

Research Article

## Management Strategies for Guidance and Counseling Services in Schools to Support Student Achievement

**Marpren Karunia**

Universitas Negeri Padang, Indonesia

E-mail: [marprenkarunia@gmail.com](mailto:marprenkarunia@gmail.com)

**Firman**

Universitas Negeri Padang, Indonesia

E-mail: [firman@fip.unp.ac.id](mailto:firman@fip.unp.ac.id)

**Neviyarni S.**

Universitas Negeri Padang, Indonesia

E-mail: [neviyarni@konselor.org](mailto:neviyarni@konselor.org)

**Muhammad Asyraf Che Amat**

Universiti Putra Malaysia, Malaysia

E-mail: [muhammadasyrafcheamat@upm.edu.my](mailto:muhammadasyrafcheamat@upm.edu.my)

Copyright © 2025 by Authors, Published by Manajia: Journal of Education and Management.

Received : November 21, 2024

Revised : December 27, 2024

Accepted : January 18, 2025

Available online : January 29, 2025

**How to Cite:** Marpren Karunia, Firman, Neviyarni S, & Muhammad Asyraf Che Amat. (2025). Management Strategies for Guidance and Counseling Services in Schools to Support Student Achievement. *Manajia: Journal of Education and Management*, 3(1), 61-68. <https://doi.org/10.58355/manajia.v3i1.90>

**Abstract.** Student achievement is one component of the success of the educational process. BK services have an important role in helping students overcome various obstacles that can interfere with their academic and social achievements. However, this role will not be achieved without a planned and organized management. Using the literature study method, this research analyzes various relevant sources on the management of counseling in schools, including the functions of counseling which include understanding, prevention, development, and problem solving. The results show that effective counseling management involves careful planning, proper organization, implementation in accordance with students' needs, and continuous evaluation. The involvement of various parties in the school, such as teachers, parents, and administration, is very important to create a synergy that supports the implementation of effective counseling services. In addition, the utilization of technology and supporting facilities is also an important factor in increasing the effectiveness of counseling services. This study provides practical recommendations for schools in managing counseling services to improve student achievement, especially in the midst of increasingly complex educational challenges in the modern era.

**Keywords:** Achievement, Management, Students, Guidance and Counseling.

## INTRODUCTION

Student achievement in school is one of the main indicators of success in the educational process (Adi et al., 2019; Pratiwi, 2015; Syafi'i et al., 2018) . However, not all students are able to achieve optimal achievement due to various factors, such as academic pressure, social problems, difficulties in time management, and emotional problems that are often ignored (Firman, 2018b; Pangestu, 2017; Pratama et al., 2019; Ramadhan & Soenarto, 2015) . This condition is a challenge for schools in creating a conducive learning environment, where students are not only required to excel in academics but also have a balance in their social and emotional aspects. In an effort to support student achievement, Guidance and Counseling (BK) plays an important role as an integral part of the education system in schools (Harita et al., 2022; Nida & Usiono, 2023; Yuhana & Aminy, 2019) . BK aims to help students recognize their potential, overcome various obstacles, and develop skills that support academic and non-academic success (Azizah et al., 2023; Damanik, 2019; Nida & Usiono, 2023) .

Effective counseling services can assist students in overcoming personal, family, and social problems that can interfere with their learning concentration (Sari et al., 2023; Sumanti et al., 2022) . The main functions of school counseling include understanding, prevention, development, and problem solving (Prayitno, 2004) . The understanding function helps students recognize their strengths and weaknesses (Sari et al., 2023) , while the prevention function aims to minimize the risk of problems arising that can hinder achievement. The development function focuses on increasing students' potential (Sari et al., 2023) , while the handling function aims to help students who are facing problems so that they can return to achievement. These four functions confirm the strategic role of counseling in supporting student achievement. However, the role of counseling will not run optimally without planned and organized management. The management of BK services in schools is needed to ensure that the programs designed can run effectively and in accordance with the needs of students (Nasution, S., Firman., Neviyarni R., 2023; Neviyarni, 2023) .

Management principles such as planning, organizing, implementing, and evaluating are the basis that must be applied in every counseling service. With good management, counseling services can be tailored to the specific conditions and problems of students (Mutia, 2021; Zulkarnain, 2022) . The importance of this research is motivated by the increasingly complex challenges faced by students in the modern era, especially in achieving optimal achievement. The pressure to compete academically, the influence of technology, and rapidly changing social dynamics often cause emotional and mental problems for students. In this context, counseling services managed with appropriate management strategies can be a solution to help students overcome these challenges and improve their achievement. The management of BK services must also involve collaboration between various parties in the school, such as the principal, subject teachers, homeroom teachers, and parents (Mutia, 2021; Zulkarnain, 2022) . With good synergy, the counseling program can become more relevant and have a positive impact. In addition, the fulfillment of facilities and infrastructure, such as comfortable counseling rooms and supporting technology, is also an important factor in increasing the effectiveness of

counseling services.

Based on the problems described, this study aims to explore the management strategies of counseling services in schools that can support optimal student achievement. It is expected that the results of this study can provide practical recommendations for schools in managing counseling services so as to contribute to the achievement of national education goals.

### RESEARCH METHODS

This research applies the literature study method to evaluate the management strategies of Guidance and Counseling (BK) services in schools in supporting student achievement. This method involves collecting and analyzing relevant secondary sources, including scholarly journals, books, articles, and policy documents related to guidance and counseling services in schools. The literature study approach was chosen because it is able to provide a solid theoretical foundation while providing a comprehensive perspective on effective counseling management practices and strategies (Firman, 2018a) . Data collection was conducted through systematic searches on academic platforms, such as Google Scholar, and digital libraries.

The criteria for literature selection included sources that discussed counseling management, the contribution of counseling to student achievement, and best practices of counseling services in educational institutions. In addition, only literature that is relevant to the Indonesian educational context or has high validity and credibility will be included in the analysis. Data analysis was conducted using a descriptive-qualitative approach. The collected literature was analyzed to identify key themes, such as BK management strategies, BK functions, the roles of various parties in service delivery, and supporting and inhibiting factors. The results of the analysis of each piece of literature were then classified based on these themes to facilitate the synthesis of information and the systematic development of recommendations.

### RESULTS AND DISCUSSION

Based on data analysis, several articles were found related to counseling management with student learning achievement, the following article analysis:

Table. 1 Recap of Research Results

No.	Name and Year	Title	Findings	Analysis
1	(Machfudz, 2022)	"Implementation of Guidance and Counseling Service Management in an Effort to Improve Student Learning Quality"	Proper planning, appropriate resources, and involvement of stakeholders, such as teachers, parents, and students, play an important role in	This research emphasizes the importance of preparation, customized programs, and evaluation to achieve the goal of effective

## Management Strategies for Guidance and Counseling Services in Schools to Support Student Achievement

Marpren Karunia, Firman, Neviyarni S., Muhammad Asyraf Che Amat

			improving the effectiveness of guidance and counseling services.	guidance services in supporting students' academic success.
2	(Nasution et al., 2024)	"Improving Academic Achievement Through the Implementation of Guidance and Counseling Services Management at Madrasah Aliyah Alwasliyah Medan Tembung School"	Targeted planning, appropriate use of resources, and stakeholder involvement enhance the effectiveness of guidance and counseling services.	This study emphasizes the role of stakeholders in the management of guidance and counseling services to improve academic achievement, as well as the importance of continuous evaluation.
3	(Wicaksono, 2019)	"Management of guidance and counseling services in improving the academic learning achievement of MAN 2 Kediri City students"	Planning in the form of annual, semesterly, monthly and weekly activity calendars improves learning achievement. Evaluation through process and outcome indicates success or need for improvement.	This research identified the importance of continuous evaluation and structured planning in guidance services to improve student learning achievement.
4	(Fauzi, 2019)	"Implementation of school-based management (mbs) in improving student achievement at SMP 10 November Sidoarjo"	The implementation of SBM improves student learning achievement, although there are barriers such as lack of parental participation and knowledge about SBM.	This research reveals the benefits and obstacles in implementing MBS, as well as how the supporting and inhibiting factors affect student learning achievement.
5	(Mubarok, 2017)	"The Effect of Guidance and Counseling Services on Student Academic Achievement"	Guidance and counseling services improve student learning achievement.	This research shows that good

## Management Strategies for Guidance and Counseling Services in Schools to Support Student Achievement

Marpren Karunia, Firman, Neviyarni S., Muhammad Asyraf Che Amat

		Counseling Management on Learning Discipline in Realizing Student Learning Achievement"	management has a positive effect on learning discipline and student academic achievement.	management in guidance and counseling can improve learning discipline, which in turn has a positive impact on student achievement.
6	(Tajirrahmah, 2023)	"Guidance and Counseling Management in an Effort to Improve Student Learning Quality"	Guidance and counseling management is necessary to improve the quality of student learning, with an emphasis on planning, organization, and evaluation.	This research underscores the importance of proper planning and management of guidance services to achieve better learning quality for students.

The management of guidance and counseling (BK) services in schools plays a crucial role in supporting students' learning achievement. Based on the findings of several studies, effective management strategies are needed to ensure that students receive appropriate support in overcoming various learning and personal problems. Good management of BK services can improve the quality of student learning by paying attention to careful planning, proper organization, and continuous monitoring. In this case, educators and counseling teachers should focus on implementing comprehensive strategies to achieve optimal results for students.

One important strategy is the preparation of a structured and comprehensive plan. As revealed in Wicaksono's research (2019), BK service planning should be divided into annual, semesterly, monthly, and weekly activity calendars. Good planning will ensure that BK services can be implemented systematically and in accordance with student needs throughout the school year. It also allows BK teachers to proactively identify problems and design guidance programs that are in line with students' academic and social development.

In addition, the involvement of stakeholders, such as teachers, parents and students, is also very important in improving the effectiveness of counseling services. Research by Machfudz (2022) shows that the success of counseling services is highly dependent on collaboration between the school and parents. Parents as part of the stakeholders must play an active role in supporting students, both in terms of learning discipline and personal development. Therefore, a counseling program that involves parents in the form of regular meetings or communication will be more effective in creating a supportive learning environment.

In carrying out BK management strategies, BK teachers must also apply an approach based on the individual needs of students. As explained in the research of Nasution et al. (2024), guidance and counseling programs must be tailored to the

problems and potential of each student. The use of technology in guidance and counseling services, such as online applications or platforms for counseling, is also important to improve the accessibility and effectiveness of services. This allows students to get help faster and in more flexible situations.

The next stage that needs to be done by counseling teachers is to conduct regular monitoring and evaluation of the implementation of counseling services. The evaluation is not only to assess the success of the program, but also to find out which aspects need to be improved. Wicaksono's research (2019) states that evaluation in counseling services can be done through processes and results. This process focuses on how the service is carried out, while the results show the achievements obtained by students, both in academic achievement and in personal development.

BK teachers also need to pay attention to the importance of handling problems holistically, not only focusing on academic problems, but also social and emotional problems of students. Mubarak (2017) in his research emphasized that good counseling management can improve students' learning discipline, which in turn contributes to their learning achievement. For this reason, BK teachers must be able to identify the problems faced by students more broadly and devise comprehensive strategies to help students overcome these challenge.

### CONCLUSION

Effective management of counseling services focuses not only on planning and implementing programs, but also on managing good relationships between all relevant parties. By involving teachers, parents and students at every stage, as well as continuous evaluation and improvement, BK service management strategies will be able to improve the quality of learning and support student achievement in a sustainable manner.

### REFERENCES

- Adi, H. C., Zulvia, M., & Asyha, A. F. (2019). Study of Teacher Competence and Educational Linearity in Improving Student Learning Achievement at SD Negeri Gunung Tiga and SD Negeri Ngarip Lampung. *Al-Tadzkiyyah: Journal of Islamic Education*, 10(2), 245-255.
- Azizah, R. R. A., Septiana, E., & Yunita, Y. (2023). Counseling Guidance Services at MA Miftahul Huda Central Lampung. *Journal of Management, Economics, Law, Entrepreneurship, Health, Education and Informatics (MANEKIN)*, 2(2: December), 257-265.
- Damanik, H. R. (2019). Student Potential Development Through Guidance and Counseling. *Warta Dharmawangsa*, 13(4).
- Fauzi, F. (2019). Implementation of School-Based Management (Mbs) in Improving Student Learning Achievement at SMP10 November Sidoarjo. *TARBAWI Journal*, 8(1), 61-76.
- Word. (2018a). *Data Analysis in Qualitative Research*.
- Firman, F. (2018b). *The Contribution of Academic Self-Concept and Motivation to English Learning Achievement and its Implication in the Preparation of Guidance and Counseling Service Programs in the Field of Learning*.

## Management Strategies for Guidance and Counseling Services in Schools to Support Student Achievement

Marpren Karunia, Firman, Neviyarni S., Muhammad Asyraf Che Amat

- Harita, A., Laia, B., & Zagoto, S. F. L. (2022). The Role of *Counseling* Guidance Teachers in the Formation of Disciplinary Character of Students of SMP Negeri3 Onolalu Study Year2021/2022. *Counseling For All: Journal of Guidance and Counseling*, 2(1), 40–52.
- Machfudz, M. (2022). Implementation of Guidance and Counseling Service Management in Efforts to Improve Student Learning Quality. *Bulletin Of Counseling And Psychotherapy*, 4(3), 805–813.
- Mubarok, M. S. (2017). The Effect of Guidance and Counseling Management on Learning Discipline in Realizing Student Learning Achievement. *Khazanah Akademia*, 1(01), 49–58.
- Mutia, S. (2021). Implementation of Guidance and Counseling Service Programs in Schools. *Intellectualita*, 7(01).
- Nasution, S., Firman, Neviyarni R., & A. (2023). Risalah: Journal of Education and Islamic Studies Management of Home Visits in the Implementation of Indonesia. *Risalah: Journal of Education and Islamic Studies*, 9(9), 1537–1544.
- Nasution, I., Hanum, S. M., Dlt, H. M., Matondang, R. H., Silalahi, M. C., & Fakhita, N.. (2024). Improving Academic Achievement Through the Implementation of Guidance and Counseling Service Management at Madrasah Aliyah Alwasliyah Medan Tembung School. *PEMA (JOURNAL OF EDUCATION AND COMMUNITY SERVICE)*, 4(2), 1–7.
- Neviyarni. (2023). *Management of Guidance and Counseling in Schools*. Kencana.
- Nida, K., & Usiono, U.. (2023). The Role of Guidance and Counseling in the Formation of Student Characteristics. *Journal of Education and Counseling (JPDK)*, 5(3), 64–72.
- Pangestu, B. (2017). *Achievement Motivation of Broken Home Students at SMA N2 Banguntapan*. UIN Sunan Kalijaga Yogyakarta.
- Pratama, F., Firman, F., & Neviyarni, N. (2019). The Effect of Student Learning Motivation on Science Learning Outcomes in Elementary Schools. *Edukatif: Journal of Education Science*, 1(3), 280–286.
- Pratiwi, N. K. (2015). The Effect of Education Level, Parental Attention, and Student Learning Interest on Indonesian Language Learning Achievement of Health SMK Students in Tangerang City. *Pujangga: Journal of Language and Literature*, 1(2), 31.
- Prayitno. (2004). *Basics of Guidance and Counseling*. PT Asdi Mahasatya.
- Ramadhan, A. N., & Soenarto, S. (2015). The Influence of Student Perceptions on Factors Affecting Vocational Theory Learning Achievement of Vocational Students. *Journal of Vocational Education*, 5(3), 297–312.
- Sari, M., Firman, F., Suhaili, N., & Amat, M. A. B. C. (2023). The Importance Of Infrastructure Management In Implementing Guidance And Counseling Services In Senior High Schools. *Indonesian Journal Of Counseling And Development*, 5(2), 92–101.
- Sumanti, V., Firman, F., & Ahmad, R. (2022). The Role of Teachers in the Independent Curriculum Policy in Schools. *Keguruan*, 10 (2), 49–52. <https://Jurnal.Uisu.Ac.Id/Index.Php/Keguruan/Article/View/6434>
- Syafi'i, A., Marfiyanto, T., & Rodiyah, S. K. (2018). Study of Student Learning

## Management Strategies for Guidance and Counseling Services in Schools to Support Student Achievement

Marpren Karunia, Firman, Neviyarni S., Muhammad Asyraf Che Amat

Achievement in Various Aspects and Influencing Factors. *Journal of Educational Communication*, 2(2), 115-123.

Tajirrahmah, A. (2023). Guidance and Counseling Management in Efforts to Improve the Quality of Student Learning. *ALACRITY: Journal Of Education*, 32-43.

Wicaksono, M. (2019). *Management of Guidance and Counseling Services in Improving Academic Learning Achievement of Students of MAN<sub>2</sub> Kediri City*. Maulana Malik Ibrahim State Islamic University.

Yuhana, A. N., & Aminy, F. A. (2019). Optimizing the Role of Islamic Education Teachers as Counselors in Overcoming Student Learning Problems. *Journal of Islamic Education Research*, 7(1), 79.

Zulkarnain, W. (2022). *Special Service Management in Schools*. Bumi Aksara.