

Safe and Professional Cyber Counselling: Guidance and Counselling Service Standards in the Digital Age

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Abstract. The digital era necessitates the adaptation of counseling services through cyber counseling innovations that enhance accessibility and flexibility for counselors. However, the absence of explicit standards poses risks such as service misuse, compromised quality, and privacy violations in cyber counseling practices. This study aims to formulate cyber counseling standards using a qualitative approach with a literature review design, analyzing relevant studies from the last five years. The findings highlight key aspects, including counselor competencies, data security, methodological flexibility, and professional ethics. Counselor competencies encompass adherence to counseling values, mastery of fundamental skills, and technological literacy. Data security emphasizes the counselor's ability to uphold confidentiality principles, primarily through the use of high-security platforms. Methodological flexibility involves tailoring counseling services to the specific needs of clients. Additionally, professional ethics serve as essential guidelines for counselors in delivering cyber counseling services. The results of this study are expected to provide a framework for counselors to conduct cyber counseling professionally and effectively while maintaining the essence of face-to-face counseling. The proposed standards will ensure service sustainability and enhance public trust in online counseling.

Keywords: Cyber counselling, Service Standards, Counsellor Competence, Data Security, Professional Ethics



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INTRODUCTION

In the era of Society 5.0, there is a transformation in various sectors of life, including in the field of education (Jamil & Agung, 2022). Technology, as a crucial element in modern life, plays a strategic role in revolutionising the way people access and utilise education. Digitalisation in education enables wider and more equitable access for learners, especially those in remote areas. Moreover, the integration of technology in learning not only improves the efficiency of the teaching-learning process, but also equips learners with digital literacy that is essential to face global challenges. Technology-based education is not only a solution to the access gap, but also encourages the birth of an adaptive, innovative and competitive generation in the digital era. With its significant benefits and influence, technology has become a vital aspect of education, supporting the nation's progress and strengthening global competitiveness.

The integration of technology in education also affects counselling services, which later gave birth to the innovation of cyber counselling (Aini & Lesmana, 2023). Cyber counselling is a technology-

based counselling service that allows interaction between counsellors and counsees online through various digital platforms, such as email, chat, or video conferencing. This innovation provides greater accessibility and flexibility, so that individuals with geographical or time constraints can still obtain the counselling services they need (Afsari, 2024). In addition, this service plays a role in helping counsellors deal with various problems and reducing the risk of mental illness.

In addition, the presence of cyber counselling increases the opportunity for counsellors to be more open in expressing their problems, especially for those who feel uncomfortable with face-to-face sessions (Mansyur et al., 2020). However, despite these benefits, the implementation of cyber counselling requires clear standards and alignment with the professional code of ethics to prevent problems, such as data leakage or misunderstandings in communication that can lead to a decrease in public trust in digital-based counselling services. Therefore, the development of regulations and improvement of counsellors' competence in the use of technology are

crucial aspects to ensure the effectiveness and credibility of cyber counselling services.

Research on cyber counselling standards in the digital era is crucial given the increasing number of online platforms that provide online counselling services (Siregar & Pulungan, 2024). However, the absence of explicitly defined cyber counselling service standards raises concerns about potential misuse by irresponsible parties. This risks presenting services that are not in accordance with professional counselling practices (Sahputra et al., 2023), which can cause problems for the counsellor and the credibility of the counselling service itself. Therefore, anticipatory efforts are needed to prevent long-term negative impacts by researching and formulating cyber counselling standards. Clear standards will ensure that counsellors receive services from professional counsellors, while removing geographical boundaries in the provision of effective and comprehensive counselling services. In addition, the urgency of this research also lies in the role of technology as an effective and proactive medium in reaching more counselees, thus contributing to the prevention of mental health problems (Aji et al., 2025), especially for individuals who have difficulty in accessing face-to-face counselling services.

Various studies have discussed the essence of cyber counselling as an innovation that facilitates the counselling process. Previous research has examined various aspects, including the benefits of cyber counselling (Fadlia & Fauzi, 2024), challenges in implementing this service (Harahap et al., 2023), media and methods that can be applied (Sari & Herdi, 2021), and evaluation of the effectiveness of cyber counselling services (Sailana, 2024). However, until now, no comprehensive discussion has been found regarding the standards that must be set, especially for counsellors in providing cyber counselling services. The standardisation of this service is a crucial aspect to ensure that cyber counselling is in line with the standard of face-to-face counselling, so that it can help the counsellor effectively and professionally.

The diversity of platforms that provide cyber counselling services raises questions regarding the effectiveness of the counselling services provided. The variation in cyber counselling service platforms presents challenges in ensuring that each available service meets the standards of the counselling profession. The absence of explicit standards in these services risks inconsistencies in procedures, methods, as well as the application of the code of ethics in cyber counselling, which may ultimately affect the quality and credibility of the services provided. In addition, without clear regulations, there is a potential for misuse of services by parties who do not have the competence as professional counsellors. Therefore, a comprehensive standard formulation is needed so that cyber counselling can be an effective, reliable service,

and in accordance with the basic principles of counselling.

In addition, the lack of clear regulations also opens opportunities for individuals who do not have competence in counselling to offer services without meeting the basic principles of professional counselling. This condition not only risks lowering the quality of services, but can also harm counsellors who need guidance from competent counsellors. Therefore, this research needs to be conducted to explore how cyber counselling standards can be developed so that this service remains credible, effective, and able to meet the needs of counselees optimally. This research aims to examine the urgency of standardisation in cyber counselling services, especially in ensuring the quality of services and ensuring that technology-based counselling is still guided by the professional code of ethics. Thus, this research is expected to provide insight into the importance of establishing standards that can be the basis for the development of more effective, professional, and reliable cyber counselling services.

METHOD

Research on cyber counselling standards uses a qualitative method with a library research design. Various studies related to cyber counselling were used as data sources to formulate appropriate standards in the implementation of this service. The research procedure began with determining the general idea related to cyber counselling standards, then continued with the search for relevant data sources through articles and journals with updates in the last five years. Data sources were obtained from Scholar, PubMed, Consensus, Relief, and books that discuss cyber counselling. The selection of these platforms is based on the availability of varied and relevant data to the research context.

The data search process was conducted using keywords such as cyber counselling, cyber counselling standards, ethics in cyber counselling, and challenges in cyber counselling. This aims to ensure a comprehensive literature review to find appropriate standards in the implementation of cyber counselling services. The collected data were clarified based on their relevance to the research focus, then analysed through the process of reading, noting, reviewing, and reclassifying the reading materials before starting to write. These steps aimed to obtain comprehensive information regarding the standards required in the implementation of cyber counselling.

The data analysis technique used in this research is the content analysis method (Abdussamad & Sik, 2021). The analysis was conducted through the stages of selecting, comparing, combining, and sorting various concepts until relevant standards were found (Sabarguna, 2005). To maintain the validity of the data, systematic checking and re-reading were carried

out to prevent and anticipate potential misinformation or misinterpretation that could occur in the literature analysis process.

RESULTS AND DISCUSSIONS

Aspek	Temuan Utama	Sumber
Counsellor Competencies	Counsellors have the ability to apply counselling values, basic counselling skills, understand professional ethics and master technology for cyber counselling needs.	Harahap, A. C. P., Hasibuan, A. A., Lestari, A. A., Asmaida, A., & Indriany, D. (2023). Pemanfaatan Media Cyber Konseling Dalam Meningkatkan Mutu Layanan Bimbingan Konseling di Sekolah MAN 3 Langkat. <i>El-Mujtama: Jurnal Pengabdian Masyarakat</i> , 4(2), 646–652. https://doi.org/10.47467/elmujtama.v4i2.4037
Empathy and Rapport	Counsellors demonstrate empathy, unconditional positive regard and congruence through online media.	Dzuliyanto, D. (2024). Peran Guru Bimbingan dan Konseling dalam Menumbuhkan Kemampuan Komunikasi Interpersonal Peserta Didik Kelas VII MTs Al Fattah Singkut Kabupaten Sarolangun (Doctoral dissertation, IAIN Kudus).
Real-time methods	Cyber counselling services support real-time methods such as video calls to minimise miscommunication and support non-verbal observation.	Zulfa, N., Farmawati, C., Mufida, M., Akmal, F., & Rizqi, A. (2024). Evaluating the Effectiveness of Cybercounseling Interventions for Social Anxiety. <i>Bulletin of Counseling and Psychotherapy</i> , 6(3). https://doi.org/10.51214/002024061126000
Asynchronous Methods	Services include asynchronous methods (chat or email) which are suitable for counsellors who are comfortable with anonymity or have time constraints.	Miharja, S. (2022). PERSPEKTIF BARU PENELITIAN KONSELING: METODE KUALITATIF DAN KUANTATIF SECARA ONLINE. <i>Sociocouns: Journal of Islamic Guidance and Counseling</i> , 2(1), 23–42. https://doi.org/10.35719/sjigc.v2i1.25
Data Security	A high-security platform is used to protect the privacy and confidentiality of counsellors' information.	Rahmadhea, S. (2024). <i>Membangun Profesionalisme dalam Era Teknologi: Transformasi Layanan Bimbingan Konseling Online</i> . 2(1).
Self-Disclosure	The counselling process facilitates self-disclosure of the counsellor which is an important step in problem diagnosis and solution.	Setiyowati, A. J., Hasanah, A. U., & Multisari, W. (2023). Analisis Self Disclosure dengan Minat Layanan Konseling Siswa SMK. <i>JURNAL KONSELING GUSJIGANG</i> , 9(2), 204–219. https://doi.org/10.24176/jkg.v9i2.8693
Technology Adaptation	Counsellors are able to use relevant technology to support the effectiveness of online services.	AM, V. P. (2022). Penguatan Layanan <i>Cyber counselling</i> pada Pasca Pandemi Covid-19. <i>Assertive: Islamic Counseling Journal</i> , 1(2), 43–56. https://doi.org/10.24090/j.assertive.v1i2.7084
Credentialing Standards	Counsellors have appropriate licences or credentials to ensure professionalism in the services provided.	Praekanata, I. W. I., Yuliastini, N. K. S., Zagoto, S. F. L., Dharmayanti, P. A., & Suarni, N. K. (2024). <i>Inovasi Konseling Berbasis Pendekatan Holistik: Integrasi Teori, Model, dan Teknik untuk Mendukung Kesejahteraan Siswa</i> . Nilacakra.

Non-verbal Cues	It is important to interpret non-verbal cues such as facial expressions and tone of voice in support of the diagnosis process.	Zulfa, N., Farmawati, C., Mufida, M., Akmal, F., & Rizqi, A. (2024). Evaluating the Effectiveness of Cybercounseling Interventions for Social Anxiety. <i>Bulletin of Counseling and Psychotherapy</i> , 6(3). https://doi.org/10.51214/002024061126000
Service Management	Process counselling process still includes planning, implementation, and evaluation stages to ensure the quality and effectiveness of services in cyber counselling.	Alharmaini, A. S. (2024). <i>Upaya Guru Bimbingan Konseling Dalam Menstimulus Minat Belajar Pasca Pembelajaran Daring Melalui Bimbingan Konseling Individu Pada Siswa SMP Harapan 1 Medan</i> (Doctoral dissertation, UIN Sumatera Utara Medan). http://repository.uinsu.ac.id/id/eprint/24387
Flexibility of Methods	Services are designed to be flexible with a choice of real-time or asynchronous methods according to the needs of the counsellor.	Hidayat, A. H. (2021). Pola Pelaksanaan Cyber Konseling sebagai Upaya Pengembangan Program Bimbingan Konseling. <i>Jurnal Al-Irsyad: Jurnal Bimbingan Konseling Islam</i> , 3(2), 325–342. https://doi.org/10.24952/bki.v3i2.4673
Professional Ethics	Service delivery is based on the counsellor's professional ethics, including maintaining confidentiality and transparency regarding the risks of online services.	Praekanata, I. W. I., Yuliastini, N. K. S., Zagoto, S. F. L., Dharmayanti, P. A., & Suarni, N. K. (2024). <i>Inovasi Konseling Berbasis Pendekatan Holistik: Integrasi Teori, Model, dan Teknik untuk Mendukung Kesejahteraan Siswa</i> . Nilacakra.
Cognitive Insight	The service supports counsellors in understanding their problems and finding alternative solutions through a cognitive learning process.	Ayuni, H. S. (2025). Efektivitas Konseling Kelompok dengan Teknik Cognitive Restructuring untuk Mengatasi Burnout Akademik pada Peserta Didik Kelas IX SMP Negeri 8 Surakarta.
Media Credibility	The media used ensures an optimal counselling experience, free of technical glitches, and appropriate to the needs of the service.	Rimayati, E. (2023). <i>Cyber Counseling: Inovasi Layanan Bimbingan Dan Konseling Di Era Digital</i> . Asadel Liamsindo Teknologi.

Cyber counselling is a technology-based counselling service that allows interaction between counsellors and counselees remotely without face-to-face meetings (Fadhilah et al., 2021). The integration of technology in counselling services provides various advantages, one of which is increased accessibility for counselees who need guidance and counselling services without geographical limitations (Rimayati, 2023). The flexibility offered by cyber counselling has made this service increasingly popular, as evidenced by the increasing number of online platforms that provide such services. This condition contributes to the increasing preference of counsellors towards cyber counselling compared to conventional face-to-face counselling (Sinaga, 2025).

However, despite its benefits, cyber counselling faces challenges in ensuring the professionalism of the counsellors involved. Professional competence is a crucial factor in maintaining the quality of services to remain in accordance with applicable ethical standards and counselling practices. In addition, the standardisation of cyber counselling services must be

developed to be in line with conventional counselling procedures, so that the effectiveness and credibility of the services can be well maintained. Efforts in establishing comprehensive standards are needed to ensure that cyber counselling services can have a positive impact equivalent to face-to-face counselling.

Counsellor competence is reflected in their ability to implement counselling values (Sugiyadi et al., 2025) while adhering to established professional ethics (Ellis R., 2025). The implementation of counselling values includes the counsellor's ability to build rapport with the counselee (Muwahhidah et al., 2023), master basic counselling skills in providing services (Soejanto & Bariyyah, 2025), and uphold the principles of professional ethics and principles in counselling practice (Nasikhati, 2022). In providing counselling services, including those conducted online or through cyber counselling, counsellors must still ensure that there is an attachment with the counsellor (Azizah, N., 2022) so that services remain effective and counselling goals are achieved. To build this attachment, counsellors need to demonstrate empathy,

unconditional positive regard, and congruence as the main foundations of counselling practice (Ort et al., 2023), even in the context of cyber counselling (Geller, 2021). Research conducted by Hernawati (2016) shows that in cyber counselling, expressions of empathy, unconditional positive regard, and congruence can be realised through nonverbal communication, both in written and visual forms.

In addition, counsellors must still implement basic counselling skills in services that are carried out online (Bestari et al., 2024). The implementation of these basic skills is flexible (Hanifah, 2021) so that it can be adjusted to the situation and conditions when providing cyber counselling services. In practice, counsellors can apply opening by delivering opening sentences in the service orientation stage, showing full attention as a form of attending despite distance limitations, and applying other relevant basic skills. The application of basic counselling skills in cyber counselling has a high urgency so that the role of counsellors is not replaced by artificial intelligence. Research conducted by Ayuni et al. (2021) revealed that the rapid advancement of technology raises the issue that the teaching profession can be replaced by artificial intelligence systems. If associated with the counselling profession, this has the potential to present the concept of Artificial Counselor, especially in the implementation of cyber counselling. Therefore, strengthening the personal quality of counsellors professionally is essential. This professionalism standard must refer to the regulation of the Minister of National Education of the Republic of Indonesia Number 27 of 2008 (Regulation of the Minister of National Education of the Republic of Indonesia Number 24 of 2008) concerning Standards for Academic Qualifications and Competencies of Counsellors, which is the main foundation in maintaining the essence of counselling service practices to be carried out in a real and professional manner by competent counsellors (Panzola, 2025).

The implementation standards of cyber counselling must still refer to the professional ethics of counsellors (Kurniawan et al., 2023). This aims to ensure that online counselling services can still maintain the principle of confidentiality of counsees' personal information. Ethical responsibilities are not only the responsibility of the counsellor in maintaining personal confidentiality, but also include efforts to ensure that the media used does not become a source of privacy violations that can harm both the counselee and the counsellor (Rahmadhea, 2024). Counsellors have the responsibility to choose and use safe media so as not to cause potential problems in the cyber counselling process. Potential data leakage due to hacking, device security weaknesses, or other errors in the context of cyber counselling must be carefully anticipated by counsellors. Therefore, full attention and thoroughness in choosing a communication platform with a high level of security is essential to

prevent serious violations of the confidentiality of the counselee's data in the cyber counselling process (Kurniawan et al., 2023).

Cyber counselling also requires a competent counsellor not only in the professional aspect, but also requires a counsellor who is proactive in handling every aspect related to the things needed in the cyber counselling process so that competent counsellors are needed. Research conducted by Ayuni shows that counsellor competence has a major influence on the ability of self-disclosure of counsees when practicing cyber counselling (Ayuni et al., 2021). Self-disclosure is an important aspect that needs to be implemented in counselling services (Setiyowati et al., 2023), namely the ability of the counselee to be open in stating information about himself and his problems so that he can establish emotional attachment with the counsellor and become the main data in counselling practice. This is because the difficulty of self-disclosure of counsees in face-to-face counselling services makes counsees choose cyber counselling as an alternative choice to discuss problems with counsellors so that counsellors are required to be able to increase counsees' self-disclosure.

Efforts to increase self-disclosure in cyber counselling also show that online counselling services are required to be conducted by counsellors who have personal, pedagogical and professional competencies to increase the potential success of the counselling services provided. The existence of self disclosure is a vital step so that other cyber counselling standards can be achieved, namely cognitive insight (Hernawati, 2016). Cognitive insight is the target achievement of cyber counselling success that shows the effectiveness of the service in dealing with counsees. Cognitive insight is the achievement of the situation of the counselee who starts from ignorance and confusion in finding alternative solutions in alleviating the problem to the counselee having a way or idea to solve the problem at hand. This is so that the essence of cyber counselling can be a real alternative solution in counselling services in the digital era with the creation of good cognitive insight for the counselee.

In addition, cyber counselling which has the advantage of flexibility in services (Robbani et al., 2024) provides a choice of several methods that can be agreed upon by the counsellor and the counselee according to their needs. Such as the option to conduct counselling practices in real-time or asynchronously (Miharja, 2022). However, cyber counselling services are more recommended to be conducted in real-time (Zulfa et al., 2024) through media agreed upon by the counsellor and the counsellor such as through video calls or media that can show the counsellor's non-verbal expressions. Although there are no rules that explicitly confirm this, the main purpose of real-time service delivery is to increase the effectiveness of counselling services (Harahap, 2024) provided so that a more intense relationship is established between the

counsellor and the counselee in order to increase the potential for successful service delivery and effectiveness and efficiency in finding solutions.

The relevance of providing cyber counselling services in real time is because non-verbal expressions are also a supporting factor in increasing the potential for success and demonstrating the quality of professional services provided through cyber counselling (Bestari et al., 2024) so that counselling services conducted in real time are important to be implemented in cyber counselling. Although in some cases, asynchronous counselling is an appropriate method when implemented by counsellors who have some problems such as difficult to express problems verbally or more comfortable with anonymity in cyber counselling. However, the presence of visual clues from verbal and non-verbal expressions in real-time services is in accordance with the standards of online counselling practice set by the National Board for Certified Counselors (NBCC) which requires an agreement with the counselee that cyber counselling services conducted asynchronously can cause potential misunderstandings caused by the absence of visual clues (Hidayat, 2021), one of which is in the form of verbal and non-verbal expressions. This is because to be able to interpret the emotional and mental feelings of the counsellor, the counsellor needs to observe the counsellor's facial expressions, posture, and energy levels during counselling.

In addition, another study mentioned that the absence of non-verbal cues in the counselling process is one of the obstacles to the success of cyber counselling services (Munawaroh et al., 2021). This is because non-verbal cues are an important aspect that supports the counselling process, which if not done can make it difficult for the counsellor to assess and carry out a diagnosis of the problem or disorder experienced by the counselee. Non-verbal expressions such as vocal cues shown through body language, tone of voice from the counselee and facial expressions can minimise miscommunication and problems between the counsellor and the counselee. Non-verbal cues such as sighs, offence, frustration, confusion and shock are also important factors in the process of effectively diagnosing problems that cannot be expressed through asynchronous counselling. The loss of these non-verbal expressions can change the dynamics of counselling in cyber counselling (Sari & Herdi, 2021) which will give a less effective impression on the counselee.

NBCC also formulated standards to ensure the professionalism and quality of counselling services from cyber counselling practices. The standard is for online counselling services to be conducted by suitably credentialed counsellors (Marjo et al., 2024). Credentials in accordance with NBCC standards for counsellors must have a valid licence to provide counselling services (Rahmadhea, 2024). This is to avoid any discrepancies in the provision of services

through cyber counselling such as the low level of compliance with the ethical standards of the counsellor profession which will cause problems in counselling practice, thus reducing the level of public trust in counselling practice. Research conducted by Heinlen (2003) showed that more than one-third of the 136 websites that provide counselling services are no longer operating due to decreased public trust in the counselling services provided due to counsellors who do not have credentials in accordance with established standards. This is because credentialed counsellors provide a much higher level of compliance with NBCC standards compared to non-credentialed counsellors, which affects the professionalism and quality of services provided.

In cyber counselling services, counsellors must also ensure the choice of media that will be used in the counselling practice (Daniati et al., 2025). The tools to be used must be adjusted and agreed upon by the counsellor and the counselee for the effectiveness of service delivery. The choice of media that is not relevant and tends to have technical problems will affect the quality of counselling services conducted online (Triyanto et al., 2025). Therefore, counsellors must prepare and consider media that will support the cyber counselling service process so that it can be provided effectively without any obstacles. Another preparation is to prepare supporting media that will be used as an option if the main media has problems that can hinder the counselling process (Harahap et al., 2023). Another thing that must be ensured is the internet network between the two parties so as not to cause miscommunication between the counsellor and the counselee because good communication is an important aspect in the counselling process and affects the purpose of providing the service.

The choice of media to be used in cyber counselling is an aspect to be determined in guidance and counselling management (Akbar et al., 2021). Management in cyber counselling is generally not much different from face-to-face counselling so counsellors must still ensure effective management which includes planning, implementation and evaluation stages to improve counsellor performance in online counselling (Gustini et al., 2022). Effectiveness in the guidance and counselling management process will determine the potential success of the services provided so that it can increase the trust of the counselee and the objectives of the counselling process can be achieved. In cyber counselling management, there are three stages that must be implemented comprehensively by counsellors as counselling service providers through cyber counselling (Malelak, 2022).

The first stage includes the planning stage which starts from the preparation carried out by the counsellor, which includes the preparation of media devices to be used, the methods to be used either through video calls, audio or through chat, the

duration of counselling and the selection of counselling methods either real-time or incentive (Rahmatil Fadhilah et al., 2022). The preparation stage is through an agreement made by the counsellor and the counselee with the counsellor who has comprehensively explained the risks of each choice in conducting counselling services. The communication options chosen in cyber counselling services, whether real-time or incentive, have the freedom to be agreed upon by the counsellor and the counsellor because the urgency of cyber counselling practice lies in the professionalism of the counsellor in providing services and holding ethical principles by maintaining confidential information of the counsellor (Fami & Rasyidah, 2021). In addition, the urgency of cyber counselling services also lies in the effectiveness in finding solutions to the problems of the counselee so that the way of conducting counselling practices becomes a supporting factor for this main goal (Damayanti et al., 2024).

At the implementation stage, counsellors still have to ensure that counselling services conducted online still refer to counselling values, implement appropriate techniques and uphold the counsellor's professional ethics (Ayub & Marjo, 2022). It is important to ensure the implementation and compliance of counsellors in applying counselling values, appropriate counselling techniques and adherence to professional ethics because these three aspects are the standardisation that will determine the success of the cyber counselling practice. Shaw & Shaw mentioned that the implementation of counselling values such as establishing empathic relationships in cyber counselling is more difficult compared to face-to-face counselling so that counsellors are required to have holistic personality competencies (Harahap et al., 2023). While in the last stage, the counselling service ends with the completion of the consultation process by providing an assessment of the success of the online counselling. The final stage is used to measure the effectiveness of the methods, techniques, and media used in the practice of cyber counselling so that it can be a benchmark for success in future counselling practices.

Research conducted by Vici Prihmaningrum states that in addition to mastering basic counselling skills, the process of providing counselling services through cyber counselling requires counsellors to have mastery of other skills, namely in the technological aspect (AM, V. P., 2022). Cyber counselling standards also still refer to the sensitivity and adaptation of counsellors to technological advances (Muslimin & Fatimah, 2024) so that to provide effective cyber counselling services, counsellors must be able and master the technological skills needed (Choiri et al., 2024). This is a form of professionalism and creativity of counsellors to adapt to public needs in the technological era. The mastery of technological skills possessed by counsellors facilitates the cyber

counselling process (Obianto, 2024) and increases public interest in the online counselling process. This fact is evidenced by research that shows higher counselee interest in cyber counselling compared to face-to-face counselling if the counsellor has personality competence and professionalism as well as mastery of technology related to the counselling process (Sahputra et al., 2023).

The Indonesian Guidance and Counselling Association (ABKIN) has not set explicit standards regarding the implementation of cyber counselling in Indonesia. However, several studies have shown that online counselling services are generally intended to deal with mild problems (Alharmaini, A. S., 2024). The mild problems experienced by the counsellors include social anxiety (Fahrezi et al., 2025), career guidance (Nugroho & Nurdahlia, 2024) and others with a minimum of 3 counselling sessions. The formulation of the counselling time is in accordance with research on the effectiveness of cyber counselling applications with asynchronous methods in dealing with social anxiety which looks effective with changes in anxiety reduction in 3-6 sessions with structured rules consisting of the initial stage, activity stage and final stage (Zulfa et al., 2024).

Cyber counselling is not recommended for counsees facing critical situations or serious problems given the potential barriers that can reduce the effectiveness of the service. This is because the problems faced by these counsees require intensive attention and a deeper relationship between the counsellor and the counselee so that face-to-face counselling is considered more effective in creating an atmosphere that supports optimal problem handling. The formulation of this is that cyber counselling provides a varied and adaptive method in the implementation of counselling services but cannot replace the essence of the nature of counselling services held face-to-face. Therefore, cyber counselling is a vital supporting aspect of traditional counselling to provide other benefits to the counselling process (Zulfa et al., 2024) (Tagara & Khadafie, 2024).

Although cyber counselling standards are not explicitly formulated in Indonesia, the implementation of cyber counselling is still guided by face-to-face counselling standards and takes into account the technological aspects used. Cyber counselling is expected to increase the effectiveness of counselling services and improve the competence and skills of counsellors. In addition, it is expected that Cyber counselling can be a supporting alternative that can be adapted to the needs of counsees in the digital era without eliminating the essence of the counsellor as the main subject in the handling process so that his role cannot be replaced by artificial intelligence or Artificial Intelligence. Therefore, it requires awareness and responsibility to be sensitive to technological advances and community needs so that every

counsellor can understand and have full skills in providing comprehensive counselling services.

CONCLUSIONS

This research confirms the urgency of cyber counselling service standards to ensure quality, safety, and professionalism in online counselling practice. The literature analysis shows that these standards include counsellor competence, data security, flexibility of methods, and adherence to the professional code of ethics. Counsellor competence includes not only mastery of basic counselling skills, but also technological understanding and sensitivity in reading the emotional dynamics of the counsellor. Data security is a crucial aspect that demands the utilisation of high-protection platforms and compliance with privacy regulations. Flexibility of methods is a key advantage of cyber counselling, with real-time approaches preferred for dynamic interactions, while asynchronous methods remain relevant for counsellors who prefer anonymity or have time constraints. Professional ethics should be a key foundation, ensuring that services are only provided by certified professional counsellors to maintain public trust.

Although this research has formulated a comprehensive standard, the challenges of implementation in Indonesia still need to be explored further. Further research needs to focus on empirical evaluation of the effectiveness of these standards through experimental approaches or longitudinal studies. In addition, the development of a training model for counsellors to improve their technological readiness, as well as policy analysis to ensure an effective legal basis and oversight mechanism are strategic steps in optimising cyber counselling services. With more in-depth evidence-based research, cyber counselling is expected to be optimally implemented as an innovative solution in professional counselling practice.

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