

# The Role of Guidance and Counseling in Millennial Generation Character Building

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# The Role of Guidance and Counseling in Millennial Generation Character Building

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**Abstract:** Character building for millennial generation is increasingly essential; particularly, in order to maintain the existence of the Indonesian generation as a generation that still based on the character Indonesian values as crystallized in Pancasila (the Indonesian philosophy). Guidance and counseling services have an important role in character building for millennials. Therefore, this study is aimed at examining the role of guidance and counseling in character building for millennials. Millennial generation has different characteristics from the characteristics of the previous generation. Taking into account the characteristics of millennial generation, guidance and counseling services have the role of preventing millennial generation from the influence of gadgets and social media, developing work ethics, preventing consumptive and hedonic lifestyles, developing entrepreneurial and independent souls, and developing creativity. The position of guidance and counseling/counselor teacher must be a person who: understands the character of millennial generation, is creative, masters the development of information technology, has an entrepreneurial spirit, and becomes a model/example in character behavior.

**Keywords:** the role of guidance and counseling, character building, millennial generation

## I. INTRODUCTION

Character building for millennials is increasingly needed, especially in order to maintain the existence of the Indonesian generation as a generation that is still based on the character values of the Indonesian nation as crystallized in Pancasila as the philosophy of Indonesian life. Character building for Indonesia's millennial generation is a challenge faced by the world of education in Indonesia, bearing in mind that education plays an important role in character building.

The education system in schools includes three main components, namely the administration and supervision component, the learning component of the field of study, as well as the Dikti guidance and counseling component, 2007). These three components synergize according to their respective functions to achieve educational goals, which include three domains/aspects which jointly constitute a roundness of cognitive, affective, and psychomotor components. To achieve these goals is not enough through the field of teaching, although it is realized that the teaching field (instruction) is the main field in the overall education in schools. As stated by Winkel and Hastuti (2004): "that the teaching and administration fields are not yet capable enough to provide services to students, so other fields are needed specifically to pay attention to the development of each student, that field is guidance and counseling." As an integral part of the education system in schools, guidance and counseling have an important role in character building for millennial generation.

## II. LITERATURE REVIEW

### 1. Millennial Generation

According to Lee & Kotler (Madrigal, et al.; 2017), millennial generation is a generation born around 1980 to 2000, in the sense that they are the current young generation who are now around 17-37 years old.

Millennial generation has a distinctive characteristic that is formed by the influence of the development of science and technology that occurred at the time of this generation's life. Tapscott (in Lalo, 2018: 72) stated that millennial generation often has a characteristic of freedom, likes to personalize, relies on instant information speed, likes to learn and work with an innovative environment, actively collaborates and hyper technology. Deal, Altman, & Rogelberg; Hershatter & Epstein; Kowske, Rasch, & Wiley (Pyoria, Pasi. et al.; 2017) said that this generation has a high ability to use information and communication technology. In terms of age, this generation will play a very important role in the next 10 years. According to BPS data, there are currently 50% of the population of productive age and come from millennial generation and will reach 70% of the population of productive age from 2020 to 2030 (Lalo, 2018: 72).

J. Kilber, A. Barclay & D. Ohmer (in Sutijono & Farid), identified the characteristics of millennial generation namely internet addiction; high self-esteem and self-esteem; more open and tolerant of change; show salary and recognition for individuals; flexible work schedule; and career advancement as an important factor for millennial generation. Likewise Elizabeth T. Santoso (in Bhakti and Safitri) explained the millennial generation indicators, namely: having a strong ambition to succeed, tend to be practical and behave instantly, love freedom and have high self-confidence, tend to like things that are detailed, have a great desire to get recognition, and be proficient in using technology and information.

Looking at the characteristics of millennial generation, a picture of the importance of character building for this generation can be obtained. High ability to use information technology will have both positive and negative impacts on millennial generation. The positive impact of the use of information technology will develop

creativity and broaden horizons related to the rapid development of science and technology, while the negative impact is in the form of the influence of various information and culture that forms deviant behavior in terms of ethics, morals, and religion in millennial generation.

## 2. Definition of Character

There are various definitions about character, which basically says that character is a condition that describes a person from his behavior. A person's character will be reflected in the behavior that he displays in daily life, both as an individual being, as a social being, and as a religious being. Character is the core of personality as well as the core of behavior. According to Sunarta (in Syarbini, 2012; 14), character is a special characteristic of the basic structure of one's personality. As stated by Ghufon (2012), a character is the identity, personality, and character inherent in a person. Character is always related to the physical and psychological dimensions of individuals. Furthermore, Raka, et al. (2011,37) said that the character radiates from the inside out (inside-out). That is, good habits are done not at the request or pressure of others but on their own awareness and will. Character is "what you do when no one sees or cares about you." This understanding implies that the character is the original behavior of a person, and is not made up.

The definition of character according to the National Education Center is "innate, heart, soul, personality, character, behavior, personality, character, character, temperament, character." Hill, as quoted by Chrisiana (2005), said that "character determines someone's private, thoughts and someone's action done. Good character is the inward motivation to do what is right, according to the highest standard of behavior in every situation. Ekawarni (2010) argued that character is the basic value of behavior that is a reference to the value system of interaction between humans (when a character is lost the everything is lost). Character is universally formulated as a value of living together based on pillars: peace, respect, cooperation, freedom, happiness, honesty, humility, tolerance, and unity.

If an understanding of character is examined, it can be said that character is closely related to value, which is something that is highly valued and upheld by every individual in his life, called life values. Therefore the value (value) of each individual will be manifested in character. Talking about individual characters is nothing but talking about value. Thus the opinion is correct, which says that character building is nothing but value education.

## 3. Character Building

Character development requires efforts in the form of education so that the term character building emerges. In the Guidelines for Implementation of Character building (Ministry of National Education, 2011), it is said that character building is not merely teaching what is right and what is wrong. More than that, character education is an attempt to instill good habits (habituation) so that students are able to behave and act on the values that have become their personalities. In

other words, good character education must involve good knowledge (moral knowing), good feeling or good moral (moral feeling), and good behavior (moral action) to form the embodiment of behavior and life attitudes of students. David Elkind and Freddy Sweet (in Noor, 2012; 56) said: Character building is the deliberate effort to help people understand, care about, and acts upon core ethical values. When we think of the kind of character we want for our children, it is clear that we want them to be able to judge what is right, care deeply about what is right, and then do what they believe to be right, even in the face of pressure from without and temptation from within.

Character is rooted in value, therefore character education is nothing but value education. As stated by Kesuma, et al (in Maunah, 2015) that character comes from values about something. A character will cling to the value of one's behavior. Therefore, in the perspective of character education, there is no child behavior that is free of values. Various values that form character are developed in individuals/students through character education. Character education is often also called moral education or moral education. William & Schnaps (in Wangid, 2010) defined character education as: "Any deliberate approach by which school personnel, often in conjunction with parents and community members, help children and youth become caring, principled and responsible." The meaning is more or less that character education is a variety of efforts undertaken by school personnel, even those carried out together with parents and community members, to help children and adolescents to become caring, opinionated, and responsible. The process of character education is based on psychological totality which includes all the potentials of individual human beings (cognitive, affective, and psychomotor) and the function of sociocultural totality in the context of interaction within families, educational units, and society (Ministry of National Education, 2011; 9).

## 4. Guidance and Counseling Services in Character Building

A person's character grows and develops in an environmental context, in the sense that the character is influenced by the environment in which the individual lives. As stated by Ghufon (2012) that the character is contextual and cultural. In the context of individual development, the environment can be classified into the natural / non-social environment (weather, climate, regional geographical conditions), and social environment (family, school, and community). Thus the school environment is one of the factors that can influence the development of student character, including guidance and counseling services.

Character building for millennial generation is intended to shape the millennial generation of Indonesia into a generation that has character, that is, character formed from values derived from Pancasila, religion, culture, and national education goals, which include the values of (1) religious, (2) honest, (3) tolerance, (4) discipline, (5) hard work, (6) creative, (7) independent, (8) democratic, (9) curiosity, (10) national spirit, (11) loving the motherland, (12) appreciating achievement,



(13) being friendly/communicative, (14) loving peace, (15) fond of reading, (16) caring for the environment, (17) caring socially, and (18) responsibility (Center for Curriculum, Development and Education for Culture and Nation Character: School Guidelines, 2009; 9-10).

Guidance and counseling services have an important role in the framework of character building for millennial generation. That role can be explained as follows:

*a. Prevent millennial generation from the negative influence of the use of communication and information technology.*

The ability of millennial generation in the use of information communication technology makes them inseparable from the use of gadgets and social media. Reality shows that the use of gadgets and social media has a lot of negative influences on the lives of millennials, such as online prostitution, widespread sexual perversion (LGBT), drug use, and others. This condition becomes a challenge and even becomes a big obstacle for character building for millennial generation. Guidance and counseling services must take the leading role in helping millennials to avoid falling into the negative side of using these gadgets and social media. Personal counseling and counseling services are provided to develop the mental strength of students to deal with various negative influences from the internet and social media, high self-motivation to be useful people for society, nation and country, and confident in their abilities.

*b. Develop a work ethic*

The characteristics of self-confidence, high self-esteem, and great ambition for the success of the millennial generation can be used as a strength to develop a high work ethic in themselves. Personal guidance and counseling and career guidance and counseling are provided to develop a high work ethic in each student. Associated with character, the work ethic is one of the indicators of character.

*c. Prevent consumptive and hedonistic lifestyles*

The ease in obtaining various products available in the environment with a very persuasive advertising style makes millennial generation easily endured by a consumptive and hedonic lifestyle. Consumptive and hedonic lifestyles are lifestyles that tend to favor using various products offered through social media that lead them to a hedonist lifestyle (a lifestyle that always wants to be happy). Personal guidance and counseling are given to develop productive lifestyles in students, so they avoid consumptive and hedonic lifestyles.

*d. Developing an entrepreneurial spirit and an independent soul*

The living conditions of the Indonesian people, including the millennial generation who currently tend to be in the position as consumers, can be a great opportunity for millennials to become entrepreneurs. Guidance and counseling services play a role in developing the entrepreneurial spirit and independent spirit of the millennial generation. Career day is one of the methods in career guidance and counseling that students can use to

showcase their work or obtain special skills training that they are interested in from various sources.

*e. Develop creativity.*

Creativity becomes very important for millennials if they do not want to be run over by competition in various fields of life that is getting tougher. Through personal guidance and counseling, students are provided services to develop their creativity through a variety of service methods, such as fantasy methods and training methods used to train students to develop their imagination and creativity.

If this role can be carried out by guidance and counseling teachers, it means that guidance and counseling services have also played a role in character building for millennial generations. Teacher competence of guidance and counseling/counselor also determines success in carrying out this activity.

In connection with this role, the guidance and counseling teacher/counselor should be a person who:

*a. Understanding millennial generation characters*

Millennial generation has different characteristics from the previous generation. Facing millennial generation has the consequence in which guidance and counseling teachers must have an understanding of the characteristics of millennial generation. This understanding is very much needed in order to provide guidance and counseling services for millennial generation. Wibowo (2019, 203) suggested that one of the counselors' competencies in carrying out their professional duties was to understand clients in-depth.

*b. Creative*

Teacher guidance and counseling must be a creative person in connection with the task of developing creativity in the millennial generation. The guidance and counseling teacher/counselor must be creative in thinking about methods, techniques, media, and service materials that provide opportunities for the development of student creativity.

*c. Mastering the development of information technology*

Mastery of the development of information technology is absolutely owned by the guidance and counseling/counselor teacher in dealing with millennials who have high ability in using information and communication technology. This mastery of information technology makes it easy for guidance and counseling teachers to obtain the latest information about the millennial generation itself, information about various events that can affect the lives of millennial generations, including the use of information technology as a medium for guidance and counseling services.

*d. Have an entrepreneurial spirit*

As with the ownership of creativity, guidance, and counseling teachers / counselors also need to have an entrepreneurial spirit in order to guide students to have an entrepreneurial and independent spirit. Even if the teacher guidance and counseling/counselor are an example in entrepreneurship, it will be better.

*e. Be a model/example in character behavior*

The important thing in character building is the experience and exemplary factor. Character is not taught but is developed through direct experience in the form of students doing various character-oriented activities, namely activities in which there are character values that are felt and experienced directly by each student. In addition, teachers, parents, and community members become a source of ethical values that serve as models and examples for students. Without all of that, the character-building effort will not be optimal, even it can be said will not succeed. The guidance and counseling teacher/counselor must be a person of good character who becomes a model for their students.

### III. CONCLUSION

The millennial generation of Indonesia that has special characteristics need to be developed into a person who has a character in accordance with the values contained in Pancasila as the philosophy of the Indonesian people. Guidance and counseling have an important role in character building for millennial generation. Therefore, it is very important for guidance and counseling teachers to provide guidance and counseling services for millennial generation character building.

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