

# Optimization of Microsoft Kaizala as an Interactive Media for Cybercounseling During the Covid-19 Pandemic

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## Abstract

Automation technology is essential for maximizing counseling services provided by counselors, particularly during the covid-19 pandemic. Cybercounseling requires the use of interactive media technology so that counseling services for students can continue to function optimally. Microsoft Kaizala is used for the interactive media planned to optimize cyber counseling during the COVID-19 pandemic because it is easier to use and has more unique features than other programs. This research uses library research (Library Research) to collect and analyze research-related literature sources from books, proceedings articles, and journals.

**Keywords:** Cybercounseling; Microsoft Kaizala; Interactive Media; Covid-19

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## INTRODUCTION

Almost all usage of the term pandemic refer to a geographically widespread sickness, such as an epidemic. The world will experience the COVID-19 pandemic for two years, from 2019 to 2021. The Covid-19 epidemic originated in China, namely in Wuhan. The rapid appearance of multiple cases indicates that the disease is extremely contagious (Morens et al., 2009). The rapid global spread of Covid-19 is due to the fact that the virus often passes from human to human.

One of the significant impacts caused by the COVID-19 pandemic is the education system that has face-to-face problems, so distance-learning implementation policies are given (Brumann et al., 2022). The education sector must pay attention to teaching and learning activities to continue to run even though they are online. The solution, educators

are required to design learning media as an innovation by utilizing online media (Herliandry et al., 2020).

Of course, high school students (SMA) also need assistance in achieving effective and innovative learning activities. Innovative and exciting learning is needed to support online learning today (Sumantyo, 2020). This is a challenge for teachers to find solutions in optimizing teaching and learning activities, likewise for counselors who have duties and continue to provide services to students in any situation.

Educational institutions are currently trying to implement various electronic resources in virtual learning in response to these problems. Some of them are cloud-based as a user facility; in this case, teachers and students to access electronic resources and collaborate on activities in the classroom even from far away locations. (Mohammed et al., 2020). With electronic resources, it will be easier for students to communicate with teachers and schoolmates in real-time. Because students cannot participate in face-to-face learning and counseling services at school, they are directed to use social networks (social media) as an alternative solution.

*Cybercounseling* has become an alternative in carrying out services by facing global challenges that require everything to be online. Cybercounseling is considered a realistic way of responding to services, especially mental health (Budianto et al., 2019). Although it is carried out online, it is still based on implementing counseling services as usual not to make the counselee feel doubtful. In carrying out cybercounseling, the counselor explains ethics, which includes responsibility for the confidentiality of the counselee's problems (Lawrence Murphy, 2008).

Given the lack of educational programs to prepare students to use technology effectively and efficiently (Mishna et al., 2015; Sudirman, 2021). Counselors are required to provide facilities to students in providing services online. So the counselor needs to provide optimal counseling services according to the counselee's needs. And pay attention to the factors that affect the effectiveness of the implementation of counseling (Hidayah et al., 2017; Sundari & Wibowo, 2014). Various applications have been used in realizing cybercounseling services effectively and efficiently, one of which is new; Microsoft Kaizala is present as a solution based on considerations of applications that have been and are easy to use during the COVID-19 pandemic.

This study aims to examine and examine Microsoft Kaizala-based cybercounseling's optimisation as an interactive medium during the COVID-19 pandemic. Microsoft Kaizala is one of the supports in the process of implementing cybercounseling optimally. This application largely determines the success or failure of the cybercounseling process because this Microsoft Kaizala application is involved in channelling communication by sending and receiving messages between counselors and counselees to arouse students' thoughts, feelings, concerns, and interests in solving the obstacles and problems they encounter.

## **METHOD**

### **Design**

This research uses library research (Library Research) to collect and examine using literature sources in the form of books, proceedings articles, journals related to research variables. A theoretical basis is needed to support the theory proposed in conducting research. The basis that can be used as a reference is to use previous research (Creswell, 2014).

### Data Analysis

Data collection techniques using literature study and observation. The data used is data with relevant sources and then assembled using conjunctions in one sentence (Linares-Espinós et al., 2018). The data analysis technique uses content analysis by conducting studies and interpretations of the data sources that have been collected. Sources of data were analyzed through qualitative stages as follows:



Figure 1. Qualitative Research Flow in Guidance and Counseling (Gumilang, 2016)

### Research Design and Procedure

The research identification stage is carried out by reviewing and observing the research variables studied qualitatively. The researcher conducts the identification process independently, is supported by the appointed parties and supports the identification results. Furthermore, the identification results are used to determine the focus of the research to be carried out. This research focuses on optimising cybercounseling based on Microsoft Kaizala as an interactive medium during the COVID-19 pandemic. After the research focus is determined, the next stage is the data collection stage. Data were collected through the literature and the results of observations based on the characteristics of the observations that had been determined. The characteristics of the data in this study are numbers and words from the scientific literature.

### Instruments

Meanwhile, in the final stage, namely the data analysis stage, the data analysis stage, the researcher used qualitative content analysis techniques. The analysis results are in the form of qualitative data and are used to support the research objectives.

## RESULT AND DISCUSSION

The results of a study on cybercounseling conducted by Faye Mishna, Lea Tufford (2013) Cybercounseling is an alternative, renewable and evolving solution as an aid in providing mental health services to individuals, especially teenagers. The development of cybercounseling competencies is assessed through interviews with students as participants and conducting online content analysis. Budianto et al. (2019) the implementation of cybercounseling makes counseling activities not embarrassed or awkward and can be done anywhere. Through cybercounseling, it shows that this is easy in implementing guidance and counseling services, not always face to face. (Hidayah, 2020) revealed that cybercounseling allows counselors and counselees to communicate face-to-face without direct physical presence, namely through conferences. (Hidayati, R.; Hidayah, N.; Ramli, M.; Hambali, I. M.; Nor, M. M. D.; Lestari, 2021) shows a sense of self-confidence of students at school, which can be seen from the treatment given by the counselor in building relationships and growing new perceptions about counseling services. With cybercounseling, it makes it easier for counselors to carry out services anywhere and anytime according to the agreement between the counselor and the counselee, especially

at this time, students as counselees are already active in this using applications and are very familiar with social media.

Mohammed (2020) found that using applications and social media, one of which is Microsoft Kaizala, can improve student learning experiences, and it is better than traditional teaching and learning methods. Furthermore, the results of the study of research on Microsoft Kaizala that have been carried out by Kalbani (2019) revealed that Kaizala allows students to collaborate with other students in participating in various activities carried out by the school. In addition, this application also supports all multimedia content, namely: audio, video, animation, quiz, polls, images, etc.

The results of the study show that cybercounseling is effective, especially in the current COVID-19 pandemic situation. To implement cybercounseling to be more effective and efficient, Microsoft Kaizala can be used as a necessity in its implementation. Because judging from the applications or social media used previously, it is still not optimal, so the researcher offers Microsoft Kaizala. This application is exciting and has full features according to the needs of counselors and students during the pandemic.

Andriyani (2020) Professional counselors provide services to students by educating, guiding, training, developing and alleviating problems faced by students. Implementing cybercounseling using Microsoft Kaizala as an interactive medium during the COVID-19 pandemic is proof that a counselor has an attitude that is full of professionalism. Alternative solutions by counselors evidence this in line with that. During the COVID-19 pandemic, all educators are required to have solutions in providing optimal virtual learning.

Along with the progress of the times, individual activities are increasingly facilitated by the increasingly updated technology. Social media is close and loved by all people, from children to adults. Furthermore, technology has become a necessity for every individual. This is a challenge for counselors in conducting cybercounseling. Hidayah (2020) In the 21st century, cybercounseling is starting to be known by the public as a media for counseling services in cyberspace. Cybercounseling is carried out as face-to-face counseling using the model of the prescribed counseling.

Many platforms are currently used by schools, one of which is Kaizala because it does not require students and teachers to share their cellphone numbers to collaborate interactively online. Microsoft Kaizala has excellent menus, namely, in giving announcements, Q&A menus, checking student attendance, training menus, making assignments, making quizzes, and survey menus. In addition, Microsoft Kaizala is an application in messaging and work management software that is secure in collaborating between users in sending and receiving instant messages, coordinating tasks and sending invoices. Just like the typical chat applications that we use to send messages. The ease of setting up Microsoft Kaizala has helped communicate better with users and make it easier for users with fun features (Wikipedia, 2021a). The features in Microsoft Kaizala make it easier for counselors to provide guidance and counseling services, either individually, in groups or classically.

Mohammed et al. (2019) Education has used technology to improve various strategies of the teaching and learning process. With application involvement, the teaching and learning process can reach the next level of implementation. Microsoft Kaizala, unlike other chat-based applications, Kaizala has communication, collaboration, and organizational productivity functions as a support for students in obtaining correct, credible and valid information. Microsoft Kaizala has several unique features, including communicating and managing an unlimited number of users, broadcasting and collecting

structured information. This Microsoft Kaizala function will later help facilitate counselors in providing guidance and counseling services to students.

In line with the government's policy regarding activity border regulations, the government is currently providing a policy regarding PPKM (Enforcement of Community Activity Restrictions) that is more appropriate when the spread of covid soars. (Anjar, 2014; Elihami, 2021). PPKM is a policy of the government of the Republic of Indonesia since early 2021 as an alternative in handling COVID-19 in Indonesia. Before implementing PPKM, the government had also implemented large-scale social restrictions in the territory of Indonesia (Wikipedia, 2021b). PPKM level four has been extended twice. As a party engaged in education, we cannot predict when this online learning will be completed. Cybercounseling supports the regulations given by the government so that the whole community implements activity restrictions, one of which is student activities (Sanusi et al., 2022). Because students are directed to undergo the learning process from home to carry out counseling services, they are also required to go through distance; the purpose of the regulations for implementing distance learning activities is to prevent exposure to COVID-19.

Setyawan et al. (2020) revealed that a good learning process is characterized by educators' existence of learning planning to achieve learning objectives. Educators, in this case, are school counselors who organize the process of cybercounseling services to students. A counselor needs to keep looking for interactive media in carrying out services. Professional counselors are counselors who can carry out their duties and have alternative solutions to solve problems based on the situation. Kurniawan (2020) that counselors need to be professional in their performance, especially in implementing online-based counseling services, so that services can still be carried out professionally during the covid-19 pandemic.

## CONCLUSION

Cybercounseling-based interactive media supports counselors in carrying out guidance and counseling services during the current pandemic. Cybercounseling provides practicality and optimization in communicating remotely with counselors and counselees (students). So that by carrying out cybercounseling, of course, presenting new experiences for students, especially during the current covid-19 pandemic using Microsoft Kaizala. *Platforms* Microsoft Kaizala provides various features to meet the needs of counselors and counselees as users in carrying out cybercounseling.

Through the results of the assessment that has been carried out, Microsoft Kaizala as one of the supports in the process of implementing cybercounseling optimally has succeeded in channelling communication by sending and receiving messages between counselors and counselees so that they can arouse students' thoughts, feelings, concerns, and interests in solving obstacles and problems, which he faced. By implementing cybercounseling, counselors directly stay connected with students in providing services that aim to meet students' personal, social, learning, and career aspects. And with the existence of cybercounseling through the Microsoft Kaizala application, students get free opportunities and opportunities in counseling and get optimal guidance and counseling services.

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