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Siti Rahayu Ningrum 2023. The Effectiveness of Implementing Group Guidance Services in Developing Positive Self-Concepts in Vocational High School Students Thesis: Guidance and Counseling Study Program. Faculty of Teacher Training and Education. Darul Ulum Jombang University, Supervisor (I). Dra.Hj.Rahana Maryam, M.Pd.I Supervisor (II). Agus Rizal, S.Sos., M.Pd.

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Self-concept is important for individuals because individuals can view themselves and their world, influencing not only individual behavior, but also the level of satisfaction obtained in their lives. Every individual must have a self-concept, but they do not know whether the self-concept is negative or positive. Students who have a positive self-concept will have a better independent drive, they can know and understand themselves so that they can behave effectively in various situations. However, in reality, there are some students who have a low self-concept in SMK, so efforts are needed to improve it or develop a positive self-concept, one of which is through group guidance services. There is also a problem in this study is how to increase self-concept in vocational students after group counseling services are carried out effectively?

The aim is to improve self-concept in SMK students through effective group guidance services. The subjects of this study were 10 SMK students who had low self-concepts using purposive sampling. There is also a variable studied is self-concept. The method used in this study is a psychological scale while the data collection tool used is a self-concept scale, the initial stage of which is tested for validity and reliability. As for the results of the validity test $N = 30$, r table 0.361, the instrument used is valid because r count $>$ r table. While the reliability test with the alpha formula can be seen that r count = 0.889 $>$ 0.361, it can be said that this instrument is reliable. The data analysis technique used is a non-parametric method using the Wilcoxon test.

From the results of research conducted at SMK, it can be concluded that based on the results of the research that self-concept can be improved through group guidance services. The Wilcoxon test results obtained Z count = -15.860 which is less than Z table = (-0.48) or is in the area of H_0 rejection. This shows that there is a significant increase in self-concept after participating in group guidance services.

Based on the results of the study it can be concluded that group counseling services are effective as an effort to develop students' positive self-concept. Guiding teachers should be able to program more group guidance services to form students' positive self-concepts and motivate students to take advantage of group guidance services as a place to develop positive self-concepts.