



Opportunities, Challenges, and the Urgent Role of Guidance and Counseling in the ASEAN Economic Community (AEC) Era

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ABSTRACT

Background: The ASEAN Economic Community (AEC) integrates 10 Southeast Asian countries, creating a competitive market that requires students to develop skills and readiness. Guidance and counseling in schools are crucial to support students' career development in this dynamic environment. **Objective:** To determine the urgency of guidance and counseling in the ASEAN Economic Community (AEC) era. **Method:** Literature review with searches for scientific journal articles on Google, Google Scholar, and ResearchGate. **Result:** The AEC is one of the largest markets in Southeast Asia, involving 10 countries. Guidance and counseling play a crucial role in addressing challenges arising from the AEC through (1) enhancing students' self-efficacy, (2) brief solution-focused counseling, and (3) guidance and counseling services to prepare a high-quality AEC workforce. **Conclusion:** Guidance and counseling are essential in overcoming challenges posed by the implementation of the AEC. **Contribution:** This study provides theoretical and practical scientific knowledge on the role of guidance and counseling in the AEC era, offering research novelty.

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1. INTRODUCTION

Indonesia is one of the participating countries in the Asean Economic Community (AEC), which began at the end of 2015. The AEC is the realization of a free market in Southeast Asia as stipulated in the Framework Agreement on Enhancing Asean Economic Cooperation in 1992 (Kusuma, 2016). Through this AEC, a free market in capital, goods, and services, and labor is created (Arno, 2015). The consequences of the AEC agreement are the impact of the free flow of goods and services for Asean countries, the impact of the free flow of investment, the impact of the free flow of capital, and the impact of the flow of skilled labor, the impact on education, and other fields (Adianto & Fedryansyah, 2018). Counseling guidance services as a field that helps in facing and overcoming the challenges caused by the Asean Economic Community.

Guidance is assistance provided to individuals by an expert (Evi, 2020). Guidance in principle is a process of providing assistance carried out by an expert to a person or several individuals in terms of understanding themselves, connecting understanding of themselves with the environment, choosing, determining, and planning according to their self-concept and demands based on applicable norms (Utomo, 2022). While counseling is a process of providing assistance carried out through counseling interviews by an expert (called a counselor) to individuals who are experiencing a problem (called clients) which leads to the resolution of the problems faced by the client (Sukatin et al., 2022). Counseling is a series of the most basic activities of guidance to help counselees/clients face-to-face

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with the aim that clients can take responsibility for various specific problems or problems (Prayogi et al., 2023). Counseling is an effort to help counselees/clients face-to-face with the aim that clients can take responsibility for various specific problems or problems. In other words, the problem faced by the counselee/client is resolved.

Guidance and counseling is a process of assisting individuals sustainably and systematically, carried out by an expert who has received special training for that, with the aim that individuals can understand themselves, and their environment, and can direct themselves and adapt to the environment to develop their potential optimally for their welfare and the welfare of society (Fernando & Rahman, 2016).

Asean Economic Community (AEC) 2015 is one of the largest organizations in Southeast Asia, international trade in products or services involving 10 countries in Southeast Asia will be free to enter and exit Indonesia (Saragih, 2018).

In some conditions, the Indonesian economy experienced challenges in facing the Asean Economic Community (AEC) in 2015 (Hidayat, 2018). The implementation of the AEC in 2015 is a reality that must be faced by various industrial sectors, amid the comparison of market needs with the current industrial workforce. The national economy is currently driven by the contribution of the creative industry by involving many young people who creativity and innovation have oriented to small and medium enterprises (Yunas, 2019).

When the AEC comes into effect, small and medium-sized enterprises may not be able to survive the globalization that emphasizes competition in terms of quality and price. Globalization can destroy the foundations of small and medium enterprises very quickly, because of the market psychology of the Indonesian people who still prefer imported products. With free trade entering Indonesia, making the domestic market is sluggish because Indonesian people prefer and like foreign products (Akbar et al., 2016). And every year the impact of free trade on Indonesian SMEs increases, this is due to the low competitiveness of Indonesian original products compared to foreign products that have good quality (Abdurofiq, 2014).

In Indonesia itself, many people are concerned about ACFTA (Asean-China Free Trade Area) because it is considered to be detrimental to domestic producers which will have an impact on several other social aspects such as the number of companies that will go bankrupt which results in many layoffs, so that more and more unemployed forces in Indonesia, which will have a major impact on social life in society such as poverty and increased crime in Indonesia. ASEAN-China free trade as of January 1, 2010, has caused many national industries to go out of business due to competition. As a result, unemployment is expected to rise. Indonesian entrepreneurs who cannot compete.

The ASEAN Economic Community (AEC) has brought significant changes in various aspects of life, including education and employment. The AEC presents vast opportunities for professionals to compete at the regional level, but it also introduces complex challenges, particularly in terms of individual preparedness for global competition. In this context, Guidance and Counseling prepare individuals, especially students, to adapt to the social, economic, and cultural changes occurring within the ASEAN region. GC services can help develop life skills, career readiness, and psychological well-being, enabling individuals to face the challenges of globalization. However, there are various challenges in implementing GC in the AEC era, such as differences in education systems among ASEAN countries, the readiness of counselors to handle new dynamics, and the lack of standardized regulations regarding Guidance and Counseling services at the regional level. Therefore, a more in-depth study is needed to examine the opportunities, challenges, and urgency of Guidance and Counseling services in the AEC era.

The ASEAN Economic Community (AEC) creates both opportunities and challenges, particularly in workforce readiness and career development. Guidance and counseling play a crucial role in helping individuals navigate these changes, yet significant gaps remain in their implementation. One key gap is the uneven integration of guidance and counseling services across ASEAN countries, leading to disparities in career preparation. Additionally, there is a lack of awareness regarding the importance of counseling in addressing AEC-related challenges. Traditional counseling approaches also need to evolve to meet the demands of a rapidly changing labor market, emphasizing solution-focused and career-oriented strategies. Furthermore, many individuals lack the necessary skills and self-efficacy to compete in the AEC job market, highlighting the need for more structured counseling programs. Addressing these gaps requires stronger policy support, increased awareness, and innovative counseling methods to ensure individuals can fully leverage the opportunities presented by the AEC while overcoming its challenges.

This study aims to analyze how Guidance and Counseling can enhance individual preparedness in the AEC era, identify the challenges faced in implementing GC across ASEAN countries, and formulate strategies to strengthen the role of GC in effectively helping individuals navigate the dynamics of globalization. The results of this research will serve as enrichment and knowledge about the urgency of guidance and counseling in the era of Asean Economic Community (AEC).

2. METHOD

2.1 Research Design

This research design is a literature review, which is research that examines or critically reviews the knowledge, ideas, or findings contained in the body of academic oriented literature, and formulates its theoretical and methodological contributions to certain topics. The nature of this research is descriptive analysis, namely the regular description of the data that has been obtained, then given an understanding and explanation so that it can be understood properly by the reader.

2.2 Inclusion and Exclusion Criteria

2.2.1 Study Type

The research design taken in this scientific search is a qualitative descriptive study, namely with a literature review. This method is used by researchers to select and filter scientific journal articles that are related and relevant to the topic studied by researchers.

2.2.2 Type of Intervention
The main intervention examined in this scientific search is the role of guidance and counseling in the Asean Economic Community (AEC) era. The researcher intervened in the article by reviewing the journal article whether it was appropriate and relevant to the research topic.

2.2.3 Outcome Measures

The outcome measured in this scientific search is the role of guidance and counseling in the Asean Economic Community (AEC) era. As well as the contribution (position) of guidance and counseling as a professional service carried out by school counselors in preparing students as a young generation in facing the AEC era.

2.2.4 Search Strategy

Literature searches for scientific journal articles on Google, Google Scholar, and Research Gate using the selected keywords, namely: guidance and counseling, asean economic community.

Table 1. Source of Literature Search Data Base

Research Data Base	Website Address
Google Search	https://www.google.com/?hl=ID
Google Scholar	https://scholar.google.com/
Research Gate	https://www.researchgate.net/

Further analysis. This literature review uses literature published in 2013-2022 that can be accessed in full text in pdf format and scholarly (peer-reviewed journals). The criteria for the journals reviewed were research journal articles in Indonesian and English with the subject of guidance and counseling and asean economic community.

Table 2. Search Strategy in the Database

Key words	Article material
Subject 1	Guidance and Counseling
Subject 2	Asean economic community
Subject 3	Counselor

Journal articles that met the inclusion criteria included: guidance and counseling and asean economic community then reviewed. The criteria for journals selected for review are journals in which there are themes: guidance and counseling, asean economic community, counseling, career, and work. The research inclusion criteria can be seen in the following table:

Table 3. Inclusion Criteria

Criteria	Inclusion
Timeframe	Journal year 2013-2020
Subject	Guidance and counseling, asean economic community, Counselor
Language	Indonesian language
Journal Type	Research article, full text

Criteria	Inclusion
Tema Isi	Peran bimbingan dan konseling di era Asean Economic Community (AEC).

2.3 Data Synthesis

This literature review was synthesized using the narrative method by grouping similar extracted data according to the results measured to answer the objectives. Research journals that fit the inclusion criteria were then collected and a journal summary was made including the name of the researcher, year of journal publication, research title, method, and summary of results or findings. The summary of the research journal was entered into the table according to the format mentioned above. To further clarify the analysis, the abstract and full text of the journal were read and examined. The journal summary was then analyzed for the content contained in the research objectives and results/findings. Analysis of journal content, then coding of the contents of the reviewed journals based on the outline or core of the research is carried out by parsing in a sentence then if it has been collected then looking for similarities and differences in each study and then discussing to conclude.

3. RESULT AND DISCUSSION

3.1 Result

From the results of searching and filtering articles through Google Search, Google Scholar, and Research Gate. Researchers took 10 articles that have relevance to the research topic, namely guidance, and counseling in the AEC era. The ten scientific journals are presented in Table 4 below:

Table 4. Literature Review Results

Authors	Title	Journals	Method	Conclusion
Makhmudah (2017)	Preparing the Personality Competence of Prospective Counselors to Face the ASEAN Economic Community (AEC)	Jurnal Psikoedukasi dan Konseling, 1(1), 71	R&D	Counselor personality competence is absolutely necessary in improving the quality of graduates, especially to be able to compete with counselors from other countries.
Ulfah & Arifudin (2021)	Implications of the Asean Economic Community (AEC) for Guidance and Counseling Empowerment in Developing Counselor Competencies.	Jurnal Tahsinia, 2(1), 67-77.	Literature study	with counselors from other countries, when the AEC is enacted. In line with the era of globalization, the revolution of guidance and counseling services is ultimately directed at the welfare of human life today and in the future.
Gumilang (2015)	The urgency of counselors' cultural awareness in implementing guidance and counseling services to face the Asean economic community (AEC)	Jurnal Guidena, 5(2), 45-58.	Literature study	Counselors need to pay attention to cultural awareness because it can lead counselees to understand psychological characteristics such as intelligence (intelligence, emotional, and spiritual), talents, attitudes, motivation, and others.
Dewi (2016)	Opportunities and Challenges to Become an Industrial Counselor in the Era of Asean Economic Community (AEC)	Proceedings International Seminar FoE (Faculty of Education) (pp. 306-313).	Literature study	The presence of a professional counselor should be able to answer the challenges, problems and needs of the industrial society era MEA.
Saputra & Wideasari (2017)	Concise solution-focused career counseling: career	Jurnal Fokus Konseling, 3(1), 24-31.	Experimental research	The challenge for learners in the AEC era is that they must be able to make career choices.

Authors	Title	Journals	Method	Conclusion
	counseling to help vocational students make career choices for the AEC.			
Hardianti et al., (2021)	Student Career Planning in Facing the Asean Economic Community (AEC)	Psikodidaktika: Jurnal Ilmu Pendidikan, Psikologi, Bimbingan dan Konseling, 6(2), 249-260.	Descriptive quantitative	Students already have a mature career plan in facing the Community
Sari (2018)	Career Planning for Bk Students in Facing Educational Competition in the AEC Era.	Jurnal Dosen Universitas PGRI Palembang.	Literature study	The accuracy of choosing and determining choices and planning career directions is an important point for Guidance and Counseling students in facing educational competition in the MEA Era which is full of challenges and competition.
Utomo (2017)	Character Value in Facing the Era of Asean Economic Community (AEC).	Jurnal Dosen Universitas PGRI Palembang.	Literature study	These inherent character values will lead to success in the future.
Kusnawan & Suteja (2018)	Looking at the Prospects of Islamic Guidance and Counseling Students in the Midst of Global Chal-lenges.	Prophetic: Professional, Empathy, Islamic Counseling Journal, 1(01).	Literature study	Prospects for students of the Islamic counseling guidance department in the future have many challenges, especially in facing the Asean Economic Community (AEC).
Jarkawi (2015)	The Guidance and Coun-seling Teacher Profession in the Era of Research-Based Globalization.	Jurnal Bimbingan Dan Konseling Ar-Rahman, 1(2).	Literature study	Guidance and counseling teachers must improve their skills to be able to conduct research in the field of guidance and counseling to anticipate the era of globalization with the enactment of MEA

After the research data was collected from the results of the literature review process, data synthesis was then carried out. This step includes (1) summarizing and synthesizing information; (2) analyzing and interpreting research; (3) critically evaluating data sources; (4) systematically concluding. These four steps are done to get an overview of the urgency of guidance and counseling in the Asean Economic Community (AEC) era.

3.2. Discussion

3.2.1 The Role of Guidance and Counseling in the AEC Era

The ASEAN Economic Community (AEC) is the realization of a free market in Southeast Asia as stipulated in the Framework Agreement on Enhancing ASEAN Economic Cooperation in 1992. Through this AEC, a free market in capital, goods, services, and labor is created. The consequence of the AEC agreement is the impact of the free flow of goods and services for ASEAN countries, the impact of free flow of investment, the impact of free flow of capital, and the impact of skilled labor flow (Amaliah, 2015).

Underlining the impact of the flow of skilled labor written down, it becomes a point of attention in all sectors of community life, including the field of counseling because the workforce in question is of course the counselor. As stated by Fadli (2014) that the free flow of skilled labor must be utilized by the Indonesian people as an opportunity to absorb labor and reduce unemployment. Apart from being an opportunity, this can also be a serious challenge for Indonesia. Thus, the government and stakeholders prepare themselves to face the influence of this free flow of labor (Makhmudah, 2017).

This AEC momentum should be utilized by the government and the community to reduce unemployment and take advantage of various employment opportunities both at home and abroad; instead of being a spectator in their own country and even worse being the loser if, in the end, the employment in the country will turn out to absorb more workers from abroad (Legget, 2014). In line with the rapid development of science, the relentless advancement of information and technology, as well as the development of art and cultural aspirations that are always volatile, all provide opportunities for the counseling profession to continuously develop and show better performance (Rinto, 2021). Starting from the explanation above, of course, the field of guidance and counseling must also pay a lot of attention to the possibilities that will occur in the context of the AEC momentum.

3.2.2 The Importance of Cyber Counseling to Counselors in the AEC Era

The development of the modern world is very rapidly growing. This is because the development of technology is very rapid, this development does not look at various backgrounds; such as economy, culture, and even age. The counselor is one of the educators, whose orientation is not only in the formal environment but also in the non-formal environment. Counselors are expected to provide counseling services for counselees through cyber counseling. Counseling services should be done directly with the counselee (face to face) but this is sometimes a problem of distance is difficult to deny. Therefore, with the development of technology that has become increasingly sophisticated, the counselor can also do online or with the term cyber counseling. In line with the development of computer technology, the interaction between counselors and the individuals they serve (clients) is not only done through face-to-face relationships but can also be done through virtual relationships via the internet, in the form of "cyber counseling". Developments in the field of communication technology demand the readiness and adaptation of counselors in mastering technology in implementing guidance and counseling (Setyoningsih, 2018).

Computer media is a tool or media that can be used by individuals both individually and in groups. The use of computer media is certainly inseparable from individual psychological conditions (Nugraini & Ramdhani, 2016). This is often related to misunderstanding so the use of these media is sometimes not following the objectives expected by the public in general. The advent of the computer age has led to widespread questioning of the effects on individuals and society, the intellectual revolution, and the latest technology. The psychological implications of computers have produced a reference mainly to polemics and, in any case. Measurement is oriented toward problem identification and attitude. Measurement procedures include development, testing of the Cybernetics Attitude Scale, and factor analysis of the data collected (Khayati & Sarjana, 2015).

Some models of guidance and counseling service strategies in the form of cyber counseling are (1) website-based guidance and counseling services; (2) e-mail-based guidance and counseling services; (3) videoconference-based guidance and counseling services; (4) telephone-based guidance and counseling services. The strategy of cyber counseling-based guidance and counseling services carried out through virtual internet connections has several innovative functions, including (1), counselors and students who are not familiar with the internet, can directly gain knowledge in their fields; (2) the guidance and counseling process can be carried out outside of school hours, so it does not interfere with class hours; (3) students will be able to quickly obtain the information they want, for example, seeing test scores via the internet, information about school requirements and so on; (4) time will be more efficient.

3.2.3 Improving Learners' Self-Efficacy through Counseling Services in the AEC Era

Asean Economic Community is an era of free trade which certainly creates global-level competition. Indonesia as part of ASEAN will face new challenges, not only in the economic sector but also in other sectors such as the education sector. The challenge faced by the education sector is how to produce human resources that are no longer nationally competitive but have global competitiveness (Deliviana, 2015).

Education plays an important role in shaping reliable and globally competitive human resources. In its implementation, education is always related to the teaching and learning process at school. The teaching and learning process is essentially a combination of two activities, namely learning activities carried out by students and teaching activities carried out by teachers or facilitators. The success of the teaching and learning process is influenced by many factors, one of which is the personality factor of students, namely self-efficacy, which means students' belief in their ability to carry out an activity and overcome challenges to achieve certain goals. Learners who have high self-efficacy will motivate themselves to carry out certain tasks, activities, or actions and continue to try if they encounter obstacles in achieving goals (Fitriani, 2017).

Bandura explained that learners with high self-efficacy will have confidence that they can master and carry out academic tasks. Learners who have high self-efficacy tend to succeed compared to learners who are not sure of their abilities (Oktariani, 2018). This is because self-efficacy is in charge of directing individuals to be more active and

diligent in carrying out activities to achieve predetermined goals. Conversely, learners who have low self-efficacy tend to make less effort and even tend to despair easily when the tasks they do have certain challenges.

In answering the challenges of the AEC era, a picture of learners who have high self-efficacy is a picture that needs to be formed by schools as education in producing globally competitive human resources. Education ideally also has services that can facilitate the development of the personality of its students, namely guidance and counseling services. Guidance and counseling services as an integral part of education in schools have a major contribution to helping improve students' self-efficacy (Supraptini, 2022). From some research results in Indonesia, many methods used in the counseling process have proven successful in increasing students' self-efficacy, such as behavioral counseling models, reality counseling, group counseling with problem-solving techniques, and so on. For counseling teachers to be able to provide these services, counseling teachers need to improve their competence and breadth of knowledge related to counseling methods that have the effect of increasing students' self-efficacy. The ultimate goal is that the globally competitive human resources that Indonesia needs can be realized. Thus, the education sector contributes to supporting Indonesia in facing the opportunities and challenges of the AEC era.

The AEC era is a competitive moment in all sectors of life, including the education sector. Life situations will be more complex and challenging. Reliable and globally competitive human resources are needed. Therefore, the implementation of education including counseling guidance services as an integral part of education needs to be arranged to produce students who can face challenges in the AEC era. The reality on the ground is that the condition of Indonesian education requires improvements, including academic problems that stem from the low self-efficacy of students.

Self-efficacy as part of the personal development of each learner has a big role in the success of the learning process. Bandura and Wood stated that self-efficacy drives the motivation, and cognitive abilities of learners, and determines the actions that need to be taken to meet the demands of the situation (Priska, 2020). If the picture of learners' self-efficacy is low, it will certainly be a problem for the individual when he faces challenges in the AEC era. Self-efficacy can be changed, increased, or decreased by managing the sources of self-efficacy, namely; experiences of success, experiences of other individuals, social persuasion, and physical and emotional conditions.

From several studies conducted in Indonesia, there are several counseling models and techniques that are effective in increasing students' self-efficacy. The results of research by Yulianto (2014) found that group counseling services using a reality counseling approach were able to increase students' self-efficacy. The Islamic-based rational emotive behavior therapy counseling model in research conducted by Hermawan (2014) also illustrates that the counseling model has succeeded in increasing students' self-efficacy.

Various forms of counseling models and techniques that have been scientifically tested can be used as a reference source for mentor teachers to develop programs and strategies to improve the self-efficacy of their students. Moreover, the duties and responsibilities of a mentor teacher are to organize guidance and counseling services that are oriented towards developing and maintaining the character of their students, including efforts to improve students' self-efficacy, which is currently still at the root of academic problems.

3.2.4 Solution-Focused Brief Counseling in the AEC Era

Entering the Asean Economic Community (AEC) era, problems in life are becoming increasingly complex. Tight job competition requires people to have superior quality. After all, if the superior demands are not met then we may become slaves in our own country because we are unable to compete with foreign workers. This is the case with counselors, counselors in Indonesia should master skills that can improve service quality. One of the service qualities that need to be improved is the provision of counseling services.

Solution-focused-brief counseling is one form of postmodern approach. This approach originated from family therapy and was developed by Steve de Shazer and Kim Insoo Berg. In its development, solution-focused brief counseling is heavily influenced by the brief therapy approach, behavior approach, cognitive behavior approach, and family therapy system (Pangestuti, 2018).

In this era, brief solution-focused counseling is much needed by individuals and institutions that prioritize the effectiveness of a service. This brief counseling skill needs to be mastered by counselors to assist clients in the hope that the services provided are more in quantity and relatively less time. This approach is increasingly popular due to its practicality, efficiency, and effectiveness in service delivery.

The solution-focused brief counseling approach views humans optimistically and positively (Ariyanti et al., 2020). Humans are seen as healthy and competent beings so they can build solutions to the problems they face. Whatever the environmental conditions that affect humans, counselors who use this approach believe that in the counseling process clients can construct solutions or solutions to the life problems they face.

Some of the assumptions underlying solution-focused brief counseling services that need to be considered by counselors include (1) counseling is focused on generating a solution rather than a problem for beneficial change; (2) effective counseling strategies are those that find and transform exceptions into solutions; (3) small changes lead to big changes; (4) the counselee has resources that can be used to solve problems; (5) the counselor should focus on developing meaningful goals that are jointly built between the counselor and the counselee by emphasizing what the counselee hopes for rather than the counselor's ideas.

The basic rules in the implementation of brief solution focused counseling are (1) the counselor should avoid exploring or exploring the problem because understanding the cause of a problem does not provide a solution to the problem at hand. Therefore the counselor needs to focus on action rather than problem exploration; (2) efficient in the delivery of counseling services. As a counselor applying this counseling approach, the counseling process should be carried out optimally with the least amount of intervention; (3) focusing on the present and future. If the counselee realizes that the solution to the problem at hand already exists in him, it can increase his self-confidence in him. If the counselee thinks about what will happen in the future and realizes that the solution is available, it can build confidence that things will be better.

The counseling process of this solution-focused brief counseling approach is focused on solution talk rather than problem talk. The counseling process is oriented towards increasing the awareness of exceptions to the problem pattern experienced and the conscious selection of changes. Increased acceptance of the problem pattern can create solutions. The choice of the change process can determine the future of the counselee. Solution-focused brief counseling is different from other approaches, when other approaches are based on problems this approach is more based on solutions. Therefore, the use of modalities in counseling is different. The goal of this counseling is the goal brought by the client with a note that the goal remains within the norms and ethics that apply in society. Things that can be done by the counselor related to the goals set by the client are:

- a) Identify and fully utilize the strengths and competencies brought by the client.
- b) Enable the client to recognize and build exceptions to the problem, that is, moments when the client has done (thought, felt) something that reduces or limits the impact of the problem.
- c) Helping clients focus on clear and specific things that they perceive as solutions

In this brief solution-focused counseling approach, several techniques can be used, including an exception finding question, miracle question, scaling question, compliments, precession changes question, and first session task formula. The exception-finding question technique contains questions about times when the counselee is free from a problem. This exception finding helps the counselee clarify the conditions of change, has the power and ability to solve problems, provides concrete evidence of completion, and helps the counselee find his forgotten strengths.

The problems that can be handled with this approach are comprehensive, meaning that although this approach developed from the family therapy system, it does not limit the problems handled with this approach to only those related to family problems. This is supported by research on brief solution-focused counseling that shows changes in student self-esteem (Rusandi & Rachman, 2014). Students who have low self-esteem feel dissatisfied with themselves, view life and various events in life as negative, and think unconstructive or feel unable to help themselves after being given brief solution-focused counseling services show a change in self-esteem levels. From the results of hypothesis testing, it was found that brief solution-focused counseling affects therapeutic changes to increase students' self-esteem.

Dahlan (2009) conducted a study on the development of a brief solution-focused counseling model on students' psychological power. The psychological power studied is related to three elements, namely (1) fulfillment of needs, (2) intrapersonal competence, and (3) interpersonal competence. The developed model is empirically proven to be able to improve the psychological power of students. From this study, it was also obtained information that short solution-focused counseling is mainly for people who are willing to make changes and share solutions, not for people who take part in counseling only to share problems. Referring to the results of research that has been conducted by several researchers, it is appropriate that this brief solution focused counseling approach be developed and more popularized among counselors both working in education and outside the world of education given its effectiveness and efficiency in service delivery. Especially related to the beginning of the Asean Economic Community (AEC) era, so that Indonesian counselors do not lose competitiveness with outside counselors in providing effective and targeted services.

3.2.5 Guidance & Counseling Services to Prepare a Qualified Workforce in the AEC Era

Guidance and counseling services are a means owned by schools or universities to maximize the potential of students. Guidance is defined as assistance provided by an expert to a person or several individuals to develop their

abilities by understanding themselves, and the environment, overcoming obstacles, and determining a better future according to applicable norms. This leads to achieving well-being in life. While counseling is a professional relationship between the counselor and the client in the form of a conversation aimed at helping clients understand themselves and the environment to make the right decision for themselves to get out of the obstacles experienced.

Guidance and counseling services have functions, namely (1) understanding function, (2) preventive function, (3) development function, (4) healing function, (5) channeling function, (6) adaptation function, (7) adjustment function, (8) repair function, (9) facilitation function, and (10) maintenance function. Related to the AEC, guidance, and counseling services become one of the important means to prepare qualified students who are ready to compete with foreign communities. The quality of human resources can be implemented of them by improving the quality of education of students. One of the indicators of the quality of students is by fostering interest in reading. One way to improve human resources is a cultivated interest in reading because it absorbs various types of quality reading material so that it can increase knowledge and add insight. By reading, it is hoped that the mindset of the community can develop, to realize reliable human resources and compete in the international world.

In one case, career counseling became the goal of several students who were still confused about their career goals. However, after being explored, some of the ends of the problem lie in the lack of insight into the various professions available, especially in the field of science they are pursuing. This is the reason why bibliotherapy sometimes becomes one of the tools in counseling methods. There are many books and articles, but if there is no interest in reading, it is difficult to do. The goal is not only to open up horizons but more than that to encourage students to strive harder in achieving something. This struggle is realized by reading activities.

Interest in reading, based on research that has been done, can be encouraged by starting with self-directed learning or a good independent learning attitude. Guidance and counseling services can be one of the means to achieve this, especially in career development. Some of the following steps can be one way in addition to using other career counseling techniques.

4. IMPLICATIONS AND CONTRIBUTIONS

4.1 Research Implication

The results of this literature review research as enrichment material, especially for school counselors regarding the role of guidance and counseling in the AEC era and its relevance in the world of guidance and counseling services in schools. 2) The results of this literature review research as a source of knowledge about guidance and counseling services in the AEC era which includes (1) the importance of cyber counseling for counselors in the AEC era; (2) increasing students' self-efficacy through counseling services in facing the AEC era; (3) Solution-Focused Brief Counseling in the AEC era; (3) guidance and counseling services to prepare a quality workforce in the AEC era. The results of this research literature review as a novelty for further researchers and can be used as a reference regarding the role of guidance and counseling in the AEC era.

4.2 Research Contribution

The results of this study can be used by guidance and counseling practitioners, such as school counselors, academics, and professionals, to develop more effective counseling programs in line with the challenges of the AEC. By understanding the opportunities and challenges in the AEC era, counseling services can be designed to help students and college students improve their career readiness, life skills, and psychological well-being.

5. LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

5.1 Limitation

In conducting a literature review, this researcher uses more literature from national journals to conclude, therefore the researcher recommends that further research can use more international journals to balance the research to be better or more accurate.

5.2 Recommendation for Future Research Direction

Future researchers are advised to focus on developing a comprehensive guidance and counseling model that is responsive to the unique demands of the ASEAN Economic Community (AEC) era. Such a model should not only address the psychological and developmental needs of individuals, but also take into account the dynamic interplay of cultural diversity, economic integration, and social transformation across ASEAN member states. Given the wide range of values, traditions, and socio-economic conditions within the region, the model must emphasize cultural

sensitivity, adaptability, and inclusiveness to ensure its relevance and effectiveness. Moreover, it should incorporate strategies that prepare individuals to face the challenges of labor mobility, competitiveness in a regional job market, and the need for intercultural communication skills.

6. CONCLUSION

Guidance and counseling is a process of assisting individuals sustainably and systematically, carried out by an expert who has received special training for that, with the aim that individuals can understand themselves, and their environment, and can direct themselves and adapt to the environment to develop their potential optimally for their welfare and the welfare of society.

Asean Economic Community (AEC) in 2015 is one of the largest market shares in Southeast Asia, international trade in products or services involving 10 countries in Southeast Asia will be free to enter and exit Indonesia. The AEC will create a free market for capital, goods, services, and labor. The consequences of the AEC agreement are the impact of the free flow of goods and services for ASEAN countries, the impact of free flow of investment, the impact of free flow of capital, the impact of skilled labor flow, and the impact on education.

Guidance Counseling is a field that plays a role and overcomes the challenges that arise due to the implementation of the ASEAN Economic Community (AEC). Guidance and counseling in the world of education are very much needed because it cannot be denied that the swift information and global transformation that has entered the era of the Asean Economic Community (AEC), has caused thinking in society, especially among children who are in a state of growth and development so that students need all forms of guidance and advice so as not to fall into the wrong association. The role of Counseling Guidance in the Era of AEC such as Increasing students' self-efficacy through counseling services, solution-focused brief counseling, guidance, and counseling services to prepare AEC quality workforce.

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Author Contribution Statement

The results of this study are the result of a literature review, the researcher is fully responsible for the authenticity of the data obtained and presented by the researcher. Researchers can carry out their respective duties in conducting literature reviews, therefore researchers fully guarantee the authenticity of the data in this article.

Conflict of Interest Statement

The author declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

Ethical Approval Statement

The author declares that this study is a literature review and does not involve human participants, personal data, or any other subjects. Therefore, this study does not require ethical approval from a research ethics committee. The entire research process was conducted in accordance with academic ethical standards, upholding scientific honesty, integrity, and the ethical use of legitimate sources.

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