**INDIGENOUS COUNSELING: IMPROVING SOCIAL RELATIONS STUDENTS BASED ON *TUNJUK AJAR MELAYU RIAU***

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ABSTRACT

The results of counseling are influenced by client factors, counselors, and the approach used. The application of counseling theory from the West is not necessarily suitable for use in Indonesia because of differences in values ​​and culture. In everyday life Riau Malay people often use rhymes, poetry, *gurindam,* and *tunjuk ajar.* The delivery of these traditions is done beautifully through poetry and language of expression or expression in accordance with the moral and educational messages conveyed. Many of the educational values ​​contained in the poem, poetry, *gurindam*, and *tunjuk ajar*. *Tunjuk ajar* module can motivate group dynamics, improve social relationships, train students to respond, practice confidence and talk in groups. The purpose of this study was to examine the effectiveness of the use of counseling modules based on Riau Malay *tunjuk ajar* in improving student social relations. Counseling was given to eight High School students. The number of counseling sessions is four meetings. The results showed that the counseling module based on Riau Malay *tunjuk ajar* was effective in significantly increasing students' social relations. The validation of the counseling module is based on the assessment of peer counselors with a score of 3.95 (scale 1-5). The research recommendation is that counselors can use the Malay *tunjuk ajar* module in developing aspects of student personality and exploring the values ​​of local wisdom in the counseling approach.

Keywords: Indigenous Counseling, Social Interaction, and Riau Malay *Tunjuk ajar*