

EFFECTIVENESS OF COUNSELING MEDIA FOR BUDDHIST COUNSELOR

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Abstract

This recent study was conducted in the former residency of Madiun, East Java. The study aimed to identify the effectiveness of counseling media as tools for Buddhist counselors. The counseling media involved posters, short videos, and PowerPoint presentations. The population of the study consisted of Buddhist people living in the former residency of Madiun, and the sample was selected using a simple random sampling. The total respondents of the study were 50 Buddhist participants who met the criteria for the research. The data for this study were collected using pretests and posttests. The quasi-experimental design used in this study was a one-group pretest-posttest design. The results of these tests were then analyzed statistically using SPSS to determine the effectiveness of the counseling media. The analysis focused on comparing pretest and posttest scores to assess the improvement in participants' knowledge after receiving treatment through the counseling media. The results of the study showed that all three counseling media—posters, short videos, and PowerPoint presentations—are effective tools for counseling, as the posttest values were higher than the pretest values. Among the three media, the PowerPoint presentations achieved the highest average score, indicating their superior effectiveness in enhancing knowledge.

Keywords

Effectiveness; Counseling medias; Buddhist counselors.



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INTRODUCTION

Generally, counseling activities have been done by professionals, whether in the agriculture sector, health sector, or religious sector. The main participants of counseling are the people who need enlightenment about something. Usually, the counselor is from a certain religion. A religious counselor is a noble figure who always guides their audience toward goodness while steering them away from wrongdoing (Kustini, 2014). They have a vital role as mentors, helping to enhance the quality of religious education and spiritual development and also offering support, encouragement, and direction to others (Pamungkas et al., 2023). There are also counselors in Buddhist organizations for both civil servants and non-civil servants. Basically, Buddhist counselors not only have a responsibility to develop *dharma* or good teaching for people, but they also have another responsibility to deliver programs in government policy using the Buddhist approach. Most people believe that counselors are the people who have a responsibility to guide this through the counseling process (Dewi, 2019). The high beliefs of Buddhist people lead Buddhist counselors to give guidance or develop this *dharma*, so the Buddhist counselor must develop their competence to fulfill the Buddhist people's needs. One of the ways to develop and increase their skills is by keeping in touch with new knowledge and technology. By increasing their literacy culture, they can fulfill Buddhist needs based on the development of the time. However, there are many Buddhist counselors who provide counseling, spread Buddhist teaching, and provide services in traditional ways. The traditional ways mean that they don't use technology. Technology is essential as it serves as a primary channel for knowledge transfer in many countries (Ghavifekr & Rosdy, 2015). Technology serves as a tool to support teaching and learning rather than being the ultimate goal (Prabhu et al., 2014). Considering that Buddhist counselors are necessary for Buddhist people, they should have the supporting experience and knowledge of Buddhist counselors or *Dharmadutta* (Mukti, 2016). Buddhist counselors may take advantage of the technology since it is very convenient in many fields (Ferdig, 2006; Komalasari, 2020; Melati et al., 2023; Salsabila et al., 2022; Salsabilla et al., 2021).

Buddhist counselors can use some media to deliver their teachings or to provide services to the Buddhist people. For instance, they can use the existing media, or they can create their own media. The quality of learning can be improved by using media because the use of media not only makes the teaching and learning process more efficient but also helps the audience absorb the subject matter deeply and completely (Istiqlal, 2018). The media have many advantages

(Nomleni & Manu, 2018; S & Rohani, 2019; Shatri, 2020; Susanti & Ulfiana, 2020). Counselors' media are a tool that can help counselors give understanding to people (Yahya, 2023). Basically, the counselor's media have some functions and roles, such as being a channel and giving learning experiences that facilitate the counseling process and give an independent learning process. One of the media is that it is easy to create posters. According to Nurwanti & Bahtiar (2024) the article, posters have so much dramatic power to captivate and attract attention. Hence, the Buddhist people will pay more attention to the use of posters as counseling media. Besides that, the posters can also reduce saturation and boredom in the learning process (Nurfadillah et al., 2021).

As a print-based educational media (Mayembe & Nsabata, 2020), posters are necessary to deliver Buddhist teaching since they can attract people's attention. Meanwhile, there are other forms of media, such as electronic media such as video and PowerPoint. Those two media also have their own benefits. Daryanto (2016) explains that video media is anything that allows audio signals to be combined with moving images in a sequence. One of the advantages of video media is that it is good for learners' understanding. As Supriani et al. (2021) found in their study, video as counseling media can increase people's understanding of certain materials. Moreover, video media is a tool to present information and processes, explain complicated concepts, teach skills, summarize or reduce time, and influence behavior (Kustandi & Sutjipto, 2013). In addition, Widiyardi et al. (2023) the advantage of PowerPoint as a learning media is that it can increase students' understanding of certain materials.

Considering the importance of counseling media for Buddhist counselors, researchers tend to study further the effectiveness of counseling media for Buddhist counselors, especially in the former residency of Madiun. By the media being used, it is hoped that it can make it easier for the message receivers to understand the messages (Leilani et al., 2019). In deciding the counseling media, the researchers consider the objectives, characteristics, strategies, messages, and regional characteristics. Therefore, the researchers focused on the effectiveness of poster media as a form of Buddhist counseling for Buddhist counselors in the former residency of Madiun.

METHOD

A recent study was done in Madiun. The study applied a quantitative method. The study aimed to identify whether counseling media (posters, videos, and PowerPoint) are effective in helping Buddhist people understand Buddhist teachings. Therefore, in the study, there were a pre-test and post-test. There is a pre-test before giving treatment so that the result of the treatment can be understood more accurately because the situation can be compared to the previous one before getting the treatment (Sugiyono, 2019). The test materials contain Sigalovaddha Sutta. It is about important Buddhist teachings that provide guidance for householders on their responsibilities toward family, friends, teachers, and society. Its teachings emphasize the importance of maintaining healthy and harmonious relationships, which are crucial for navigating social and technological changes in the modern era (Ayu et al., 2024). The pretest was conducted without the use of counseling media, while the posttest was administered after participants received the material delivered through the media. The quasi-experimental design used in this study was a one-group pretest-posttest design. There is no control group for comparison (Lai et al., 2023).

The population of the study was all Buddhist counselors from Madiun's former residency. The study samples used simple random sampling. This method is the simplest sampling process and ensures fairness, as each unit has an equal opportunity to be chosen (Sumargo, 2020). The total respondents consisted of 50 Buddhist participants. The data were collected using tests (pretest and posttest) and questionnaires, which provided additional insights into participants' perceptions and experiences with the counseling media. The study was conducted in Ponorogo, which is the former residence of Madiun, a region with a significant Buddhist population. The data analysis was carried out quantitatively using SPSS software to determine the effectiveness of the counseling media. The results from the pre-test and post-test scores analyzed statistically using a simple regression test, provided evidence supporting the hypothesis, demonstrating that these media can be valuable tools for enhancing understanding Buddhist teachings. Therefore, the hypothesis of the study stated that counseling media in the forms of video, poster, and PowerPoint are effective in improving the knowledge of Buddhist participants.

FINDINGS AND DISCUSSION

Findings

The Use of Video as Counseling Media

The results of the analysis of the effect of counseling activities with short video media on the knowledge of Buddhist communities in the former residency of Madiun can be seen in Table 3 below:

Table 1. The Effect of Religious Counseling with Short Video Media on the Knowledge of Buddhist Communities in the Former Residency of Madiun

N	Level of Knowledge	Mean	SD	Mean Difference	P Value	SD Pre and Post
50	before	41,6	9.725	45,7	0,000	10.139
50	after	87,3	9.371			8,751

Based on Table 1, the average knowledge of respondents before being given religious counseling using short video media, the average score collected was 41.6 with a standard deviation of 10.139. Then, after being given religious education or counseling through short video media, the average knowledge increased to 87.3, with a standard deviation of 8.750. There is a mean difference of 45.7 between the values before and after treatment. The results of statistical tests, namely by conducting linear regression tests with the help of SPSS, can be presented as $q = 0.000 < \alpha 0.05$. It can be concluded that religious counseling using short video media has an effect on the knowledge of Buddhist communities in the former residency of Madiun. The regression test results can be presented in Table 2 below:

Table 2. Coefficients Data

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	-8.026	10.373		.442
	Short video	.568	.118	.490	.000

a. Dependent Variable: knowledge

Primary Data, 2024

Table 2 above shows that the negative constant indicates that, without the intervention of short video media, the baseline knowledge level would be at -8.026. However, this value alone does not have significant meaning without the intervention variable. The coefficient for the "short video" variable is 0.568, with a positive sign, suggesting that for every unit increase in the use of

short video media, the knowledge level increases by 0.568 units. This implies a significant and positive relationship between the use of short video media and knowledge improvement. The standardized coefficient (Beta = 0.490) indicates the relative strength of the relationship. It shows that short video media contributes significantly to the improvement of knowledge levels compared to other potential variables not included in the model. The t-value of 4.808, with a corresponding significance value of 0.000, confirms that the relationship between short video media and knowledge is statistically significant at a 95% confidence level. This demonstrates that the use of short video media has a substantial impact on knowledge enhancement. The significance level of 0.000 is below the common threshold of 0.05, indicating that the effect of short video media on knowledge is statistically significant and not due to chance.

3.1. The Use of Posters as Counseling Media

In this part, the data collected from the test were displayed. The respondents were given a pretest before getting treatment. After that, the researchers used posters to deliver the material about *Sigalovaddha Sutta*. After the delivery of materials was done, then they did the post-test. The results of those tests were analyzed statistically using SPSS. Table 3 below shows the results of both pre-test and post-test.

Table 3. The Average score of Pre-test and Post-test

		Paired Samples Statistics			
		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Pre-Test	52.1000	50	12.57995	1.77907
	Post-Test	87.5000	50	5.91177	.83605

Based on the table above, the result of the pre-test and post-test before and after getting the treatment. The average score of the princess before getting the treatment was 52,1, with a standard deviation of 12,57995. Meanwhile, the average score of the Boost test after getting the treatment increased to 87,5, with a standard deviation of 5,91177. The result of the test showed that Buddhist peoples' understanding of the materials increased after getting counseling and education about the *Sigalovaddha Sutta* material using poster media.

After getting the average scores, the data were analyzed with the test to determine the coefficient value. The result shows that the coefficient value $q = 0,001 < \alpha 0.05$, so it can be concluded that the data have a significant correlation. The table below shows the result of the correlation between the test and post-test:

Table 4. Correlation of Pre-test and Post-test

Paired Samples Correlations					
		Significance			
		N	Correlation	One-Sided p	Two-Sided p
Pair 1	Pre-Test & Post-Test	50	.847	<.001	<.001

Table 4 presents the paired samples' correlations between the pre-test and post-test scores. There were 50 participants in the analysis. The correlation coefficient indicates the correlation between the pre-test and post-test scores is 0.847, indicating a strong positive relationship. The p-value for both the one-sided and two-sided tests is < 0.001 , showing that the correlation is statistically significant. Therefore, there is a strong and significant positive relationship between pre-test and post-test scores.

Table 5. Paired Sample of Pre-test and Post-test

Paired Samples Test										
		Paired Differences					t	df	Significance	
		95% Confidence							One-	Two-
		Std.		Std.	Interval of the				Sided p	Sided p
		Deviation		Error	Difference					
	Mean	n	Mean	Lower	Upper					
Pair	PreTest -	-	8.19656	1.15917	-37.72944	-33.07056	-30.539	49	<,001	<,001
1	PostTest	35.40000								

Table 4 above shows the result of a paired samples t-test comparing pre-test and post-test scores. The mean difference between the pre-test and post-test scores is -35.40, indicating a significant decrease. The standard deviation is 8.19656, and the standard error of the mean is 1.15917, reflecting the variability of the differences. The 95% confidence interval for the mean difference ranges from -37.72944 to -33.07056, showing that the true mean difference is consistently negative. The t-value is -30.539 with 49 degrees of freedom (df). The p-value (both one-sided and two-sided) is < 0.001 , indicating that the difference is statistically significant. Therefore, the results demonstrate a significant and substantial reduction in scores from the pre-test to the post-test.

To identify the effectiveness of the use of poster media as counseling there for Buddhist counselors in the former residency of Madiun, the researchers did an N-gain test. The result of the N-gain test is as follows:

Table 6. N-Gain Score of Pre-Test and Post-Test

	N	Descriptive Statistics			
		Minimum	Maximum	Mean	Std. Deviation
NgainScores	50	.60	.88	.7483	.07746
NgainPersen	50	60.00	87.50	74.8291	7.74642
Valid N (listwise)	50				

Based on the N-gain test above, the mean score obtained is 0,7483, which is higher than 0,7. This means that the N-gain score obtained is high, which means the effectiveness is high as well. Meanwhile, the percentage of N-gain receives a mean score of 74,8291, which is lower than 76%. Based on the score obtained, it means that it is adequately effective.

3.2. The Use of PowerPoint as Counseling Media

The results of the analysis of the effect of counseling activities with PPT (PowerPoint) media on the knowledge of Buddhist communities in the Former residency of Madiun can be seen in Table 7 below:

Table 7. The Effect of Religious Counseling with PPT (PowerPoint) Media on Buddhist Community Knowledge in Former Residency of Madiun

N	Level of Knowledge	Mean	SD	Mean Difference	P Value	SD Pre and Post
50	Before	40,5	9.725	47,8	0,000	11.138
50	After	88,3	9.371			7,751

Based on Table 7, the average knowledge of respondents before being given religious counseling using PPT (PowerPoint) media, the average score collected was 40.5 with a standard deviation of 11.138. Then, after being given religious education or counseling through PPT (PowerPoint) media, the average knowledge increased to 88.3 with a standard deviation of 7.751. There is a mean difference of 47.8 between the values before and after treatment. The results of statistical tests, namely by conducting linear regression tests with the help of SPSS, can be presented as $q = 0.000 < \alpha 0.05$. It can be concluded that religious counseling using PPT (PowerPoint) media has an effect on the knowledge of Buddhist communities in the former residency of Madiun. The regression test results can be presented in Table 8 below:

Table 8. Coefficients Data

Model	Coefficients ^a		Standardized Coefficients	t	Sig.
	Unstandardized Coefficients	Std. Error			
1 (Constant)	-8.026	10.373		-.774	.442
PPT (Power Point)	.468	.128	.470	4.908	.000

a. Dependent Variable: Knowledge

Primary Data, 2024

Table 8 above indicates that the coefficient of 0.468 suggests that for every unit increase in the use of PowerPoint as a counseling medium, the knowledge level increases by 0.468 units. This shows a positive relationship between the intervention and knowledge improvement. The Beta value of 0.470 indicates the strength of this relationship. It shows that the use of PowerPoint presentations has a moderate influence on the dependent variable (knowledge). The t-value of 4.908 with a significance level (p-value = 0.000) demonstrates that the relationship is highly statistically significant. A significance level below 0.05 confirms that the use of PowerPoint presentations significantly improves knowledge levels.

Discussion

The Use of Video as Counseling Media

This study discusses the effect of religious counseling with short video media on the level of knowledge of Buddhist communities in the Former residency of Madiun. Researchers can present the results of the analysis that was done with the help of SPSS for Windows version 25. The effect of religious counseling with short video media on knowledge can be explained in Tables 1 and 2. Based on Table 2, it can be explained that the average knowledge of the Buddhist community about the Sigalovadha Sutta before being given religious counseling with short video media is 41.6, with a minimum value of 20 and a maximum of 70. The results of this study are in line with previous research conducted by Hanif et al., 2023 who conducted research with the title: "The Effect of Video on Student Knowledge in Banten City (Study at SMP Negeri 1 Ciruas)," which states that the average in the experimental group is at a value of 10.2 while the average value in the control group is 9.1 where from these results proves that video shows given by students can be an alternative in delivering material. Besides, Chirico et al. (2017) have also found that video media can enhance participants' understanding of certain materials.

Considering that the material related to the Sigalovadha Sutta is very important for all layers of Buddhists based on age, gender, and other bases, extension workers and religious leaders should have the ability or knowledge of how to convey this material using media that is deemed suitable and effective to support extension activities. The average Buddhist in the former residency of Madiun is a believer above 30 to 60 years old who has a busy life carrying out various activities, including farming and trading. People are busy with their work, so based on this, their understanding of Sigalovadha Suta can be said to be lacking. However, after being given religious counseling using short video media, it turns out that the respondents' knowledge increases, where the average value becomes 87.3, with a minimum value of 70 and a maximum value of 100. These results show that the intervention put the knowledge of the Buddhist community in the very good category. From the results of the regression test with the help of SPSS, it can be seen that there is an effect of religious counseling with short video media on the knowledge of Buddhist communities in the Former residency of Madiun before and after the provision of short video media with $q = 0.000 < \alpha 0.05$ with a mean difference of 45.7. The magnitude of the effect of religious counseling with short videos is 76%. The highly significant mean difference between the pretest and post-test shows that short video media is one of the good and effective religious counseling media to increase the knowledge of Buddhist communities.

Knowledge is the ability of the Buddhist community to remember, recognize, and understand what has been learned about the Sigalovadha Sutta. Through religious counseling with short video media, it is able to increase the knowledge of respondents. This is in line with the opinion of Santrock (2003), which states that efforts must be made to increase a person's knowledge about something by providing comprehensive information about it. Additionally, Zhang et al. (2006) was found that students who engaged with e-learning platforms featuring non-interactive videos showed no improvement. Their findings indicated that incorporating interactive instructional videos into e-learning systems could be crucial. One of them is by providing Short Video media, where video is an audio-visual media that functions to provide any information that the compiler, in this case, the Researcher, wants to convey. Video can play a significant role in shaping future content for specific purposes or terms (Tuong et al., 2012).

The Use of Posters as Counseling Media

This study examines the effectiveness of the use of counseling media for Buddhist extension workers in the Former Karisidenan Madiun. One of the media used is posters. Based on the results of data analysis using IBM SPSS Statistics for Windows. The results of the analysis show that poster media is quite effective in being used as an extension media with a high effectiveness category, which can be seen in the tables in the data presentation above. Instruments in the form of pre-tests and post-tests are used to test the effectiveness of poster media. The Buddhist community in the Former Karisidenan Madiun received a pretest before being given treatment. After that, the researcher used poster media to educate the respondents. After completion, they are then given the same test on the posttest. Based on Tables 1, 2, and 3, it can be explained that the average knowledge of the Buddhist community about the Sigalovadha Sutta before being given religious counseling with poster media is 52.1, with a minimum value of 25 and a maximum value of 75.

The results of the post-test showed a significant increase of 87.5, with a minimum score of 75 and a maximum score of 95. The results of this study are in line with the results of research previously conducted (Caesar & Prasetya, 2020). The title of the research conducted was "The Effectiveness of Poster Media in Improving Basic Sanitation Knowledge at SDN 01 Wonosoco Undaan Kudus," which identified that there was a significant difference between pretest and posttest scores on basic sanitation knowledge of SDN 01 Wonosoco students with a knowledge p-value of 0.0001 and with a percentage value of 59.95. They also found that this poster media was effective in improving students' knowledge of basic sanitation at SDN 01 Wonosoco.

In this study, respondents were educated about the Sigalovadha Sutta, which is very important for the Buddhist community. However, based on the results of observations, the community's knowledge of this material can be said to be lacking, so there is a need for special media to increase their knowledge of related material. At the beginning of the pre-test, the average score of the Buddhist community in the former residency of Madiun was low, namely 52.1. Then, the researcher gave treatment using poster media to convey material about the Sigalovadha Sutta. After the educational activity was completed, the community was asked to fill out a post-test. The results of the post-test showed that by using poster media, the knowledge of respondents increased, where the average score was 87.5, with a minimum score of 75 and a maximum score of 95. From the results of the N-gain test with the help of SPSS, it can be seen that

the effectiveness of poster media on the knowledge of Buddhist Communities in the former residency of Madiun is high, with an N-gain value of $0.7483 > 0.7$. In percentage, the N-gain results get a value of 74.83 with a fairly effective category. This is in accordance with research conducted by (Qomarrullah et al., 2017). The results of their research show that poster media is very effective in increasing knowledge about health protocols. Additionally, academic posters are an effective tool for presenting (Gundogan et al., 2016; Megawati, 2017).

Therefore, it can be concluded that poster media is one of the effective media used to increase the knowledge of Buddhist communities in the former residency of Madiun because it can help increase their knowledge of the material presented, especially about the Sigalovadha Sutta. Posters are highly practical and effective as a learning medium to enhance the quality of education and foster student engagement (Harsono et al., 2019).

The Use of PowerPoint as Counseling Media

This study discusses the effect of religious counseling with PPT (PowerPoint) media on the level of knowledge of Buddhist communities in the Former residency of Madiun. Researchers can present the results of the analysis that was done with the help of SPSS for Windows version 25. The effect of religious counseling with PPT (PowerPoint) media on knowledge can be explained in Tables 6 and 7. Based on Table 6, it can be explained that the average knowledge of the Buddhist community about Sigalovadha Sutta before being given religious counseling with PPT (PowerPoint) media is 40.5, with a minimum value of 22 and a maximum of 74.

Considering that the material related to the Sigalovadha Sutta is very important for all levels of Buddhists based on age, gender, and other bases, Extension Counselors and religious leaders should have the ability or knowledge of how to convey this material using media that is deemed suitable and effective to support extension activities. The average Buddhist in the Madiun Ex-Karesidenan is a believer over 30 to 60 years old who is busy carrying out various activities, including farming and trading. People are busy with their work, and based on this, the understanding possessed regarding Sigalovadha Suta can be said to be lacking, but after being given religious counseling using PPT (PowerPoint) media, it turns out that the respondent's knowledge increases, where the mean score became 88.3 with a minimum score of 72 and a maximum score of 100. These results show that the intervention put the knowledge of the Buddhist community in the very good category. From the results of the regression test with the help of SPSS, it can be seen that there is an effect of Religious Counseling with PPT (PowerPoint)

media on the knowledge of Buddhist Communities in Former residency of Madiun before and after giving PPT (PowerPoint) media with $q = 0.000 < \alpha 0.05$ with a difference of Mean 47.8. The magnitude of the effect of religious counseling with PPT (PowerPoint) is 0.468. The significant mean difference between the pretest and post-test shows that PPT (PowerPoint) media is one of the good and effective religious counseling media to increase the knowledge of Buddhist communities.

Knowledge is the ability of the Buddhist community to remember, recognize, and understand what has been learned about the Sigalovadha Sutta. Religious counseling with PPT (PowerPoint) media is able to increase the knowledge of respondents. Although the result of this study was not in line with Baker et al.'s findings in 2018) the results, this recent study is consistent with the opinion of Santrock (2003) Setiani et al. (2021), who states that efforts must be made to increase a person's knowledge about something by providing comprehensive information about it. One of them is by providing PPT (PowerPoint) media, where PowerPoint) is a visual media that functions to provide any information that the counselor wants to convey to the researchers.

CONCLUSION

Sigalovadha Sutta is one of the crucial Buddhist teachings that should be acknowledged by Buddhist people. To deliver the teaching, the poster was applied as the counseling media. Based on the research findings and discussion, counseling media in the form of short videos, posters, and PowerPoint media are effective to use as media in delivering Buddhist teachings. Those are encouraged by the result of the research findings and discussion, where Buddhist people's understanding increases after being treated by using counseling media to deliver certain materials related to Buddhist teachings about the Sigalovadha Sutta. Hence, Buddhist counselors may apply the media to spread Buddhist teachings to their people. Besides counseling, media is also easy to use and create. Therefore, every Buddhist counselor has the opportunity to apply this media for their activity.

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