

ABSTRAK

Masa remaja ditandai oleh tantangan emosional yang semakin kompleks akibat pesatnya perkembangan teknologi dan media sosial. Siswa Generasi Z di MTsN 1 Aceh Utara kerap menunjukkan ketidakmampuan mengelola emosi, seperti reaksi berlebihan, mudah tersinggung, menarik diri, hingga konflik antarsiswa akibat paparan media sosial, sehingga menuntut intervensi terencana dari guru Bimbingan dan Konseling. Penelitian ini bertujuan mengetahui strategi guru Bimbingan dan Konseling dalam meningkatkan regulasi emosi siswa Generasi Z, serta mengidentifikasi faktor pendukung dan penghambat penerapannya. Penelitian menggunakan pendekatan kualitatif deskriptif dengan wawancara mendalam, observasi, dan dokumentasi. Informan dipilih melalui *purposive sampling*, terdiri dari satu guru Bimbingan dan Konseling dan tiga siswa Generasi Z kelas VIII. Data dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan, dengan keabsahan data diuji melalui triangulasi sumber. Hasil penelitian menunjukkan strategi guru meliputi enam layanan yang saling melengkapi, yaitu bimbingan kelompok dengan teknik *role playing*, konseling individual dengan teknik REBT, konseling kelompok, konseling sebaya, bimbingan klasikal, serta integrasi nilai-nilai Islam seperti kesabaran dan istighfar. Faktor pendukung meliputi ketersediaan media pembelajaran, kesadaran emosi, dan keterbukaan siswa, sedangkan faktor penghambat mencakup keterbatasan dana, belum tersedianya program pengelolaan emosi terstruktur, serta kesulitan sebagian siswa mengendalikan ekspresi emosi meski telah memahami penyebabnya secara kognitif. Berdasarkan temuan tersebut, disarankan agar guru Bimbingan dan Konseling terus mengembangkan variasi strategi terutama pada aspek modulasi respons, pihak madrasah mengalokasikan dana dan fasilitas memadai, siswa lebih aktif memanfaatkan layanan konseling, dan peneliti selanjutnya mengembangkan penelitian dengan pendekatan kuantitatif serta cakupan informan yang lebih luas.

Kata Kunci: Strategi Bimbingan dan Konseling, Regulasi Emosi, Generasi Z, REBT

ABSTRACT

Adolescence is marked by increasingly complex emotional challenges due to the rapid development of technology and social media. Generation Z students at MTsN 1 Aceh Utara frequently display an inability to manage their emotions, such as overreacting, being easily offended, withdrawing, and experiencing conflicts among peers as a result of social media exposure, thus requiring planned intervention from the school counselor (Guru Bimbingan dan Konseling). This study aims to determine the strategies employed by the school counselor in improving emotional regulation among Generation Z students, as well as to identify the supporting and inhibiting factors in their implementation. The study used a descriptive qualitative approach with in-depth interviews, observation, and documentation. Informants were selected through purposive sampling, consisting of one school counselor and three eighth-grade Generation Z students. Data were analyzed through data reduction, data display, and conclusion drawing/verification, with data validity tested through source triangulation. The results show that the counselor's strategies comprise six complementary services, namely group guidance using role-playing techniques, individual counseling using REBT (Rational Emotive Behavior Therapy) techniques, group counseling, peer counseling, classical guidance, and the integration of Islamic values such as patience (sabar) and istighfar. Supporting factors include the availability of learning media, students' emotional awareness, and their openness, while inhibiting factors include limited funding, the absence of a structured emotional management program, and some students' difficulty controlling their emotional expression despite cognitively understanding its causes. Based on these findings, it is recommended that the school counselor continue to develop a wider variety of strategies, particularly in the aspect of response modulation; that the school allocate adequate funding and facilities; that students make more active use of counseling services; and that future researchers develop this study further using a quantitative approach with a broader range of informants.

Keywords: *Guidance and Counseling Strategy, Emotional Regulation, Generation Z, REBT*