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Jl. Prof. Dr. Hamka Air Tawar Barat, Kota Padang, Sumatera Barat, 25130, Indonesia.

☎ +62 (0754) 41650; Website: <http://pps.fip.unp.ac.id/>; ✉ jk@konselor.org / info@konselor.org

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Integrating Cultural Values in Counseling: The Role of Peumulia Jamee in Indigenous Counseling Practices for Acehnese

Zahra Nelissa^{1,2*}, Agus Taufik¹, Juntika Nurihsan¹, Anne Hafina Adiwinata¹, & Mazita Ahmad³

¹Universitas Pendidikan Indonesia, Bandung, Indonesia

²Universitas Syiah Kuala, Banda Aceh, Indonesia

³Universiti Pendidikan Sultan Idris, Perak, Malaysia

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Correspondence regarding this article should be addressed to:

Zahra Nelissa. Department of Guidance and Counseling. Sekolah Pascasarjana. Universitas Pendidikan Indonesia. Jl. Dr. Setiabudi No.229, Isola, Kec. Sukasari, Kota Bandung, Jawa Barat 40154, Indonesia. Email: zahranelissa@upi.edu

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Integrating Cultural Values in Counseling: The Role of *Peumulia Jamee* in Indigenous Counseling Practices for Acehnese

Zahra Nelissa^{1,2*}, Agus Taufik¹, Juntika Nurihsan¹, Anne Hafina Adiwinata¹,
& Mazita Ahmad³

¹Universitas Pendidikan Indonesia, Bandung, Indonesia

²Universitas Syiah Kuala, Banda Aceh, Indonesia

³Universiti Pendidikan Sultan Idris, Perak, Malaysia

Abstract: *Peumulia Jamee* is one of the local wisdoms of the Acehnese people, which means respect and acceptance of guests. This tradition has strong cultural roots and religious values, making it an important social practice in forming relationships between individuals in Acehnese society. The goal of this study is to investigate how the Acehnese people perceive the *Peumulia Jamee* culture and how they implement its values in their daily lives. This study used a phenomenological approach to explore the experiences and views of the community regarding the *Peumulia Jamee* practice. We collected data through in-depth, semi-structured interviews conducted face-to-face with five informants who possess a deep understanding of Acehnese customs and traditions. Interviews were conducted with a semi-structured guide, allowing informants to express their views freely and in detail regarding the values of *Peumulia Jamee*. The data analysis revealed three main clusters, along with several emerging ones: (1) the basis and values of *Peumulia Jamee* culture, which encompasses beliefs from Islamic teachings, customs, and history as the foundation of culture; (2) practices and forms of honoring guests, which includes the themes of forms of honoring guests, honoring guests, and guest classification; and (3) ethics and social behavior, which includes the themes of ethics, verbal behavior, body part behavior, and manners. The results of this study are expected to provide deeper insight into the *Peumulia Jamee* tradition in forming a counseling approach based on local wisdom in Aceh, Indonesia.

Key Words: Indigenous Counseling; *Peumulia Jamee*; Acehnese Local Wisdom

INTRODUCTION

The existence of traditions such as traditional ceremonies or rituals is often believed by society to be a legacy from their ancestors that is full of meaning, values, and important functions (Warouw et al., 2024). As an educational medium, rituals in the life cycle convey teachings, advice, and guidance that aim to form individuals with good character, both individually and communally (Kakama et al., 2024). In this context, local wisdom includes life experiences, perspectives, values, norms, language, and traditions of the community, which are a valuable heritage and continue to be maintained and passed down from generation to generation in their homeland (Asror et al., 2024; Damopolii et al., 2024; Ermiana et al., 2024). Most of this local wisdom exists in written and spoken form (oral tradition); it is comprehensive and local in nature.

Culture is not only related to civilization which is symbolized by magnificent buildings, but also an attitude which is ingrained in a society in a certain area which is a valuable culture (Cohen & Varnum,

*Corresponding author: Zahra Nelissa. Department of Guidance and Counseling. Sekolah Pascasarjana. Universitas Pendidikan Indonesia. Jl. Dr. Setiabudi No.229, Isola, Kec. Sukasari, Kota Bandung, Jawa Barat 40154, Indonesia. Email: zahraelissa@upi.edu

2016). Historical records show that the previous leaders in the Aceh Kingdom greatly appreciated guests. In 1599, when an adventurer, trader, and sailor from the land of windmills, the Netherlands, named Frederick de Houtman, landed in Aceh for the first time, he was welcomed with a state ceremony by Sultan Sayyid Al-Mukammil, who was in power at that time (Hermaliza, 2011).

The Acehese people, who live on the western tip of Sumatra Island, are famous for their culture and have many artifacts and cultural symbols (Abidin & Usman, 2021). Law Number 44 of 1999 designated Nanggroe Aceh Darussalam as a Special Region (education, customs, and culture), and Law Number 18 of 2001 reaffirmed it as the Province of Nanggroe Aceh Darussalam, a region with a society identical to Islam. They are strongly committed to organizing an education system based on Islamic values (Akob et al., 2018). The balance related to norms, customs and beliefs in the Acehese community plays an important role in building harmonious relationships, both in managing nature and in social interactions among the Acehese people (Nazaruddin, 2024; Silvini et al., 2020). Broadly speaking, culture serves as a system of behavior that establishes what is acceptable and unacceptable (Danial et al., 2023).

Culture is one of the fundamental elements that plays a significant role in forming the character and identity of a society (Mardian et al., 2024). One of the local cultures that can be learned is Peumulia Jamee, which is owned by the Acehese people (Riezal et al., 2018). The Peumulia Jamee tradition in Aceh, which welcomes guests with traditional food, religious rituals and dance, reflects an indigenous approach to counselling, where respect for local cultural values becomes a means of building trust and mutual respect in social relationships (Hermaliza, 2011; Rahmadi & Runturambi, 2018; Robbins, 2020). This tradition is not only a welcome, but also a form of cultural communication that strengthens social solidarity and supports the emotional well-being of both guests and hosts.

In the context of indigenous counseling, the *Peumulia Jamee* tradition acts as a bridge to understanding and absorbing the values, norms, and collective healing mechanisms recognized by the local community (Nelissa et al., 2022b). Implementation of character and moral education through indigenous counseling in Aceh involves the integration of local values in the school curriculum and extracurricular activities. Indigenous counseling, namely the process of helping individuals to deal with the realities of their current social-community life, based on the principles and practices of life, beliefs, ways of thinking, and local knowledge; where the individual lives and/or comes from (Kuo, 2011; Leuthold, 2011; Vossler et al., 2015). Indigenous counseling combines modern counseling techniques with local values, allowing for a counseling process that is more appropriate to the cultural context of the local community (Syamsuddin, 2018).

One of the main challenges in implementing character and moral education through indigenous counseling is the lack of understanding and skills among educators and counselors. Some counselors struggle to fulfill their responsibilities and receive criticism for their poor performance (unprofessional) (Bahri, 2020; Bahri et al., 2019). Students and other parties often perceive counselors as unprofessional, implying that they lack clarity in their work, and make many other regrettable assumptions about counseling guidance (Sari et al., 2021). In Aceh, there are no counseling skills based on local wisdom; all forms of counseling skills applied are still sourced from western culture (Nelissa et al., 2022a). In fact, we can apply the local wisdom of the Acehese people to the implementation of counseling, both individual and group. Therefore, the values contained in Peumulia Jamee need to be explored more deeply so that they can be integrated into counseling based on the local wisdom of Peumulia Jamee. This counseling approach aims to help students interact with counselors comfortably, without feeling awkward or afraid, and can solve various problems, including those related to personal, social, academic, and career issues.

This study aims to examine the values of the Peumulia Jamee culture inside Acehese society and to explore the integration of these values into an indigenous counselling framework.

METHOD

Research Design

This study uses a qualitative approach with a phenomenological method. We chose this method to deeply understand the experiences, perceptions, and views of the Acehese people regarding the *Peumulia Jamee* tradition and its potential integration into indigenous counseling. The study used phenomenology to explore the significance of individual or group experiences with a specific phenomenon, aiming to gain a fundamental understanding of the phenomenon. According to Creswell, (2013), the phenomenological approach provides a framework for researchers to explore the lived experiences of participants directly through their perspectives. Through this approach, researchers seek to explore understanding from the perspective of people who experience or are involved in the Peumulia Jamee tradition. This is important to capture the nuances and values contained in the tradition and to understand how the Acehese people interpret respect for guests as part of their cultural identity.

Participants

The research subjects consisted of five informants who had in-depth knowledge of the "*Peumulia Jamee*" tradition. Participants were selected using purposive sampling techniques to ensure that they met the relevant criteria, namely a deep understanding of Acehese culture and active involvement in preserving the tradition (Patton, 2002).

Tabel 1. Respondents

No	Responden	Representative
1	R1	Majelis Adat Aceh (MAA)
2	R2	ISBI Aceh
3	R3	Universitas Syiah Kuala
4	R4	Pascasarjana UIN Ar-raniry
5	R5	UIN Ar-raniry

Data Collection & Instrumentation

This study collected data through in-depth interviews and documentation studies. In-depth interviews used a semi-structured format with questions designed to explore participants' views on "*Peumulia Jamee*" and its application in indigenous counseling (Kvale & Brinkmann, 2009). We conducted face-to-face interviews at mutually agreed locations, such as the Aceh Customary Council office and university campuses, lasting 60-90 minutes. We recorded the interviews with the participants' informed consent for transcription and further analysis (Seidman, 2013).

Data Analysis

The data were analyzed using thematic analysis techniques, starting with the verbatim transcription of all interview recordings to maintain data accuracy. Next, the researcher coded the transcript and document data using Quirkos qualitative analysis software, repeatedly reading the material to identify major themes. The researcher then categorized the emerging themes into broader clusters, including cultural foundations and values, guest honoring practices and forms, and social ethics and behavior. Next, we organized and interpreted the identified themes to address the research questions and accomplish the study objectives.

RESULTS

The results of this study were analyzed using the Quirkos application. After transcribing the data, coding was conducted, followed by identifying emerging themes. The following coding is presented in

the form of a word cloud and data distribution, followed by theme identification. The world could embrace *Peumulia Jamee*.

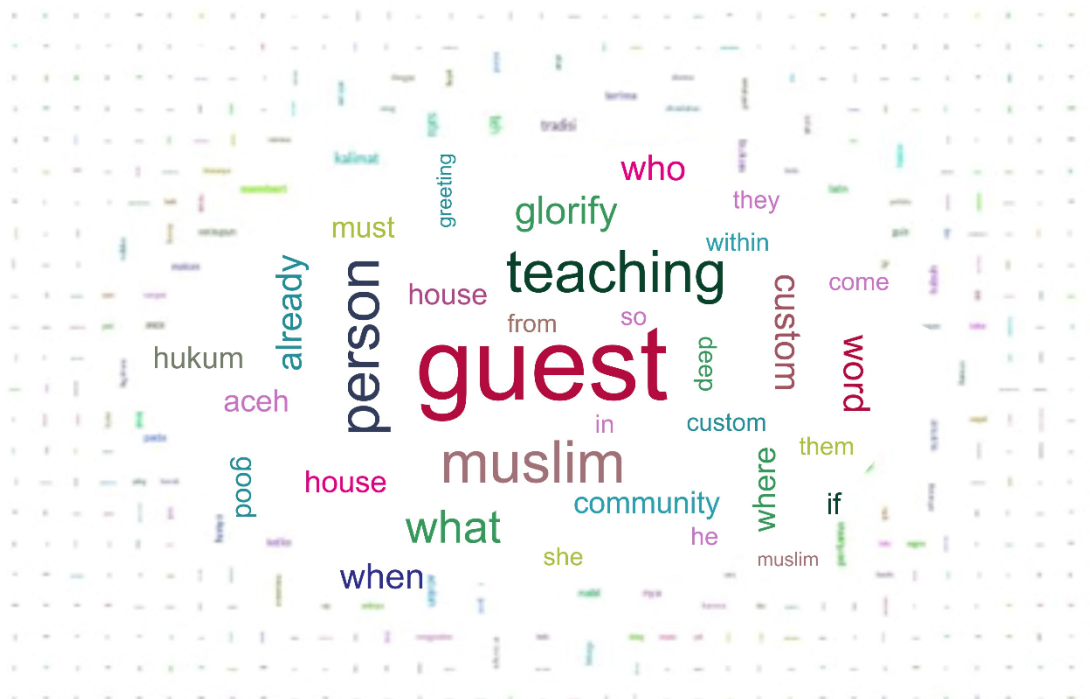


Figure 1. Word Cloud "Peumulia Jamee"

Figure 1 displays the frequency of words that frequently appear in the results of interviews related to "*Peumulia Jamee*" with five informants. The largest words in this word cloud indicate the most frequently mentioned words, while smaller words appear with lower frequencies. Some of the most prominent words are:

1. "Guest": Mostly it is one of the keywords in the interview, considering that *Peumulia Jamee* is related to the tradition of welcoming guests in Acehese culture.
2. "Person" dan "islam": indicates a strong connection between the discussion about *Pemulia Jamee* and people, with the Islamic element playing a significant role in the interviews.
3. "aceh" dan "custom": suggest that this interview pertains to the customs and traditions of Aceh.
4. "*Peumulia*": This word serves as a focal point of the discussion, symbolizing the respect or welcoming of guests.
5. "With" dan "ini": These conjunctions show frequent use in more complex sentences when explaining the concept of *peumulia jamee*.

Words such as "*Jamee*," "house," "good," "done," and "custom" also appear prominently, indicating that the discussion covers the context of welcoming guests, proper welcoming etiquette, and its relation to local customs or culture. Overall, this word cloud reflects a conversation centered on the tradition of welcoming guests in Acehese society, with an emphasis on Islamic values and customs.

Figure 1 shows a cluster-shaped visualization that illustrates themes or concepts related to the *Pemulia Jamee* tradition in Acehese society. Each cluster represents a particular aspect of this tradition, with the numbers in each cluster possibly indicating the number of subtopics or related elements. Here is an analysis of each theme:

- 1) Beliefs of Islamic Teachings: This major theme suggests that the fundamental foundation of *Pemulia Jamee* is rooted in the teachings of Islam. This shows that religious values play an

important role in the practice of honoring guests in Aceh, indicating that receiving and respecting guests is part of Islamic ethics and teachings.

- 2) Forms of Honoring Guests: This theme refers to various ways or forms of practice used by Acehnese people to honor guests, such as welcoming them with special offerings, certain rituals, or customary procedures that honor guests.
- 3) Ethics: This theme highlights the importance of etiquette in honoring guests. When receiving guests, one should adhere to norms of behavior such as polite speech, attitude, and body language.

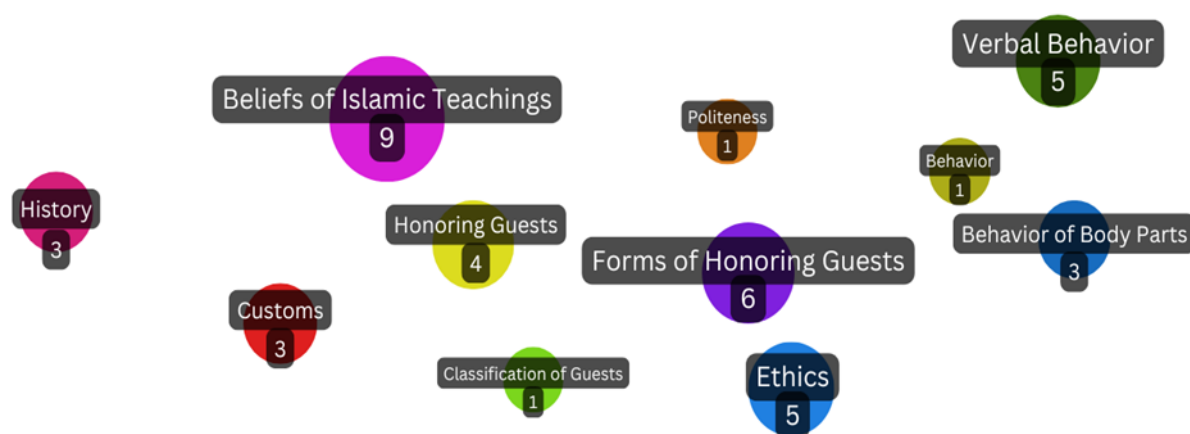


Figure 2. Distribution of *Peumulia Jamee* Themes

- 4) Verbal Behavior: This theme focuses on the verbal communication aspect of honoring guests. Polite language and speech, as well as respect through words, are important elements in showing appreciation for guests.
- 5) Honoring Guests: This theme delves deeper into the fundamental idea of honoring the guest, highlighting its significance to Acehnese society and its influence on social relationships.
- 6) Behavior of Body Parts: This theme seems to refer to non-verbal aspects of welcoming guests, such as body movements, facial expressions, or postures that reflect respect.
- 7) Customs: This theme shows the role of local customs or traditions in the practice of *Peumulia Jamee*, where customary rules help guide the way the community receives guests.
- 8) History: This theme shows the role of local customs or traditions in the practice of *Peumulia Jamee*, where customary rules help guide the way the community receives guests.
- 9) Politeness dan Classification of Guests: These themes may represent specific parts of the tradition, such as the importance of being polite and the grouping of guests based on status or relationship to the host.

The Foundation for exploring the tradition of *Peumulia Jamee* from a multi-dimensional perspective, including aspects such as religion, customs, ethics, and both verbal and non-verbal behaviors. This visualization also shows that the tradition of honoring guests in Aceh is not only a social practice but is also rooted in religious teachings and deep ethical values.

Theme Clustering

According to the aforementioned theme's results, we classify it into three primary clusters: 1) cultural foundations and values, 2) practices and methods of guest hospitality, and 3) ethics and social conduct. The qualitative data analysis technique organizes and group's themes from interviews or observations according to thematic similarities, resulting in these clusters.

Table 2. Classification based on themes

Cluster	Theme	Analysis
Cultural Foundations and Values	Beliefs of Islamic Teachings	The main foundation of the Peumulia Jamee tradition is rooted in Islamic teachings, which emphasize the importance of honoring guests as a form of worship and respect toward others.
	Customs	In Aceh, local customs guide the practice of honoring guests, adapting rules and procedures passed down from generation to generation, in addition to religion.
	History	This tradition has strong historical roots, reflecting Acehese cultural values that have developed and persisted in society as a symbol of identity.
Practices and Forms of Honoring Guests	Forms of Honoring Guests	Honoring guests is done through various forms of practices, such as providing special dishes, warm welcomes, and social activities that strengthen relationships.
	Honoring Guests	This practice reflects the core concept of respect for guests, which aims to create positive relationships and demonstrate hospitality.
	Guest Classification	Depending on their status or proximity to the host, guests may receive different levels of welcome and respect.
Ethics and Social Behavior	Ethics	Etiquette in welcoming guests includes attitudes and manners that reflect politeness and respect, which are important in maintaining harmonious social relationships.
	Oral Behavior	When welcoming guests, we use verbal communication such as polite speech and gentle language as a form of appreciation that fosters familiarity.
	Physical Behavior	Body language, facial expressions, and posture also play an important role in non-verbally showing respect, which is in accordance with social norms.
	Politeness	Good manners are a basic element in the ethics of receiving guests, which emphasizes the values of politeness and respect for others.

DISCUSSION

Exploring Values in Peumulia Jamee Culture

Aceh's Peumulia Jamee culture embodies core values such as respect, generosity, and acceptance, expressed through attitudes, language, and tangible actions towards guests. Peumulia Jamee not only embodies the value of politeness, but also underscores the Acehese people's social responsibility to honor guests as integral to their culture and identity. Expressing respect is important, but the concept of respect itself is not simple (Elamin et al., 2024; Ivarsflaten et al., 2024). Religious teachings, customs, and the long history of the Acehese people combine to root the values of respect, generosity, and acceptance in Peumulia Jamee in Aceh. This combination creates a strong foundation for a culture of respecting guests, making Peumulia Jamee an integral part of the identity and local wisdom of the Acehese people. The informants group these values into three main clusters of findings, which provide a strong basis for understanding the relevance of this culture in counseling.

The basis and values of Peumulia Jamee culture

The basis of Peumulia Jamee lies in the religious beliefs, customs, and history of the Acehese people. The resource person emphasized that this culture originates from Islamic teachings, which teach the importance of respecting guests as a form of obedience to Allah and the embodiment of noble morals. The resource person clarified that the Acehese people view respecting guests as a form of worship in Islam, making it a norm and social identity:

“Honoring guests is not only a tradition but also a religious teaching. Acehese people believe that honoring guests is a commandment of the Prophet, so honoring guests brings blessings to the household.” (R4)

Additionally, R2 mentioned that previous generations passed down the value of Peumulia Jamee, indicating that this practice has historical significance and has been a part of the Acehese people's lives for centuries:

“Peumulia Jamee has been part of our customs since ancient times, passed down from generation to generation as a form of respect that we give to guests.” (R2)

Peumulia Jamee not only serves as a social expression but also incorporates spiritual elements closely linked to Islamic teachings. In the theory of spirituality-based counseling, an approach that considers the religious aspects of the client can increase satisfaction during counseling sessions, especially for those who have a strong religious background. (Alshareef & Alfuqaha, 2024; Isbilen, 2023; Mohd Zin et al., 2024). Respondent R5 emphasized that the Acehese people view Peumulia Jamee as an implementation of the religious command to respect guests, who are believed to bring blessings:

“Serving guests is considered a form of worship that has great rewards. Acehese people believe that the more guests, the greater the blessings that come to the house.” (R5)

R1 added that Peumulia Jamee is closely related to Islamic teachings and is considered a form of obedience to the teachings of the Prophet.:

“Peumulia Jamee is our way of respecting guests according to Islamic teachings. Therefore, we consider it not in accordance with the values of religion and Acehese customs if guests do not receive respect.” (R1)

For counselors, understanding that Peumulia Jamee is based on Islamic teachings means providing guidance for treating clients with politeness and respect, which not only strengthens the counseling relationship but also shows appreciation for the spiritual aspects of the client. (Erawati et al., 2023; Harahap & Hamka, 2023; Mambetnizayova et al., 2024). In the context of counseling, the recognition of religious, customary, and historical values allows counselors to better respect the client's cultural and spiritual identity. By adapting the counseling approach based on the core values of Peumulia Jamee, counselors can build deeper relationships, appreciate the client's outlook on life, and create a more meaningful therapeutic atmosphere.

Practices and forms of respect for guests in Peumulia Jamee

The practice of Peumulia Jamee involves welcoming guests with a polite attitude, polite language, and concrete actions such as serving food or drinks. Based on the results of the interviews, there are three main themes in this practice: the form of honoring guests, the social obligation in honoring guests, and the classification of guests based on proximity. According to R2, the way of welcoming guests reflects sincere intentions and deep respect.:

“When guests come, the host should greet them with a friendly face and a smile. Always provide food or drinks, even if it's just a cup of coffee, to demonstrate your respect and appreciation for them.” (R2)

R1 added that Peumulia Jamee's practices demonstrate flexibility by treating each guest based on their closeness to the host:

“Guests in Acehnese culture are classified; some are close guests, some are from afar, and their treatment is adjusted to the condition of the guest itself. This is not due to discrimination, but rather a form of adaptation and cultural flexibility.” (R1)

The principle of honoring the guest in counseling translates into genuine attention to the client, including a friendly attitude, gentle language, and attention to the client's comfort during the counseling session. This application is in line with the indigenous counseling approach, which emphasizes the importance of concrete actions in creating a safe and comfortable environment for the client (Adiputra, 2020; Petrus, 2019). Therefore, you can use Peumulia Jamee as a guide to build therapeutic relationships that are sensitive to the client's culture.

Furthermore, Peumulia Jamee's emphasis on generosity demonstrates the genuine generosity of the Acehnese people. In this culture, the host will sacrifice some of their possessions to give the guest the best. The informant emphasized that in practice, homeowners often give what they have to the guest, such as providing special food or comfortable accommodation, even though they themselves may have to economize. People recognize this attitude of generosity as a form of sincerity in honoring the guest, which is believed to bring blessings (Fanani et al., 2019). Behind each of these actions, it is clear that the value of Peumulia Jamee is not just an obligation but also a form of sincerity and respect for humanity.

Behind each of these actions, it is clear that the value of Peumulia Jamee is not just an obligation, but also a form of sincerity and respect for humanity. The value of acceptance in Peumulia Jamee is the foundation for inclusivity in Acehnese culture. Peumulia Jamee welcomes guests with open arms, irrespective of their social, religious, or ethnic background. The resource person explained in interviews that the Peumulia Jamee culture instills an attitude of non-discrimination, treating every guest with equal respect. This value demonstrates the Acehnese people's openness to differences, positioning Peumulia Jamee as a local wisdom that promotes unity and equality in society. By prioritizing unconditional acceptance, Peumulia Jamee functions as a social tool that embraces everyone who comes to Aceh, establishing harmonious relationships and eliminating the potential for conflict between individuals or groups. Based on the theory of culture in counseling by (Sue, D. W. & Sue, 2008), Peumulia Jamee's value of respect aligns with the principle of fostering trust in culture-based counseling. When clients feel respected, they are more open in the counseling process, which strengthens the therapeutic alliance between the counselor and client.

Ethics and social behavior in Peumulia Jamee

Ethics and social behavior in Peumulia Jamee reflect principles such as inclusiveness, respect for all guests without discrimination, and accepting guests as a form of worship. Respondent R5 stated that the Acehnese people do not discriminate against guests, suggesting that Peumulia Jamee fosters an open and non-discriminatory attitude:

“There is no difference in receiving guests, whoever they are, whether Muslim or non-Muslim, all are welcomed because that is the Islamic teaching that underlies our customs” (R5)

Verbal behavior and body language also reflect this ethic. The resource person emphasized that friendly facial expressions and a soft tone of voice are crucial in receiving guests. Resource from R2 underscored the significance of politeness as a manifestation of guests' appreciation:

“A polite attitude in welcoming guests is absolute, starting from a friendly face and kind words to an attitude that does not make guests feel awkward” (R2)

According to R4, Peumulia Jamee also includes the use of gentle language as a sign of respect:

“Honoring guests in Peumulia Jamee is a form of politeness that comes from Islamic teachings, namely greeting with qaulan layyina or good words, so that guests feel appreciated. Body language, like smiling and friendly eye contact, also incorporates this” (R4)

These values of inclusivity and non-discrimination are important principles in indigenous counseling (Bar-Zeev, 2017; Chealuck & Campbell, 2021). By adopting the Peumulia Jamee ethic, counselors can be open and empathetic to all clients regardless of their religious, social, or cultural background. This approach helps create a safe environment for clients, allowing them to feel valued and accepted, which is essential in building a strong therapeutic relationship (Abubakar et al., 2024). The concept of respect in Peumulia Jamee reflects a high level of politeness and social responsibility. In addition to gentle speech and polite body language, Peumulia Jamee demonstrates this attitude by treating guests as part of the family, demonstrating deep respect and warmth (Liu et al., 2024). The Acehnese people regard guests as carriers of blessings, making it a moral obligation to treat them well. Interviews with several Acehnese traditional and community leaders revealed that the teaching of honoring guests has persisted from generation to generation, dating back to the era of the Aceh kingdom. Respect for guests has become a cultural identity of the Acehnese people that has survived until now, maintained with full awareness and belief that honoring guests is a reflection of religious values and morality. Thus, Peumulia Jamee is not only a tradition but also a symbol of virtue and dignity that is upheld by the Acehnese people.

Integration of Peumulia Jamee with Indigenous Counseling Approaches

One important element in indigenous counseling is the ability of the counselor to accommodate the client's cultural values in the counseling session. This approach allows the counselor to understand the client's perspective based on their cultural background so that the counseling method can be adjusted. In the context of Aceh, the values of Peumulia Jamee provide guidance for counselors to create a conducive atmosphere and respect local culture. Respondent R4 explained that body language such as a sincere smile and a friendly facial expression reflect respect for guests, which is an important part of Peumulia Jamee:

“Pleasant body language, such as smiling and friendly eye contact, are things that make guests feel appreciated. This is also important in counseling, because clients will feel more comfortable with a counselor who is open and friendly” (R4)

For counselors, understanding that Peumulia Jamee is based on Islamic teachings provides guidance for treating clients with politeness and respect, which not only strengthens the counseling relationship but also shows appreciation for the client's spiritual aspects.

Integrating Peumulia Jamee values into counseling not only supports the therapy process but also strengthens the therapeutic alliance. Relational theory in counseling suggests that a warm and respectful relationship between counselor and client creates a safe environment for clients to share their feelings and thoughts. Respondent R5 conveys that Peumulia Jamee reflects the values of compassion and acceptance as the foundation for a mutually supportive relationship.

“Body language such as smiling and eye contact is a way to show that we care and appreciate our guests. In counseling, this attitude can make the client feel accepted and comfortable” (R5)

Therefore, the integration of Peumulia Jamee values in indigenous counseling in Aceh not only allows counselors to respect the client's cultural background but also supports the formation of a therapeutic relationship full of trust and respect. A strong therapeutic relationship creates a space where

the client feels deeply heard and understood, allowing the healing process to take place more naturally and effectively (Liu et al., 2024). These findings suggest that an indigenous counseling approach that respects the client's culture can integrate the values of Peumulia Jamee as a basis. Here are some strategies for integrating these values:

The Spiritual and Cultural Approach in Counselling: The principles of Peumulia Jamee, grounded in Islamic beliefs, underscore the significance of honouring and receiving visitors as an act of devotion. This acknowledgement enables counsellors to implement a methodology that honours the spiritual and cultural values of the client, so enhancing the significance of counselling. **The Practice of Empathy Through Courteous Disposition and Language:** The application of soft language and amicable attitudes in Peumulia Jamee offers counsellors a framework for conveying empathy and fostering a secure atmosphere for clients. In counselling, the utilisation of courteous language and amicable demeanour fosters openness and comfort for clients.

Non-Discriminatory Ethics as a Basis for Counselling: The notion of inclusion in Peumulia Jamee underscores the significance of embracing clients from diverse origins. By implementing this principle, counsellors can afford all clients equal respect, fostering an open and unbiased counselling relationship. **Adaptability and Accommodation to the Client's Social Context:** In Peumulia Jamee, there is a modification to the closeness and social circumstances of the guest. This can be implemented in counselling by modifying the method and strategy to align with the client's needs and history, enabling the counsellor to exhibit a responsive and adaptive demeanour.

The study's findings suggest that Peumulia Jamee values can be successfully incorporated into a multicultural counselling framework, particularly within the Acehese cultural setting. Counsellors who comprehend and assimilate the local values of the Acehese community can offer a more profound and significant approach, potentially enhancing the efficacy of support rendered to clients, particularly in communities that maintain robust traditions and cultural values. Values such as ethics, politeness, and religious views not only guide the establishment of happy client relationships but also enhance the counselling experience.

Within the framework of training, Peumulia Jamee values serve as a basis for cultivating fundamental abilities in local counsellors, enhancing their sensitivity and responsiveness to the needs and expectations of clients from Acehese culture. Consequently, these values serve as components in a counselling model or framework that prioritises interpersonal skills, effective communication, and emotional regulation within the Acehese cultural context. This model or framework seeks to assist clients in cultivating suitable social skills while concurrently facilitating the healing process through a heightened awareness and profound connection to the client's cultural identity. This method enables clients to perceive the counselling process as personally significant and profoundly anchored in the cultural values they have cherished throughout their lives.

CONCLUSION

The findings from the thematic analysis and discussion of this study indicate that the values inherent in the Peumulia Jamee culture can provide a robust foundation for the development of an indigenous counselling technique in Aceh. By integrating these cultural values, counsellors can develop a culturally pertinent counselling methodology, enhance the counselor-client connection, and promote clients' emotional well-being in alignment with local beliefs and values. This demonstrates that local cultural values contribute to daily living and can enhance the efficacy of psychosocial therapies in counselling contexts.

The findings of this study indicate that a culture-centered counselling methodology in Aceh can integrate the principles of Peumulia Jamee. The ideals of respect, civility, and social ethics can enhance the indigenous counselling approach by offering a more pertinent and significant base for the Acehese people. The incorporation of these values fosters the establishment of a robust and inclusive therapeutic relationship, hence enhancing the quality and efficacy of counselling within the Acehese cultural framework.

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