

**DESCRIPTION OF ETHICAL GUIDELINE CONFORMITY FOR SOCIAL
MEDIA USAGE IN INFORMATION DELIVERY BY BEKASI SENIOR
HIGH SCHOOL COUNSELORS**

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ABSTRACT

This research aimed to obtain information about ethical guideline conformity social media usage in information delivery by Bekasi senior high school counselors. The population was 129 school counselors in Bekasi senior high school and samples in this study were 57 school counselors in Bekasi senior high school. Using proportional random sampling, the method used is descriptive survey method. Collecting data by using questionnaire with 50 statements based on the theory ethical guideline in social media usage by Ian Birky and Wanda Collins (2011). Validity test result in consult with r table at 0,355. Meanwhile for reliability test obtained 0,934 which means highly reliable. The results showed that overall ethical guideline conformity social media usage in information delivery by Bekasi senior high school counselors tends to be in the average category.

Keywords: guideline conformity, social media usage, school counselor