

THE IMPORTANCE OF MEDIA AS GUIDANCE AND COUNSELING SERVICES IN EARLY CHILDHOOD EDUCATION

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Abstract

Media is a tool that can be used as a message channel to achieve goals. The message received further by the senses is then processed by the human mind to control and determine attitudes toward something, before taking a decision of action. So even in the media learning, media is very much used. One effort that needs to be done to improve the effectiveness of guidance and counseling services is the development of guidance and counseling media. The use of media must be in accordance with the objectives or competencies and material of guidance and counseling services. Media in counseling and guidance services play an important role in guidance and counseling. So that students can better understand the material and internalize the guidance and counseling services to students, especially early childhood. In doing the stimulation aspects of early childhood development should be adjusted with age and stage of development because each child despite having the same age but sometimes have different stages of development. To stimulate all aspects of early childhood development can't be separated from media learning. For early childhood learning is done through playing by using real media learning, audio media, visual media, and surrounding media, so that learning activities in childhood run effectively.

Keywords: Media, guidance and counseling services, early childhood education.

INTRODUCTION

Early child who is in formal education is an early child aged between 4-6 years. In accordance with the Permendikbud No. 146 years 2014 on the Curriculum 2013 PAUD that the meaning of formal education in early childhood is kindergarten or kindergarten and RA or Raudlatul Athfal and the equivalent. Children aged 4-6 years are experiencing a very rapid development in the brain's neural structure. The development of course has a huge impact on all aspects of its development because the brain is the nerve center which in this case serves as a control center in the entire system of the child's body. Thus handling and stimulation should be appropriate to develop all aspects of child development.

According to Lev Vygotsky in (Walujo & Anies, 2017) that the child's cognitive development requires the support of his social interaction commonly called ZPD (Zone

Proximal Development) is a concept of social constructivism. Children develop new ways of thinking and solving problems by working with others who are more mature or more in control of the tasks within this zone. Children need support from others, including in developing their attitudes and thoughts. For that we need counseling guidance support in early childhood.

Research conducted by Brown and Trusty (2005) concludes that there is little support for the supposition that comprehensive school counseling programs improve achievement. Conversely, there is a growing body of evidence that suggests that school counselors can use strategic interventions to improve academic achievement. Collaboration counselors and school stakeholder is a support system that is a component service and activity management, administration, infrastructure, and professional development counselor.

Counseling and counseling in early

childhood is not merely to deal with troubled children but also to help the teacher or school task to shape children's attitudes and thinking about the problems faced in school. Guidance and counseling in schools is greatly assisted by media that appeal to children and contains content that is needed by the school and children in developing their life skills. This is evidenced by the existence of a study that managed to provide support in an effort to avoid sexual violence in early childhood by using the book *Pop Interactive Story*.

Understanding of Media

Media by definition AECT (Rudi & Cepi, 2008) all forms and channels used for the process of conveying messages. Rudi & Cepi in his book classify into seven groups: (1) graphic media, printed and still images (2) silent projection media (3) audio medium (4) silent audio visual media (5) film media (6) (7) multi media. Each media group has various types. However, in the selection of media used in learning the teacher must really understand the child's thinking stage so that the media can function effectively. Many benefits are felt by teachers as well as by children when learning using media. The main thing of the media benefit is the interest and facilitate the understanding of the child when the media is used for learning. So it can be said that the media is also a critical success factor of learning. Similarly, the use of media in guidance and counseling activities, especially in early childhood.

Media as a counseling tool for early childhood

The visual media through the process of printing or offset. This printed media presents its message through letters and illustrated images to clarify messages or information presented (Rudi & Cepi, 2008). Visual media have advantages as learning media, among others, messages or information can be presented in large quantities, messages or information can be learned by students according to their individual needs, interests

and speed, can be learned anytime and anywhere because it is easy to carry, it will be more interesting when it comes with images and colors, repair or revision is easy to do.

The medium used for guidance and counseling for early childhood must, of course, be tailored to the thinking stage of the child who is in the preoperative stage. This preoperative stage of the child requires symbols to understand the message conveyed by the teacher or counselor. The story book becomes one of the most appropriate choices in selecting media for early childhood counseling and counseling.

According to Mustakim in essence this story is a story about the occurrence of a place, animal life, as a symbol, human life, human life in society, and stories about the myths that live in society when and where the story happened (Muh, 2005). The story for children is a story intended for children, whether it is a story about a child's life or not a child's story, such as a story about animals, about the characters who are meritorious to his people, stories about nature, and stories of faith. Both stories are useful for the education and personal formation of the child. Based on the above explanation, it is concluded that the nature of the children's story is an imaginative essay on the lives of children written by children or adults.

The author's son's story has a functional value for the child's life in a concrete way. When the child listens and understands *cerrita* transaction process occurs. The meaning of the transactional process is that in the story the child will describe the various possible expressions implied and implied in the story, such as story problems, characters of characters, plots, settings, and language. However, the transactional process only occurs when the role of an adult (parent/mentor or teacher) as scaffolding helps to develop the child's imagination in various activities, such as telling a story, recounting, and understanding the story. Therefore, when the guidance and counseling of early childhood

different activities with guidance and counseling children who are already at a higher stage of thinking.

Media used during counseling

Media ever used by Anies Listyowati in a research on kindergarten children in 3 kindergarten institutions located in the city of Surabaya. The media is an Interactive Pop Up Story Book with story content on preventing sexual violence in early childhood. Pop-Up Book is a book that is usually a 3-dimensional book that appears from the page surface. The book can provide a more interesting visualization of the story where the display of images that look more have dimensions and interaction with the reader. Pop-Up Books or Movable Books give surprises on every page that can invite amazement when a book page is opened. Pop-Up Books or Movable Books make it easy for readers to understand the content of books that are generally intended for children.

In an effort to help the child constructively build the concept of knowledge about preventing and defending themselves in the event of sexual violence, the researcher designs his book with interactive and audio games. On every page of the story book there are interactive games that must be done by children. up to the last game which is a child's response game. on the last page the child will pair the event card with the response card of his choice.

Whereas the use of media guidance and counseling into one of the counselors attempt to give a different color to the guidance and counseling services and increase the success of guidance and counseling services. Research conducted by Barbara & Hariastuti (2011) concluded that the participation of students attend information services can be improved through the media game in class X.3 SMAN 1 Klakah Lumajang. Subsequent research conducted by Anisa & Nursalim (2011) which states that the media "Pizza Jobs" is effectively used in the provision of career information services. Media is a tool, whereas the game an

implementation of a media. Based on some research shows that media be one important element in improving the success of guidance and counseling services.

RESULT AND DISCUSSION

It was explained earlier that the media guidance and counseling becomes one of the factors that can increase the interest of early childhood to follow the guidance and counseling services. When early childhood have a high interest in following the guidance and counseling services, the success of guidance and counseling services are also increasing. This is certainly a concern counselor to demonstrate creativity in creating media guidance and counseling.

Developmental guidance and counseling approach or comprehensive guidance and counseling is based on the achievement of developmental tasks, development potential, and alleviate the problems of the counselee. Developmental tasks are formulated as competency standards that must be achieved counselee, so this approach is also called standard based guidance and counseling. When a guidance and counseling approach used development-oriented approach will combine clinical, remedial and preventive (Myrick, 2011).

Some research before show that there has been a lot of research and development conducted on media guidance and counseling. Media is a tool, whereas the game an implementation of a media. Summary this explanation shows that media be one important element in improving the success of guidance and counseling services in guidance and counseling program. Media used by counselors, can increase school counselors creativity in the implementation guidance and counseling services.

This shows that have begun to appear heightened awareness of counselors on the importance of media development guidance and counseling to improve the effectiveness of guidance and counseling services. Media guidance and counseling deliver counselor can

provide guidance and counseling services are interesting and interactive with the early childhood. This is expected to be the driver of achievement of the objectives of guidance and counseling designed and could ultimately support the achievement of the objectives of education in general.

CONCLUSION AND SUGGESTION

The counselor needs to show his creativity in the use of media guidance and counseling to improve the success of guidance and counseling services. Papaleontiou-Louca et al. (2014) and Daskolia, Dimos & Kampylis (2012) states that one of the skills that need to be owned by a counselor is creative thinking. Gladding (2008) states that creativity in counseling helpful in increasing the success of counseling services and used of important role in advancing the counseling profession. Creativity will encourage professional counselor in creating an innovative media guidance and counseling which gives a different color on guidance and counseling services. The use of media guidance and counseling is expected to increase early childhood interest in participating in guidance and counseling services.

Media used by counselors, can increase school counselors creativity in the implementation guidance and counseling services. Explanation of the above indicates that the media guidance and counseling becomes an important element in enhancing the success of counseling services. This paper will describe conceptually about media guidance and counseling as well as the urgency. It is hoped this paper will facilitate scientists and practitioners in understanding, developing, and innovating on media guidance and counseling.

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