

**DESIGN AND DEVELOPMENT OF A WEB-BASED GUIDANCE AND COUNSELING
INFORMATION SYSTEM TO ENHANCE CONSULTATION COMFORT FOR STUDENTS
(Case Study: Student Service, Universitas Teknologi Yogyakarta)**

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ABSTRACT

This research addresses the challenges faced by Universitas Teknologi Yogyakarta in providing counseling services, particularly regarding students' reluctance to visit the Student Service office in person and the administrative constraints in recording and monitoring. Although Universitas Teknologi Yogyakarta offers free counseling services through the Student Service, low student visitation rates are attributed to psychological factors such as embarrassment or reluctance. To tackle this issue, this study designs and develops a web-based Guidance and Counseling Information System. The objective is to enhance service accessibility by allowing students to conduct online consultations flexibly and efficiently. With features such as consultation appointment scheduling and electronic record-keeping, this system aims to improve student comfort and participation in counseling services. Initial testing results show positive acceptance from users, indicating that the system is viable for enhancing the effectiveness of counseling services within the educational environment. Therefore, the implementation of the web-based Guidance and Counseling Information System can serve as a solution to the challenges faced by Universitas Teknologi Yogyakarta in providing effective and efficient counseling support for their students.

Keywords: Guidance Counseling, Online Consultation, Students.