



## IMPLEMENTATION OF COUNSELING SERVICES ON IBUNDA.ID PLATFORM IN OVERCOMING MENTAL HEALTH PROBLEMS

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### ABSTRACT

This research aimed to reveal the implementation of the counseling service on *ibunda.id* platform in overcoming mental health problems. This field research used a qualitative approach with interviews, observation, and documentation techniques in collecting the data. The results showed that the main background of *Ibunda.id* was utilizing technology to ease anything, including counseling services. The implementation of the *Ibunda.id* counseling service in dealing with mental health problems was as follows: (1) Establishing a relationship with the counselees using friendly greetings, (2) Reflecting on the counselees' empathy and appreciating their courage to share their story/problems, and then finding the solutions, (3) Providing self-help psychoeducation to train their ability in solving daily problems and developing their character.

**Keyword:** Confidential service; *ibunda.id*; mental health

### ABSTRAK

Penelitian ini bertujuan untuk mengungkap implementasi layanan *curhat* pada startup *ibunda.id* dalam menanggulangi masalah kesehatan mental. Penelitian tentang implementasi layanan *curhat* ini dilakukan dengan menggunakan pendekatan kualitatif dengan jenis penelitian lapangan (*field research*) dengan teknik pengumpulan data menggunakan teknik wawancara (*Interview*), observasi (Pengamatan) dan dokumentasi. Hasil penelitian menunjukkan bahwa latar belakang utama *Ibunda.id* didirikan karena untuk memanfaatkan ilmu teknologi sebagai media yang dapat mempermudah seseorang melakukan apapun tidak terkecuali melakukan layanan *curhat*. Implementasi layanan *curhat* *ibunda.id* dalam menanggulangi masalah kesehatan mental sebagai berikut: (1) layanan *curhat* *Ibunda.id* yang berisikan salam dengan kesan bersahabat, pembentukan jalinan hubungan dengan konseli; (2) berfokus pada refleksi empati konseli dan mengapresiasi konseli karena sudah berani mengambil tindakan untuk memulai cerita, dan mencari jalan keluar atas permasalahan tersebut; dan (3) *self-help* psikoedukasi untuk melatih kemampuan dalam penyelesaian permasalahan-permasalahan yang terjadi dalam kehidupan secara nyata dan mengembangkan karakter yang ada pada dirinya.

**Kata kunci:** Layanan *curhat*; *ibunda.id*; kesehatan mental

## INTRODUCTION

Mental health is an essential aspect of realizing overall health. It is as important as physical health, as the definition of health put forward by the World Health Organization (WHO) is as follows: *"health as a state of complete physical, mental and social well-being and not merely the absence of disease or infirmity"* (World Health Organization, 2013). With mental health, other aspects of life will work more optimally. A healthy mental condition cannot be separated from good physical health. Various studies have shown a relationship between a person's physical and mental health, where individuals who suffer from physical illness show psychological problems to mental disorders.

On the other hand, individuals with mental disorders show impaired physical function. Health and illness are biopsychosocial conditions that are integrated into human life. The introduction of the concept of health and illness, both physically and psychologically, is part of a human's introduction to his condition and how to adjust it to the surrounding environment (Putri et al., 2015). Mental health is a fundamental component of the definition of health. Good mental health enables people to realize their potential, cope with the normal stresses of life, work productively, and contribute to individual communities (Ayuningtyas et al., 2018).

Therefore, mental health disorders cannot be underestimated because the current number of cases is still quite worrying. About 450 million people are suffering from mental and behavioral disorders worldwide. One in four people will have a mental disorder during their lifetime (World Health Organization, 2004).

Based on research by Rudi Maslim in Mubarak (2011), sufferers of mental health disorders in Indonesia are 6.55%. This figure is moderate compared to other countries. Data from 33 Mental Hospitals (RSJ) throughout Indonesia states that the number of people with severe mental disorders has reached 2.5 million.

Indonesia's patients with severe mental disorders aged over 15 years in Indonesia reached 0.46%. It means that there are more than 1 million people in Indonesia who suffer from severe mental disorders. Based on these data, 11.6% of the Indonesian population has mental and emotional disorders. In 2013 the number of people with mental disorders reached 1.7 million people. The prevalence of severe mental disorders, or in medical terms called psychosis/schizophrenia, in rural areas is higher than in urban areas. In rural areas,

the proportion of households with at least one member experiencing severe mental disorders and having been in restraint reaches 18.2 percent.

Meanwhile, in urban areas, the proportion only reached 10.7 percent. It seems to emphasize that the pressures of life experienced by rural residents are heavier than urban residents. Moreover, it is easy to guess one of the pressures of life, although not always economic difficulties (Bastomi, 2021).

On December 31, 2019, WHO and China Country Office reported a case of pneumonia of unknown etiology in Wuhan City, Hubei Province, China. On January 7, 2020, China identified pneumonia of unknown etiology as a new type of coronavirus (coronavirus disease, Covid-19) (Hidayah & Bastomi, 2020). Cases of acute respiratory distress, the Coronavirus or COVID-19, are still making headlines in most of the world's mass media from 2020 until now. COVID-19 is a hazardous virus, as evidenced by the WHO statement that this virus is a global pandemic after the number of infections worldwide until now has reached more than 406 million cases (Ilpaj & Nurwati, 2020).

Various problems in all sectors surfaced as a result of the outbreak of the Covid-19 pandemic. In the economic field, there were difficulties in finding jobs and meeting the needs of daily life and the various impacts of Covid-19 (Bastomi, 2020). The impacts can occur personally or broadly in society. For example, someone who has contracted the coronavirus and died is the family's breadwinner. In addition, the effect on society makes it easier to panic, worry, and stress.

Excessive anxiety or worry from receiving too much information eventually causes the body to create symptoms similar to the coronavirus, even though these symptoms are only a manifestation of excessive anxiety, not being infected with the coronavirus. Such conditions are known as psychosomatics due to the coronavirus. Increasing government regulations, such as physical distancing, can lead to poor mental health and influence the high death rate in Indonesia (Ilpaj & Nurwati, 2020).

Mental problems faced by a person often get an adverse reaction from the people around him due to the limited public understanding of mental disorders. Tradition and culture linking cases of mental disorders with local community beliefs have caused some people not to be open to more scientific explanations. Ultimately, they put aside medical and psychiatric treatment for mental disorders (Ariadi, 2013).

One form of assistance to people with psychological problems is by providing counseling. However, during the COVID-19 pandemic, most people had to stay at home (Wiyono, 2020) because the government had established a policy of Large-Scale Social Restrictions (PSBB) (Kemenko PMK, 2021). One solution to the form of counseling following the conditions of the COVID-19 pandemic is online counseling. Ifdil (2013) states that conducting online counseling is quite effective if the problems need to be immediately resolved while there is no opportunity or constraint by distance to do face-to-face counseling. Online counseling can be defined as a professional counseling practice that occurs when the counselee and counselor are separately and utilize electronic media to communicate using the internet (Bastomi, 2019).

One of the startups that provides online counseling services is Ibunda.id. It is the first place to share for people in need who have difficulty finding trusted people (counselors or psychologists). Therefore, this research aimed to determine the implementation of the counseling service at the ibunda.id startup in overcoming mental health problems.

## **METHOD**

This field research used a qualitative approach. Data were collected using interviews, observation, and documentation. The analysis technique used was descriptive qualitative, consisting of three stages: data reduction, data presentation, and drawing conclusions and verification (Sugiyono, 2014). The data reduction stage is the process of classifying and categorizing the data. The data presentation stage (data display) is a checking technique in the research process to help researchers make data into a social picture in the form of words and correct the existing data unity from the research results. The conclusion and verification stage is a step to draw the core points and the truth about implementing the counseling service at the Ibunda.id startup in solving mental health problems

## **RESULT AND DISCUSSION**

### **Online Counseling during the Covid 19 Pandemic**

At the beginning of 2020, the world was shocked by the coronavirus (Covid-19) outbreak infecting almost all countries worldwide. WHO, since January 2020, has declared the world to be in a global emergency related to coronavirus (Iswari et al., 2020). The coronavirus is getting more widespread in Wuhan and spreading to other provinces in China. The spread of the coronavirus is extraordinary. In just three months, this virus has claimed

thousands of lives, even now, not only in China which has the highest outbreak rate but has overtaken other countries such as Italy, Iran, South Korea, Indonesia, the UK, Japan, the United States, Germany, and other countries. The government has taken steps to resolve the coronavirus pandemic, including the social distancing movement and PSBB (Large-Scale Social Restrictions) (Putri, 2020).

Guidance and counseling services are indispensable for students during a pandemic. Rosadi & Andriyani (2020) argue that the challenges faced by guidance and counseling teachers lie in providing remote services and assessing student problems because not all students are open to BK teachers on their problems. This shows that counselors' efforts are urgently needed to develop the practice of guidance and counseling services in order to anticipate the emergence of student academic stress during COVID-19

Kurniawan (2020) explains that counselors must have professionalism in implementing various strategies and techniques in providing online-based guidance and counseling services so that the goals and functions of guidance and counseling services can still be achieved even during the Covid-19 pandemic and in other different situations, one of which is one is to do online counseling. The practice of online counseling by counselors during the pandemic is still relatively new, but with the development of technology and communication media, many professionals have done it (Poh Li et al., 2013). The National Board for Certified Counselors (NBCC) explains that online counseling involves asynchronous and synchronized remote interaction between counselor and client using email, chat, and video-conferencing Internet features to communicate. Online counseling is increasingly considered a cost-effective and highly accessible method of providing basic counseling and mental health services (Habibah et al., 2021).

Fadhilah et al. (2019) state that online guidance and counseling services first appeared in the 1960s and 1970s with the Eliza and Parry software program; in the early development of online guidance and counseling services carried out text-based, and now about a third of sites offer counseling services only through email. Online guidance and counseling services can be in the form of live chat, audio, and video prepared using a smartphone, computer, or other devices. Online is a state when something is connected to a network, internet, or Ethernet system (Putri, 2020).

Online counseling is defined as a professional counseling practice that occurs when the counselee and counselor are separately and utilize electronic media to communicate via

the internet. Online counseling is one of the strategies for providing guidance and counseling services (Petrus & Sudiby, 2017). In other words, online counseling is a process of assisting counselees carried out online or through internet network communication media which is carried out anywhere and anytime with the counselee's agreement with the counselor so that its implementation is more effective and efficient. Online counseling is growing in Indonesia quite rapidly, especially since the emergence of social networking applications such as Zoom Meetings, Cloud, Google Meetings, Google Talk, Line, Whatsapp, Email, Facebook, and other applications. Online counseling has become a possible means of helping young people as they face challenges of emotional and mental well-being. Client demand for such services is expected to increase dramatically due to the accessibility of the internet. Following the previous explanation, online counseling has become a reasonable choice to help young people, especially the community, when facing mental well-being challenges (Sari & Herdi, 2021).

Prasetyo & Djuniadi in Aisa (2020) state that online counseling can be divided into synchronous and asynchronous. Asynchronous is a site containing information and self-help or self-help sources, for example, email therapy and bulletin board counseling. In contrast, synchronous is direct counseling services such as chat or instant messaging and video conferencing. For example, there is a site that offers alternative forms of therapy via the internet, where there is a direct interaction between the counselee and the counselor.

The online counseling stage consists of five stages that run on a "flexible continuum" and is more open to modification from the initial stage to the last stage. General and specific techniques are not as fully used as in direct counseling. Online counseling sessions prioritize overcoming the counselee's problems compared to the methods and forms of approaches, techniques, and or therapy used. At this stage, the selection of techniques, approaches, and or therapies used is adjusted to the problems faced by the counselee (Ifdil, 2013).

The taxonomy of forms of online counseling practice consists of: (1) individualized email-based counseling, which involves asynchronous long-distance interaction between counselor and counselee using text to communicate; (2) chat-based individual counseling, which involves synchronous remote interaction between the counselor and the counselee by text to communicate; (3) chat-based couples counseling, which involves synchronous long-distance interaction between one or more counselors and the counselee's partner using text to communicate; (4) chat-based group counseling, which involves synchronous remote

interaction between the counselor and several counsees using text to communicate; (5) video-based individual counseling, which involves synchronous remote interaction between counselor and counselee using video-conferencing to communicate; (6) video-based couples counseling, which involves synchronous remote interaction between a counselor and a pair of counsees using video-conferencing to communicate; (7) video-based group counseling, which involves synchronous remote interaction between the counselor and several counsees using video to communicate (Gladding, 2012).

Ethics in online guidance and counseling services are not much different from face-to-face ones. The difference lies in other tools in implementing services so that the services carried out do not occur directly. In general, ethics in online guidance and counseling services includes (1) discussion of information regarding the advantages and disadvantages of online guidance and counseling services, (2) the use of technological assistance in online guidance and counseling services, (3) the accuracy of the form of guidance services in online counseling, (4) access to computer applications for online guidance and counseling services, (5) legal aspects and regulations in the use of technology in counseling, (6) technical matters relating to technology in business and law if the service is provided between region or country, (7) various agreements that must be met by counsees related to the technology used, and (8) regarding the use of the site in providing online guidance and counseling services (Putri, 2020).

Online counselors need to have more excellent knowledge of mental health theory and practice and receive training and supervision following the profession's requirements in general. Only then can counselors genuinely understand and empathize with online clients. Online counselors can cope with important events in the counselee's life as they occur online, understand the counselee's words (in writing), encourage the use of creative expression (such as using font color and graphics), incorporate experiences during services (such as email, chat, or telephone), providing support, and presenting information resources available online. Therefore, the counselor must have many strategies to help the counselee self-discover and healing, and achieve the expected counseling goals (Bastomi, 2019).

### **Profile of Ibunda.id**

Ibunda.id is located in the center of Jakarta, precisely at Jalan Bangka XI, No. 59A, Mampang Prpt, South Jakarta. It is a startup that provides psychoeducation services using technology and online counseling services to become the first place to share for people in

need who have difficulty finding trusted people (counselors or psychologists). Its online counseling services are provided free or paid according to the counselee's needs. Although online counseling is not the primary way to do counseling, Ibunda.id provides professional counselors or psychologists.

The main background Ibunda.id was founded as a form of using technology as a medium for conducting online counseling. They are considering the lack of media that provides services about psychoeducation or online-based sharing media, which turns out to be in great demand. Initially, its application was not focused on online counseling but only became a facilitator for the audience, and there was no involvement of experts (counselors or psychologists). However, the facilities and services have improved and are equipped over time. Some counselors or psychologists now enter online counseling sessions and receive complaints. Apart from the public's need and interest in digital media, Ibunda.id exists because there are so many people who need counseling but are hindered by many obstacles, such as difficulty in finding a counselor or psychologist, being embarrassed to directly meet with a counselor or psychologist, and many who are aware that they need media to share but limited by distance and geographical location.

### **Implementation of counseling services at Ibunda.Id**

Indonesia needs a mental health service method that can reach a broad community with challenging geographical conditions and a large population. This need is becoming increasingly urgent with the current situation of physical restrictions during the COVID-19 pandemic. The increasing number of mental health cases and the limited availability of existing professional resources are insufficient to meet the service needs, causing gaps in mental health. The increasing need for psychological assistance in the current pandemic is a challenge for service providers.

The development of counseling through the internet is quite significant in Indonesia. Moreover, many internet users from the student age category regularly visit various sites. Some sites, such as Facebook, Twitter, Friendster, high5, etc., are popular today on PCs, laptops, notebooks, or cell phones (Wibowo et al., 2019).

With the optimal integration of mental health services and technology, it can be an alternative solution to reaching a wider audience and minimizing existing gaps. The use of long-distance communication media such as the Ibunda.id platform, which provides



counseling services using the Line application, can be used in dealing with mental health problems in Indonesia.

The development of counseling is also inseparable from the influence of technological developments. At first, counseling was limited to face-to-face meetings between counselors and counselees, but currently, counseling can also be held with various media that allow long-distance counseling relationships (Prayitno, 2012). Remote counseling assisted by technology continues to grow and undergo an evolutionary process. The rapid development of technology and internet use has resulted in new forms of counseling, one of which is distance counseling (Ardi et al., 2013).

Hohenshil, in Gladding (2012), states that the use of technology in counseling has proliferated. Today technology substantially impacts almost all life, including education, business, science, religion, government, medicine, agriculture, and counseling services.

The form of Online Ibunda.id Counseling Services was created based on a commitment to provide the maximum possible service, listening, helping, providing solutions to problems, and protecting the counselee's personal information. However, the counselee acknowledges that consulting services through the mother cannot be used as the only health decision or a way to solve problems.

The steps for obtaining online counseling services on Ibunda.id based on the Standard Operating Procedure (SOP) are explained as follows: 1). Prospective counselees must ensure that their computer or cellular phone is connected to the internet network; 2) prospective counselees can directly access the Ibunda.id portal: *www.ibunda.id*; 3). Prospective counselees can access online counseling services only if they are registered; 4). Prospective counselees can directly press the login-register option; 5) Prospective counselees fill in personal data; 6) Prospective counselees agree to all the terms and conditions; 7) Prospective counselees can directly access online counseling services, either via the website or via the Line chat application; 8) Counselees can tell stories (sharing) by writing the problems they are facing for free.

Counselors on the Ibunda.id platform who provide services on the Line application are required to ensure their competence regarding the technology used and the potential impact of technology on the counselee. The competence of the counselor required is able and fluent in operating applications and programs supporting confide services, such as data storage, maintaining security, and data privacy. In addition, it is also vital to improve the

ability to provide services and optimize their competencies so that the counselee gets the best service. Before providing online confide services, a counselor gets professional training to develop the necessary knowledge and skills.

The stages of the counseling service on Ibunda.id are almost the same as the conventional counseling stages, which consist of the formation stage, the core activity stage, and the final stage. The difference is in the use of the term and the way it is conveyed. The first stage in conventional counseling involves establishing a relationship between the counselor and the counselee with complete empathy so that the counselee feels comfortable and is willing to be open and honest about his problems. In line with that, the first stage of the Ibunda.id counseling service, which contains greetings with a friendly impression, the formation of a relationship if it starts with an apology from the mother if the service process for sharing via the website is less responsive—followed by asking the counselee at that time. The first stage of online and conventional counseling will determine the counseling process at the next stage. As much as possible at this first stage, the counselee is made comfortable and trusts in the counselor. In addition, the empathy given is not excessive, so it does not seem artificial.

The second stage in conventional counseling contains the concentration of behavior on the counselee's problems. It focuses on reflecting on the counselee's empathy and appreciating the counselee for having the courage to take action to start the story. After that, it focuses on the problems faced by the counselee and finds a way out of them.

The third stage of conventional counseling contains closure and evaluation and emphasizes and convinces the counselee of the solution that the counselee has chosen. It contains self-help psychoeducation to train the counselee's ability to solve problems that occur in real life and develop a positive character.

All processes in online and conventional counseling are the same, namely solving problems faced by counselees. It is just that in online counseling, the counselor must be more careful in interpreting every word, replying to the counselee's message, choosing the right words, evoking empathy, and ensuring the counselee can overcome the problem.

The ethical and legal risks of online counseling include: 1) confidentiality, 2) handling emergencies, 3) lack of non-verbal information, 4) the dangers of offering online services beyond state borders, 5) lack of research results on the effectiveness of online counseling

services, 6 ) technology failure, and 7) difficulty in establishing rapport for clients that are not encountered visually (Ardi et al., 2013).

The development of the counseling service through the Line application on *ibunda.id* has received a quick response from users because it is easy to use. Indonesia, with a large population, is an opportunity to provide online counseling applications such as *Ibunda.id*. The counseling service through Line is quite capable of providing alternative solutions that are effective and easy to implement in dealing with mental health problems as expected. Especially in a pandemic that requires social distancing, remote counseling services can be used to solve problems.

The need for online counseling in the next few years will increase. It is evidenced by the emergence of the covid pandemic in 2019. This condition requires counselors to master online counseling skills specifically. If not, the counseling service will suffer because it is seen as technologically stuttering and does not want to develop (Harahap, 2021). This opportunity was taken by several websites in Indonesia that provide online counseling services, as *Ibunda.id* does. The reach of mental health services by utilizing technology provides opportunities for equitable distribution of mental health services for Indonesia as an archipelagic country with diverse geographical access. Although the consequences of the application of increasingly developing and sophisticated technology will create new challenges in line with the risks that may arise in its implementation.

Conventional face-to-face counseling has limitations as it must meet in person. However, through online counseling, the services will be facilitated through communication. Therefore, counselors need to study several important factors in effective online counseling to improve the quality of the therapeutic relationship (Illiyah, 2017).

The counseling service using Line can be applied if the service provider (counselor) and client are prepared to use technology. In Indonesia, a trial of mental health services based on the Line application has been carried out as carried out by *ibunda.id*. This service has proven to be quite successful in helping counselees who have mental health disorders.

Management of online counseling requires a counselor to have technical knowledge about mastering the internet and all the related tools in it. In addition, a counselor must also master the norms and ethics of online counseling. It is important because it relates directly to aspects of data confidentiality and the history of the online counseling service process (Bastomi, 2019).

## CONCLUSION

Ibunda.id's Online Counseling Service was created based on its commitment to making every effort to listen, help, provide advice, and protect the counselee's personal information. Counselors on the Ibunda.id platform are required to ensure their competence related to technology and the potential impact of technology on counselees. The stages of the counseling services in Ibunda.id are; 1) The greetings with a friendly impression establish a relationship with the counselees; 2) It reflects on the counselee's empathy, appreciates the counselee for their courage to start sharing, and finds the way out of the problem; 3) self-help in the form of psychoeducation is provided to train counselees' ability in solving their real-life problems and developing their characters.

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