). Instead of maintaining that the counselor's cultural heritage is superior, the counselor can accept and appreciate cultural diversity. Culturally skilled counselors

monitor their functioning through consultation, supervision, and further training or education. Counselors should always consider whether what is delivered is culturally appropriate for the counselee (Luddin, 2010). Related to some of the attitudes held by Generation Z counsees, multicultural counselors should be aware of some of Generation Z's negative attitudes that will emerge during counseling sessions. Thus, the counselor can accept and adjust to the counselee.

2. Multicultural Knowledge

Counselors know specifically about their own racial and cultural heritage and how it affects them personally and professionally. In this case, the knowledge that counselors must have about multicultural counseling is culture, race, ethnicity, etic and emic, minority and majority groups, and of course the principles of multiculturalism (Mufrihah, 2014). The counselor learns about the counselee's cultural background and obtains an understanding of the counselee's worldview. Counselors also avoid stereotyping counsees and should not impose counselors' beliefs and expectations on counsees from other cultural backgrounds. So that counselors are expected to know the characteristics of their generation and the characteristics of Generation Z itself. With the knowledge of the characteristics of each generation, multicultural counselors can know the attitudes or behaviors shown to deal with these counsees, especially Generation Z counsees.

3. Multicultural Skills

Effective counselors have acquired certain skills in working with culturally diverse populations. The counselor is responsible for educating the counselee about the therapeutic process, including such things as setting goals, appropriate expectations, legal rights, and counselor orientation. Multicultural counseling is enhanced when counselors use methods and strategies and set goals that are consistent with the lived experiences and cultural values of the counselee. Counselors are willing to seek educational, consultative, and training experiences to enhance their abilities with culturally diverse populations of counsees. The counselor consults regularly with multiculturally sensitive professionals regarding cultural issues to determine if referrals may be necessary. The counselor does not force the counselee into one counseling approach, and the counselor recognizes that counseling techniques may be culturally bound. Therefore, multicultural counselors must optimize their ability to be adaptive and creative counselors to be able to respond well to counsees.

CONCLUSION

The development of the times in this era of globalization has shaped Generation Z's attitudes such as Individualism, FOMO, Phubbing, Complaining, and Having Unstable Emotions. Generation Z is familiar with technology so they are accustomed to gadgets that have advanced features, without realizing such habits will shape the personality of Generation Z. With the advancement of technological development, not only affects individual personalities but also affects the dynamics of community life where there is cultural acculturation with the encouragement of information technology. The cultural clash between the previous generation and Generation Z is indeed very visible as technology develops, this is related to the use of social media. Without realizing it, Generation Z's fondness for social media can shape new behaviors, speech models, and thoughts that occur smoothly. It also creates massive cultural imperialism where the superior

culture will weaken the interior culture. Therefore, multicultural counselors must have competence in recognizing the attitudes of Generation Z. Here are some competencies that multicultural counselors must optimize according to Corey (2017), namely: (1) Multicultural Awareness, (2) Multicultural Knowledge, and (3) Multicultural Skills.

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