



The Role of the Big Five Personality Test to Understand Yourself in the Modern and Multicultural Era

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Article Information:

Received October 5, 2024

Revised November 13, 2024

Accepted Desember 2, 2024

ABSTRACT

In the midst of the ongoing development of globalization, the importance of understanding individual personality is increasingly significant. This article explores innovations in the BIG FIVE Test, which is a tool that has proven effective in evaluating personality dimensions such as openness, conscientiousness, extraversion (sociability), agreeableness, and tendency toward anxiety. With a more modern and relevant approach, this test not only helps individuals recognize themselves but also provides insights into interactions within a multicultural context. This article highlights how global factors, such as technological advancements, intercultural communication, and social changes, influence personality. The aim of this research is to emphasize the importance of adapting personality measurement tools to understand the complexities of individual identity in an increasingly interconnected world. It is hoped that the findings from this study can serve as a reference for professionals in psychology, education, and human resource development in creating more effective and inclusive programs.

Keywords: *Personality Test, Big five, Globalisasi Era, Multicultural*

Journal Homepage <https://journal.minangdarussalam.or.id/index.php/jdpe/>

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How to cite:

Zubaidah, Z., Rahayu, R. D., Silvir, A. S., & Silvir, H. M. (2024). The Role of the Big Five Personality Test to Understand Yourself in the Modern and Multicultural Era. *Darussalam: Journal of Psychology and Educational*, 3(2). <https://doi.org/10.55849/wp.v3i2.252>

Published by:

Yayasan Minang Darussalam

INTRODUCTION

Personality is an important element for a worker because it reflects how a person acts, both in daily life and in the world of work. Feist and Roberts 2017; deep (Zubaidah, 2024) Describe personality as a pattern of traits that tend to be stable and

distinctive characteristics that provide consistency and uniqueness to individual behavior. Usslepp 2020: in (Lubis et al., 2024) stated that certain aspects of the student's personality are important for the selection of the educational path.

In the modern era marked by globalization and cultural diversity, understanding oneself is becoming increasingly important. Moreover, technology is developing rapidly. This needs to be of concern to everyone because it has a huge impact on a person's life, both positive and negative. According to Salsabila, F et al 2023, when technology is used massively in various areas of life it can have various impacts, some impacts that increase enthusiasm and motivation for learning and there are also those that actually weaken enthusiasm and motivation for learning (Salsabila et al., 2023). It is possible that this can affect a person's personality

Personality plays a key role in determining how individuals interact with their environment and the people around them. The Big Five personality test, which measures the dimensions of openness, awareness, extroversion, conformity, and neuroticism, has been an effective tool in helping individuals recognize their self-characteristics. Today, more accepted personality theories, such as the Big Five Model, describe the human personality as a multidimensional construct influenced by a variety of factors, including genetics, environment, and learning processes Bohm R and Vogel L 2010: in (Harahap et al., 2023)

In the context of counseling, these tests offer in-depth insights that can support individuals in facing emotional and social challenges. By understanding the dimensions of their personality, clients can better navigate interpersonal relationships, manage stress, and explore their potential. Research shows that a good understanding of personality can improve the effectiveness of counseling interventions because counseling is a professional activity, as Syafitri, R et al (2022) stated that counseling is an activity of providing services by the counselor to the counselee to help solving the counselee's problems, and developing potential in the counselee, including one's personality Therefore, prospective counselors need to study how a personality influences the counseling process, both the personality of the counselor and the client in this modern era.

RESEARCH METHODOLOGY

The research method applied in this study is a Literature Study, where various articles from national and international journals are accessed through Google Scholar to obtain a theoretical basis for the ability to understand mathematical concepts that are the focus of the research topic (Sengkey et al., 2023 ; Herawati et al., 2023). Agreeing with this, Sari (2020) stated that library research is a type of research that uses data collection techniques by conducting reviews, books, literature, notes, and various reports related to the matter you want to complete (Syafitri et al., 2022 ; Asmita & Silvianetri, 2022) So

this research focuses more on searching for data by collecting it from various research results which are then summarized into a conclusion or result.

RESULT AND DISCUSSION

The Big Five Personality Traits Model consists of five main dimensions, namely Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. To make it easier to remember, we can use the initial letters of each dimension to form the word "OCEAN." The OCEAN model is derived from the analysis of factors used to describe personality, as well as from various relevant personality tests and scales. The Big Five approach to personality is more based on research than theory, so it can be said that it is an inductive approach, where theories are formed based on existing data. Friedman & Schustack, 2008 in (Triana et al., 2024)

The term Big Five refers to a discovery in which each factor includes more specific characteristics. Thus, it can be concluded that the Big Five Personality or the Five Factors Model is a consistent approach to assessing an individual's personality through the analysis of adjective factors. The five factors include extroversion, conformity, openness to experience, neuroticism, and awareness(Simanullang, 2021).

The Relevance of the Big Five in Counseling

The Big Five personality test is an invaluable tool for counselors to understand their clients more deeply. This model measures five main dimensions of personality, namely Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism. Through these measurements, counselors can gain insights into the client's underlying characteristics that influence their behavior and social interactions. For example (McCrae, R. R., & Costa, 2022) suggests that individuals with high levels of Extraversion tend to be more open to sharing experiences, while individuals with high levels of Neuroticism may be more prone to anxiety. With this understanding, counselors can tailor their approach, creating a more relevant and effective counseling experience.

Additionally, understanding the client's personality dimension allows the counselor to identify potential conflicts in interpersonal relationships. Research by (Lodi-Smith, J., & Roberts, 2021) shows that the characteristics measured by the Big Five can help counselors design more appropriate strategies to address the challenges that clients may face. For example, a client with a low level of agreeableness may have difficulty building positive relationships with others, so counselors need to provide a more direct approach and challenge to help them grow.

The results of the Big Five test also serve to increase the client's self-awareness. By inviting clients to reflect on the test results, counselors can help them understand how their personality influences their behavior and life choices. This process not only increases self-awareness, but also encourages clients to explore their strengths and weaknesses. For example, clients who have high levels of neuroticism may need more support in managing emotions and stress. By knowing these dynamics, counselors

can develop a more focused follow-up plan, supporting clients in achieving their personal goals and overcoming the challenges they face.

As such, the Big Five test is not only a diagnostic tool, but also an effective means of supporting client growth and development in the broader context of counseling. A deep understanding of the client's personality allows counselors to create a more inclusive and responsive environment, which can ultimately improve overall counseling outcomes (McCrae, R. R., & Costa, 2022)

The role of the big five in understanding the self in multiculturalism

Personality factors refer to stable individual characteristics, which contribute to consistent patterns of behavior in various situations (Costa and McCrae, 1992; in Ang, Rockstuhl, & Tan, 2015). A study shows that personality has an influence on student performance in diverse cultural contexts (Burke, Watkins, & Guzman, 2009). In addition, research by Ang, Dyne, and Koh (2006) found that the nature of openness to experience has a significant correlation with Cultural Intelligence (CQ). This means that individuals who are open to learning and trying new things tend to have higher levels of CQ.

The Big Five personality types and the character relationships of each person in understanding multicultural self are explained as explained in (A MEIZA, 2018) A person's character can be grouped into five types based on the Big Five model, namely O, C, E, A, and N. Each of these categories reflects a different tendency to attitude in responding to differences. In addition, this character and level of tolerance can be improved through moral education provided by parents from an early age. Changes in a person's cultural intelligence can be influenced by the way the individual accesses and seeks information through social media. If social media presents negative information, this can have a negative impact on the cultural intelligence of individuals exposed to that information (Hridayana et al., 2020)

CONCLUSION

The results of the study show that the Big Five Model emphasizes the importance of understanding personality in the context of counseling and multiculturalism. The Big Five model, which includes the five main dimensions of Openness, Conscientiousness, Extraversion, Agreeableness, and Neuroticism, provides a valuable tool for counselors to understand client characteristics and adjust counseling approaches effectively. In addition, personality plays an important role in increasing an individual's cultural intelligence, where the nature of openness can strengthen adaptability in diverse environments. Therefore, moral education and the influence of social media also contribute to the development of cultural intelligence. Overall, a deep understanding of the Big Five model not only enriches counseling practices but also supports individuals in developing self-awareness and tolerance in a multicultural context.

ACKNOWLEDGEMENT

I would like to express my deepest gratitude to all parties who have provided support, inspiration, and contributions in writing this article. Especially to experts and practitioners of psychology who have provided in-depth insight into the Big Five theory, which is invaluable in developing an understanding of the self in the midst of the dynamics of the modern and multicultural era. I also appreciate any constructive feedback received, which has enriched the content of this article. Hopefully this article can provide benefits and a better understanding of the importance of the Big Five personality test in our lives.

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