

Abstrak

Umam, Ahmad Khotibul (2025), *Efektivitas Konseling Behavioral Dengan Teknik Asertif Training untuk Meningkatkan Motivasi berprestasi dan Need for exhibition*. Tesis, Bimbingan dan Konseling, Program Pascasarjana, Universitas Pendidikan Ganesha.

Tesis ini sudah disetujui dan diperiksa oleh Pembimbing I: Dr. Putu Ari Dharmayanti, S.Pd., M.Pd., dan Pembimbing II: Prof.Dr. Nyoman Dantes.

Kata-kata kunci: asertif training, konseling behavioral, motivasi berprestasi, need for exhibition.

Latar belakang penelitian ini didasari oleh masih rendahnya motivasi berprestasi dan keberanian siswa dalam mengekspresikan potensi diri di lingkungan sekolah. Penelitian ini bertujuan untuk menguji efektivitas konseling behavioral dengan teknik asertif training dalam meningkatkan motivasi berprestasi dan *need for exhibition*. Penelitian menggunakan pendekatan kuantitatif dengan desain eksperimen semu (*quasi-experimental*) tipe *pretest-posttest control group design*, melibatkan 60 siswa yang terbagi dalam kelompok eksperimen dan kelompok kontrol. Intervensi diberikan kepada kelompok eksperimen melalui sesi konseling behavioral berbasis *asertif training*. Data dikumpulkan dengan skala motivasi berprestasi dan *need for exhibition*, yang telah diuji validitas dan reliabilitasnya. Analisis data menggunakan uji MANOVA setelah uji prasyarat terpenuhi. Hasil penelitian menunjukkan bahwa teknik *asertif training* secara signifikan efektif meningkatkan kedua variabel tersebut secara simultan ($p < 0,05$). Temuan ini menunjukkan bahwa pendekatan behavioral berbasis pelatihan asertif dapat mengembangkan perilaku adaptif siswa, meningkatkan kepercayaan diri, serta mendorong pencapaian akademik dan sosial yang lebih optimal. Implikasi praktis dari penelitian ini menunjukkan perlunya integrasi teknik ini dalam layanan konseling di sekolah untuk mendukung pembentukan karakter dan profil Pelajar Pancasila.

Abstract

Umam, Ahmad Khotibul (2025), *Effectiveness of Behavioral Counseling with Assertive Training Techniques to Increase Achievement Motivation and Need for Exhibition. Thesis, Guidance and Counseling, Postgraduate Program, Ganesha University of Education.*

This thesis has been approved and reviewed by Supervisor I: Dr. Putu Ari Dharmayanti, S.Pd., M.Pd., and Supervisor II: Prof. Dr. Nyoman Dantes.

Keywords: achievement motivation, assertive training, behavioral counseling, need for exhibition.

The background of this study is based on the low achievement motivation and courage of students in expressing their potential in the school environment. This study aims to test the effectiveness of behavioral counseling with assertive training techniques in increasing achievement motivation and need for exhibition. The study used a quantitative approach with a quasi-experimental design of the pretest-posttest control group design type, involving 60 students divided into experimental and control groups. Interventions were given to the experimental group through assertive training-based behavioral counseling sessions. Data were collected with achievement motivation and need for exhibition scales, which had been tested for validity and reliability. Data analysis used the MANOVA test after the prerequisite tests were met. The results showed that assertive training techniques were significantly effective in increasing both variables simultaneously ($p < 0.05$). These findings indicate that a behavioral approach based on assertive training can develop students' adaptive behavior, increase self-confidence, and encourage more optimal academic and social achievement. The practical implications of this study indicate the need to integrate this technique into counseling services in schools to support the formation of character and profile of Pancasila Students.

UNDIKSHA