

Words Logical Persuasion Communication Strategy Management in Educational Counseling: An Analysis of the Effectiveness of Evidence-Based Approaches to Convince Parents of Students to Explore Education in China through Scholarship Programs

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Abstract

This study aims to analyze the effectiveness of evidence-based, logical persuasive communication strategies in educational counseling to persuade parents to consider higher education in China through scholarship programs. The research method used a qualitative approach with case study analysis and in-depth interviews with parents and students who have participated in scholarship programs in China. The results show that an approach based on statistical data, testimonials, and analysis of China's academic excellence significantly increased parental acceptance of education options in China. The implication of this study is the importance of educational counselors mastering evidence-based, logical persuasive techniques to reduce resistance and increase parental confidence in educational alternatives abroad.

Keywords:

Communication strategy, Logical persuasion, Educational counseling, Chinese scholarship, Educational management.

1. Introduction

According to Law No. 20 of 2003 concerning the National Education System, education is a conscious and planned effort to create a learning atmosphere and process so that students actively develop their potential to possess spiritual and religious strength, self-control, personality, intelligence, noble character, and the skills needed by themselves and society. Education is a deliberate effort to influence and assist children with the goal of improving their knowledge, physical, and moral well-being, gradually leading them to achieve their highest goals and aspirations. This is so that children can have a happy life and that their actions benefit themselves, society, nation, state, and religion.[1] According to Nurcholis (2013): "Education is a process encompassing three dimensions: the individual, society, or national community, and all the contents of reality, both material and spiritual, which play a role in determining the nature, destiny, and form of humans and society." [2] Education is one of the main pillars in advancing a nation, and access to quality education is key to improving the competence of human resources.

In today's globalized context, many Indonesian students are exploring educational opportunities abroad, including in China, which offers a variety of attractive scholarship programs. However, the journey to further education abroad often faces challenges and obstacles that require effective management strategies, particularly in the educational counseling process.

As Nelson Mandela said, "Education is the most powerful weapon which you can use to change the world." [3] This statement emphasizes the importance of education in achieving a better future. Quality education enables individuals to not only develop personally, but also contribute significantly to society and the nation.

From a religious perspective, a hadith of the Prophet Muhammad SAW teaches about the importance of seeking knowledge, with the words, "Seek knowledge even if you go to China" and in the verse of the Koran it is stated "seeking knowledge is obligatory for all Muslims" [4]. This shows that

seeking knowledge knows no boundaries, even to distant countries. If it is related to the attitude of Indonesian students, studying in China is a concrete step that reflects this spirit.

In the era of globalization, studying abroad has become a strategic option for improving students' competencies. China, as one of the countries with the fastest growing education sector, offers various scholarship programs such as the Chinese Government Scholarship (CSC), the Confucius Institute Scholarship, and scholarships from prestigious universities like Tsinghua University and Peking University. However, many parents in Indonesia still have reservations due to language barriers, cultural differences, and perceptions about educational quality.

Educational counselors play a crucial role in providing accurate information and convincing parents about the benefits of studying in China. An evidence-based, logical persuasion approach is key to changing perceptions and increasing parental interest. This study aims to analyze the effectiveness of this communication strategy in the context of educational counseling.

This paper discusses the importance of applying a logical approach to educational counseling as an effective management strategy. By utilizing this approach, educational counselors can encourage and motivate students' parents to not only consider but also encourage them to continue their education in China. This logical approach is expected to help students' parents understand the benefits and potential of education abroad, as well as provide solutions to various problems they may encounter.

Through an in-depth analysis of counseling strategies, program development, and appropriate resource management, this research aims to provide comprehensive insights to educators, counselors, and parents. This is expected to create an educational ecosystem that supports students in exploring and utilizing study opportunities in China through available scholarship programs.

2. Background

Education is one of the main keys to developing quality human resources. In Indonesia, great potential lies in the younger generation who desire better access to higher education, including through studying abroad. China, with its continuously developing education system and diverse scholarship programs, is an attractive option for Indonesian students seeking to improve their academic and personal competencies. However, despite these opportunities, many students remain hesitant and lack sufficient information to take this step.

Why should you continue your education abroad? Choosing to continue your education abroad is the dream of many students and parents. However, many remain skeptical about the benefits and reasons why Indonesian students should continue their education abroad. Obtaining a scholarship to continue their education abroad is actually easier than continuing their education domestically. Why? "Currently, the college enrollment rate for high school and vocational high school graduates is only 31 percent across Indonesia. Of course, this is a shared concern, because there are still 69 percent (high school and vocational high school graduates) who do not attend college," he said.

In a public lecture themed "The Role of Research and Digital Technology in Driving the Transformation of Higher Education in Indonesia," Muhamad Hasan Chabibie explained that there are many factors contributing to the low enrollment rate for high school and vocational high school students in Indonesia.

"There are many factors, especially economic factors. Continuing education from high school to vocational high school requires significant costs. Although there are more universities in Indonesia than there are abroad, in terms of quantity, we don't yet know the quality," he said.

<https://www.wartakita.org/memprihatinkan-hanya-31-persen-lulusan-sma-smk-yang-melanjutkan-kuliah-ini-yang-harus-dilakukan/> [5].

Here are some reasons why parents hesitate to send their children to study in China, including economic, cultural, and cultural considerations:

2.1. Economic Aspects

Cost of Education and Living: Many parents hesitate because they consider the cost of education and daily living in China to be quite expensive. Although scholarship programs are available, not all parents know how to access them or meet the necessary requirements.

Economic Uncertainty: Parents may be concerned about the current economic conditions, both in Indonesia and China, which may impact their ability to finance education and life abroad.

2.2. Cultural Aspects

Adaptation to Social Change: Parents may feel uncertain about their child's ability to adapt to different cultures and social customs, including ways of interacting, customs, and dress. This is a problem for students who have never experienced traveling abroad.

2.3. Psychological Aspects

Self-Confidence Level: Uncertainty and concerns about their child's academic and social abilities in a new environment can make parents hesitate to take the step of studying abroad.

Concerns about a Safe Environment: Some parents may feel anxious about the safety and social stability in China because their child has never been abroad. By understanding these doubts, counselors can design effective strategies and programs to convince parents to support their children in studying in China.

Based on this phenomenon, it is crucial to develop effective management strategies in educational counseling. A logical approach can be a valuable tool in helping parents understand the long-term benefits of studying abroad, especially in China, and providing them with a clear roadmap for accessing scholarship programs. With a well-planned strategy, parents can overcome various obstacles they face, such as concerns related to cultural differences, language differences, and the learning environment.

Implementing a logical approach to educational counseling can include various steps, such as:

a) Counseling and Information: Conducting seminars and sharing sessions to provide in-depth information about educational opportunities in China, including scholarship criteria and how to prepare competitive application documents.

b) Mentoring: Providing direct guidance and counseling services to help students design study plans that align with their interests and potential.

c) Institutional Cooperation: Building partnerships between educational institutions in Indonesia and universities in China, which can open broader access and provide confidence in choosing to continue studying abroad.

3. PURPOSE

The goal of implementing this strategy is to increase parental confidence in educational programs in China through scholarships, equipping them with the knowledge and skills needed to adapt and succeed in a new academic environment. Thus, through a better education, students not only improve their quality of life but also contribute positively to society and the country.

3.1. Problem Formulation

We recall Albert Einstein's quote, "Education is not the learning of facts, but the training of the mind to think." [6]. By providing appropriate guidance and assistance, we can facilitate students not only in pursuing education but also in developing critical and innovative thinking, which is essential in today's era of globalization. Parents can directly monitor student progress by receiving information directly from counseling.

3.2. Problem Overview

Educational counseling is part of the education system that aims to assist parents and students in planning their education and career development. In the context of educational globalization, an increasing number of students are seeking opportunities to study abroad, particularly in China. With the variety of scholarship programs offered, it is important to understand effective management strategies in educational counseling to motivate parents and students. This review will examine relevant literature on educational counseling management, logical approaches, learning motivation, and the influence of scholarship programs on student decisions.

3.3 Research Methods

Management in educational counseling involves planning, organizing, implementing, and evaluating counseling programs to meet the needs of parents and students. According to Gysbers & Henderson (2012), "effective management in educational counseling focuses on achieving positive outcomes for students through targeted program development." [7]. For example, because the implementation of the scholarship program was restarted after the Covid-19 pandemic, a format was created that made it easier for parents and students to receive information through social media networks, namely TikTok, Instagram, and so on. Then, a Google Form was also created so that students

could write completely according to their wishes and at the same time parents could directly prove and accompany their students. According to Dollarhide & Miller (2006), "Educational counselors act as leaders who design and implement strategies to support students' academic and social-emotional development" [8].

A logical approach in educational counseling refers to the application of analytical and rational thinking in supporting the decisions of parents and students, namely by guiding parents and students to participate in sharing sessions and introduction programs for university profiles and desired majors. According to Sanchez et al. (2018), "this approach includes collecting and analyzing accurate data on educational choices, as well as providing relevant information to help students make decisions that are in accordance with their choices." [9] For example, there are three universities that offer vocational scholarship programs that are in line with the majors desired by students and these universities are integrated with industrial cooperation both domestically and abroad. The three universities are Changsha Social Work College, Liming Vocational University, and Suzhou Polytechnic Institute of Agriculture. "By using a logical approach, counselors can help students formulate realistic educational goals to achieve them" (McMahon et al., 2017). [10]

4. Method

This logical approach utilizes a Sharing Session method, introducing the profiles of three universities and their majors. It provides a detailed explanation of how to apply for this scholarship program, including educational materials related to travel costs and preparation, as well as an understanding of the cost of living in China. This helps students and parents understand that China isn't as expensive as they might imagine.

Once parents and students understand this, the counselor guides them through filling out a Google form to assess their interests. The counselor then groups them according to their university and major preferences.

After the counseling strategy was implemented with parents and students, the results were analyzed. Early in the exploration, there were common obstacles, such as a lack of trust from students and parents, as they deeply care about their own safety and security.

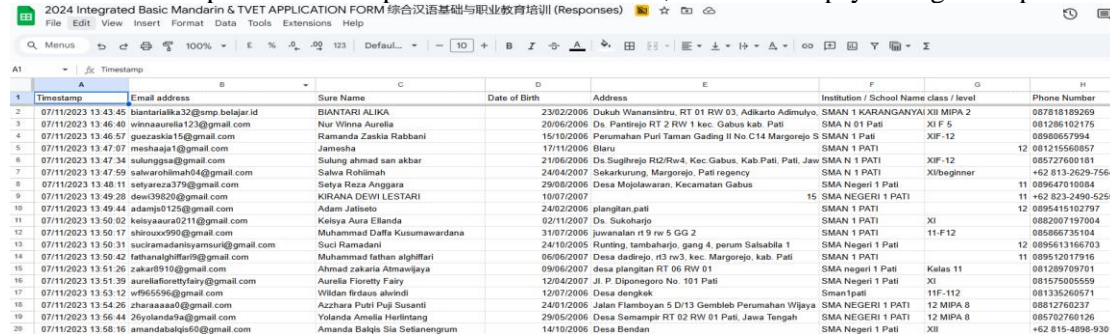
All of this requires mental courage and determination from both students and parents. The counselor, a former student scholarship program participant in China, has mastered this logical approach in counseling parents and students.

5. Results and Discussion

5.1 Results

The following is an example of counseling progress with a logical approach strategy experienced by counselors: the latest research approach in 2024 - 2025.

5.1.1 Logical Approach 1 in 2024. Before the consultation on major choices, some students withdrew based on classic problems as explained in the economic, cultural and psychological aspects.



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Logical approach 2. Start approaching and consulting with parents when you start choosing your major.



No	Name	Gender	Country	Institution	Phone Number	Email	Interested universities and majors	Interviewed
1	Biantari Ailika	F	Indonesia	SMAN 1 Karanganyar - kebumen	+62 878 1818 9269	alikaBiantari02@gmail.com	Changsha Social Work College Computer Network Technology	✓
2	Ayu Della Astuti	F	Indonesia	SMAN 16 Medan	+62 853 1179 9774	astutidayudella@gmail.com	Computer Network Technology	✓
3	Bunga Nailah Syam	F	Indonesia	SMAN 16 Medan	+62 813 6311 8615	syambunga395@gmail.com	Computer Network Technology	✓
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5	Evellyn Jovanca	F	Indonesia	SMAN 16 Medan	+62 838 4213 8852	felinecore@gmail.com	Computer Network Technology	✓
6	Farida Hanna Batubara	F	Indonesia	SMAN 16 Medan	+62 812 1866 6172	faridaaag42@gmail.com	Computer Network Technology	✓
7	Febia Wahyu Ningtyas	F	Indonesia	SMAN 16 Medan	+62 822 4500 7656	febiahwahyuningtyas@gmail.com	Computer Network Technology	✓
8	Leon Arya Sena Winiarsjo	M	Indonesia	SMAN 16 Medan	+62 812 2892 3674	leonaryasenawiniarsjo@gmail.com	Computer Network Technology	✓
9	LOLA SUCI ANGGRAENI	F	Indonesia	SMAN 16 Medan	+62 831 6068 7780	olasucianggraeni@gmail.com	Computer Network Technology	✓
10	Maudy Putri Bonita	F	Indonesia	SMAN 16 Medan	+62 821 3306 5287	maudyputribonita@gmail.com	Computer Network Technology	✓
11	Muhammad Alreza Widayaputra	M	Indonesia	SMAN 16 Medan	+62 822 2676 0317	muhalfizawp@gmail.com	Computer Network Technology	✓
12	Muhammad Azra Al Farizi AZHARI	M	Indonesia	SMAN 16 Medan	+62 812 8728 0003	azraalfarizi6@gmail.com	Computer Network Technology	✓
13	MUHAMMAD RAIHAN	M	Indonesia	SMAN 16 Medan	+62 821 2708 5809	rai.hunttt7705@gmail.com	Computer Network Technology	✓
14	Nazid Sihabudin	M	Indonesia	SMAN 16 Medan	+62 858 8347 9206	nazidsihabudin@gmail.com	Computer Network Technology	✓
15	Nur hidayah	F	Indonesia	SMAN 16 Medan	+62 812 7608 6153	nurhidayahdiah@gmail.com	Computer Network Technology	✓
16	Resti Ayu Ramadani	F	Indonesia	SMAN 16 Medan	+62 895 1045 6013	rayu191006@gmail.com	Computer Network Technology	✓
17	Restu Ratu Julian	F	Indonesia	SMAN 16 Medan	+62 838 9300 7019	resturatu399@gmail.com	Computer Network Technology	✓
18	Rizky Nur Rohman	M	Indonesia	SMAN 16 Medan	+62 857 1144 2878	rizkynurrohman3004@gmail.com	Computer Network Technology	✓
19	Salwa Sagita	F	Indonesia	SMAN 16 Medan	+62 895 7042 9278 3	salwasagita03@gmail.com	Computer Network Technology	✓
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21	SRI RANIA Onesi Vausa	F	Indonesia	SMAN 16 Medan	+62 888 0666 2420	ranionesi.vausa@gmail.com	Computer Network Technology	✓
22	SRI ENDAH NUR AINI	F	Indonesia	SMAN 16 Medan	+62 838 4154 5655	sriendahnuraini8@gmail.com	Computer Network Technology	✓
23	Syifa Luthfiyah Aulia Putri	F	Indonesia	SMAN 16 Medan	+62 857 1823 1063	syifaluthfiyah781@gmail.com	Computer Network Technology	✓
24	Tania Rahestu	F	Indonesia	SMAN 16 Medan	+62 857 7379 4909	tniarahestu@gmail.com	Computer Network Technology	✓
25	Yukarona Wisawi	F	Indonesia	SMAN 16 Medan	+62 813 4306 7519	yukaronavisawiyukasowi@gmail.com	Computer Network Technology	✓
26	Yulita karina	F	Indonesia	SMAN 16 Medan	+62 878 1800 7005	naakarinn99@gmail.com	Computer Network Technology	✓

Logical approach 3. Finalization of the results of the approach to parents and students

No	Name	Gender	Country	Institution	Phone Number	Email	Interested universities and majors	Interviewed
1	Biantari Ailika	F	Indonesia	SMAN 1 Karanganyar - kebumen	+62 878 1818 9269	alikaBiantari02@gmail.com	Changsha Social Work College Computer Network Technology	✓
2	Dimas Risky	M	Indonesia	SMAN 16 Medan	+62 838 4745 1016	dimasrizky453@gmail.com	Computer Network Technology	✓
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7	Nur hidayah	F	Indonesia	SMAN 16 Medan	+62 812 7608 6153	nurhidayahdiah@gmail.com	Computer Network Technology	✓
8	Siti Rania Onesi Vausa	F	Indonesia	SMAN 5 Purwokerto	+62 888 0666 2420	ranionesi.vausa@gmail.com	Computer Network Technology	✓
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10	Yolanda Wahyu Apriliani	F	Indonesia	SMAN 1 Cilacap	+62 812 1506 7366	yolandawahyupriani@gmail.com	Computer Network Technology	✓
11	Yulita karina	F	Indonesia	SMAN 16 Medan	+62 878 1800 7005	naakarinn99@gmail.com	Computer Network Technology	✓

5.1.2 Logical Approach 1 In 2025, there were also those who resigned and those who were new to three universities, namely: CSWC, LVU, and SPIA. All of this was based on classic problems as explained in the economic, cultural, and psychological aspects.

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9	Hattan Aquero Torong	M	SMAN 1 Medan	+62 896 9938 7899	toronghatten@gmail.com	Computer Network Technology
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17	Puri Destiant	F	SMAN 1 Air Putih	+62 838 7212 9484	destiantputri12@gmail.com	Computer Network Technology
18	Rafantara Adhyameka Beruh	M	SMAN 1 Medan	+62 811 6152 007	oyoy89166@gmail.com	Computer Network Technology
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21	Serly Sabrina	F	SMAN-16 MEDAN	+62 882 0150 432	serlysabrina246@gmail.com	Computer Network Technology
22	SHELLLA AZ ZAHRA	F	SMA NEGERI-9 MEDAN	+62 882 0157 20407	shelllazahra@gmail.com	Computer Network Technology
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26	Wisnu Pramudiarta Kusumah	M	SMAS Nurul Hayah - Brebes	+62 813 9579 7688	wisnupramudiarta@gmail.com	Computer Network Technology

No	Name	Gender	Institution	Phone Number	Email	Interested universities and majors
1	Fathia Ananda Alist	F	SMAIT Thariq Bin Ziyad	+62 812-8231-8450	fathia-15@smaitthariq.sch.id	Footware & Fashion Design
2	Hafizah Dina	F	SMA Sains Tanfid's Al-Quran Al-Ammar Medan	+6281361157620	hafizahdinacanshol@gmail.com	Audio Video Multimedia Technology
3	Muhammad Fath Robbany	M	SMKN 7 Jakarta	+62 812 9013 0381	fathisakep07@gmail.com	Audio Video Multimedia Technology
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6	Nzhihira tarania susanti	F	SMAN-16 Medan	+62-853-5763-6347	nzhihiraataraniasusanti@gmail.com	Audio-Video-Multimedia-Technology
7	Nzhihira tarania susanti	F	SMAN-16 Medan	+62-813-7062-1967	nzhihiraataraniasusanti022@gmail.com	Footware & Fashion-Design
8	NOVITA PUTRI MERANI	F	SMA Sains Tanfid's Al-Quran Al-Ammar Medan	+62 887 0856 3188	novitaptrimerani@gmail.com	Audio Video Multimedia Technology
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Proceedings of Forum for University Scholars in Interdisciplinary Opportunities and Networking

Graduate School, Universitas Terbuka

<https://conference.ut.ac.id/index.php/fusion>

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5.2 Discussion



Based on the results of the first logical approach in 2022, the student was already enrolled at Changsha University in 2023, pursuing a computer network technology program. With a target of 20 students for each university, only three students were successfully accepted, with only one university being targeted. Then, based on the previous experience, the logical approach in 2023 for 2024 showed an increase in student enthusiasm for the scholarship program to continue their education abroad through the China scholarship program, although not yet significant. However, for counselors, this was already a remarkable increase, and the student was already enrolled at his target university to pursue his scholarship program in September 2024. Now, the logical approach in 2024 for 2025 has seen a remarkable increase, with two of the three targeted universities meeting their targets and one university experiencing an increase in student interest. In each of these logical approaches, counselors also provide additional services for students interested in continuing their education through scholarships, including free basic Mandarin language training via Zoom. Counselors also provide parents with step-by-step updates on student progress as a form of their responsibility to students while they wait for the next stage, namely the selection interview, the final stage before the announcement of acceptance. Thus, any doubts parents may have had are addressed with this logical approach.

6. Conclusion

Overall, the counselors' use of a logical approach to encourage Indonesian parents and students to explore educational programs in China through scholarships was quite satisfactory. This method allows counselors to interact directly with parents and students and to identify their talents and interests in continuing their education abroad through scholarship programs. Therefore, in the future, Indonesia's younger generation will gradually begin to reduce the educational level, which only covers 12 years of compulsory education. This will enable the nation's aspiration of a Golden Generation, evolving from a developing country to a developed one, to become a developed one. Parents can also easily engage directly in the consultation and communication process regarding their children's interests and talents, enabling them to continue to higher levels, and experience the satisfaction of receiving real-world information from counselors.

The counselor hopes that in the future, more Indonesian students will be interested in pursuing higher education using a logical approach through scholarships to China. This is because, in the future, China will dominate not only the economic sector but also other fields, proving the controversial hadith of the Prophet, "Seek knowledge even as far as China," which aligns with the religious commandments contained in the Quran:

✓Qs. Al-Alaq: 1-5 states the importance of reading and seeking knowledge.[11]

✓Qs. At-Taubah: 122 states that seeking knowledge is equivalent to fighting in jihad.[12]

✓Qs. Al-Mujadalah: 11 states that Allah will elevate the status of those who are given knowledge.[13]

✓Qs. Az-Zumar: 9 states that only those with sound mind can receive lessons.[14]

✓Qs. Thaha: 114. reveals the breadth of knowledge.[15]

✓Qs. Sad: 29. states that the Qur'an was revealed to pay attention to its verses and to learn lessons.[16]

Do not hesitate to share knowledge with others, because by sharing knowledge with a logical approach, our knowledge will not run out, instead our knowledge will increase and the rewards and benefits from what we provide to the wider community in order to achieve the ideals of the Nation and State.

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