



**THE 3<sup>RD</sup> INTERNATIONAL CONFERENCE ON GUIDANCE AND COUNSELING**  
**“INVENTING GUIDANCE AND COUNSELING'S ADAPTABILITY TOWARD NEW**  
**FORCE IN COUNSELING AND PSYCHOTHERAPY”**

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**SOCIAL, CULTURAL, AND SPIRITUAL BASED GUIDANCE AND  
COUNSELING SERVICE STRATEGY**

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**ABSTRACT**

*Guidance and counseling is an integral part of education that functions to help students develop their potential, understand themselves, and adapt to social, cultural, and spiritual environments. In the era of globalization, educational challenges are increasingly complex, including rapid social change, cultural diversity, and the need for spiritual values. This article aims to analyze strategies for developing guidance and counseling services that are relevant to these dynamics through a social, cultural, spiritual, and holistic approach. The research method uses a literature study with a descriptive qualitative approach to 15 literatures (14 journal articles and 1 book) published in the last 5 years, analyzed using content analysis techniques. The study results indicate that guidance and counseling services are effective when integrating: (1) social skills and social media management, (2) local wisdom and cultural sensitivity, (3) universal spiritual values, and (4) a holistic-multicultural approach. Empirical findings reveal that counselors need to strengthen multicultural, digital, and spiritual competencies to create inclusive and contextual services. The implications of the study highlight the need for school policies that support the development of local culture-based guidance and counselor training in facing the challenges of the digital era. In conclusion, responsive, inclusive, and transformative guidance and counseling services are needed to shape students with character, resilience, and global competitiveness.*

**Keywords:** guidance and counseling, social, cultural, spiritual, holistic approach.

## INTRODUCTION

Guidance and counseling own role strategic in the world of education as helpful services individual develop potential self, understanding self, as well as capable adapt with environment. Guidance and counseling does not only focused on solving problem personal, but also includes aspect relevant prevention, development and alleviation with life students (Saputri et al., 2025). Approach multicultural in guidance and counseling No only answer need diversity, but also contributes to strengthening Profile Pancasila students, in particular dimensions global diversity (Abadi et al., 2024). In context education national, guidance and counseling be one of instrument important for reach objective education, namely form a smart, characterful and empowered generation competitive.

In the era of globalization and modernization, the world of education face increasing challenges complex. Change social consequence heavy current information, developments digital technology, and the influence of social media has bring impact significant to life teenagers (Sukmadiningsih, 2025). Phenomenon like bullying cyber, pressure academic, decline interaction face to face, until emergence crisis identity become frequent problems faced participant educate. This condition demand guidance and counseling services are available as capable facilitator help student find solutions, develop skills live and build resilience psychological, one of them through strategy service digital-based such as cyber counseling (Saputri & Syamsiah, 2023).

Besides that, diversity culture in Indonesia becomes challenge at a time opportunity for BK services. Participants educate originate from background behind different cultures, with traditions, values, and norms that are unique. If guidance and counseling service does not notice aspect culture, then the counseling process potential not enough effective because no contextual with reality students (Yurika & Nugroho, 2022). Therefore that, counselor sued for apply approach multicultural, respectful differences, as well as integrate values wisdom local in practice counseling (Permata Hati & Wicaksono, 2023). This in line with view that education should become means build awareness collective about diversity, not just knowledge transfer tool, and demands counselor for become multicultural professionals (Anggriana & Finayanti, 2022).

No lost important, spiritual needs are also one of them aspect fundamental in development participant educate. In the middle current modernization, students often face moral confusion and decline mark religiosity. Guidance and counseling services that are oriented towards spiritual strengthening can help student build faith, morality, and attitude not quite enough answer to themselves and their environment (Fitria et al., 2025; Jaelani & Ilham, 2019). In this context, spirituality viewed as foundation formation a character of integrity, who does not only useful for life personal students, but also for contribution social they are in society.

With Thus, the urgency service guidance and counseling moment this no can released from dynamics social, cultural, and spiritual influences life participant counselor need own competence cross culture, sensitivity social, as well as spiritual intelligence to be able to give relevant services. Integration third aspect This will make guidance and counseling more inclusive, contextual, and transformative.

Based on description said, the article This discuss efforts create service relevant guidance and counseling with dynamics social, cultural, and spiritual. Research This aim For synthesize strategy service

based social, cultural, spiritual, and approach holistic capable support welfare psychological and social participant educate. Different with studies previously frequently discuss aspects the in a way separately (Permata Hati & Wicaksono, 2023; Fitria et al., 2025), articles This offer perspective integrative and holistic with summarize various strategy to in One framework comprehensive thinking for answer complexity problem participant education in the era of globalization. Focus study directed at strategy services that are not only reactive but also proactive and preventive.

### METHOD

This study uses a library research method with a descriptive qualitative approach. The study objects include primary literature in the form of 14 journal articles and 1 scientific book relevant to social, cultural, and spiritual-based Guidance and Counseling (BK) services. The literature search was conducted systematically through Google Scholar using a combination of keywords such as "guidance and counseling" , "social BK services" , "local wisdom" , "spiritual counseling" , and "multicultural approach" . The literature was selected based on inclusion criteria which include: (1) published within the last 5 years (2020–2025), (2) discussing strategies, models, or evaluations of BK services that integrate social, cultural, or spiritual aspects, (3) the research context in Indonesia or having high relevance to Indonesian educational settings, and (4) availability of full text. From the selection process, 15 literatures were obtained that met the criteria for in-depth review. The scope of the research is focused on conceptual studies and BK practices in schools that emphasize the integration of social values, local wisdom, and spirituality. The instrument used was a literature review sheet containing guidelines for identifying and extracting data such as research objectives, methods, key findings, and recommendations. Data were analyzed using content analysis techniques through three stages: data organization by grouping literature based on thematic focus, identification of key patterns and themes from each group, and synthesis of findings to build a comprehensive descriptive account of guidance and counseling service strategies relevant to social, cultural, and spiritual dynamics.

### RESULT AND DISCUSSION

Based on a review of 15 literatures (14 journal articles and 1 book), this study successfully identified four guidance and counseling service strategies relevant to social, cultural, and spiritual dynamics. The four categories are: (1) social-based services, (2) cultural-based services, (3) spiritual-based services, and (4) holistic-multicultural services. Each focus has a specific contribution in helping students face the challenges of development in the era of globalization and modernization.

As a synthesis, the results of the study can be summarized in the following table:

Service focus	Characteristics main	Literature supporters
Social Based	Social skills, bullying prevention, social media management , interaction & cooperation training	Insani & Astuti (2024); Rahmadhea (2024); Sukmadiningsih (2025); Saputri & Syamsiah (2023)

Culture Based	Integration of local wisdom, culture-based character education , religious and cultural sensitivity	Permata Hati & Wicaksono (2023); Istiqomah (2022); <b>Wicaksono (2025)</b> ; Yurika & Nugroho (2022); Anggriana & Finayanti (2022)
Spiritually Based	Moral strengthening, religious values, psychological resilience , tolerance multicultural	Fitria et al. (2025); Istiqomah (2022); Jaelani & Ilham (2019); Saputri & Syamsiah (2023)
Holistic & Multicultural	Comprehensive approach, Pancawaskita model, responsive to diversity	Aisyah et al. (2025 ) ; <b>Abadi et al. (2024)</b> ; Anggriana & Finayanti (2022)

#### 1. Service Guidance and counseling Based Social

Studies show that adolescent social problems such as bullying, social media-related alienation, and academic pressure are dominant issues in schools (Insani & Astuti, 2024). Social-based guidance and counseling services have proven effective in helping students develop communication skills, empathy, collaboration, and emotional management. Group counseling is an effective strategy because it provides a space for interaction, mutual support, and social learning.

Literature findings show that counselors with high interpersonal competencies are better able to create a healthy school climate. With social services, students can avoid isolation, feel accepted within a group, and adapt to rapidly changing social dynamics (Rahmadhea, 2024). Therefore, social services not only solve immediate problems but also strengthen long-term life skills.

Rahmadhea's (2024) study added that systematically developing a social skills-based guidance program can improve students' abilities to interact, collaborate, and resolve conflicts. This program involves training in communication, teamwork, and problem-solving, which has been shown to positively impact students' social relationships at school. In the digital era, counselors can utilize online platforms for digital literacy and cyberbullying prevention (Saputri & Syamsiah, 2023). Sukmadiningsih (2025) added that analyzing student needs through the SLR approach is an important foundation for developing responsive guidance and counseling programs.

#### 2. Service Guidance and counseling Based Culture

Integration culture in guidance and counseling is innovation important for create contextual services (Permata Hati & Wicaksono, 2023). Services guidance and counseling based wisdom local effective in grow awareness cultural participant educate (Wicaksono, 2025), at the same time become foundation for formation relevant characters with context local wisdom local such as mutual cooperation, deliberation and tolerance can made into guidelines in form a counseling program. For example, activities counseling accompanied group mark deliberation not only finish problems, but also training student value other people's opinions.

The literature also emphasizes that service based culture can prevent occurrence gap mark consequence modernization. With internalize culture local, students more easy develop identity positive, have a sense of pride to its origins, as well as still open to global development (Yurika & Nugroho, 2022). In addition that, integration culture help counselor for give more services fair and sensitive to diversity participant educate.

Study Istiqomah (2022) emphasized importance sensitive counseling towards religion and culture. In in practice, counselor need understand context culture and beliefs student for prevent misunderstandings and improve effectiveness services. Anggriana & Finayanti (2022) added that counselor need own competence multicultural for can give fair and relevant services. Services guidance and counseling sensitive to culture and religion are also capable strengthen values tolerance, so that student not only develop in a way individual, but also becoming part from harmonious society.

### 3. Service Guidance and counseling Spiritually Based

Findings study library show that spirituality is aspect important things that often become source strength psychological for teenagers. Fitria et al. (2025) emphasized that service spiritually based can help student find meaning live, improve morality, as well as build control strong self. The Islamic Guidance and Counseling (BKI) model, for example, has been proven capable increase attachment emotional teenager with family and environment.

Besides that, another study found that universal spiritual values such as empathy, honesty, love love and responsibility answer, can implemented in service guidance and counseling in heterogeneous schools. This make inclusive spiritual services, so that can accepted by students with background religious background or diverse beliefs (Jaelani & Ilham, 2019). Integration spiritual aspects in guidance and counseling services also function as moral fortress in the middle challenge frequent modernization weaken values ethics.

Istiqomah (2022) also emphasizes that service attentive counseling religious aspects at the same time culture play a role important in guard balance psychological and moral aspects of students. Saputri & Syamsiah (2023) offer a cyber counseling model relevant Islamic based with challenges of the digital era. Approach This help student internalize spiritual values according to each religion, at the same time develop attitude tolerance in interaction social.

### 4. Service Guidance and counseling Holistic-Multicultural

Results Results review literature show that approach holistic is solution For answer complexity problem students. Counseling Model Pancawaskita (Aisyah et al., 2025) is one of the example service integrative that combines aspect psychological, social, cultural, and spiritual in One framework counseling. This model considered effective because see student in a way intact, not only from side academic or psychological solely.

Besides that, the literature also emphasizes that approach holistic in line with need school multicultural consisting of from student with background behind diverse. With service holistic, counselor can give room safe for student for express, understand differences, as well as build

solidarity (Anggriana & Finayanti, 2022). This approach not only finish problem individuals, but also contribute to the creation of environment inclusive and harmonious schools.

Other studies also show that approach holistic capable answer challenges of the global era, where student problems not about nature single again, but rather complex and interconnected related (Yurika & Nugroho, 2022). With thus, holistic-multicultural guidance and counseling can be a helpful ideal model student face change fast social, at the same time guard balance identity their culture and spirituality.

This study succeed formulate an integrative model service guidance and counseling that combines four pillars (social, cultural, spiritual, and holistic) in one interconnected framework related. Novelty study lies on:

1. Generalization strategies that can adapted in various context education in Indonesia
2. Formulation principle holistic-multicultural which emphasizes importance approach comprehensive
3. Postulate about role counselor as agent strengthening transformation ecosystem social - cultural - spiritual

This findings give contribution theoretical with enrich treasury of guidance and counseling models in Indonesia and become base for development policy inclusive and contextual education.

## CONCLUSION

Based on results study literature that has been done, can concluded that development service Responsive Guidance and Counseling to dynamics social, cultural and spiritual are need urge in system Indonesian education . Fourth approach service based social, cultural, spiritual, and holistic-multicultural have role complementary in form participant complete education. Services based social develop interpersonal skills and resilience in face challenges of the era digital; services based culture strengthen identity and character through internalization wisdom local; service spiritually based building moral foundation and resilience psychological; temporary approach holistic-integrative blend all over dimensions the in framework comprehensive services .

Implications practical from study This emphasize the need for improvement competence counselor in three field main : (1) competence multicultural For understand diversity background behind participant educate, (2) ability utilise digital technology for more services adaptive, and (3) mastery inclusive spiritual approach. School need support through development policies that facilitate implementation of guidance and counseling models integrative, provision of adequate resources and strengthening collaboration between counselors, teachers, and parents.

For study next, it is necessary studies empirical testing effectiveness of the integrative model this in diverse educational settings, both in a way quantitative and qualitative. Action research involving counselor in a way participatory can provide practical insights about implementation of this model. In addition that, the development of assessment instruments that are capable measure the outcome of holistic guidance and counseling services also become need important to advance the field this in a way science and practice.

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