The Role of Academic Advisors in Serving Guidance and Counseling for Students in Higher Education
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ABSTRACT
This research was conducted based on empirical findings which showed that the problem was the low level of guidance and counseling services for students to academic supervisors in universities. Therefore, it is necessary to know clearly in responding to the situation, so that the problem lies where, whether it is because of their ignorance or their lack of understanding of the existence of guidance and counseling services in universities. This study aims to determine the role of lecturers in guidance and counseling services in universities. The method used in this study is a descriptive method in the form of survey research. The research subjects are lecturers and students of the primary school teacher education study program for the 2021/2022 academic year. Based on the analysis of the data in the study, it can be concluded that the role of lecturers in guidance and counseling services is in the fairly good category.

Key Word: The Role of Academic Advisors, Students, Colleges
INTRODUCTION.

Lecturers are professional educators and scientists with the main task of transforming, developing, and disseminating science, technology, and art through education, research, and community service (Article 1 of Law No. 14 of 2005). In order to help students complete their studies, universities are expected to be able to provide Academic Advisors. Academic supervisors are lecturers who are appointed and assigned the task of guiding a group of students with the aim of helping students complete their studies as quickly and efficiently as possible according to the individual conditions and potential of the student. So far, the role of the Academic Supervisor (PA) function in many universities is only limited to validation, which is only limited to consulting and signing the Study Plan Card (KRS) filling, taking Study Results Card (KHS) so that meetings between students and academic supervisors are still low and the effectiveness of its roles and functions is not optimal.

Lecturers have an important role in the process of academic guidance. This role is related to the task of lecturers as teachers and educators, who can prepare a conducive atmosphere for lectures. This role can be carried out optimally if the lecturer knows the characteristics and needs of students, manages educational learning, and is able to develop his personality and professionalism. In addition, lecturers also have an obligation to guide students to get good service from universities. In the learning process, each student has an academic supervisor who will provide guidance and direction to achieve maximum achievement. If the mentoring process can run optimally, the academic supervisor will be very instrumental in providing services to students.

Academic supervisors (PA) act as supervisors and parents in the campus environment in charge of directing students under their guidance to be able to determine the learning load they take per semester. Academic supervisors (PA) can also provide opportunities for students about other academic matters as well as personal matters. In short, academic supervisors (PA) can be used as a place of consultation for students. Therefore, academic supervisors (PA) are the main role in higher education.

In fact, at STKIP Muhammadiyah Muara Bungo, Elementary School Teacher Education Study Program, it appears that the guidance and direction for students is quite good. What is visible or visible in every guardianship is routine re-
registration which includes filling out the Study Plan Card, and changing the Study Plan Card, taking the Study Results Card. However, this is done at the beginning of the semester and at the end of the semester. More precisely, when students will take part, they will start lectures and will take semester exams. Data from pddiki kemdikbudgo.id in 2022 the number of elementary school teacher education study program students as many as 1244 students under the guidance of PA, only 0.1 percent consulted on academic and non-academic matters.

It is not surprising that it is not surprising that there is a tendency to stop studying during the study period, learning achievement is not satisfactory, and the study period is unavoidable. Meanwhile, ideally during the study period, the academic supervisor (PA) is expected to be able to carry out its function of guiding and directing students, so that students can be motivated and enthusiastic in learning which ultimately can achieve good achievements.

Guidance is the process of providing assistance by an expert to a person or several individuals, whether children, adolescents, or adults, so that the person being mentored can develop his or her own and independent abilities by utilizing individual strengths and existing facilities and can developed based on applicable norms. The implementation of guidance and counseling is not solely lie in the presence or absence of a legal basis (laws) or provisions from above, but what is more important is regarding efforts to facilitate students, hereinafter referred to as students, to be able to develop their potential or achieve their goals. Developmental tasks (regarding physical, emotional, intellectual, social, and moral-spiritual aspects).

The position of guidance and counseling in the formal education path basically identifies that guidance and counseling services are an integral part of the educational program. Thus, the position of guidance and counseling teachers (in article 1 paragraph 6 of the RI Law No. 20/2003 called counselors) is equal to that of teachers in the field of study/subjects and school/madrasah administrators. Likewise, in the regulation of the minister of national education number 22 of 2006 concerning content standards for primary and secondary education units, it places guidance and student services as an integral part of the education program in schools/madrasas.

The current existence of guidance and counseling is not only felt in schools at the primary and secondary education levels, but also up to the higher education level. The provision of guidance and counseling services to students is urged by the many problems faced by students in the development of their studies. Studying in college has several
different characteristics from studying in high school. The main characteristic of studies at this level is independence, both in the implementation of teaching and learning activities and the selection of study programs, as well as in managing oneself as a student. A student is considered mature enough to choose and determine a study program according to his talents, interests, and aspirations. Students are also required to learn more on their own, without being regulated, supervised, and controlled by their lecturers. In managing their lives, students are seen as mature enough to be able to manage their own lives. Generally they are also married and have children. (kamaruzaman, et al, 2020)

The importance of counseling guidance in higher education is not only contained in the law but is more concerned with facilitating students to be able to develop their potential or achieve their development, such as: physical, emotional, intellectual, social, and moral-spiritual aspects. Basically counseling guidance in college is also the same as counseling guidance in the school environment, it's just that what compares is the target. Guidance for students is to help students develop themselves and overcome academic problems, social problems, and personal problems that affect the academic development of students. Studying in college is very different from junior high or high school, because in college the independence of students is more emphasized, so they have to study a lot on their own, without being regulated, even supervised.

Based on the facts on the ground, there are still students who have social and personal problems. The difficulties faced by students in managing their lives and adjusting to social life both on campus and where they live, and conflicts in friendship adjustments are also obstacles. The problem of tuition fees also requires guidance for students who have difficulties in the scope of the family economy. The provision of counseling guidance services to students is certainly not without basis or reason. Among the problems that are often faced by students, whether in academic, social or personal problems, are basically to increase student independence both in the implementation of teaching and learning activities and in choosing and managing themselves as students. A student is considered mature enough in determining or choosing a study program that is in accordance with his talents, interests and ideals as well as managing his own life.

Guidance and counseling in higher education is an effort to help students to develop themselves and overcome academic problems and social-personal problems that affect their academic development. The guidance includes academic guidance services provided by guidance...
lecturers at the department/program level, and social-personal guidance provided by the guidance and counseling team at the department/study program level, faculties, and universities. As a higher education institution, currently STKIP Muhammadiyah Muara Bungo provides guidance and counseling services provided by academic supervisors to students.

METHODS

Based on the general purpose of the study, the appropriate method in this research is descriptive method, because it is carried out at the present time as it is. As stated by Subana and Sudrajat (2009:23) said: "Descriptive research tells and interprets the data that occurred at the time this research was taking place and presenting what it is. Descriptive method is a form of decomposition and interpretation that has to do with existing conditions, ongoing processes or developing trends. After the method is determined, the form of research must be in accordance with the method used. Because the research method used in this study is a descriptive method, the form of research is also in accordance with that method. The right form of research in this research is "a form of survey research". This form of research is carried out by researchers conducting direct surveys to the location where the research is located. Furthermore, Riyanto (2001:23) mentions that the characteristics of survey research are as follows: (1) Survey data can be collected from the population, it can also be from only a part of the population, (2) For a matter of real nature, (3) Survey results can be used for limited purposes, because the data collected is limited by time, and when the data is collected, (4) Usually to solve incidental problems. (5) Basically the survey method is a cross-sectional method. (6) Tend to rely on quantitative data. Relying on quantitative data techniques. (7) Relying on data collection techniques in the form of questionnaires and structured interviews.

RESULTS AND DISCUSSION

RESULT

To find out the description of the role of academic supervisors for guidance and counseling services in universities, the researchers distributed questionnaires to several students of elementary school teacher education study programs who were used as research subjects. Analysis of the data used in this study is data collected in each research activity. Before the research results are described, the first thing that must be done is to determine the category of the results of the questionnaire. Establish benchmark criteria as a guideline for interpreting the results of the calculation of the data obtained. The benchmarks are set at three levels, namely...
The results of distributing a questionnaire about the role of academic supervisors in guidance and counseling services at STKIP Muhammadiyah Muara Bungo. From the results of the questionnaire that has been distributed to students of the elementary school teacher education study program in 2022, the percentage in general is 65% with the "enough" category. From these results, the results can be described specifically as follows:

1. The response of STKIP Muhammadiyah Muara Bungo students to guidance and counseling services in universities in 2022 obtained a percentage of 59.25%, this can be interpreted as the response of STKIP Muhammadiyah Muara Bungo students to Guidance and counseling services in 2022 are quite good.
2. The understanding of STKIP Muhammadiyah Muara Bungo students towards guidance and counseling services at tertiary institutions in 2022 obtained a percentage of 62.54%, this can be interpreted that the understanding of STKIP Muhammadiyah Muara Bungo students towards guidance and counseling services is quite good.

Higher Education (PT) has a very important and strategic role in building reliable human resources. Nana Syaodih Sukmadinata (2007:39) argues that the counseling service program is not only needed in schools but also in the community, work environment and universities, adapted to the characteristics of the subject of guidance with different types of problems faced by each individual. With knowledge, technology, human resources and other resources, universities can initiate various changes. The institution is responsible for preparing students to be able to take advantage of existing opportunities and be able to face challenges in the Era of the Industrial Revolution 5.0. The campus as a higher education institution has a goal as directed by the Ministry of Education and Culture, namely to produce quality graduates who are able to meet the job market. Graduates not only need to master science, technology and or art, but also have the ability to think logically, be able to adapt, and have soft skills.
skills as outlined in the core values of the institution.

The mapping of guidance and counseling services shows parallels between the position of independent guidance and counseling services with education management services and learning services that are framed by the special curriculum of the school system as an institutional form in the formal education pathway. The area of independent guidance and counseling is the responsibility of the counselor. Guidance and counseling services can make a significant contribution to teaching. For example, in the academic field, students can achieve optimal learning achievement if they are free from problems that can interfere with their learning process. The liberation of these problems can be done through guidance and counseling services. Guidance and counseling service materials can be used by teachers to adjust teaching to the individuality of students.

One of the forums for providing academic guidance in tertiary institutions is carried out by lecturers of elementary school teacher education study programs. STKIP Muhammadiyah Muara Bungo which has an obligation to serve all students, whether they have problems or not. However, every program implemented is certainly not always as smooth as expected, especially in providing understanding to students that apart from being at school, you are also provided with assistance in the form of guidance and counseling service facilities at universities. Based on the results of the research, the role of academic supervisors in providing guidance and counseling to students at STKIP Muhammadiyah Muara Bungo towards guidance and counseling services is quite good. There are some students who always consult with their academic supervisor. Counseling services for sharing, discussing, and solving problems they are experiencing.

Guidance and counseling services in higher education include how students can develop as optimally as possible. The provision of counseling guidance services to students is certainly not without basis or reason. Among the problems that are often faced by students, whether in academic, social or personal problems, are basically to increase student independence both in the implementation of lecture and election activities as well as in managing themselves as students. A student is considered mature enough in determining or choosing a study program that is in accordance with his talents, interests and ideals as well as managing his own life.

CONCLUSION

Based on the results of data analysis in this study, it can be concluded that the role of academic supervisors in
providing guidance and counseling to students at STKIP Muhammadiyah Muara Bungo is in the Enough category. Based on the main conclusions, it can be translated into three conclusions as follows:

1. A summary of the list of students who conducted academic mentoring with 2022 lecturers "Quite Good", this is evidenced in the student academic guidance book.

2. STKIP Muhammadiyah Muara Bungo student responses to guidance and counseling services at tertiary institutions in 2022 fall into the "Good Enough" category, this can be interpreted that the existence of guidance and counseling services is sufficient to provide a response for students who need it.

3. The understanding of STKIP Muhammadiyah Muara Bungo students towards guidance and counseling services at universities in 2022 is quite good, this means that not all students know and know the role of academic supervisors

REFERENCES


