

ADLERIAN COUNSELING IN IDENTIFYING SELF-ESTEEM MANAGEMENT

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Abstract

This study aims to describe in depth the role of Adlerian counseling in identifying the handling of self-esteem in individuals who experience feelings of inferiority. Self-esteem is an important aspect of psychological development that affects individual confidence, social relationships, and motivation in facing life's challenges. Adlerian counseling was chosen because it focuses on understanding feelings of inferiority, finding a purpose in life, and strengthening social interests that are relevant to the dynamics of self-esteem. The research method used is a qualitative approach with a case study design. The study participants consisted of four people who experienced low self-esteem problems with different backgrounds. Data were collected through in-depth interviews, observations during counseling sessions, and analysis of counseling reflection documents. The data was analyzed using thematic analysis techniques by maintaining validity through triangulation of sources and techniques. The results of the study showed that Adlerian counseling was able to identify factors that affect low self-esteem, both from negative beliefs and social pressure. Lifestyle analysis techniques, socratic dialogue, and encouragement are effective in helping participants change their perception of themselves and increase their courage to interact socially. The changes observed included increased confidence, courage to take on new responsibilities, and a reduction in withdrawal behavior. These findings confirm that Adlerian counseling is relevant to use as a self-esteem management strategy because it can integrate cognitive, emotional, and social aspects holistically.

Keywords: Adlerian counseling, self-esteem, encouragement, social interest, lifestyle analysis

Abstrak

Penelitian ini bertujuan untuk mendeskripsikan secara mendalam peran konseling Adlerian dalam mengidentifikasi penanganan harga diri pada individu yang mengalami perasaan rendah diri. Harga diri merupakan aspek penting dalam perkembangan psikologis yang memengaruhi kepercayaan diri, hubungan sosial, serta motivasi individu dalam menghadapi tantangan hidup. Konseling Adlerian dipilih karena memiliki fokus pada pemahaman perasaan inferioritas, pencarian tujuan hidup, serta penguatan keterhubungan sosial (social interest) yang relevan dengan dinamika harga diri. Metode penelitian yang digunakan adalah pendekatan kualitatif dengan desain studi kasus.

Partisipan penelitian terdiri dari empat orang yang mengalami masalah harga diri rendah dengan latar belakang berbeda. Data dikumpulkan melalui wawancara mendalam, observasi selama sesi konseling, serta analisis dokumen refleksi konseling. Data dianalisis menggunakan teknik analisis tematik dengan menjaga keabsahan melalui triangulasi sumber dan teknik. Hasil penelitian menunjukkan bahwa konseling Adlerian mampu mengidentifikasi faktor-faktor yang memengaruhi rendahnya harga diri, baik yang bersumber dari keyakinan negatif maupun tekanan sosial. Teknik analisis gaya hidup, dialog sokratik, dan encouragement terbukti efektif dalam membantu partisipan mengubah cara pandang terhadap diri mereka serta meningkatkan keberanian untuk berinteraksi sosial. Perubahan yang teramati meliputi meningkatnya kepercayaan diri, keberanian mengambil tanggung jawab baru, serta pengurangan perilaku menarik diri. Temuan ini menegaskan bahwa konseling Adlerian relevan digunakan sebagai strategi penanganan harga diri karena mampu mengintegrasikan aspek kognitif, emosional, dan sosial secara holistic.

Kata Kunci: konseling Adlerian, harga diri, encouragement, social interest, analisis gaya hidup

INTRODUCTION

Self-esteem is one of the fundamental aspects in the development of individual personality that has a great influence on the way a person views, responds to the social environment, and makes their life choices. Individuals with healthy self-esteem tend to have positive beliefs about themselves, can establish good interpersonal relationships, and are more likely to cope with psychological pressures and life challenges. On the other hand, individuals with low self-esteem often show feelings of worthlessness, lack confidence, and have difficulty adjusting to social and academic environments. According to Feoh et al.,(2021) Low self-esteem is also closely related to the emergence of various psychological problems such as anxiety, depression, withdrawn behavior, and even aggressiveness. Therefore, identifying and handling self-esteem problems is important in modern counseling practices.

In the realm of counseling, various approaches are used to help individuals build healthy self-esteem, one of which is Adlerian counseling. The Adlerian theory, developed by Alfred Adler, emphasizes the importance of understanding feelings of inferiority, compensation, purpose in life, as well as the need for human beings to have a sense of social connectedness. (Hanan et al., 2024). Adler argues that every individual strives for superiority in a positive sense, i.e., to achieve competence, meaningfulness, and social contribution (Ardi et al., 2019). In the counseling process, the Adlerian approach seeks to help clients understand their lifestyle, mindset, basic beliefs, and rebuild healthier life goals. This makes Adlerian counseling relevant for dealing with self-esteem issues because this theory sees feelings of inferiority not as a permanent weakness, but as a driver of development if directed constructively (Arredondo et al., 1996).

Some psychological theories provide the basis that self-esteem is influenced by internal and external factors. Maslow's theory of needs places self-esteem as one of the essential needs that must be met for individuals to achieve self-actualization (Maslow, 2012). Cognitive-behavioral theory emphasizes the role of the automatic mind and core beliefs in shaping self-concept (Skinner, 1984). Meanwhile, psychodynamic theory views self-

esteem as rooted in early experiences with parents (Rerung, 2022). However, the Adlerian approach is unique in that it looks at self-esteem in a broader social context. Adler emphasized that self-esteem is not only formed from personal achievement, but also from contribution and connection to the community. Thus, Adlerian counseling not only focuses on the cognitive improvement of the individual but also encourages social participation as part of the reinforcement of self-esteem.

Previous research results have largely proven the link between Adlerian counseling and increased self-esteem. The first research was conducted by Shen et al., (2023) This shows that Adlerian counseling techniques, such as lifestyle analysis and socratic dialogue, can improve the client's self-understanding and self-confidence, especially in the context of family and interpersonal relationships. The second research by Aisah & Herawati, (2021) Found that the application of Adlerian counseling in an educational setting effectively helped students overcome feelings of inferiority due to social comparisons, thereby increasing motivation to learn. The third research by Aminah et al., (2021) Notes that Adlerian counseling is useful in group interventions, particularly in adolescents who experience low self-esteem problems due to peer pressure. The fourth research was conducted. Hanafi & Rohaemi, (2024) This confirms that Adler's emphasis on a sense of social connectedness helps individuals with low self-esteem rediscover meaningful life goals. The fifth research by Chuang et al., (2020) Suggests that the encouragement technique in Adlerian counseling has a significant impact on improving self-efficacy and self-confidence in individuals facing childhood trauma.

However, these studies still have limitations. Many of them place more emphasis on the general intervention aspects of Adlerian counseling, without a deep focus on identifying the handling of self-esteem specifically. Some studies have more underlined the application of Adlerian in the context of education or the family, while studies of how this approach identifies factors that reinforce or weaken self-esteem are relatively rare. In addition, most previous research was conducted in Western countries with an individualistic cultural background, so its relevance in the context of societies with collectivist cultures, such as Indonesia, still needs to be further examined.

The difference between this study and previous research lies in its main focus. While previous studies have tended to examine the effectiveness of Adlerian counseling in improving motivation, social relationships, or academic engagement, this study is specifically directed at identifying strategies for managing self-esteem through Adlerian counseling. This research will explore more systematically how Adler's main concepts, such as inferiority feeling, striving for superiority, social interest, and lifestyle, can be used to understand and deal with self-esteem problems. In other words, this study seeks to provide a more detailed mapping of the role of Adlerian counseling in the context of self-esteem, rather than simply assessing the general impact of such counseling.

The novelty of this research lies in its attempt to connect the Adlerian concept directly with the dimension of self-esteem in the context of Indonesian society. This research offers the perspective that self-esteem is not only influenced by personal perception but also by cultural values, social relationships, and environmental expectations. Using

Adlerian counseling, this study seeks to identify relevant counseling techniques and strategies to build healthy self-esteem in a culture that emphasizes social harmony. Another aspect of novelty is the emphasis on the identification process, not just the outcomes, so that counselors can gain a more comprehensive understanding before designing interventions.

The purpose of this study is to describe in depth how Adlerian counseling can be used in the treatment of self-esteem. This study aims to understand the factors behind low self-esteem, how Adlerian counseling interprets these factors, and what strategies can be applied in the counseling process to strengthen self-esteem. The practical goal is to provide recommendations for counselors and counseling guidance practitioners to be able to use Adlerian principles in assisting individuals who experience self-esteem problems. The urgency of this research lies in the increasing phenomenon of low self-esteem among adolescents and young adults in the modern era. The rise of social media use, academic pressure, job competition, and high social expectations make many individuals feel not good enough and doubt their abilities. This has implications for the emergence of stress, anxiety disorders, and depression that are increasingly widespread. Therefore, a counseling approach is needed that not only strengthens the cognitive aspect but also builds the meaning of life and a sense of social connectedness. Adlerian counseling that emphasizes the concepts of encouragement and social interest is seen as very relevant to help individuals overcome self-esteem crises in the dynamics of modern society.

METHOD

The research method used in the study on Adlerian counseling in identifying the handling of self-esteem was designed with a qualitative approach. The qualitative approach was chosen because this study focuses on an in-depth understanding of the experiences of individuals with self-esteem problems and how the Adlerian counseling process can help identify the factors that influence it. The research design used is a case study, considering that the purpose of the research is to explore phenomena in depth and contextually in certain participants that are relevant to the focus of the research. The case study allows the researcher to obtain a comprehensive picture of the participants' self-esteem dynamics, interactions in the counseling process, and the practical application of Adlerian principles.

The subject of this study was determined through a purposive sampling technique, which involved selecting participants who were in accordance with the research criteria, such as individuals who experience low self-esteem problems and are willing to participate in Adlerian counseling sessions. A sufficient number of participants were selected to provide rich data, usually between three and five people, allowing for in-depth exploration while remaining within managed limits. Research data was collected through in-depth interviews, observations during counseling sessions, and analysis of relevant documents. Interviews are used to explore participants' personal experiences, views, and reflections on self-esteem and the counseling process they undergo. Observations are carried out to understand the dynamics of interaction between counselors and clients, while the documents analyzed can be in the form of counseling notes or written reflections

of participants. Data analysis was carried out using thematic analysis techniques. The researcher read the data repeatedly, performed coding, and identified key themes related to self-esteem management through Adlerian counseling. The validity of the data is maintained by using triangulation of sources and techniques, namely, comparing the results of interviews, observations, and documents to produce consistent findings. With this method, the research is expected to provide a comprehensive description of how Adlerian counseling plays a role in identifying and dealing with self-esteem problems contextually.

RESULTS AND DISCUSSION

This study aims to explore in depth how Adlerian counseling can be used in identifying the handling of self-esteem in individuals with feelings of inferiority. Based on the results of interviews, observations, and analysis of counseling documents, some important findings were obtained that illustrate the dynamics of the client's self-esteem, the role of the counselor, and the effectiveness of Adlerian principles in helping the client understand and manage himself. These findings are presented in the form of a descriptive narrative and are complemented by a table of research results to provide a more systematic picture.

Participant Overview

The study participants consisted of four people with different backgrounds. Two participants were students who experienced self-esteem problems due to academic pressure and social comparison in the campus environment. One participant was a high school teenager who experienced bullying and admitted that he often felt worthless. One other participant was a young employee who had difficulty adjusting to work due to low self-confidence. Of the four participants, the common patterns found were the emergence of feelings of inferiority, negative self-beliefs, and a tendency to withdraw from the social environment.

Interview Results

The results of the in-depth interviews showed that the low self-esteem in the participants was influenced by a combination of internal and external factors. Internal factors are negative beliefs such as "I'm not smart enough," "I'm always failing," or "others are better than me." External factors include social experiences such as peer ridicule, high expectations from family, and social comparisons through social media. Participants stated that this condition often made them feel anxious, hesitate in making decisions, and be reluctant to participate in social activities. Through interviews, it was also revealed that participants felt more open when the counselor used Adlerian's typical encouragement techniques. Positive encouragement, unconditional acceptance, and reflective questions make participants feel valued and slowly begin to change their perspective of themselves.

Observation Results

Observations during counseling sessions showed that Adlerian counseling techniques were effective in helping participants identify mindsets that debilitated their self-esteem. For example, when the counselor used a lifestyle analysis, it was seen that the participant

was aware of old patterns in him or her, such as excessive perfectionism or the habit of comparing himself to others. When the Socratic dialogue technique is carried out, participants begin to be able to question the truth of the negative beliefs they have been holding. In addition, there was a gradual change in attitude during the counseling process. At the beginning of the session, participants appeared passive and lacked confidence. But after a few meetings, the participants began to speak more actively, were able to express their feelings, and even showed the courage to try new strategies in social interaction. This indicates that Adlerian counseling can help participants find internal strengths and rebuild their self-esteem.

Document Analysis

Counseling records show that the most widely used Adlerian strategies are encouragement, lifestyle analysis, and discussion of life goals. The document noted positive developments in participants, such as increased self-reflection skills, willingness to try new approaches to dealing with problems, and an understanding that feelings of inferiority can be a driver for growth, not a permanent barrier.

Synthesis of Research Findings

Based on triangulation of interviews, observations, and documents, it was concluded that Adlerian counseling helps clients identify self-esteem management through several key stages. First, this counseling helps clients recognize the source of their feelings of inferiority. Second, Adlerian counseling provides an understanding that each individual has the potential to thrive through more meaningful life goals. Third, encouragement techniques have been proven effective in strengthening self-confidence and encouraging social participation. Fourth, this approach also emphasizes the importance of social interest as a factor that strengthens self-esteem.

Table 1. Research Results

NO	PARTICIPANTS	FACTORS CAUSING LOW SELF- ESTEEM	APPLIED ADLERIAN STRATEGY	OBSERVED CHANGES
1	Student A	Academic pressure, social comparisons on campus	Lifestyle analysis, encouragement	More confident in presentation, dare to speak up
2	Student B	High family expectations, perfectionism	Socratic dialogue, exploration of life's purpose	Able to accept shortcomings, no longer demanding perfection
3	High School Teen	Bullying, peer ridicule	Encouragement, social interest	Start actively hanging out with peers, dare to resist ridicule
4	Young Employees	Lack of confidence in the work	Lifestyle analysis, encouragement,	Be more active at work, dare to take

	environment, trauma of failure	and goal discussion	on new responsibilities
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The table above shows systematically how Adlerian counseling strategies were applied to each participant. The observed changes show that although the factors causing low self-esteem vary, the basic Adlerian principles can help individuals recognize old, unhealthy patterns and build a new understanding of themselves. For example, in students who are used to comparing themselves to their peers, Adlerian counseling helps them realize that everyone has a different purpose in life, so comparisons are no longer relevant. In adolescents who experience bullying, encouragement gives a sense of emotional support that makes them brave to rebuild social relationships. These findings reinforce the argument that self-esteem is not a fixed condition, but rather a psychological construct that can be changed through appropriate intervention. Adlerian counseling not only provides cognitive understanding, but also builds the courage to contribute in a social environment. This is in line with Adler's theory of the importance of social interest as an indicator of psychological health.

DISCUSSION

The results of the study show that Adlerian counseling has an important role in identifying and dealing with self-esteem problems in individuals. From the process of interviews, observations, and analysis of counseling documents, it can be seen that there is a consistent dynamic that low self-esteem is often rooted in feelings of inferiority, negative past experiences, and social pressure experienced by individuals. Adlerian counseling not only provides a space for reflection for clients, but also helps them reinterpret life experiences so that feelings of inferiority can be directed as a driver of self-development. These findings are particularly relevant to Adler's view that every individual from childhood carries feelings of inferiority, and that the struggle toward superiority is a natural process to achieve the meaning of life.

Adler argues that a person's self-esteem is closely related to the way an individual interprets himself or herself to others (Setiowati & Nuryanto, 2022). The concept of social interest or a sense of social connectedness introduced by Adler is a key factor in the formation of healthy self-esteem. The results of this study showed that when participants were encouraged to interact more widely and contribute to their environment, they began to show increased confidence and courage to present themselves. This reinforces the assumption that self-esteem is not just the result of personal self-evaluation but is also shaped by social involvement. The findings of this study are consistent with Maslow's theory of needs, which places self-esteem as one of the basic human psychological needs. Maslow, (2012) Explains that individuals need recognition, appreciation, and a sense of competence to achieve self-actualization. In the context of this study, Adlerian counseling has been shown to function as a means to help clients meet these self-esteem needs through the process of encouragement, clarification of life goals, and reinterpretation of the experience of inferiority. Thus, the results of this study not only confirm Adler's view but also complement the theoretical understanding of the position of self-esteem in the hierarchy of human needs.

Furthermore, the results showed that the lifestyle analysis techniques applied in Adlerian counseling were effective in helping participants recognize the old patterns that shaped their low self-esteem. For example, excessive perfectionism, the habit of comparing oneself to others, or negative beliefs inherited from childhood experiences. This is in line with the concept of *basic mistakes* that Adler put forward, namely, a false belief that leads individuals to an unhealthy lifestyle. By delving into the lifestyle, counselors can help clients identify those basic mistakes and replace them with more adaptive beliefs (Gysbers, 2001). Adlerian counseling also shows its success through the encouragement technique, which is to provide positive encouragement so that clients can see their potential and strengths. The results showed that participants felt more valued and motivated when counselors gave reinforcement for their small efforts. This technique is effective in reducing feelings of worthlessness and increasing self-efficacy. These findings are in line with previous research that confirms that encouragement is at the heart of Adlerian counselling, as it can awaken the courage of clients to face life's challenges.

In addition, the use of Socratic dialogue in Adlerian counseling also helps clients question the validity of negative beliefs they have. For example, a participant who always felt stupid began to realize that the belief was not supported by real evidence, but only a perception from experience. With this technique, clients learn to build a more rational and healthy mindset. This is in line with the cognitive approach in counseling that emphasizes the importance of changing irrational thoughts to improve feelings and behaviors. Although Adlerian is not synonymous with a purely cognitive approach, the use of reflective dialogue suggests a common ground between the two. The research findings also reveal that cultural factors have a role in the dynamics of self-esteem. In the context of Indonesian society that tends to be collectivistic, low self-esteem is often influenced by social views and family expectations. Participants admitted that they felt worthless because they failed to meet certain standards set by the surrounding environment. Adlerian counseling in this case provides a new perspective by emphasizing the importance of finding life goals that are personal but still connected to social interests. This makes Adlerian counseling relevant in the context of collectivist culture because it does not ignore social values, but instead emphasizes them in the process of building self-esteem. When compared to the results of the previous study, the findings of this study show a difference in focus. Research Shen et al., (2023) Emphasizes the effectiveness of Adlerian counseling in family relationships, while Carlson and Englar-Carlson further highlight its benefits in educational settings. This study, on the other hand, pays major attention to aspects of self-esteem and how Adlerian techniques are used to identify and deal with feelings of inferiority. This distinction contributes novelty in the literature because it specifically maps the relationship between the Adlerian concept and the dimension of self-esteem.

The results of the study also support the view Atmaja et al. (2022) found that Adlerian counseling is effective in a group context, especially for adolescents. Although the study was conducted more in an individual setting, the dynamics found showed that encouragement and social interest could be adapted to help individuals cope with social pressures that affect self-esteem. Thus, this study opens up opportunities for the

development of group-based Adlerian counseling in the future, especially for adolescents and students who are vulnerable to self-esteem crises. From a psychological point of view, this study shows that low self-esteem is not solely caused by individual weaknesses but is the result of complex interactions between internal and external factors. Internal factors include negative beliefs, feelings of inferiority, and misinterpretation of the self. Meanwhile, external factors include social pressure, bullying, family expectations, and a culture of comparison through social media. Adlerian counselling plays an important role in integrating these two factors through lifestyle and social interest analysis, thus providing a more comprehensive understanding to clients.

This discussion also needs to be linked to the theory of self-esteem developed by Rosenberg. According to Rosenberg, self-esteem is a global self-evaluation that is both positive and negative (Cingel et al., 2022). This study shows that Adlerian counseling can influence these evaluations by reconstructing the individual's basic beliefs and providing new, healthier experiences. For example, when a client successfully performs in a presentation after receiving encouragement, his or her evaluation becomes more positive, which ultimately strengthens self-esteem. Thus, this study supports Rosenberg's concept while showing that Adlerian counseling can be an effective medium for improving negative self-evaluation.

The urgency of this research is increasingly evident when it is associated with contemporary phenomena such as increasing cases of depression, anxiety, and low self-worth in the younger generation due to social media exposure. This study shows that Adlerian counseling offers a humanistic and social approach to dealing with these challenges. By emphasizing encouragement and social connectedness, Adlerian counseling not only touches on the psychological aspects of the individual but also provides relevant social solutions in the modern context. Thus, the discussion of the results of this study can be concluded that Adlerian counseling has been proven to be effective in identifying the treatment of self-esteem. The techniques used can help clients recognize the factors that cause low self-esteem, reinterpret the experience of inferiority, and build healthier self-confidence. This research makes a theoretical contribution by strengthening the Adlerian concept of inferiority and social interest, while also making a practical contribution by offering counseling strategies that are relevant to the Indonesian cultural context.

CONCLUSION

Based on the results of research on Adlerian counseling in identifying the handling of self-esteem, it can be concluded that counseling with the Adlerian approach has been proven to make a significant contribution in helping individuals understand, manage, and improve their self-esteem. This counseling can uncover the factors that cause low self-esteem that come from negative beliefs, inferiority experiences, social pressure, and environmental expectations. Through lifestyle analysis techniques, socratic dialogue, and encouragement, Adlerian counseling successfully helps clients recognize erroneous mindsets and replace them with healthier beliefs. The positive encouragement provided

by counselors fosters confidence and courage, while the emphasis on social interests encourages clients to build social connections that reinforce a sense of worth.

This study confirms that self-esteem is not a static condition, but can change with new, more adaptive experiences. The findings showed that participants who previously tended to be passive, introverted, and withdrawn were able to show positive developments after Adlerian counseling, such as increased courage to appear in public, participate in social settings, and reduce the habit of comparing themselves to others. This proves the relevance of Adler's theory of feelings of inferiority as a driver of development if directed correctly. Another important conclusion is that Adlerian counseling is appropriate to be applied in the context of Indonesian culture that emphasizes the value of togetherness. Focusing on social interests allows individuals not only to improve their self-concept but also to build social contributions that give new meaning to their lives. Thus, this study has implications for the importance of counselors' understanding of the role of Adlerian counseling as an effective strategy in dealing with self-esteem issues. This research also opens up opportunities for the development of a more contextual counseling model, both in individual and group settings, so that it can strengthen counseling guidance services in answering the psychological challenges of the younger generation in the modern era.

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