Development of Konseling-Ku.id website to improve Islamic guidance and counseling services

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Abstract

In the current era of the industrial revolution 4.0, digital technology-based innovations are urgently needed and are growing rapidly. The development method in this study is the Borg and Gall development model. The researcher made a development in the form of a website media named "konseling-ku.id". The purpose of research and development is to produce "Website Development "konseling-ku.id" to improve Islamic counseling guidance services. Based on the analysis of data from the development research results regarding konseling-ku.id websites in avery clear category, based on an assessment of usefulness, convenience, accuracy, attractiveness, and clarity that have been validated by two expert validators. The results of the qualitative analysis data are used as input to revise the product until the final product is produced on the konseling-ku.id website to improve the Islamic guidance and counseling services that have been theoretically accepted. The results of research and development show the effectiveness of counseling services through the https://konseling-ku.id/ website because it can provide convenience and benefits for peer counselors, professional counselors and counselors to conduct counseling that is not limited by distance and time.

Keywords: Industrial Revolution 4.0, Digital Technology-Based Innovation, Borg and Gall Development Model, Islamic Guidance and Counseling, Website Development

Abstrak

Di zaman revolusi industri 4.0 sekarang ini, inovasi berbasis teknologi digital sangat dibutuhkan dan berkembang pesat. Metode pengembangan dalam penelitian ini yaitu model pengembangan Borg and Gall. Peneliti membuat pengembangan berupa media *website* yang diberi nama "konseling-ku.id". Tujuan penelitian dan pengembangan yakni menghasilkan "Pengembangan *Website* "konseling-ku.id" Untuk Meningkatkan Layanan Bimbingan Konseling Islam. Berdasarkan analisis data hasil penelitian pengembangan mengenai website konseling-ku.id dalam kategori sangat jelas, berdasarkan penilaian kebergunaan, kemudahan, ketepatan, kemenarikan, dan kejelasan jelas yang telah divalidasi oleh dua orang ahli validator. Hasil data analisis kualitatif, digunakan sebagai masukan untuk merevisi produk hingga dihasilkan produk akhir website konseling-ku.id untuk meningkatkan layanan bimbingan dan konseling Islam yang telah berterima secara teoritis. Hasil penelitian dan pengembangan menunjukkan keefektifan layanan konseling melalui *website* https://konseling-ku.id/ karena dapat memberikan kemudahan dan kemanfaatan bagi konselor sebaya, konselor profesional dan konseli untuk melakukan konseling yang tidak terbatas jarak dan waktu.

Kata Kunci: Revolusi Industri 4.0, Inovasi Berbasis Teknologi Digital, Model Pengembangan Borg dan Gall, Bimbingan Konseling Islami, Pengembangan Website

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INTRODUCTION

The advancement of the times and technology brought by the current of Globalization indirectly makes the people of Indonesia oriented towards digital form plates. Technology and Information have become everyone's needs. The development of technology in the 21st century has affected all aspects of life, one of which is guidance and counseling services. Advances in information technology and communication have had a great impact on counseling services. With the development of the times, traditional face-to-face counseling has transformed with online counseling services (Fadhilah Et Al., 2021), which can be carried out flexibly without restrictions on place and time, easier to express both verbally and non-verbally and become an important part of education (Money Et al., 2022).

Online counseling provides easy access for counselee who have difficulty meeting with counselors face-to-face, including counselors' concerns to express their problems face-to-face (Serowik et al. 2014; Siradjuddin, 2017; Amalia et al., 2024). In addition, he Julhadi & Herdi (2022) explained that the provision of online counseling services can use a website platform, where the operation is carried out simply, easily, and the data is well organized, and feedback is obtained through user emails.

The website has the advantage of containing a collection of pages containing digital data information, which can be accessed using the internet anytime and anywhere. In addition, according to Gusteti (2023) the information available on the website contains such as writing (news, articles, journals), images, animations, audio, video and a combination of several items that make it easier for users to understand the information. Website technology increases the impact on the way counselors carry out the counseling process, counselors can provide better feedback and according to the counselee's condition, on the other hand, counselee can meet their expectations in real time (Engel et al., 2020; Pohan, 2023).

Web-based counseling has become an increasingly relevant topic as technology develops and the need for more accessible mental health services. Various studies have identified the advantages and challenges of implementing web-based online counseling. According to some previous studies, online counselling provides positive benefits, such as flexibility of space and time, greater anonymity, and wider access to professional services for individuals living in remote areas (Dowling & Rickwood, 2013; Richards & Viganó, 2013). The results of these studies emphasize that internet-based counseling can be an effective and practical alternative to traditional face-to-face counseling.

Based on the findings (Julhadi & Herdi, 2022; Sodiq & Herdi, 2021) the implementation of web-based guidance and counseling services is very effective and good to be applied to students and provides convenience for guidance and counseling teachers. In line with this, Nabilla & Ichwani (2023) explained that the use of web-based counseling makes it easier to collect counseling data, both from admins, counselors and service recipients (counselee), and can be carried out effectively and quickly. Strengthening website-based counseling services through proven to be effective, efficient and easy to use (Campbell & Mena, 2021; Gutji et al., 2023; Muhammad et al., 2023; Prabawa et al., 2019; Suwandi, 2022; Yulia et al., 2021).

From the results of the interview (09/09/2022) with the coordinator of the Islamic Guidance and Counseling study program, Faculty of Ushuluddin Adab and da'wah of the State Islamic University of Sayyid Ali Rahmatullah Tulungagung (BKI FUAD UIN SATU), mentioned the importance of developing a website that can support and accommodate Islamic guidance and counseling services, so that counseling services can be carried out online (cyber counseling). In line with the results of interviews with several BKI FUAD UIN SATU students who are taking the Individual Counseling Practice course on 12/09/2022, they mentioned the importance of utilizing technological developments as a form of innovation in providing online counseling services.

Looking at the findings of existing research, it shows that website-assisted counseling has a positive impact on guidance and counseling services, but nevertheless research specifically on the development of counseling websites at the university level needs to be improved. This is supported by the results of a preliminary study that states the need to develop a counseling website to improve Islamic guidance and counseling services, especially in the field of counseling. This research aims to develop a counseling website aimed at students of the Islamic Guidance and Counseling Study Program, Faculty of Ushuluddin, Adab, and Da'wah, Sayyid Ali Rahmatullah State Islamic University, Tulungagung, where student counseling skills can be improved through the website developed and is beneficial for the Islamic Guidance and Counseling program study and is able to be globally competitive accordingly with existing local wisdom.

METHOD

For the type of research used in this research is procedural development research, procedural is a descriptive model using steps that must be followed to produce a product by adapting the steps from Borg, W.R. & Gall (1983). With the following steps: (1) Collecting data, (reviewing literature materials, need assessment questionnaires, and interview guidelines); (2) Carry out planning; (3) Develop initial product design; (4) Validate the product; (5) Revise the product; (6) Conduct product trials (prospective product users) (7) Revise products (according to the goals and results of the trial of prospective product users); (8) Conduct a trial of use (small group test); (9) Revise the final product (evaluate the product working system to find out the existing weaknesses for improvement and manufacture of new products again); (10) Product Dissemination and Implementation.

The end result of this development is the "https://konseling-ku.id/" website to Improve Islamic Guidance and Counseling Services which has been tested for feasibility on 2 experts as well as validators as well as field tests on small groups. With the existence of the website https://konseling-ku.id/, it is hoped that Islamic guidance and counseling services can be improved.
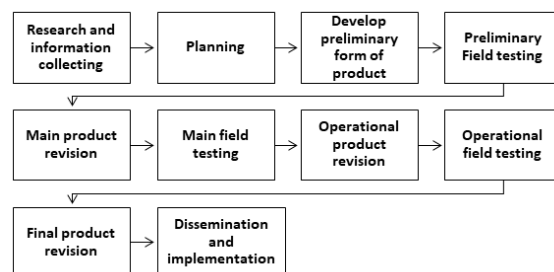

Figure 1 Borg & Gall Development Procedure (1983)

RESULT

A. Planning Stage

1. **Determining Research Potential and Problems**

a. The potential in this research is the counseling website in Islamic guidance and counseling services that can be developed in an increasingly qualified direction according to the needs in the field

b. The problem in this study is the skills of guidance and counseling services for students of BKI UIN SATU Tulungagung that need and are important to be improved.

2. **Conduct a Literature Review and Needs Assessment**

Needs assessment is an activity to collect needs data to be used as a reference so that the products made by researchers are in accordance with existing conditions and are effective. In collecting needs data, the researcher used two instruments, namely:

a. Questionnaire

This instrument is used to collect data on student needs (need assessment), so that the subjects of this need assessment questionnaire are students who are included in the research sample. This research involved professional counselors, peer counselors and BKI students at UIN SATU Tulungagung. The distribution of the questionnaire was carried out on August 5, 2023.

The analysis technique used to find out the results of the need assessment questionnaire data is using percentages. Questionnaire analysis with percentages can be formulated as follows:

X = ($\sum$f:n) x 100%

Information:

X = percentage

f = the number of frequencies of the subject that Choosing an alternative

n = total number of subjects

Based on the analysis of the results of the need assessment for BKI UIN SATU Tulungagung students above, it can be concluded that the development of the Konselingku website to improve Islamic guidance and counseling services for BKI UIN SATU Tulungagung students is needed by paying attention to the data from the need assessment questionnaire.

b. Interview

The type of interview used in this study is a structured interview. The interview for this need assessment is aimed at the coordinator of the BKI UIN SATU Tulunggaung study program

This need assessment interview was held on September 9, 2022 at UIN SATU Tulunggaung. The results of the interview are as follows:

(1) There has been no development of a service-based counseling website and Islamic guidance and counseling.

(2) Students have good communication skills, but students' interpersonal communication skills need to be developed because BKI students still do not use technology. So that students' communication skills need to be improved.

(3) The level of use of technology by BKI students is good, but there are still many students who have never used technology in the form of web-based counseling.

(4) The techniques of Islamic guidance and counseling services that have been carried out so far are lectures (expository), group discussions, field trips, and home rooms.

(5) Never used website technology for counseling needs

(6) It is very necessary, because the existence of the counseling website to improve the

skills of Islamic guidance and counseling services can help counselors in providing individual guidance services with counselee.

B. Product Development Stage

1. Determining Website Development Goals

a. General Purpose

Students can improve their skills in Islamic guidance and counseling services by using the counseling website

b. Special Purpose

Students can carry out peer counseling services optimally with lecturer/professional supervision.

2. Compiling the Content of https://konseling-ku.id/ Website

The content is a description of the product in the form of *a* website that is created and needs further improvement or revision. At this stage, the researcher develops a website intended for counselors and clients that contains the following: (1) Beranda, (2) Profil, (3) Artikel & Berita, (4) Layanan, (5) Daftar Konseling, (6) FAQ, (7) Hubungi Kami, and (8) Sosial Media.

3. Developing Product Evaluation Tools

At this stage, a product evaluation tool is prepared to determine the attractiveness, accuracy, convenience, usefulness, and clarity of the product produced by the researcher. In detail, the product evaluation tools developed are in the form of guidance and counseling expert test instruments, media & IT expert tests, and product user test (counselor).

C. Product Trial Stage

1. Trial Data Presentation

From product development and product trials, the results of the development of this research were obtained, namely the counseling website to improve Islamic guidance and counseling services. After going through trials that include guidance and counseling expert tests, media & IT expert tests, and product user candidates (counselors) tests as well as small group tests, a product developed in the form of the counseling website was produced to improve Islamic guidance and counseling services that are theoretically and practically accepted. The presentation of trial data is presented in quantitative data and qualitative data.

With the creation of this counseling website, Islamic guidance and counseling services can also be realized as a process of providing assistance to each individual, which can be used through various menu options available on the website. At this stage, the Developer develops a website intended for counselors and clients which contains the following sections: (1) Beranda, (2) Profil, (3) Artikel & Berita, (4) Layanan, (5) Daftar Konseling, (6) FAQ, (7) Hubungi Kami, and (8) Sosial Media. The report prepared is in the form of Introduction, background, definition, goals, objectives, procedures of https://konseling-ku.id/ website, and components of https://konseling-ku.id/ website.

After conducting a design analysis, the results of the design are then validated, both the content validation and the product as a whole. This validation is part of a process carried out by 2 experts or validators and a small group test on the development of the counseling website to improve Islamic guidance and counseling services. The results of the assessment of the product are in the form of Counseling Guidance, media & IT assessments and small group or user tests. Judging from the average of each aspect of the assessment on usefulness, attractiveness, effectiveness and clarity can be seen in the table below:

Table 1 interpretation scale of the completeness of the content in the *website*

Score Range	Criterion
0-1	Less Clear
1,01 – 2	Pretty Clear
2,01 – 3	Clear
3,01 – 4	Very clear

If the results of the interpretation assessment show a high score range, it means that the criteria obtained are good and can be said to be theoretically and practically acceptable for development research. On the other hand, if the range of low scores indicates that development research is not good.

2. Expert Test Quantitative Data

Table 2 Expert Test Subjects

No	Name	Skill
1.	Prof. Dr. Elfi Muawanah, M.Ag	- Professor of Islamic Guidance and Counseling Study Program, State Islamic University, Sayyid Ali Rahmatullah Tulungagung - Experienced in the field of planning and development of a learning or mentoring product
2.	Hamdani Arif, S.Pd., M.Si	- Head of the Cyber Security Engineering Study Program, Batam State Polytechnic - Experience in the field of planning and development of a learning product, especially media, and have worked for at least 10 years

a. Guidance and Counseling Expert Test

Table 3 Results of Product Specification Assessment by Guidance and Counseling Expert Test

No	Assessed Aspects	Average
1.	Uses	4
2.	Ease	3,67
3.	Accuracy	4
4.	Highlights	4
5.	**Overall Average**	**3,92**

Table 4 Results of Systematic Review of *Website Display* by Guidance and Counseling Expert Test

No	Assessed Aspects	Average
1.	Beranda *Website* Konselingku	4
2.	Profile *Website* Konselingku	4
3.	Artikel & Berita Konselingku	4
4.	Layanan *Website* Konselingku	4
5.	Daftar Konseling	3,7
6.	FAQ *Website* Konselingku	4
7.	Hubungi Kami *Website* Konselingku	4
8.	Rata-rata Keseluruhan	3,96
9.	**Average Overall Quantitative Assessment of Guidance and Counseling Expert Test**	**3,96**

From the results of the assessment of the guidance and counseling expert test, it can be seen that the assessment on the usability aspect, the average obtained is 4. Assessment on the aspect of convenience, the average obtained is 3.67. Assessment on the aspect of accuracy, the average obtained 4. Assessment on the attractiveness aspect, the average obtained 4. From the results of the calculation of the total average as a

whole, an average value of 3.92 was obtained. Meanwhile, the systematic assessment of website appearance by the guidance and counseling expert test on the aspect of clarity, the overall average score was 3.96. The overall average total in the quantitative assessment obtained an average value of 3.96 on the interpretation scale of the results of the calculation of expert test data means that the appearance of the Counseling My website is very useful, very easy, very precise, very interesting, and very clear.

b. Media & IT Expert Test

Table 5 Results of Quantitative Data Assessment by Media & IT Expert Test

It	Assessed Aspects	Average
1.	Accuracy and Attractiveness of the Homepage Structure	3,76
2.	Accuracy and Attractiveness of Profile Structure	4
3.	Accuracy and Attractiveness of Article & News Structure	4
4.	Accuracy and Attractiveness of Service Structure	4
5.	Accuracy and Attractiveness of the Structure of the Counseling List	4
6.	Accuracy and Attractiveness of FAQ Structure	4
7.	Precision and Attractiveness of Structure Contact Us	4
8.	**Average Overall Quantitative Assessment**	**3,96**

From the results of the assessment of the media expert test, it can be seen that the

assessment on the aspects of accuracy and proficiency with an overall average score of 3.96 means that the appearance of the https://konseling-ku.id/ website is very precise, and very interesting.

c. Small Group Test

Table 6 Results of Assessment of https://konseling-ku.id/ Website Specifications by Small Group Test

It	Assessed Aspects	Average
1.	Accuracy	3,74
2.	Ease	3,78
3.	Clarity	3,68
4.	Highlights	3,67
5.	The Importance of Reflection Discussions to find out the success of using *the konseling-ku.id website*	3,78
6.	Completeness of *the* website konseling-ku.id	3,78
7.	**Overall Average**	**3,48**

From the results of the assessment of the small group test by students of BKI UIN SATU Tulungagung, it can be seen that the assessment on the aspect of accuracy, the average obtained is 3.74. Assessment on the aspect of convenience, the average obtained is 3.78. Assessment on the aspect of clarity, the average obtained is 3.68. The assessment on the attractiveness aspect, the average obtained was 3.67. From the results of the calculation of the total average as a whole, an average value of 3.48 was obtained. The overall average total in the quantitative assessment obtained an average value of 3.48 on the interpretation scale of the results of the calculation of expert test data means that the https://konseling-ku.id/ website is very useful, very easy, very precise, very interesting, and very clear.

3. Expert Test Qualitative Data

a. Qualitative Data for Guidance and Counseling Expert Tests

The qualitative data of the guidance and counseling expert test was obtained from a written assessment in the suggestion section of the assessment instrument during product testing and input on the counseling website. The qualitative data of the guidance and counseling expert test are as follows:

Table 7 Input from the Guidance and Counseling Expert Test

Sections that need to be revised	Form of feedback to revise
Completeness of Website Content	Theoretically it is good, there are only a few certain spaces in the website that have not been filled in and can be added

b. Qualitative Data of User Expert Test (Counselor)

Table 8 input from the User Expert Test (counselor)

No	Sections that need to be revised	Form of feedback to revise
1.	View of the Home Structure	Welcoming on the home page before the explanation of the website
2.	Profile Structure Display	It is necessary to add a discussion about the principle of confidentiality to provide a sense of security
3.	View of the Counseling List Structure	It is necessary to develop a special assessment to help counsellors reveal their problems
4.	Service	Add how to register in the
	Structure View	service menu

c. Qualitative Data Test Media & IT Experts

Table 9 Inputs from the Media & IT Expert Test

It	Sections that need to be revised	Form of feedback to revise
1	News View	There are some images that do not come out, then it is better to align the marquee with the image
2	Article Views	My suggestion for news display, is likened to an article. Because the current appearance is still plain. Such as Recent Posts and Popular Posts. Then most of the content uses Indonesian Language. It is recommended that Recent Post and Popular Post are also translated into Indonesian Language.
3	Home View	My suggestion, for this counseling topic, the font color is made white
4	Professional Counseling View	It is recommended that between the click here button and the content of the registration flow be given a distance so that it is not too tight.

It	Sections that need to be revised	Form of feedback to revise
5	Search View	Development suggestions or features, when searching with keywords, it is better to highlight the keywords that are searched in the highlight on the text card.

d. Qualitative Data of Small Group Test

Table 10 Input from Small Group Tests

It	Sections that need to be revised	Form of feedback to revise
1.	Completeness of Website Content	Stipulation: adding up to date information related to the world of counseling Ease : use clear layout Clarity: using easy-to-understand language Attractiveness: using attractive icons *This website* is already cool

Fig. 1 results of website development https://konseling-ku.id/

Ethnicity	Frequency (n)	Percentage (%)
Rejang	5	17,24 %
Serawai	10	34,48%
Lembak	7	24,13%
Jawa	7	24,13%
Gender	**Frequency (n)**	**Percentage (%)**
Male	12	41,37%
Female	17	58,62%

DISCUSSION

Through the website feasibility test stage process, there are several revisions to the initial program that have been developed by the researcher. Website development https://konseling-ku.id/ has gone through 10 stages of research and development by Borg & Gall (1983). Based on the evaluation in the very clear category, based on the assessment of usefulness, convenience, accuracy, attractiveness, and clarity that has been validated by two validator experts (guidance and counseling experts, and media/informatics experts). In the small group test, the website https://konseling-ku.id/ declared suitable for use because it has met the criteria of accuracy, usability, attractiveness, convenience, and clarity.

The end result of the website development https://konseling-ku.id/ eight pages, namely *beranda, profil, artikel dan berita, layanan (profesional dan sebaya), daftar konseling, FAQ, hubungi kami, dan pencarian*. On each page there are media such as images, links, and explanations available on each menu. This website carries the slogan *SEHAT (Spiritual, Empati, Humanis, Asli, penerimaan Tanpa syarat)*.

The advantages of the website https://konseling-ku.id/ including the provision of counseling services,

professionals and peers (students), equipped with news and articles that contain mental health and have been equipped with social media (instagram, youtube, tiktok, WhatsApp, email) where all of them contain mental health education content.

The results of the peer counseling trial using the https://konseling-ku.id/ website have assisted a total of 138 counselees, where counseling services have been used and implemented online. The implementation of this counseling is carried out by Islamic guidance and counseling students in various ways, in accordance with each counseling process which is carried out by being accompanied directly by professional lecturers. Every counseling session that takes place receives follow-up from professional lecturers, so that counseling services can be precise, effective, and able to be independent of counselors (recipients of counseling services).

In addition, the importance of data security and confidentiality in online counseling services is also a topic that is always a concern in the development of online counseling (Gulliver et al., 2015). In the development of the https://konseling-ku.id/ website, these principles are strictly implemented, where access to client data is only given to admins who are trained in the principles of counseling services, ensuring that the confidentiality of personal information is maintained. In addition, it reveals that online counseling services can improve accessibility for those with physical limitations or geographical constraints (Kuo et al. 2021). The use of digital platforms allows for efficiency in the administrative and record-keeping process, which can improve the overall effectiveness of the service.

Judging from the feedback provided by counsellors, counseling beneficiaries through the website https://konseling-ku.id/ show positive responses, such as being able to openly express their problems, focus, calm, get enlightenment, understand their own potential, be relieved, get solutions to their problems, become a better person, and gain new insights. In addition, the counseling services provided still consider the local wisdom (cultural diversity) of counseling, so that each counseling session that takes place adjusts to the condition of each existing counselor.

The use of https://konseling-ku.id/ website has a positive impact on the information and communication aspect with the digitization model (Asni & Susiati, 2023). The presence of https://konseling-ku.id/ website services is a counseling process that is carried out when counselors and counselee communicate remotely using the internet. Website services https://konseling-ku.id/ implemented using the help of the internet so that counselors and counselee no longer need to meet face-to-face (Kasman & Salwaa , 2023).

According to Harahap (2023) it notes that almost all college students have had academic and personal problems that require help by the college they are studying. This shows that universities as a means of learning for students are not just providing and providing guidance and counseling assistance service facilities to help students be able to overcome the problems they are facing, so that website services https://konseling-ku.id/ present to provide modern website-based services.

As the times develop, online counseling services, from research show Mishna et al. (2015) that online counseling with website assistance is an effective service to use, especially if it is associated

with writing methods such as in journals, websites and emails, because they can reread every message received as reflection material. Through the website-assisted counseling service, https://konseling-ku.id/can take advantage of existing features without any concern that the confidentiality of the information conveyed will be misused, because the use of data accommodated through the website can only be accessed by admins who have understood the principles in counseling services (Felgenhauer et al., 2021).

However, https://konseling-ku.id/ website development also has some limitations. First, the limitations of the technology used today may not fully support the rich and immersive interaction experience of face-to-face counseling sessions. Second, challenges in building trust and emotional relationships through digital media can affect the effectiveness of counseling. Third, the limited stable internet access and adequate technological devices are still an obstacle for some users, especially in remote areas.

With the advancement of artificial intelligence technology, https://konseling-ku.id/ websites have the potential to grow further and provide more sophisticated and personalized services. AI-based chatbot integrations can provide users with initial counseling services or 24/7 support, helping to answer basic questions, provide general information, and screen counseling needs before they meet with a human counselor (Barnett et al., 2021; Yip et al., 2021). Additionally, by using machine learning techniques, websites can analyze user interaction data to identify behavioral patterns and predict counseling needs, allowing for better service customization and responsiveness to individual needs (Aktan et al., 2022).

AI can also be used to offer content recommendations tailored to the user's profile and needs, such as mental health articles, educational videos, or specific therapy programs, improving user engagement and service effectiveness (Barnett et al., 2021; Koutsouleris et al., 2022). AI systems can help with automatic monitoring and evaluation of counseling sessions, provide feedback to counselors and counselee, and ensure that service quality remains high (Creed et al., 2022). It can also be helpful in identifying areas that need improvement.

For further research, it is recommended to focus on developing more advanced AI features such as sentiment analysis in counseling conversations to understand the client's emotions and needs more deeply. Research can also be directed towards the development of a platform that can support high-quality, low-latency counseling videos to ensure more real-time and personalized interactions. Additionally, it is important to explore how AI can be used to provide training and skill development for counselors, so that they can be more effective in using technology in their practice. By utilizing AI technology, https://konseling-ku.id/ website can not only maintain their sustainability but also develop their services to be more efficient, effective, and adaptive to user needs. The integration of this technology is in line with the website's vision to provide modern digital-based counseling services and support people's mental well-being.

CONCLUSION

The development of increasingly sophisticated information and communication technology has become a new lifestyle in today's counseling world. This also affects the education sector,

namely the provision of guidance and counseling services that are carried out online through the website. The results of research and development show the effectiveness of counseling services through the https://konseling-ku.id/ website because it can provide convenience and benefits for peer counselors, professional counselors and clients to conduct counseling that is not limited by distance and time.

By using the https://konseling-ku.id/ website can develop the skills needed for students, counselors and counselors easily and practically. The https://konseling-ku.id/ website has as several advantages, namely (1) accompanied directly by a professional counselor, (2) there are peer counselors (students) who are *flexible* in providing counseling services, (3) equipped with social media (instagram, youtube, tiktok, wa, email) that contains mental health content, (4) easily accessed through *the google* search engine with the keyword **"konselingku"** will appear in the top search, and (5) it contains eight pages: beranda, profil, artikel dan berita, layanan (profesional dan sebaya), daftar konseling, FAQ, hubungi kami, dan pencarian.

CREDIT AUTHORSHIP CONTRIBUTION STATEMENT
Wikan Galuh Widyarto: Conceptualization, Data curation, Funding acquisition, Writing – original draft, Writing – review & editing, **Rizky Andana Pohan**: Writing – original draft, Writing – review & editing, **Irfana Soleha**: Conceptualization.

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