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**MULTICULTURALISM IN COUNSELING: CHALLENGES AND**  
**OPPORTUNITIES IN GLOBALIZATION**

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**ABSTRACT**

*The purpose of this research is to analyze findings related to the implementation of multicultural guidance and counseling in the era of globalization. The type of research used in this study is qualitative research with a literature review method. Data sources collected were obtained from articles that have been searched from scientific articles, books, and research reports relevant to the topic discussed. Data sources come from national and international publications within the specified year range. The data analysis technique used is content analysis by identifying main themes, comparing research results, and synthesizing findings to obtain a comprehensive overview. The research results show that multiculturalism in guidance and counseling has an impact on increasing service effectiveness, especially in the context of cultural diversity, but there are also challenges for counselors, namely limited counselor competence, cultural bias, and a lack of supporting resources. The recommendations from this research are the importance of paying attention to increasing counselor competence through multicultural training, developing counseling curricula based on diversity, and conducting interdisciplinary collaboration to strengthen inclusive and responsive counseling practices to group dynamics.*

**Keywords:** multiculturalism, globalization, counseling services, counselors.

### INTRODUCTION

Multicultural societies have diverse backgrounds and are born from injustice. America was the first country to introduce multiculturalism, which became a real manifestation of postmodernism (Mustajab, 2016). Western society can be said to be the origin of postmodernism, which eventually spread to societies worldwide. This proves that Western countries have a history or background that led to the emergence of multiculturalism from the emergence of injustice or unequal social relationships between the majority and minority (Supriyanto et al., 2023). An expert named Melani Budianta in Rosyanda (2014) stated that multiculturalism originated from the melting pot theory. The melting pot theory itself suggests that immigrant groups tend to "melt together" to leave their original culture and choose to gather with the more dominant society. The dominant society is meant as a society with diverse backgrounds, such as religion, language, ethnicity, and culture. Multiculturalism is not just about differences in identity that form the basis of views on certain groups or individuals, but it involves cultural aspects, namely beliefs through the practices of a group of people who have interpretations of their identity and life, both individually and collectively. The differences that arise not only stem from each individual but also from differences originating from culture, history, ethnicity, nation, race, group, and religion (Harahap & Albina, 2025).

Indonesia is a country with great diversity in terms of ethnic groups, social groups, beliefs, religions, and cultures that differ from each region. This is based on the motto "Bhinneka Tunggal Ika," which means "Unity in Diversity" (Alfindo, 2023). Currently, the world is rapidly developing and has entered the Society 5.0 era, characterized by increasingly rapid technological advancements. This technological development is influenced by globalization, which has brought about many changes in various aspects of life (Azima et al., 2021). A country with such rich diversity will inevitably face complex challenges, namely the differences that arise among its members. Cultural conflicts, misunderstandings, and communication difficulties are common problems encountered in multicultural societies (Haikal & Abdurrahman, 2023). Therefore, guidance and counseling play a crucial role in addressing multiculturalism in Indonesia, as guidance and counseling have a cross-cultural aspect. Every individual must understand that there are many cultures around them, and no single culture can be considered better or worse than another. Cross-cultural guidance and counseling employ an educational approach by providing in-depth knowledge about cultural diversity, values, and norms. This understanding will foster societal awareness to reduce intercultural stereotypes and prejudices, as well as to respect and appreciate differences (Haikal & Abdurrahman, 2023).

Multicultural consistency guidance and counseling play a crucial role in overcoming the challenges of multiculturalism and present opportunities in the increasingly developing era of globalization. With cultural understanding in every human being, the application of effective communication, and the use of therapeutic approaches, individuals or groups have a great opportunity to overcome cultural conflicts and strengthen intercultural cooperation to create a harmonious environment. Therefore, this research on multicultural guidance and counseling is very important as it can improve the effectiveness of guidance and counseling services, enabling counselors to understand differences, ultimately making counseling services more relevant, empathetic, and tailored to client needs. It can also reduce biases and discrimination that might influence client handling. This research also identifies challenges for counselors, including limited counselor competencies, cultural biases, and a lack of supporting resources. This is based on field data

indicating the diversity of communities in many countries, including Indonesia, yet counseling services still focus on a "general" approach without considering the cultural sensitivity of clients. Many counselors are not prepared because they lack multicultural skills, which can lead to misunderstandings during counseling sessions. Theoretical data also shows that limited classical counseling theories (e.g., Psychoanalysis, Humanistic, Behavioristic) originated from Western cultures that tend to be individualistic. Furthermore, few counseling models specifically integrate multicultural aspects with conventional counseling approaches.

This research primarily focuses on the multicultural competencies of counselors, specifically how counselors possess the knowledge, attitudes, and skills to handle clients from different cultural backgrounds. It also aims to formulate counseling models that are relevant to local cultures while remaining grounded in global theories. The influence of globalization, such as cross-cultural interactions, migration, and changes that need to be addressed, is also considered. The objectives of this research are to identify the challenges faced by counselors, discover opportunities for development, build theoretical understanding of culturally sensitive counseling, and provide practical recommendations for counselors, educational institutions, and policymakers in their efforts to improve the quality of fair counseling for all segments of society.

### METHOD

The writing method in this research uses a qualitative research method with a Literature Review type. This method focuses on data collection, management, identification, summarization, synthesis, and evaluation of previous research on a specific topic (Agus et al., 2023). The purpose of using this method is to provide an in-depth understanding of existing knowledge and to provide review results as findings obtained by researchers through previous literature studies (Aliyah & Mulawarman, 2020). The Systematic Literature Review (SLR) method has been used in several studies, for example, the research conducted by Triandini, et al. (2019) which states that the SLR method is used to examine, identify, evaluate, and interpret research in a phenomenal topic area containing relevant research questions. The SLR method has a process that adheres to steps and protocols for conducting systematic reviews and journal identification. The number of reviewed data sources is 8 relevant scientific journal articles with a source year range of 2015 – 2025. The data analysis technique used is content analysis by identifying main themes, comparing research results, and synthesizing findings to obtain a comprehensive overview.

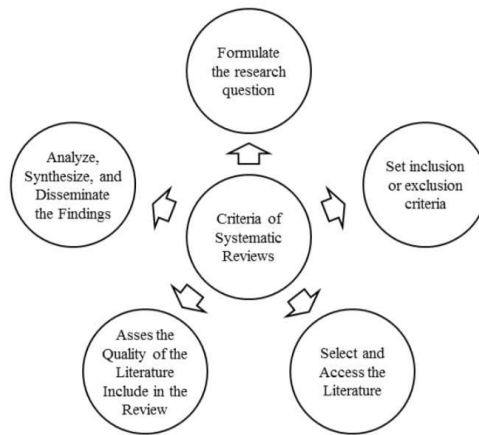


Fig. 1: Criteria used to systematic review

Source: (Helmericks et al., 1991)

By using a Literature Review study, researchers generate secondary data that will be used as a reference or support for the topic to be raised.

## RESULT AND DISCUSSION

Based on the literature review of the articles, identification and selection processes were carried out, resulting in 8 articles to be reviewed as a basis for understanding multicultural guidance and counseling, multicultural approaches in counseling services, and the challenges and opportunities of multicultural guidance and counseling services in the era of globalization. Thus, literature relevant to the topic was obtained and reviewed as follows:

No	Author	Year	Title	Result
1.	Usmani Haryanti, Suci Prasasti, Bagas Fevernova	2023	Multicultural Counseling in Character Formation of Millennials	In the era of globalization, character formation is crucial for the millennial generation. Therefore, multicultural counseling will articulate the socio-community life of millennials with a counseling approach.
2.	M. Fikri Haikal, Abdurrahman	2023	Cross-Cultural Guidance and Counseling in Bridging Differences in Multicultural Societies	Cross-cultural guidance and counseling not only focuses on individuals but also on society at large. In an effort to bridge differences, cross-cultural guidance and counseling accommodates cultural and spiritual diversity.
3.	Sri Muji Wahyuti	2015	Development of Student Social Skills through Multicultural Understanding in Guidance and Counseling	In the effort to develop students' social skills, it fosters equal interaction between students and students, and students and teachers, without neglecting existing norms of politeness.
4.	Heni Alfiaz, Lani Diana, Aurilia Nikmatul Maula, Nila Auliana Nur Farikhah,	2025	Multicultural Guidance and Counseling Service Strategies to Enhance Intercultural	Through a multicultural guidance and counseling service approach, students can better understand and appreciate cultural diversity and develop empathetic and tolerant attitudes.

	Suhaibudin, Nora Yuniar Setyaputri		Tolerance in Friendships among Vocational High School Students PGRI 4 Kediri	
5.	Dodi Aidil Candra, Selvia Trisianty Hidayat	2020	Multicultural Approach in Guidance and Counseling Services in Schools as an Application of Interpersonal Communication	School guidance and counseling services design and implement communication programs. They aim to train children in facing different customary and cultural situations in their surroundings.
6.	Dinda Putri Abadi, Nur Hidayah, Fitri Wahyuni	2024	Multicultural Approach in Guidance and Counseling Services for Strengthening the Global Diversity Dimension of the Pancasila Student Profile	Utilizing local wisdom values as an important part of implementing multicultural guidance and counseling services. This not only includes understanding cultural differences but also plays a crucial role for counselors when dealing with counselees from diverse cultural backgrounds.
7.	Inggit Widyanika, Tharifah Haibaty Kurniawan, Wardah Rizka Firdaus, Bakhrudin All Habsy	2025	Multicultural Guidance and Counseling Model	In multicultural guidance and counseling, there are counseling models, such as (1) Culture-centered Model, (2) Integrative Model, and (3) Ethnomethodological Model.
8.	Agnes Vanesia, Enick Kusrini, Evita Putri, Inggit Nurahman, Alfindo, Tohap Pandapotan Simaremare	2023	The Importance of Multicultural Education Values in Society	Multicultural education values are important for society because they foster harmonious relationships among communities by exploring the cultural wisdom possessed by each regional culture.

### **The Multicultural Approach in Guidance and Counseling Services**

Multiculturalism in education means a planned effort to develop self-potential in spiritual religious strength, self-control, noble character, personality, self-skills, community, nation, and state. Multiculturalism encompasses social and cultural differences, including background, place, race, ethnicity, religion, etc. (Firtikasari, n.d., 2024). Multicultural societies have diverse backgrounds and are born from injustice. America became the first country to introduce multiculturalism, which became a real actualization of postmodernism (Mustajab, 2016). Western society can be said to be the origin of postmodernism, which eventually spread to societies worldwide. This proves that Western countries have a history or background that led to the emergence of multiculturalism from the emergence of injustice or unequal societal relationships between the majority and minority (Supriyanto et al., 2023). An expert named Melani Budianta, in Rosyanda (2014), stated that multiculturalism originated from the melting pot theory. The melting pot theory suggests that immigrant groups tend to "melt together," abandoning their original culture and choosing to integrate with the more dominant society. Multicultural societies have different cultures

and characteristics. Parekh, in Ramedlon et al. (2021), states that multiculturalism has five types, namely: (Melsya Firtikasari, n.d.) (Melsya Firtikasari, n.d.) (Supriyanto et al., 2023) (Supriyanto et al., 2023)

- a. Isolationist multiculturalism, where societies live autonomously or interact with a group of people. Societies of this type readily accept new cultures entering their environment but remain firmly attached to their original culture.
- b. Compatible multiculturalism, where societies have a dominant culture and give minorities the freedom to strive to maintain their cultures. In this case, minorities will be aware not to challenge the dominant culture.
- c. Autonomous multiculturalism, where societies are determined to achieve equality with the dominant culture. This group wants to achieve a harmonious life with equal rights and status alongside the dominant group.
- d. Interactive/critical multiculturalism, where societies do not focus on autonomous life but instead aim to achieve a shared culture of life.
- e. Cosmic multiculturalism, a society that decides to remove humans from cultural attachments, leading to a society that has the freedom to participate in intercultural experiences.

Indonesia is a country with great diversity in ethnic groups, ethnicities or social groups, beliefs, religions, and different cultures from each region. This is based on the motto “Bhinneka Tunggal Ika” which means “diverse, yet still one” (Alfindo, 2023). Currently, the world is developing rapidly and has entered the Society 5.0 era, characterized by fast-paced technological advancements. This technological development is influenced by globalization, which has brought about many changes in various aspects of life (Azima et al., 2021). Countries with much diversity within them will not be free from complex challenges, namely the differences that arise among their members. Cultural conflicts, misunderstandings, and communication difficulties are common problems encountered in multicultural societies (Haikal & Abdurrahman, 2023). Therefore, guidance and counseling play an important role in addressing multiculturalism in Indonesia, as guidance and counseling have cross-cultural aspects. Every individual must understand that there are many cultures around them, and none can be said to be better or worse than others. Cross-cultural guidance and counseling have an educational approach by providing in-depth knowledge about cultural diversity, values, and norms within them. The emergence of this understanding will make society aware of reducing intercultural stereotypes and prejudices, as well as respecting and appreciating differences (Haikal & Abdurrahman, 2023). (Alfindo, 2023) (Alfindo, 2023) (Azima et al., 2021) (Azima et al., 2021) (Haikal & Abdurrahman, 2023) (Haikal & Abdurrahman, 2023) (Haikal & Abdurrahman, 2023) (Haikal & Abdurrahman, 2023)

### **Challenges of Multicultural Counseling in the Era of Globalization**

The application of multiculturalism in counseling is not without challenges for countries rich in culture and ethnic diversity. In Indonesia itself, the implementation of multicultural education has undergone significant changes from time to time in accordance with the conditions and challenges of each era's development (Asmawati, 2020). The existing challenges include, (1) Socio-economic disparities, (2) Digital era implementation, (3) Gender inequality, (4) Homogeneity of the social environment, (5) Globalization currents. These challenges or conflicts occur due to cultural clashes. This condition must be

overcome as best as possible so that society can continue to live harmoniously and peacefully. Conflicts in multicultural societies (Deliani, 2018) include:

- a. Data conflict, lack or incorrect information needed to make decisions.
- b. Interest conflict, occurs due to differences in interests.
- c. Human relationship conflict, characterized by strong emotions in the form of differences of opinion or lack of communication.
- d. Value conflict, incompatible beliefs.
- e. Structural conflict, interests in accessing and controlling resources.

Conflicts in multicultural societies can be avoided by understanding multiculturalism. Multicultural approaches have the idea of understanding diversity so that society can live side by side harmoniously. The factor causing conflict is societal diversity (Widiyanto, 2017).

### **Opportunities for Multicultural Counseling in the Era of Globalization**

Besides challenges, there are opportunities for multicultural counseling, including:

- a. Increasing tolerance and understanding among individuals
- b. Religious dialogue and tolerance
- c. Influencing conflict potential
- d. Utilization of digital technology

Therefore, guidance and counseling play a crucial role in addressing multiculturalism in Indonesia, as they possess cross-cultural aspects. Every individual must understand that there are many cultures around them, and no single culture can be considered better or worse than another. Cross-cultural guidance and counseling adopt an educational approach by providing in-depth knowledge about cultural diversity, values, and norms. This understanding will foster societal awareness to reduce inter-cultural stereotypes and prejudices, as well as respect and appreciate differences (Haikal & Abdurrahman, 2023).(Haikal & Abdurrahman, 2023)(Haikal & Abdurrahman, 2023)

### **Implications for Counseling Practice**

Multiculturalism in counseling presents both challenges and opportunities for the practice of counseling. Counselors face challenges in the form of cultural, linguistic, and value differences, as well as norms that have the potential to cause misunderstandings and biases in the counseling process. In this increasingly developing era of globalization, issues such as identity, acculturation, and value conflicts will also arise, becoming more complex. Therefore, counselors will be required to possess sensitivity, adaptability, and adequate multicultural competencies.

## **CONCLUSION**

Multiculturalism in education means a planned effort to develop self-potential in spiritual and religious strength, self-control, noble morals, personality, skills, and community, nation, and state. Multiculturalism encompasses socio-cultural differences, including background, location, race, ethnicity, religion, etc.(Firtikasari, nd, 2024)Utilizing local wisdom values is an essential part of implementing multicultural guidance and counseling services. This not only encompasses an understanding of cultural differences but also plays a crucial role for counselors when dealing with clients from diverse cultural

backgrounds. Therefore, guidance and counseling play a crucial role in addressing multiculturalism in Indonesia, as they have cross-cultural aspects. Therefore, multiculturalism is not only a challenge that society must face, but also an opportunity to improve the quality of counseling services, making them more effective and meaningful in the era of globalization.

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