The Use of Fanpage Counseling through Information Service Model at Junior High School

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A B S T R A C T

Background: Information technology has become an integral part of various sectors of life, including education. In particular, it has influenced the delivery of guidance and counseling services, enabling new models of communication and interaction between counselors and students. **Objective:** This study aimed to determine the model of information services and examine its influence through the use of Fanpage Counseling on Facebook at SMP Negeri 1 Gurah. **Method:** This research employed a quantitative approach with a correlational method. The study was conducted in 2022 at SMP Negeri 1 Gurah, involving a sample of 18 students. **Result:** The findings revealed that the use of a Facebook Fanpage had a significant influence on the delivery of guidance and counseling information services at SMP Negeri 1 Gurah. **Conclusion:** The study concluded that the use of Facebook Fanpage by students facilitates the delivery of school counseling information and positively influences student engagement with the service. **Contribution:** This research contributes new insights and practical knowledge regarding the implementation of information service models through social media, particularly Fanpage Counseling, in school settings.

K E Y W O R D S

Information services; Fanpage counseling; Student

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1. INTRODUCTION

Education can be interpreted as a process of guiding an educator toward the development of students (Kirom, 2017). Education is a process of forming a whole human being that can be influenced by many supporting factors for the creation of a perfect education (Mulyani & Habib, 2020). One of the supporters of the educational process is the existence of educational tools (media). Educational tools can be interpreted as an action or everything that can support the process of implementing education to achieve certain educational goals (Ellong, 2018). Educational tools are educational factors that are deliberately created and used for the achievement of certain educational goals in other words educational tools are situations, conditions, actions, and treatments that are held intentionally to achieve certain educational goals (Nurmadiah, 2016). There are many varieties and types of educational tools, one of which is the use of technology (Abdullah, 2012), technology is a rapidly developing communication medium that can be utilized in education (Setiawan, 2018).

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Education is basically a process of transferring knowledge information, one of the ways used in transferring knowledge information is through technological media. While information can be interpreted as abstract objects that can be used to achieve positive or negative goals (Sun'iyah, 2018). Information technology can be interpreted as electronic technology that can support the acceleration and improve the quality of information via the internet (Yanto et al., 2020), accelerating the flow of information is no longer possible to be limited by space and time. Talking about the internet is talking about electronic media that contains a variety of scientific information (Zakiyyah, 2021).

The Internet is one of the tools that can be used to advance and improve the quality of education (Tambak & Lubis, 2022). The internet is a new media with high technological content (Rustandi, 2019). The form of service with the internet is quite easy compared to other media because internet services can display various information in the world of education. Apart from being superior in getting lesson references, the benefit of the internet in the world of education is to provide multimedia facilities such as understanding the material in the form of visualization of images or videos (Manurung, 2020). So that students will more easily remember and absorb the material provided. The Internet will help students and teachers in learning (Ota et al., 2021). The information presented through the internet can be accessed anytime and anywhere by students so that the materials they want and need can be easily obtained.

By using Facebook Fanpage, users can exchange ideas very easily. Information exchange is facilitated very well (Monika, 2023). For example, when we need something or want to know about something, we just write it in the status, and there will be many responses from our friends. Facebook can also be used to campaign for an idea such as saying no to drugs or other ideas (Sosiawan, 2020). Building a community through a Group or Fanpage with a good purpose will be very beneficial. The growth of Fanpage on Facebook is quite fast. Things will grow quickly if they are built together (Batorski & Grzywińska, 2018).

In this age of information technology, Facebook has become a culture of public consumption, Facebook can not only open on laptops but also on cell phones (smartphones). Smartphones are used as a medium for student learning (Utomo et al., 20223), one of which is through Facebook. This condition makes some students busy themselves with their cellphones in the study room to update their status or comment/write walls on their friends' Facebook pages. Not infrequently we meet in public places, such as today students are busy with their android world even though they are walking with their friends. At least there are benefits of Facebook in the learning process, including (1) Facebook share, which is a basic feature on Facebook. This feature is a place for account owners to write statuses. The status written is usually an outpouring of feelings. However, if the feature is more observant, teachers can utilize it as a learning tool. Teachers can share anything (short writing, links, pictures, videos, etc.) with all their friends; (2) Facebook quizzes, currently there are many quizzes circulating on Facebook. This feature can be used to conduct quizzes online. Teachers can easily create quizzes, and then students can be asked to take the quiz; (3) Facebook notes, with this feature teachers can write material notes and then tag all students to provoke discussion; (4) Facebook apps, with this feature almost anything can be done. One of them is to create an edutainment game on this Facebook Apps platform. One example of a well-known and widely played edutainment Facebook Apps game is Geo Challenge. A game application to test the geographical knowledge of its players (Sasmito, 2015).

In terms of its impact, Facebook can direct two-way communication patterns among friends (Maulina & Aslinda, 2022). Activities on Facebook lead people to exchange information through comments, such as mutual comments on the wall or comments due by the user himself as if he wants to provoke comments from others. Using Facebook properly and in the right proportion, Facebook can be a tool to train self-expression and it is very good (Sarifudin & Halimah, 2018). This delinquent behavior of students is usually influenced by several things, among others: trial and error, influence of friends, to be appreciated, more confidence, relaxation, feeling manly, stress relief, and lack of knowledge of ethical and aesthetic values.

The question is how is the implementation of information services based on Fanpage Counseling in schools? One of the schools that uses information services through Fanpage Counseling is SMPN 1 Gurah. In its development, SMPN 1 Gurah is always improving itself to develop and improve the quality of education. With the number of study groups of 29 classes taught by 70 teachers and adequate administrative staff, and supported by complete learning facilities, SMPN 1 Gurah has a big obsession to become a superior school to other junior high schools. Incidentally, SMP Negeri 1 Gurah also provides free WIFI or internet services that are freely accessible.

The findings of the problem were obtained by researchers through the results of preliminary studies, the results of observations at SMP Negeri 1 Gurah revealed the findings that the school had difficulty in providing views or changing the mindset of students in interpreting the function of guidance and counseling services themselves. Students always think that the counseling guidance room is always scary, so rarely or never there are students voluntarily come to the counseling service room at school and ask for help in solving the problems they face. Seeing various student problems such as not wanting to visit the counseling room, one strategy that needs to be done is to

take advantage of information technology facilities by providing information services indirectly, namely by creating a Fanpage on the Facebook social network, this method is done to attract students' attention to be able to enjoy the guidance and counseling service facilities at school.

The purpose of this study was to determine the information service model and its effect through Fanpage Counseling at SMP Negeri 1 Gurah. The focus of the research discussion examines the role of Fanpage Counseling used by SMP Negeri 1 Gurah as an information service for students. The results of this study can later be used as a novelty about the influence of the information service model and its influence through Fanpage Counseling.

2. METHOD

2.1 Research Design

This research is designed using a quantitative approach because researchers assume that by using quantitative research the hypotheses that researchers propose will be exposed. The research method uses correlation research. Correlation research is research conducted by researchers to determine the level of relationship between two or more variables, without making changes, additions, or manipulations to existing data.

The correlation method is used by researchers to determine the effect of the information service model and its influence through Fanpage Counseling at SMP Negeri 1 Gurah. Researchers tried to reveal how much influence the information service model and influence through Fanpage Counseling used by SMP Negeri 1 Gurah.

2.2 Research Sample

This research was conducted in 2022 at SMPN 1 Gurah. The population in this study were students who were active on the Fanpage 'Counseling SMPN 1 Gurah'. The total population on the Fanpage is 180 students, from classes of VIII - IX. The author will take a sample of 18 (180x10%) students who are active on the Fanpage 'Counseling SMPN 1 Gurah consisting of classes of VIII and IX.

2.3 Research Instrument

In this case, the researcher uses a questionnaire, namely a Fanpage questionnaire totaling 25 items and an information service questionnaire totaling 25 items. The distribution of questionnaires was carried out in a room in which a sample of the object to be studied had been collected. Researchers give time for 90 minutes. The questionnaire collection was done at that time

2.4 Validity and Reliability

2.4.1 Instrument Validity

Based on the results of the validity test that has been carried out, it can be seen that all question items on the Fanpage and information service variables have a value of $r_{count} > r_{table}$ (0.2) so it can be said that all question items are valid and can be analyzed further.

2.4.2 Instrument Reliability

In this study, to test the validity of the instrument, the total corrected-item correlation method was used with the help of the SPSS program. Based on the results of calculations using SPSS version 20, it can be seen that both variables have an Alpha Cronbach coefficient value greater than 0.6 so it can be said that the question instruments used in this study are reliable or can be analyzed further.

2.5 Data Analysis

Analysis is the process of grouping data based on variables and types of respondents, tabulating data based on variables from all respondents, presenting data on each variable studied, and performing calculations to test the hypotheses that have been proposed. To measure the truth of the hypothesis in the study using the product-moment correlation technique, wherein the calculation using the help of the SPSS program.

The conclusion of the test analysis is based on the guidelines between the value of r_{count} and r_{table}, the decision is taken based on the following decisions:
a) If $r_{count} \geq r_{table}$ in the test, 5% then Significant, this means (H_o) is rejected, (H_a) is accepted.
b) If $r_{count} < r_{table}$ in the test, 5% then it is not significant, this means (H_o) is accepted, (H_a) is rejected.

3. RESULT AND DISCUSSION

3.2 Result

3.1.1 Normality Test

Before correlation testing is carried out, data normality testing is first carried out to determine whether the data to be analyzed is normally distributed or not. The following are the results of the normality test:

Table 1. Normality test results

No	Variables	Sig.	Description
1	Fanpage Counseling	0,523	Normally distributed
2	Information Services	0,998	Normally distributed

Based on the table above, it is known that the significance value of both variables is greater than the real level of 5% (0.05) so it can be concluded that both variables are normally distributed.

3.1.2 Description of Data Analysis Results

1) The influence of Fanpage

After knowing the results of the recap of the Fanpage influence questionnaire score, the next step will be grouping the research data in the categories that have been determined above. The results are as follows:

Table 2. The influence of Fanpage Students SMP Negeri 1 Gurah

Category	Frequency	Percentage
High	6	33%
Medium	12	67%
Low	0	0%
Total	18	100%

From the table data above, it can be seen that most respondents have a moderate Fanpage influence, namely 67%.

2) Information Services

After knowing the results of the recap of the information service questionnaire score, the next step will be grouping the research data in the categories that have been determined above. The results are as follows:

Table 3. Information Services at SMP Negeri 1 Gurah

Category	Frequency	Percentage
High	6	33%
Medium	12	67%
Low	0	0%
Total	18	100%

From the table above, it can be seen that most of the respondents who understand guidance and counseling information services are moderate, namely 67%.

3.1.3 Relationship between Fanpage and Provision of Information Services

To determine whether there is a relationship between Fanpage and guidance and counseling information services, testing was carried out using Pearson correlation. In this study, the analysis was carried out using the help of the SPSS version 20 program.

The following is a table of the results of the calculation of the relationship between Fanpage and guidance and counseling information services at SMP Negeri 1 Gurah, using the SPSS program. The results of the Pearson correlation are presented in table 4 below:

Table 4. Pearson Correlation Analysis Results

Correlation	r_{count}	r_{table}	Significance	Description

| Fanpage with information services | 0,604 | 0,468 | 0,000 | There is influence |

3.1.4 Interpretation of Data Analysis Results

Based on the results of the Pearson Correlation Ana-lysis, it is known that r count 0.604 it means that r count is included in the strong category, this can be seen in the table of guidelines for the closeness of the two variables as follows:

Table 5. Guidelines for the Closeness of Two Variables

Interval Koefisien	Relationship Level
0,000 – 0,199	Very Low
0,200 – 0,399	Low
0,400 – 0,599	Medium
0,600 – 0,799	Strong
0,800 – 1,00	Very Strong

So the interpretation of the data above is that there is a significant relationship in providing information services through Fanpage at SMP Negeri 1 Gurah. This correlation category is strong. Because the correlation coefficient is positive, it means that Fanpage is very influential in providing school information services.

3.1.5 Hypothesis Testing

The hypothesis used in this study is as follows:
H_o: Facebook Fanpage has no influence on guidance and counseling information services at SMP Negeri 1 Gurah.
H_a: Facebook Fanpage has an influence on guidance and counseling information services at SMP Negeri 1 Gurah.
Or it can also be written in a statistical form as follows:
H_o: r = 0.
H_a: r ≠ 0.
So based on the results of the analysis, it is known that $r_{count} > r_{table}$ (0.604 > 0.468) and the significance value is less than the real level of 5% (0.000 < 0.05), and the correlation coefficient formed is 0.604. Then the hypothesis that reads "Facebook Fanpage has an influence on guidance and counseling information services at SMP Negeri 1 Gurah", is accepted.

3.2 Discussion

Based on the results of data analysis on the Fanpage variable, many students of SMP Negeri 1 Gurah are classified as having an interest in Fanpage is moderate. This is evidenced by the descriptive results of the variables which show that the Fanpage variable has a percentage of 67%. This is due to environmental conditions that are less supportive, and interest in technology that is less understood.

Based on the results of data analysis on the information service variable, there is a moderate understanding of students who like moderate Fanpage as well. This is confirmed by the descriptive results of the variable level of understanding of information services of 67%. This is because students who dislike Fanpage rarely open the information in them.

In this study, it is known that there is a significant relationship between Fanpage and the provision of counseling guidance information services. This is because with the existence or following the development of existing technology, the provision of counseling guidance information services will be easily provided through Fanpage to students. Because seeing the current development of many students who already understand the internet, especially Facebook, it will be easier to group them and convey information related to counseling guidance at school.

As a base that can be used as a service in schools, Fanpage is a term that we often encounter when using the Facebook application. Facebook Fanpage is a special page that contains information from the status created by the user (Syaiani, 2016). The page can contain information about business profiles, products, and services, to other interesting content. Fanpage is one of the many features provided by Facebook (Putri et al., 2018). Fanpage is a means of activating several people to join together to form an online group and share information and discuss a particular topic (Laha, 2018).

Someone who can join a Fanpage must have a Facebook account. Facebook is one of the most popular social networks today (Rinjani & Firmanto, 2013). By only knowing the name of the Fanpage, someone will easily enter as

a member of an association on Fanpage (Asmarani & Kusuma, 2019). Fanpage has several functions, namely as follows:
a) One of the media to gather or form a group that is online or through Facebook.
b) Media to gather a Facebook member who has the same goal, which is following the Fanpage name.
c) Make it easy for someone to provide information that is missal online.

With the availability of internet services by every cellular telecommunications service provider, Facebook can be accessed directly via cell phone (Zainiyati & Muna, 2021). This potential should be considered for every teacher to utilize Facebook as an interactive learning media that is fun while activating students. Facebook is rich with features and applications that can be developed by teachers.

Facebook provides online communication facilities between teachers and students with the following potential benefits:
a) Most students are accustomed to using Facebook, so using Facebook for learning will make it convenient for them to actively participate. Communication through Facebook gives more opportunities for "shy" students to express their opinions.
b) Facebook supports collaboration between students in a learning activity through the exchange of information, photos, videos, discussions, and others.
c) The use of Facebook is an application of "learning outside the classroom". The more often students access learning content through Facebook, the more often they reason and engage in the learning even though it is not face-to-face.
d) Train awareness. This is the most important positive side of social networking. By connecting through Facebook, a student can know what other students are going through.
e) Train individual responsibility. Through the use of Facebook for learning, you as a teacher can instill the ethics of communicating on Facebook which ultimately gives students the awareness that each individual is responsible for what they write on Facebook (Anwas, 2015).

Information technology has become a facility for activities in various sectors of life and has touched guidance and counseling services (Kusumawati, 2020). Information technology in guidance and counseling services is included in the guidance and counseling system support as a process of assisting individuals (students), carried out through various services (Prayogi et al., 2023). These services today, when the era is growing, can not only be done face-to-face but also by utilizing existing media or information technology. The goal is to still provide guidance and counseling in ways that are more interesting and not limited to places, but also still pay attention to the principles and codes of ethics in guidance and counseling.

Another facility owned by Facebook is Chat (Sasmito, 2015). By using this feature, teachers can interact with their students in a discussion forum. In this case, the teacher can see students' ideas, students who in class are sometimes shy to argue, through chat the student can convey ideas and argue freely. Chat can also be used as a means for teachers to help with the difficulties experienced by their students (Kurniawan, 2012). In addition, to chatting, teachers can also utilize messages. Through this feature, teachers can share assignments by sending letters via Facebook. Teacher assignments can be sent to students (group or individually) through messages.

Another potential that Facebook has groups (Ziveria, 2017). Facebook allows teachers to create specific group pages for each subject. Students can discuss this with other students or with the supervising teacher. Students can send relevant information or discussion materials to be responded to together by all group members. Teachers can send announcements, create activity schedules, and remind students about the schedule of activities. To be able to utilize this facility, teachers must first create a group. This group can be set up specifically so that only certain people (students) can join the group. This group can be managed by the teacher in such a way that it can be utilized as an open space for group members to discuss a particular theme. With this discussion, there can be active interaction between students and students or students and teachers. This is where the liveliness of learning can be formed.

Information services make individuals independent, namely understanding and accepting themselves and the environment positively, objectively, and dynamically, being able to make decisions, being able to direct themselves according to their needs, and finally being able to actualize themselves (Efendi & Naqiyah, 2013). The purpose of information services is for students to obtain relevant information to choose and make decisions appropriate for the achievement of optimal self-development (Kamil & Daniati, 2016). In this study, the purpose of information services is to equip students with various information about their potential so that students can increase their understanding of their potential to achieve a better quality of life.

In this meaning, counseling guidance services in schools are an important element (Zubaidah, 2021). Counseling guidance services by utilizing information technology must pay attention to applicable ethics (Ayub et

al., 2022). Although there is no clear code of ethics in regulating information technology-based counseling guidance services, we can use the ethics that apply to 'traditional' counseling guidance services.

In counseling guidance services through information technology, we must always pay attention to the code of ethics set by professional organizations (Zubaidah & Utomo, 2021). The code of ethics should be known by clients as well so that clients can know their rights and obligations. The code of ethics in counseling guidance through information technology is important to note so that counseling guidance activities can run well and common goals can be achieved (Bastomi, 2019). It should be emphasized that counseling guidance through information technology is not an absolute thing that exists in the implementation of counseling guidance (Prayogi & Utomo, 2021). Information and communication technology is merely an alternative if 'direct' counseling guidance services are not possible to implement (Nusantara et al., 2023). The use of information technology requires readiness from both parties in terms of providing devices. Even if the de-vice is already available, the skills to use it are needed. Only then can counseling guidance services through information technology run.

With the advancement of technology, especially Facebook, which is favored by current students or students, the author tries to foster a sense of volunteerism in students so that every time there is a problem, they can tell the counselor first through a Fanpage on Facebook so that a solution can be given that is not deviant. So that the effectiveness of students in expressing their problems through Facebook Fanpage can minimize all problems experienced by students, and get the right solution from the counselor.

4. IMPLICATIONS AND CONTRIBUTIONS

Research implications (1) the school counselor knows how much Fanpage contributes to providing information services for counseling guidance; (2) school counselors know whether with Fanpage, counseling guidance information services will be effective; (3) Fanpage media can be used as a model service in pro-iding counseling guidance information services at school; (4) the results of this study can be used as a reference and study material on the model of providing guidance and counseling information services through Fanpage; (5) the results of this study can be used as input on the importance of technological advances in influencing education.

Research Contribution (1) school counselors can use Fanpage to be more varied in providing counseling guidance services so that they are well conveyed by students; (2) students can understand the real function of counseling guidance in schools; (3) further researchers can make the results of this study a novelty, related to the role of Fanpage media as a model service in providing counseling guidance information services in schools.

5. RESEARCH LIMITATION

Research limitation (1) this research only discusses the use of Fanpage and its effect on learning services at school and does not examine it more deeply; (2) this research is focused on how to provide counseling guidance information services at school not in other subjects; (3) this research was only conducted at SMP Negeri 1 Gurah in the study year and was not conducted elsewhere so there is no comparison in terms of its influence; (4) this research uses the correlation method so that it does not provide an action/treatment; (5) data collection is only once, namely the distribution of research instruments so that the data is only sourced from the data.

6. CONCLUSION

Based on data analysis of the research results that Fanpage is related to the provision of student information services at SMP Negeri 1 Gurah. If Fanpage is high (students who like Fanpage) then the information services delivered will be understood or delivered, and if Fanpage is low (students who don't like Fanpage) then information services cannot be delivered. So utilizing existing technological advances and the popularity of Fanpage on Facebook among students can make it easier to convey any school counseling information.

Based on the data analysis of the research results, several suggestions can be given, among others: (1) for school counselors. School counselors should try to operate this Fanpage in providing information services about guidance and counseling at school because seeing the rise of Facebook today; (2) for families. The existence of technological advances today can be good, but it can also be a boomerang for its utilization. So if you want a smart student, the role of smart parents is also decisive in supervising students; (3) for students. Facebook is not only useful for communicating with friends or enough to find friends, but Facebook also contains great knowledge.

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Author Contribution Statement

The researcher guarantees that all data reported in this article are following the data obtained by the researcher in the field. Therefore, the researchers are fully responsible for the authenticity of this research data. Each researcher can carry out their duties according to their main duties and functions.

Declaration of Competing Interests

The authors declared that they have no competing interests with respect to the research, authorship, and/or publication that might have influenced the performance or presentation of the work described in this article.

Ethical Approval Statement

The authors declare that this study was conducted with due regard for research ethics, including obtaining approval from the institution. This includes respecting the autonomy of participants, maintaining confidentiality of data, and ensuring their safety and well-being, in accordance with applicable research ethics guidelines.

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