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## Student Behavior Towards the Video Reels Algorithm for Psychosocial Development-Based Counseling

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### Abstract

Individual development is fundamentally rooted in self-awareness and the ability to understand oneself, yet many university students experience difficulties in recognizing personal problems and making independent decisions. This condition indicates a gap in counseling approaches that are responsive to students' psychosocial development and digital lifestyles. Therefore, innovative counseling strategies that integrate psychosocial perspectives and digital media are needed to enhance students' comprehensive self-understanding. This study aims to enhance students' self-understanding through counseling services based on psychosocial development, utilizing real-life videos as a medium for counseling. The focus is on exploring how digital content aligned with students' lived experiences can support the identification of problems, reflection, and decision-making processes. The research employed a qualitative methodology using a phenomenological approach grounded in social media experiences. The participants consisted of 15 students from the Guidance and Counseling Islamic Education (BKPI) program. From this group, three students were purposively selected based on identified problem indicators. Data were collected through systematic observation and in-depth interviews to capture students' experiences, perceptions, and meaning-making processes related to the use of reel-life videos in counseling sessions. The findings reveal that reel-life videos effectively assist counselors in identifying students' personal problems. The relevance of the video content, supported by social media algorithms, enables students to relate their experiences to the issues presented. Furthermore, students demonstrate increased independence in making decisions and formulating solutions to their problems. The alignment between the problems encountered and the solutions presented in the videos facilitates deeper self-reflection and problem-solving. This study suggests that reel-life videos can serve as an innovative counseling strategy that aligns psychosocial development with digital media, providing practical insights for counselors in designing adaptive, student-centered counseling services in the digital era.

**Keywords:** *Behavior, Counseling, Psychosocial, Self-Understanding, Video Algorithm*

### A. Introduction

The development of each individual can be measured by two types, namely qualitative and quantitative development factors. These two types of development have different patterns and cycles. Elements of qualitative development can be sustainable, focusing on patterns of psychological development. Meanwhile, quantitative development is more measurable, as evidenced by developmental age limits. This development is an important part of changes in patterns of life, culture, and education. In the era of digital transformation 5.0, it has had a significant impact on changes in the pattern of educational and technological progress.

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Technological advances have brought about significant changes, including the way people view actions when making decisions, and some individuals in modern society choose to communicate via online media. (Adi Kurniawan, Nakhma'ussolikhah, & Muslimah, 2022).

Information and communication are now integral to integrating the roles of education and technology. It is recognized that the development of artificial intelligence technology (AI) has brought about significant changes in various aspects of human life, including the way we communicate, access information, and socialize through social media. This media allows a cosmopolitan society to be formed even in an unreal form. In cyberspace, geographic location is no longer the primary factor, and the speed of communication flow has become a crucial determinant of connectivity. Freedom is an element that is often echoed in the heyday of cyberspace. Cyberspace is often viewed as a limitless and lawless virtual world (Bastomi, 2019).

The efficiency and communication of traditional social developments have been significantly shifted through the existence of curated content from content creators. Such changes are an essential part of effective social media communication. The occurrence of shifts in social communication patterns has an impact on changes in adolescent behavior. One of the primary conflicts faced by adolescents at this stage of development is the formation of identity versus identity confusion (Erikson, 1963). Failure at one stage of development will result in risks at the next stage of development. Adolescents who experience identity confusion often face challenges, including a lack of support from their family or environment, difficulties forming positive relationships with others, and struggles with concentration on tasks (Febrianti, Wirata, Winandari, & Puspitasari, 2023).

Based on previous research, it was found that Facebook is the most popular internet service; according to Youthlab Indonesia data, 92% of Indonesian teenagers (students) use Facebook more often. According to Ma'rifah (2014), research conducted by Fera revealed that the intensity of Facebook usage was predominantly medium, with 85.71% of students exhibiting this level, and 14.28% exhibiting high intensity, with no students showing low intensity (Duniawati, Muksin, & Lukman, 2020). Based on previous research, it is known that internet network access has an influence on thought patterns, behavior, and habits on social media. Therefore, social media counseling can be used to help clients use social media wisely and have a positive impact on their individual behavior.

Counselors realize that time constraints and the intensity of real life with social media are different, such as students' understanding of following digital footsteps tends to give them unstable emotions, overthinking, which causes high levels of anxiety. Social media tools have an impact on two aspects of change, namely positive behavior and negative behavior. When accessing social media, you can easily find types of content that do not contain educational or solution-oriented elements; these two aspects are influenced by the needs of social media account users. Based on these problems, it can be understood that negative behavioral changes are not directly related to smartphones, but rather to the mindset and social relationships that have become habitual for the account user. Every human being has potential; some are human, some are non-human (like animals). This is where education plays a crucial role in humanizing individuals (Winarso, 2025).

Social media offers rapid and comprehensive access to a wide range of information and news. In the era before the internet, newspapers, radio, and news were still delivered via traditional channels, such as TV, which can now be found directly on news feeds or social media timelines. (Callie Rizma Riendani, et al., 2024). Unlimited access speed can impact the thinking and existence of individuals who are influenced by psychosocial factors. The close relationship between individuals' social emotions and those of others is distinct and plays a comprehensive

role in forming positive habits, which can be influenced by several factors, including changes in thinking, behavior, and communication.

The rapid growth of social networks is creating a new landscape for communication and social interaction. Although they offer many benefits, social networks also raise various ethical issues. User privacy is often threatened by lax data policies, and unverified information can spread quickly, leading to misinformation and disinformation. The urgency of this research stems from the need to understand and address the ethical challenges associated with the use of social networks. In an increasingly connected global context, it is essential to create a safe and equitable digital environment for all users (Dery, Athallah, Afif, et al., 2024).

Understanding social media can be used wisely if social media account users have clear goals and ethics in their use of social media. Science and technology are, of course, interconnected and synergistic with all forms of human activity, in the form of knowledge. Technology then functions as a tool that facilitates access to the dissemination of information or knowledge, which in turn has an impact on its users. Technological developments also have a significant impact on all aspects of life, including formal education (Duniawati et al., 2020). The educational environment provides a space for students to be active in a comprehensive and structured manner. The aim of integrating social media into the learning process is known as E-Learning. Educational elements can be developed massively through online media and digital platforms. On a developmental basis. Social media can be used to shape personality patterns, helping individuals overcome life's problems. such as online-based counseling services are an integral part of success in counseling education.

The development of counseling services is influenced by the communication patterns of adolescents. It is known that changes and the impact of social values provide feedback for significant changes and developments. Things that must be influenced include social aspects. Psychosocial development is something that happens

throughout one's life. According to Erik Erikson (1963), the theory of psychosocial development that he proposed demonstrates its usefulness in understanding the primary tasks faced by individuals at various stages of development. At each stage of development, a human will experience experiences that shape their psychosocial development (Febrianti et al., 2023).

Psychosocial behavior in students can be identified from social media access patterns. One of the central elements of this change is the development of social networks. Social networks have become a worldwide phenomenon. From Facebook to Twitter, from Instagram to LinkedIn, these platforms have become an integral part of everyday life (Ginting, Rezeki, Siregar, & Nurbaiti, 2024). The type of social use students use is now increasingly massive, so that it can influence patterns of thinking development. The consequences of using social media in teenagers include unexpected behavioral changes, such as more practical thinking without a thorough process, and a short-term understanding that lacks critical analysis. This influences an unwise mindset in making decisions.

The development of digital technology has changed the way teenagers and students seek psychological help. Traditional counseling services, which previously emphasized face-to-face interaction, are now transforming to reflect the social media consumption patterns of the younger generation. Reels, or short interactive visual-audio video content, have been shown to be more engaging and facilitate self-understanding than traditional text-based media. To increase student responsiveness in accessing social media, clients are asked to access social media in random and spontaneous situations and conditions. This can connect the client's subconscious memory with social media algorithms. Interactive and simulation-driven platforms are revolutionizing cryptography education by utilizing web-based resources such as Learn Crypto, which offer

engaging simulations, visual aids, and intuitive interfaces. Extended Reality (XR) and interactive animations further support learning by creating dynamic environments for problem-solving (Mohd et al., 2025).

The development of counseling education is an integral part of increasing the success of social media counseling. Students are more active in accessing social media than in meeting in the counseling room. It is realized that clients in the postmodern era are more likely to be Generation Z and are preparing for future counseling for the Alpha generation. Students' interest in social media counseling is further supported by their emotional and cultural conditions as digital natives. The shift to social media counseling provides an open space that can be accessed by anyone, regardless of age, time, or location. The totality of online counseling services is one of the feedback points for the success of future counseling. The client's need to solve his own problems can be felt with a level of security and comfort that is maintained. This is aligned with the principles of guidance and counseling, specifically confidentiality, openness, and volunteerism. The development of cognitive counseling is a process of social interaction between a child and an expert. This social interaction will trigger children's cognitive development, which is also supported by cognitive apprenticeship activities. The expert in question is an expert or person who understands something better; (2) zone of proximal development (zone of proximal development), this zone is the distance between a person's actual abilities and their potential abilities. This actual ability refers to a child's ability to solve problems independently using their own skills, while potential ability refers to a child's ability to solve problems when accompanied by experts or individuals more skilled in their field; (3) scaffolding. Scaffolding refers to the change in the assistance provided by experts. (Hartinah, Muslihata, & Triyono, 2021). Changes in individual development behavior patterns are something that needs to be understood consistently and purposefully.

Several research studies have found that social media behavior has an influence on the development of individual mental health. Based on the results of the 2022 Indonesia National Adolescent Mental Health Survey (I-NAMHS), one in three teenagers (34.9%) or 15.5 million Indonesian teenagers, had one mental health problem in the last 12 months, and one in twenty teenagers (5.5%) or 2.45 million Indonesian teenagers, had one mental disorder in the last 12 months. The type of mental health problem that is most often experienced by teenagers is anxiety disorders. The results of this survey also show that only 2.6% of teenagers with mental health problems have accessed services that provide support or counseling for emotional and behavioral problems in the last 12 months. The service providers most frequently accessed by teenagers are school officials (teachers and other school officials), namely almost two-fifths (38.2%). Yet only 4.3% of teens reported needing help for emotional or behavioral problems in the past 12 months (CenterB, Mawaddah & Prastya, 2023).

Mental health in adolescents can significantly influence their personality, as explained in the concept of character education, which emphasizes the value of instilling moral habits. Or, in the case of positive habits, the role of character education extends beyond the cultivation of moral values to encompass the development of emotional, social, and ethical intelligence. Problems arise from not being wise in accessing social media, leading to moral decline. Another term is known as moral degradation. Moral degradation is a problem that arises when individuals or groups experience a decline or violation of generally accepted moral standards (Nafi, Gumindari, Bunga, & Cirebon, 2024).

Psychosocial is a term that refers to the interaction between psychological aspects (mental, emotional, and cognitive) and social aspects (interpersonal relationships, culture, and environment). A person's psychosocial development involves the socialization process, namely how individuals learn and internalize the values, norms, and behaviors accepted in the society

in which they live. Psychosocial also involves a person's ability to manage emotions, communicate effectively with others, and adapt to their social environment. Healthy and positive psychosocial development is crucial in helping a person adapt to their social environment and achieve optimal psychological and social well-being (Nurhabibah & Zuhiddah, 2024).

Counseling services to address client problems are now offered in a virtual format. The term online is defined as a computer or device connected to a network (such as the Internet) and ready to be used (or used by) another computer or device. In other words, online also means a peer-to-peer telecommunications relationship that connects two people. E-counseling (Nakhma'ussolikah, 2017). Online counseling was understood before the COVID-19 era. The term "online counseling" represents a promising avenue for future innovation and change in helping clients overcome problems that arise within individuals. Problem areas in the guidance and counseling aspect include personal, learning, social, and career areas. Online counseling services are a major part of continuing activities during the transformative era of change.

Online counseling services are flexible, which makes things easier for counselors and clients. The use of social media and digital platform features is a crucial aspect that must be considered in the development of counseling in Indonesia. There are five types of social networking sites selected based on the highest number of users and other criteria such as popularity in Indonesia, namely: (1) Facebook, it is estimated that currently the number of users has reached 200 million people worldwide and will continue to grow (2) Friendster, once one of the most popular sites in Indonesia, although now it has been replaced by Facebook. Its users worldwide are estimated to reach 90 million. (3) Hi5, the Hi5 site is popular in several countries in Asia, but less popular in Western countries such as the United States. The number of users is currently estimated at 80 million. (4) Multiply, although it is not popular in the United States, in Indonesia, especially, this site is widely known and filled to increase the (Prasetyawan & Prasetyawan, 2016).

Social media can be used from two perspectives: the positive and the negative. These two factors can have a significant impact on the behavior of individuals who have the freedom to access social media at the highest speeds. The type of algorithm connected to the user's thinking can be identified through the Naïve Bayes Classification algorithm, a method of statistical classification that predicts all possibilities/probabilities of membership in a class. Naïve Bayes Classification is similar to decision trees and neural networks. It has been demonstrated that naïve Bayes classification achieves a high level of accuracy and speed when applied to databases with large amounts of data. The naïve Bayes method is a statistical approach in which to carry out induction inference on classification problems (Pribadi & Arsyad, 2014).

Although various devices are available for conducting counseling in an online setting, the effectiveness of online counseling remains a controversial issue. There are advantages and disadvantages of online counseling. Anonymity and disinhibition are the most emphasized issues in the debates on online counseling. The online setting can facilitate clients' self-disclosure due to a lack of fear of stigmatization. Easy accessibility is another advantage of online counseling. For some reasons, like limited time, distance, having physical disability, managing the right time and right place can be a problem (Amanvermez, 2015). Online counseling needs to increase security access in protecting clients' personal data and identity. As explained in conventional counseling, the principle of client confidentiality is protected in accordance with the professional code of ethics.

Over the last decade, the application of online counseling has grown, and it now extends to counselors by providing the opportunity to offer various online support systems for therapy, functioning as a purposeful and constructive online interpersonal communication system (Kankam & Adinkrah, 2023). The aim of online counseling is to significantly enhance self-

awareness and provide a space for free and responsible counseling. It is recognized that the characteristics of Generation Z (born around 1997-2012) are those of digital natives, meaning they grew up with digital technology and social media, and as a result, they are creative, innovative, and fluent in using technology. Tends to have a pragmatic, collaborative way of thinking, cares about social and environmental issues, and appreciates flexibility, diversity, and fast feedback without going through a process.

The intrinsic characteristics of online counseling, as well as the absence of a social and face-to-face setting, lead clients to make more confident statements of fact, which facilitates the online counseling process (Kankam & Adinkrah, 2023). The digital native generation, comprising today's teenagers and students, exhibits unique characteristics that distinguish them from previous generations in their approach to accessing and receiving counseling services. The term digital native was first introduced by Prensky (2001) to describe a generation that has been accustomed to living with digital technology since childhood. This represents a distinct approach to thinking, interacting, and expressing preferences compared to previous generations (digital immigrants). Deep learning and machine learning are increasingly featured in articles concerning digital evidence. The European Commission is implementing rules and actions to foster trust in Artificial Intelligence. People using these automated systems should be aware of the bias in (Reedy, 2023).

Digital transformation (DT) is defined as an “organizational change that is triggered and shaped by the widespread diffusion of digital technologies (Ngwenya, Siam, & Rusu, 2025). Additionally, this study focuses on Generation Z, also known as “Gen Z” or “zoomers,” referring to individuals born between the mid-to-late 1990s and the early 2010s. They grew up using various Internet and digital technologies and are often called “digital natives.” Compared with earlier generations, Generation Z usually has a more positive attitude toward the transmission and communication of Internet technologies (Wang, Yuan, Shi, Tang, & Shi, 2022). The development and growth of counseling have become an urgent need in providing comprehensive services, which are essential for clients in their most difficult situations. Online counseling can have a positive influence on client needs in the era of digital transformation. The urgency of this research lies not only in the innovative use of social media in counseling but also in the potential for developing counseling methods that are more suited to the characteristics of the digital native generation.

Discovered that community factors, such as social identification and perceived effectiveness, play a significant role in influencing user engagement. Furthermore, researchers have studied factors influencing the engagement of social supporters on Instagram, revealing that informational support has a positive impact on user engagement, while the influence of vocabulary on engagement varies depending on the social supporter's identity (Zhang, Liu, Li, Wan, & Liu, 2024). Online counseling may reach societal and institutional barriers when trying to reach and counsel children from low SES backgrounds. Because of heightened systemic barriers like stigmatization, a lack of mental health literacy, and negative family beliefs regarding help services in low-SES families (Rarey et al., 2024). The consequences of using social media without purpose and a wise understanding have a negative impact on behavior and increase anxiety. Teenagers often face high levels of stress and anxiety in everyday life.

Anxiety that is not handled properly can have a negative impact on the emotional and psychological well-being of teenagers (Kurniawan, 2023). The development of social and personal aspects is a key component of online counseling services, providing information and mental strength to teenagers who struggle with personal issues. Understanding yourself in terms of problems, from problem identification, is a change that can lead to significant improvements in overcoming behavioral issues. The aim of this research is to examine the ethical challenges

of using social networks and to identify solutions that can be implemented to address these issues. This research will explore various ethical perspectives in a digital context, with a focus on how social networking platforms can become safer and fairer spaces (Dery, Athallah, Afif, et al., 2024). Based on the problems above, the following formulation can be made. How do students behave towards the use of video reels? why can video reels help in overcoming student problems? What are the patterns of psychosocial development in counseling?

## **B. Methods**

This study employed a descriptive qualitative research design focusing on social media phenomena within counseling services. A qualitative approach was selected to explore participants' lived experiences and interpretations in a naturalistic context (Ali Basyah & Razak, 2020). This research is grounded in interpretive paradigms, particularly constructivist and critical perspectives, which emphasize subjective meaning-making rather than positivist measurement. A phenomenological orientation was adopted to understand how students interpret real-life video content and relate it to their psychosocial development and self-understanding in counseling settings (Creswell, 2014).

The research procedure was conducted in several stages. Initial observations were conducted to identify patterns of students' social media use, particularly in the context of reels-life videos. Subsequently, purposive sampling was applied to select participants based on specific indicators, including a social media access duration of 15–30 minutes and a video viewing frequency of 7–10 reels, which aligned with students' cognitive and emotional experiences. The research subjects consisted of 15 sixth-semester students of the Islamic Education Guidance and Counseling (BKPI) Study Program, Class A, at Bunga Bangsa Islamic University, Cirebon. From these participants, three key informants were identified based on problem indicators for deeper analysis. Ethical principles, including informed consent, anonymity, and confidentiality, were consistently upheld throughout the research process (Sugiyono, 2019).

Data were collected through observation and in-depth interviews to obtain rich and contextualized data. Observations focused on students' interactions with reel-life videos and their reflective responses during counseling-related discussions. In-depth interviews were conducted to explore participants' perceptions, emotional reactions, and decision-making processes influenced by the video content. Secondary data were obtained from journal articles, academic books, and digital platforms such as YouTube to support and contextualize the findings. To enhance internal validity and credibility, member checking and peer debriefing techniques were employed (Lincoln & Guba, 1985).

Data analysis followed the interactive model proposed by Miles and Huberman, which includes data collection, data reduction, data display, and conclusion drawing or verification (Miles & Huberman, 1994; Sugiyono, 2010). The analysis process was iterative and continuous until data saturation was achieved. To strengthen data validity, triangulation techniques were applied, including source triangulation, technique triangulation, and data triangulation (Susanto, Risnita, & Jailani, 2023). This triangulation approach integrates data from multiple sources to reinforce interpretations and reduce bias. Furthermore, the analysis was informed by symbolic interactionism, which assumes that individuals actively construct meaning through social interactions and engage in self-reflexive behavior when interpreting their actions and experiences (Blumer, 1969).

### C. Results and Discussion

Social media algorithms are complex systems, designed to provide the most relevant content to each user. This algorithm records what the user searches for, what interests them, and what content matches their background. In the context of education and counseling news, this algorithm will determine which news will appear on the home page or feed of the social media user. Social media users' algorithms for content will influence algorithms to provide similar content in the future, and local or regional news is often given priority to users based on location (Callie Rizma Riendani et al., 2024).

The usual implementation of counseling is in a direct face-to-face format between the counselor and the counselee. However, in line with the rapid development of technology, the counseling process has also evolved with various methods, such as face-to-face counseling between the counselor and the counselee, which is conducted in a designated room. However, more than that, counseling can be carried out in a long-distance format with the help of technology connected to the internet network, known as e-counseling or cyber counseling, also referred to as virtual counseling (Duniawati et al., 2020). The use of online counseling and conventional face-to-face counseling has differences. The two types of counseling focus more on aspects of changing the behavior and thought patterns of clients who have internal problems. Several key points to consider are the main and secondary aspects of counseling. This type of counseling change refers to the principles of the counseling code of ethics.

Cybercounseling can be divided into two large parts, namely non-interactive and interactive (synchronous and asynchronous). Non-interactive, in the form of a site that contains self-help information and resources. Meanwhile, synchronous interactive services include direct counseling options such as chat, instant messaging, and video conferencing. Asynchronous interactive, which indirectly takes the form of email therapy and Interactive Counseling Bulletin Boards, interactive counseling is a site that offers alternative forms of therapy via the internet, where interaction between the counselee and the counselor occurs either directly or indirectly (Bastomi, 2019). Online counseling serves as a catalyst for innovation in the digital transformation era. It is essential to recognize that these changes have an impact on behavior that individuals may not be aware of or may be aware of.

One form of influence from online counseling is the algorithm system. Types of algorithms, such as Decision Tree, are flowchart algorithms in the form of tree structures that are used to help make decisions or complete tasks related to regression and classification. The Decision Tree structure begins with the root node, branches into internal nodes/decision nodes, and ultimately ends with leaf nodes/terminal nodes. The concept of a Decision Tree is to transform data into decision rules. The primary benefit of using a Decision Tree is its ability to break down complex decision-making processes into simpler ones, allowing decision-makers to better understand the solution to the problem. (Husaini, Hariyanti, & Raharja, 2024).

The Naive Bayes algorithm is one of the simplest and most effective machine learning algorithms. Used for classification, namely the task of determining the class or category of an object or data. The basic concept of Naive Bayes is based on the assumption that the features of an object or data are independent of each other, given its class or category. This assumption, known as the Naive Bayes independence assumption, enables Naive Bayes to calculate the probability that an object or data point falls into a certain class based on individual probabilities (Husaini et al., 2024). A holistic mental health approach can increase focus on the overall mental health recovery stage, thus creating harmonization in society, both in the family and social environment (Winarso, 2025).

Algorithmic attention systems in social media have become an important focus in the study of digital ethics. This article examines how algorithmic systems influence human writing and interaction in digital environments. Building on existing scholarship in writing studies on rhetorical strategies and critical literacy for algorithmic contexts, the authors discuss how algorithmic systems of attention and writing-as-content conventions reinforce certain views of human attention (Dery, Athallah, Afif, et al., 2024). The relationship between algorithms and social media has a significant impact on changes in every situation and the emergence of problems within individuals. Types of algorithm-based counseling services can be identified based on findings in the field, such as changes in the developmental system in behavioral patterns influenced by self-understanding from social aspects.

**Table 1.** Observation Results

| No | Student Name | Psychosocial Aspects Observed                         | Response to Video Counseling   | Behavioral Indicators                  | Information |
|----|--------------|---|--|--|-------------|
| 1  | Nafa         | Industry vs Inferiority                               | Actively answer video questions  | Reflective, open                       | ✓           |
| 2  | Riko         | Identity vs. Role Confusion                           | Focus when watching videos   | Show empathy                           | ✓           |
| 3  | Ellena       | Intimacy vs. Isolation<br>Generativity vs. Stagnation | Ask questions in discussion sessions and Summarize the contents of the video | Enthusiastic, initiative and confident | ✓           |
| 4  | Herry        | Initiative vs Guilt                                   | Give examples of personal experiences  | Responsible                            | ✓           |

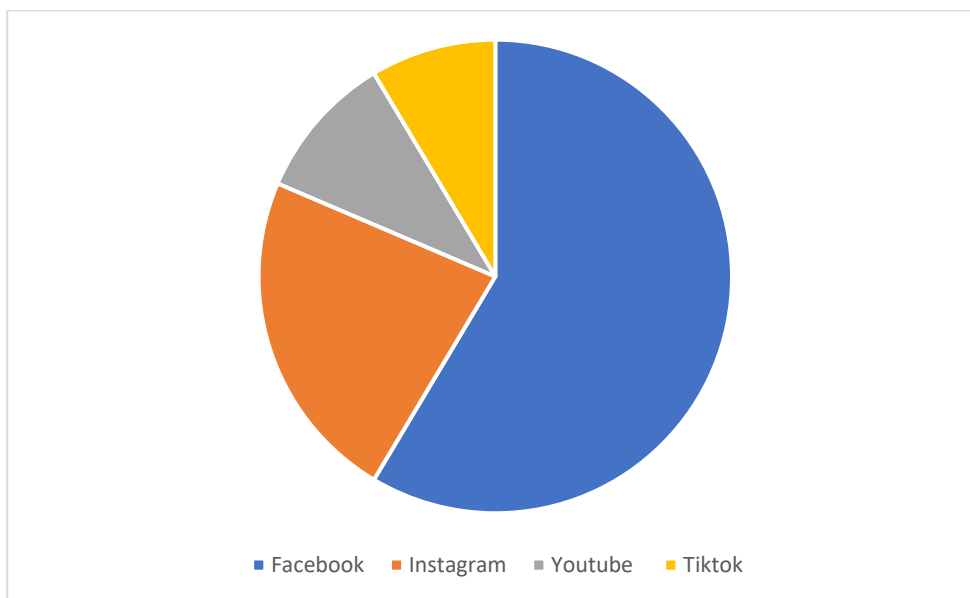
Based on observations and data analysis of 15 students from the Guidance and Counseling study program, Semester 6A, it was found that 4 of the students who served as research subjects showed a positive response to the use of counseling video reels, which were arranged according to Erik Erikson's stages of psychosocial development. Students were actively engaged while watching the video, showing enthusiasm and reflecting on their personal experiences in relation to the psychosocial conflicts presented. These results indicate that the majority of students are in the identity search phase, and they are starting to show readiness to establish social relationships and take on a sense of responsibility for social tasks. Social media acts as an online platform where users can easily engage, share, and create content, starting from blogs and social networks (Ginting et al., 2024).

The developmental aspects involved include several responses, namely cognitive responses. Students can identify the psychosocial conflicts experienced by the characters in the video and relate them to their own personal experiences. Emotional response Students stated that they personally felt emotionally "connected" to the video content, especially when it presented situations relevant to campus life, such as social role pressures, friendship relationships, and identity dilemmas. Factors that cause social media use can be implemented in mobile applications for early detection of mental health disorders and analysis of social media sentiment in formal education environments (Putra, Syamsuadi, & Farras, 2024).

The results of the analysis of observation and questionnaire data show that the video preparation algorithm (which is based on psychosocial conflict, optimal duration, and empathic stages) is considered very effective by 53.3% of respondents, effective by 36.7% of respondents, and quite effective by 10% of respondents. The use of psychosocially based algorithms in counseling videos can significantly enhance the emotional relevance and psychological understanding of students. The stage of student development from late adolescence to early adulthood is the beginning of development in various aspects. Biological, psychological, and social factors play a significant role in influencing behavior change. At each stage of development, a human will experience experiences that shape their psychosocial development. During adolescence, especially, a person will experience an important period in their life because this is a transitional period from child to adult (Febrianti et al., 2023).

Based on field data, it is known that teenagers' activities include accessing video reels on social media platforms such as Facebook, Instagram, and YouTube. The use of video-reel counseling algorithms based on psychosocial development has been shown to facilitate students' cognitive and emotional self-understanding. This model is considered capable of connecting developmental theory with students' real experiences, as well as encouraging the formation of self-identity and more in-depth reflective abilities.

Female students tend to be more expressive in conveying personal experiences after watching the video. Students with an active background in organizations tend to exhibit deeper reflection on aspects of initiative and social responsibility. Koesoema also emphasized that the implementation of education does not only transfer knowledge and technology to students, but must be directed at building a nation that is civilized, moral, and has a noble character, which is not only measured in terms of academic intelligence, but also requires emotional intelligence and spiritual intelligence. Psychological studies by Piaget and Lawrence Kohlberg devoted their research focus to discussing the moral development of children until adulthood (Rizai & Ussolikhah, 2022).



**Figure 1.** Use of Social Media

Some students suggested integrating direct role-play simulations to strengthen their understanding after watching the video. Dramatic social interaction landscapes. When you open your favorite social networking app, you can quickly see what's happening in your friends' lives,

share your thoughts and moments, or join global conversations on various topics (Ginting et al., 2024). Changes in communication patterns and social culture make it difficult to understand that the basic needs of sociality today are influenced by the role of social media and communication technology. The majority of students in the education environment are active social media users and access the internet extensively. Researchers review the gaps that occur among teenagers, which have an impact on emotional symptoms influenced by the rapid development of technology. In 2002, 93% of teens reported using the internet, and 86% stated they had a computer at home.

They use the internet and 86% say they have a computer at home Gallup says, 38% of teenagers spend between one and five hours online every week, 16% say they spend five to ten hours online, and 7% say 7 hours, at their fingertips lies easily accessible information and ways to communicate, 96% of teenagers in the next aspect say that they use the internet to email/search for information, 87% say they chat with friends using instant messaging services (Nakhma'ussolikah, 2017).

First, basic trust vs mistrust. This stage occurs between the ages of 0 and 1 year. This stage occurs during infancy. At this time, babies only trust their parents. If a baby is carried by a stranger or someone they don't know, the baby will cry. This is a form of mistrust that exists in him. Meanwhile, if the baby is held by the parents again, they will calm down. This shows that the baby shows his trust in his parents (Hartinah et al., 2021). Guidance and counseling activities in schools have the following positions. First, guidance and counseling activities in elementary schools are one of the components of class teacher performance standards. Second, guidance and counseling activities must be carried out by class teachers in elementary schools for whom they are responsible. First, orientation and information services.

This service provides orientation for new students in the Sayu class. This service also contains material about learning studies that will be delivered in the second or third grade. In this service, the class teacher has begun to introduce the role of each student. Second, placement or distribution services. This service can take the form of determining seats for students based on their health level and cognitive abilities, determining pick-up schedules, and distributing students to specific extracurricular activities. Third, learning services/content mastery. This service can contain material on independent self-c (Hartinah et al., 2021).

#### **D. Conclusion**

Students show positive and responsive behavior towards the use of video reels in engagement counseling sessions by actively showing empathy and self-reflection when listening to shows that are relevant to personal experiences. Video reels can create an atmosphere that is realistic and relatable to students' lives, thereby increasing emotional involvement and psychological understanding. Video reels can present real-life situations that accurately reflect the dynamics of student life. The video reel-based counseling process is a stage in identifying concrete problems and solutions. In visual displays, students can more easily understand psychological values, problem-solving strategies, and social skills that are important for addressing intrapersonal and interpersonal conflicts. The audio-visual effect also enhances memory and emotional engagement, making video a highly effective and meaningful medium for counseling.

Counseling based on psychosocial development emphasizes the importance of understanding the stages of a student's life, particularly in terms of identity formation, developing communicative relationships, and cultivating a sense of social responsibility. This pattern enables counselors to adjust their intervention approaches according to the psychosocial

conflicts that students are facing. By understanding the stages of development as a counselor, you can design more relevant, empathetic, and impactful counseling strategies that shape students' character and personal maturity.

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