

The Effectiveness of School Instagram Application in Guidance and Counseling Services at SMA Negeri 11 Takengon

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Abstract: This research aims to determine the effectiveness of using a school Instagram application as a medium for guidance and counseling services at SMA Negeri 11 Takengon. The background of this research is based on the rapid development of information and communication technology, which encourages schools to utilize social media as a supporting tool in educational services, particularly guidance and counseling. The research method used is a quantitative approach with a descriptive research design. The subjects of this research are students of SMA Negeri 11 Takengon who actively follow the school's Instagram account. Data were collected through questionnaires developed based on indicators of the effectiveness of guidance and counseling services, including aspects of understanding, interest, accessibility, and service benefits. The collected data were analyzed using descriptive statistical techniques. The results show that the use of the school Instagram application is categorized as effective in supporting guidance and counseling services. Students find it easier to access information, better understand counseling materials, and show greater interest in participating in services delivered through Instagram. Therefore, Instagram can be considered an innovative and relevant alternative medium for implementing guidance and counseling services in schools.

Keywords: Effectiveness; Guidance Counseling; Instagram; School; Social Media

1. Introduction

The development of information and communication technology has brought significant changes to various aspects of life, including the field of education. Schools no longer rely solely on conventional methods to deliver services to students but have begun to utilize digital technology as a supporting medium for learning and other educational services. One of the essential school services affected by technological development is guidance and counseling services. These services require an adaptive approach that aligns with the characteristics of today's students, who are closely connected to the use of digital devices and social media. The integration of technology in guidance and counseling services is expected to enhance service effectiveness, expand service reach, and accommodate students' communication styles and needs. Digital media provide opportunities for guidance and counseling teachers to deliver information, self-development materials, and mentoring services in a more engaging and accessible manner. Therefore, technological integration has become an important component of modern guidance and counseling practices in schools (Sarasvati & Rukiyati, 2024).

Social media is one of the most widely used digital technology products among adolescents today. Social media platforms function not only as entertainment tools but also as means of communication, information dissemination, and self-identity formation. This condition creates significant opportunities for the education sector to utilize social media as a supporting medium for educational services, including guidance and counseling. The use of social media in guidance and counseling services enables more flexible interactions between counselors and students without being constrained by time and space. In addition, social media can serve as a medium for delivering service information, psychological education,

And character development. Several studies have shown that the use of social media platforms popular among students can increase their interest and participation in guidance and counseling services. Therefore, the utilization of social media needs to be carefully examined

Received: June 10, 2025;
Revised: August 27, 2025;
Accepted: October 20, 2025;
Published: December 30, 2025;
Curr. Ver.: December 30, 2025;



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to ensure it is used effectively and responsibly within the context of guidance and counseling services (Simon et al., 2022).

Instagram is one of the most popular social media platforms among adolescents and students. Its visually appealing features, ease of access, and ability to convey messages concisely and interactively make Instagram a potentially effective medium for guidance and counseling services. Through Instagram, guidance and counseling teachers can share service-related information, learning motivation, self-development content, and psychological issues relevant to students' lives. However, the use of Instagram also presents challenges, as the platform is often associated with self-image formation, body image issues, and adolescent self-esteem. Unregulated use of Instagram may negatively affect students' psychological well-being. Therefore, the utilization of Instagram in guidance and counseling services must be designed in an educational, structured, and student-oriented manner to ensure positive outcomes and support students' psychological development (Hardaningtyas, 2023).

In implementing digital media-based guidance and counseling services, professional ethics is a crucial aspect that must be carefully considered. Guidance and counseling services are grounded in fundamental principles such as confidentiality, openness, and professional responsibility. The use of social media as a service medium requires counselors to exercise greater caution in delivering information and interacting with students. Risks such as privacy violations, data misuse, and communication misunderstandings may occur if services are not managed professionally. Therefore, the use of Instagram in guidance and counseling services must clearly distinguish between informational services and personal counseling services. Counselors need to ensure that social media functions as a supporting medium rather than a substitute for in-depth and confidential face-to-face counseling services. By adhering to professional ethics, Instagram-based guidance and counseling services can be implemented safely and responsibly (Syamila & Marjo, 2022).

Various media innovations have been developed to support the effectiveness of guidance and counseling services in schools. Digital media such as digital comics, guidebooks, and interactive web-based media have been proven to enhance students' understanding and engagement in guidance and counseling services. These innovations indicate that students are more interested in services presented in a visual, communicative manner aligned with technological advancements. Instagram, as a visual-based platform, possesses characteristics that correspond to these needs. Content in the form of images, short videos, infographics, and motivational texts can be tailored to the objectives of guidance and counseling services. With proper planning, Instagram can serve as an effective alternative medium for delivering service materials, enhancing interpersonal communication, and supporting students' potential development. This demonstrates that the utilization of digital media in guidance and counseling services holds substantial potential for sustainable development (Palupi et al., 2023; Saraswati et al., 2023).

The use of Instagram as a medium for guidance and counseling services has also been examined in several previous studies. Research findings indicate that Instagram can be utilized as a medium for information services, counseling outreach, and technology-based psychological education. This platform is considered capable of reaching students more widely and rapidly compared to conventional media. Furthermore, Instagram provides opportunities for counselors to build a service image that is more approachable, open, and relatable to students. However, the effectiveness of Instagram largely depends on how it is managed, the type of content presented, and the consistency of service delivery. Without careful planning, the use of Instagram may become less effective and fail to achieve the objectives of guidance and counseling services. Therefore, empirical studies are needed to assess the extent to which Instagram is effective as a medium for guidance and counseling services in school settings (Noviyanti, 2020; Putri, 2020).

Based on the discussion above, it can be concluded that Instagram has significant potential to be developed as a medium for guidance and counseling services in schools. SMA Negeri 11 Takengon, as a secondary education institution, has utilized its school Instagram account as a means of delivering information and services to students. However, the extent to which the school's Instagram application effectively supports guidance and counseling services has not been empirically examined. Therefore, this study is important to determine the effectiveness of the school Instagram application in guidance and counseling services at SMA Negeri 11 Takengon. The findings of this study are expected to serve as an evaluative reference for guidance and counseling teachers and contribute to the development of social media-based guidance and counseling services in secondary schools (Asra & Khaira Sari, 2025).

2. Theoretical Review

Guidance and Counseling Services in Schools

Guidance and counseling services are an integral part of the school education system aimed at helping students achieve optimal development in personal, social, academic, and career aspects. These services are designed to support students in recognizing their potential, overcoming problems they face, and developing positive attitudes and behaviors. In the context of modern education, guidance and counseling services do not only focus on problem-solving but also emphasize preventive efforts and students' self-development. Guidance and counseling teachers play the role of facilitators who help students better understand themselves and their environment. Therefore, guidance and counseling services must be implemented systematically, in a planned and continuous manner, in order to respond effectively to the increasingly complex developmental needs of students (Sarasvati & Rukiyati, 2024).

Along with the development of the times, the implementation of guidance and counseling services in schools is required to adapt to changes in students' characteristics. Today's students live in a digital environment rich in technology and information. This condition demands that guidance and counseling services adopt approaches and media that are relevant to students' daily lives. The use of digital media in guidance and counseling services is expected to improve service effectiveness and expand students' access to information and assistance. Thus, guidance and counseling services need to be innovatively developed to remain relevant and capable of addressing educational challenges in the digital era (Simon et al., 2022).

The Role of Technology in Guidance and Counseling Services

Information and communication technology plays a strategic role in supporting the implementation of guidance and counseling services in schools. The utilization of technology enables guidance and counseling services to be delivered in a more flexible, effective, and efficient manner. Technology can be used as a medium for delivering service information, developing guidance materials, and facilitating communication between guidance and counseling teachers and students. With the presence of technology, guidance and counseling services are no longer limited to conventional counseling rooms but can reach students through various digital platforms. This provides significant opportunities for guidance and counseling teachers to reach students more broadly and quickly (Sarasvati & Rukiyati, 2024).

However, the use of technology in guidance and counseling services must be accompanied by careful planning and a thorough understanding of the characteristics of the media used. Technology is not merely a supporting tool but also part of a service strategy that must be aligned with the objectives of guidance and counseling. Guidance and counseling teachers are required to possess digital competence in order to utilize technology optimally and responsibly. With proper management, technology can become an effective supporting medium for improving the quality of guidance and counseling services in schools (Suryani, 2023).

Social Media as a Medium for Guidance and Counseling Services

Social media is one form of digital technology that is widely used by adolescents and students. Social media enables fast and interactive two-way communication. In the context of guidance and counseling services, social media can be utilized as a medium for delivering information, psychological education, and strengthening students' character. The use of social media in guidance and counseling services provides opportunities for counselors to convey positive messages creatively and in accordance with students' communication styles. Therefore, social media can serve as an effective alternative medium to support guidance and counseling services (Putri, 2020).

Nevertheless, the use of social media in guidance and counseling services also presents its own challenges. The open nature of social media carries potential risks related to privacy violations and professional ethics. Therefore, guidance and counseling teachers must be able to distinguish between general informational services and personal counseling services. The use of social media should be directed toward educational and preventive functions while adhering to professional principles of guidance and counseling (Syamila & Marjo, 2022).

Instagram as an Educational and Counseling Medium

Instagram is a visual-based social media platform that is highly popular among adolescents. Its emphasis on image and video content makes Instagram an attractive and easily accepted medium for students. In the context of guidance and counseling services, Instagram can be used to deliver service information, self-development materials, and motivational messages in a concise and engaging manner. The use of Instagram allows guidance and

counseling teachers to build closer and more informal communication with students (Noviyanti, 2020).

However, the use of Instagram must also consider its psychological impact on students. Excessive exposure to visual content can influence adolescents' self-perception, body image, and self-esteem. Therefore, the utilization of Instagram in guidance and counseling services must be designed wisely and oriented toward positive self-development. The content presented should be educational, supportive of mental health, and encourage students to develop realistic attitudes toward themselves (Hardaningtyas, 2023).

Professional Ethics in Social Media-Based Guidance and Counseling Services

Professional ethics constitute the fundamental foundation in the implementation of guidance and counseling services. Principles such as confidentiality, responsibility, and professionalism must be upheld in all forms of services, including social media-based services. The use of social media in guidance and counseling services requires counselors to be more cautious in delivering information and interacting with students. Mismanagement of social media may lead to ethical violations and negatively affect students (Syamila & Marjo, 2022).

Therefore, the use of Instagram in guidance and counseling services must have clear boundaries. Social media should be used as a medium for information and educational services rather than as a platform for confidential individual counseling. Guidance and counseling teachers need to ensure that interactions conducted through social media remain professional and in accordance with the code of ethics of guidance and counseling. Thus, social media-based guidance and counseling services can be implemented safely and responsibly (Simon et al., 2022).

The Effectiveness of Digital Media in Guidance and Counseling Services

The effectiveness of guidance and counseling services can be assessed by the extent to which the services achieve their predetermined objectives. The use of digital media in guidance and counseling services is expected to enhance students' understanding, interest, and participation. Digital media that are attractively designed and relevant to students' needs can help improve the quality of guidance and counseling services. Various studies indicate that digital media can serve as an effective means of supporting guidance and counseling services in schools (Palupi et al., 2023).

However, the effectiveness of digital media is strongly influenced by how it is managed. Poorly managed digital media may become ineffective or even generate negative impacts. Therefore, the use of digital media in guidance and counseling services must be accompanied by continuous evaluation. This evaluation is important to ensure that the media used truly support service objectives and provide benefits to students (Jurnal Ilmiah Bimbingan Konseling Undiksha, 2021).

Conceptual Framework of Instagram Effectiveness in Guidance and Counseling Services

The effectiveness of Instagram utilization in guidance and counseling services can be viewed from several aspects, including ease of access, content attractiveness, students' understanding, and perceived service benefits. As a visual-based platform, Instagram has considerable potential to deliver service-related messages effectively. With creatively and educationally designed content, Instagram can help students better understand guidance and counseling materials (Asra & Khaira Sari, 2025).

Furthermore, Instagram's effectiveness is influenced by the consistency of its use and the level of counselor involvement in content management. Guidance and counseling teachers must be able to utilize Instagram as a positive and constructive communication medium. With proper management, Instagram can become an innovative alternative medium to support guidance and counseling services in schools. Therefore, research on the effectiveness of Instagram utilization in guidance and counseling services is essential as a basis for future service development (Keefektifan layanan informasi melalui media sosial Instagram, 2023).

3. Research Method

This study employs a quantitative approach with a descriptive research design to describe the effectiveness of using the school Instagram application in guidance and counseling services at SMA Negeri 11 Takengon. The quantitative approach was chosen because this study aims to obtain numerical data that can be objectively analyzed to determine the level of service effectiveness. The population of this study consists of all students of SMA Negeri 11 Takengon who follow the school's official Instagram account. The research sample was determined using purposive sampling, namely students who actively access and utilize the school Instagram account as a medium for guidance and counseling service information. The

research variable consists of one main variable, namely the effectiveness of the school Instagram application in guidance and counseling services, which is measured through several indicators such as students' understanding, interest, ease of access, and perceived service benefits.

Data collection in this study was conducted using a questionnaire developed based on indicators of the effectiveness of guidance and counseling services. The questionnaire was distributed online to facilitate the data collection process. The research instrument employed a Likert scale with several response options representing respondents' levels of agreement with the given statements. The collected data were analyzed using descriptive statistical techniques by calculating percentages and mean values to determine the effectiveness category of the school Instagram application. The results of the data analysis were then interpreted to draw conclusions regarding the effectiveness of the school Instagram application in supporting guidance and counseling services at SMA Negeri 11 Takengon.

4. Results And Discussion

The results of this study were obtained based on students' perceptions of the use of the school Instagram application in guidance and counseling services at SMA Negeri 11 Takengon. The collected data indicate that the school Instagram account functions not only as a general information medium but also as a supporting tool for guidance and counseling services that are perceived as relevant by students. The content presented through the school Instagram account is considered capable of reaching students more widely and being easily accessed, thereby helping students obtain guidance and counseling service information more quickly. In addition, the use of this social media platform creates a service atmosphere that is closer to students' daily lives, thus increasing their interest and engagement. The research findings are presented through several main aspects, namely students' understanding of guidance and counseling services, students' interest, ease of access to services, and the benefits of guidance and counseling services delivered through the school Instagram account.

Table 1. Students' Understanding of Guidance and Counseling Services through Instagram.

No	Aspect of Understanding	Description of Findings	Interpretation
1	Guidance and counseling service information	Students understand the types of guidance and counseling services	Good understanding
2	Objectives of guidance and counseling services	Service objectives are easy to understand	Positive understanding
3	Guidance and counseling materials	Materials are presented clearly	Easy to understand
4	Language delivery	Simple and communicative language	Effective
5	Visual content	Visuals help understanding	Supportive of services

Based on Table 1, students' understanding of guidance and counseling services through the school Instagram account shows positive results. Students are able to understand information related to the types and objectives of guidance and counseling services delivered through Instagram posts. The presentation of materials accompanied by simple language and attractive visuals facilitates students' comprehension of service messages. This indicates that Instagram, as a visual-based medium, has advantages in conveying information concisely yet meaningfully. Guidance and counseling materials that were previously perceived as formal and rigid become easier to understand when packaged in communicative and student-relevant Instagram content.

A good level of understanding of guidance and counseling services is an important factor in the success of the services themselves. When students understand the objectives and benefits of guidance and counseling services, they are more likely to be open and willing to utilize them. The school Instagram account serves as a communication bridge between guidance and counseling teachers and students, allowing service information to be received without psychological barriers. Thus, the use of the school Instagram account contributes positively to enhancing students' understanding of available guidance and counseling services.

Table 2. Students' Interest in Guidance and Counseling Services through Instagram.

No	Aspect of Interest	Description of Findings	Interpretation
1	Content appearance	Visually attractive content	Attractive
2	Content themes	Themes match students' needs	Relevant
3	Posting consistency	Regular uploads	Maintains interest
4	Interaction	Responses and comments present	Interactive
5	Creativity	Creative and varied content	Increases interest

The results presented in Table 2 show that the school Instagram account is able to attract students' interest in guidance and counseling services. Attractive content presentation and themes aligned with students' needs make guidance and counseling services feel closer and less monotonous. Creativity in content delivery, such as the use of images, short videos, and motivational messages, provides students with a new experience in accessing guidance and counseling services. This indicates that students' interest can be enhanced through the appropriate use of social media that aligns with the characteristics of the digital generation.

Students' interest is an important initial capital in the implementation of guidance and counseling services. When students are interested, they tend to be more active in reading, observing, and responding to service-related content. Interactions through comments or messages also indicate students' engagement with guidance and counseling services. Thus, the school Instagram account functions not only as an information delivery medium but also as a means of building a more positive relationship between guidance and counseling teachers and students.

Table 3. Ease of Access to Guidance and Counseling Services through Instagram.

No	Access Aspect	Description of Findings	Interpretation
1	Time access	Can be accessed anytime	Flexible
2	Location access	Not restricted by location	Easy
3	Devices	Accessible via personal devices	Practical
4	Navigation	Easy to use	User-friendly
5	Content availability	Content is stored and reusable	Easy to revisit

Ease of access is one of the main advantages of using the school Instagram account in guidance and counseling services. Students can access service content anytime and anywhere through their personal devices. This provides flexibility that is not available in conventional guidance and counseling services, which are limited by time and location. The ease of navigation within the Instagram application also helps students find service information quickly without technical difficulties.

This ease of access has a positive impact on the sustainability of guidance and counseling services. Students can revisit previously posted service materials according to their needs. As a result, the school Instagram account functions as an archive of guidance and counseling services that can be continuously utilized. This condition supports the creation of more inclusive and adaptive guidance and counseling services that meet students' needs.

Table 4. Benefits of the School Instagram Account in Guidance and Counseling Services.

No	Benefit Aspect	Description of Findings	Interpretation
1	Information	Information is easy to obtain	Beneficial
2	Motivation	Provides positive encouragement	Supportive
3	Self-awareness	Enhances self-understanding	Positive
4	Communication	Brings teachers and students closer	Effective
5	Service innovation	Services become more modern	Relevant

The benefits of using the school Instagram account in guidance and counseling services are clearly perceived by students. Instagram helps students obtain guidance and counseling service information more easily and quickly. In addition, the motivational content provided offers positive encouragement for students in dealing with academic and personal issues. This medium also helps increase students' self-awareness through reflective messages delivered in a light yet meaningful manner.

In addition to benefits for students, the school Instagram account also benefits guidance and counseling teachers by supporting service innovation. Guidance and counseling services become more modern, relevant, and aligned with current developments. Communication between teachers and students becomes more open and less rigid. Thus, the school Instagram account can serve as an effective supporting medium for improving the quality of guidance and counseling services at SMA Negeri 11 Takengon.

5. Conclusion

Based on the research findings and discussion presented, it can be concluded that the use of the school Instagram application is effective in supporting guidance and counseling services at SMA Negeri 11 Takengon. The school Instagram account serves as an alternative medium that facilitates the delivery of guidance and counseling service information in a more engaging, easily understood, and student-oriented manner. The content presented through the

school Instagram account is considered capable of enhancing students' understanding of the types, objectives, and benefits of guidance and counseling services available at the school.

Furthermore, the use of the school Instagram account also increases students' interest and engagement in guidance and counseling services. The ease of access offered by Instagram allows students to obtain service information anytime and anywhere without being constrained by time and location. Other perceived benefits include closer communication between guidance and counseling teachers and students, as well as the creation of more modern and relevant service innovations. Therefore, the school Instagram application can be utilized as an effective supporting medium in the implementation of guidance and counseling services in secondary schools.

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