

*Abstract*

*Guidance Counseling (BK) teachers have an important role in motivating students to learn and achieve their goals. This study aims to explore the communication style used by counseling teachers in motivating student learning at SMA 1 BPI Bandung. This research uses a qualitative approach with a case study design to obtain in-depth research results regarding the communication styles used by guidance and counseling teachers in motivating student learning. The results of this research reveal more than one variation in communication styles used by Guidance and Counseling (BK) teachers in interacting with students in grades X, XI and XII depending on their needs. The equality communication style predominates in interactions with class X students, where students are listened to and valued in two-way communication. BK teachers encourage student participation, creating an inclusive environment where their ideas are respected. In grade XI, the disengagement style is used more frequently, providing space for students to talk and share experiences. This creates students' confidence in talking about personal matters. Meanwhile in class*

*Keywords: Communication Style, Counseling Teachers, Learning Motivation*