

Persuasive Communication Strategy of the National Narcotics Agency in Bangka Belitung Province in Tackling Drug Abuse

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ABSTRACT

Keywords

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Drug abuse from the impact of the times is very worrying for the civilization of the younger generation. It is very relevant to realize the young generation is free from drugs. The drug abuse program in Bangka Belitung (BNN) in socializing abuse is very important. The aim of this research is to determine the Persuasive Communication Strategy of the National Narcotics Agency of Bangka Belitung Province in Tackling Drug Abuse. This type of research is qualitative with a descriptive approach. the results of this research show For persuasive communication to run well and the message conveyed by the communicator to the communicator to arrive, a good persuasive communication strategy is needed. This strategy includes prevention that aims to delay the onset of drug users and overcome drug abuse.

1. Introduction

According to Agustina et al., (2024) Persuasive communication is a process of delivering messages that aim to strengthen, shape, or change a person's response. The main purpose of persuasive communication is to change or influence the beliefs, attitudes, and behavior of a person so that they act in accordance with what the communicator expects. Communication can be found in advertisements, social media, and print media and is used in all aspects of life, such as marketing, politics, and daily life. In communication, the role of communication is very influential. Persuasive communication also plays an important role in aspects of life, such as influencing decisions, building beliefs, and shaping public opinion. The main functions of persuasive communication are surveillance, consumer protection, and education. However, persuasive communication is not the same as propaganda. To limit persuasive communication from becoming propaganda requires a set of ethics that must be adhered to, such as having a high interest in the issue and having high credibility.

According to Maimun, Sanusi, Erna Hayati, (2021) The very complex life of modern society as a product of technological development can cause many social problems. That is why efforts to adapt or adjust to modern society are not easy. The difficulty of adjustment causes many diversions and conflicts. This has an impact on people who can develop patterns of behavior that deviate from general norms and justify all means to achieve their interests.

According to Maimun, Sanusi, Erna Hayati, (2021) Drugs stand for Narcotics, Psychotropic, and other Addictive Materials. Law enforcement agencies such as the police (including the National Narcotics Agency), prosecutors, judges, and correctional officers use the familiar drug terminology. In addition to narcotics, other terms that refer to the three substances are narcotics, psychotropic drugs, and addictive substances. Drugs are substances that can change psychiatric states such as emotions, thoughts, moods, and behavior when they enter the human body or through food, drink, inhalation, injection, and others. Illegal drugs have an impact on individuals or society, especially the younger generation which can be detrimental. (Salatun & Mina, 2019) The illegal drug trade in Indonesia is very contrary to the goals of national development in Indonesia to realize a perfect Indonesian nation

and a healthy, just, prosperous, and prosperous Indonesian society. Orderly and peaceful based on Pancasila and the 1945 Constitution of the Republic of Indonesia.

The National Narcotics Agency (BNN) of Bangka Belitung Islands Province in the last two years has rehabilitated 1,124 prisoners (WBP) of drugs, as a step to prevent and eradicate the circulation of illicit goods. Rehabilitation is a solution to save the nation and the country from drug trafficking. Said the head of the Bangka Belitung Islands Province BNN Brigadier General Pol. M. Z. Muttaqien. He said that as many as 1,124 Drug WBPs have undergone rehabilitation at the class II narcotics correctional institution in Pangkal Pinang in the last two years, with details for 2022 as many as 497 people and 2021 as many as 627 WBPs. He stated that in the last two years the prevalence rate of drug users has increased from 1.8 percent to 1.9 percent.

Based on the explanation and problems above, the author intends to conduct research titled "Persuasive communication strategy of the Bangka Belitung National Narcotics Agency in tackling drug abuse".

2. Method

The research method used in this study is a qualitative method with a descriptive approach. Data collection techniques include interviews, observations, and documentation studies. This qualitative approach will examine the Persuasive Communication strategy of the National Narcotics Agency in Bangka Belitung in Overcoming Drug Abuse. The data analysis technique used according to (Sugiyono, 2013) includes data reduction, data presentation, and conclusion drawing or verification. Data validation is done through technical triangulation, which uses various data collection techniques from the same source to ensure the accuracy of the information.

3. Result and Discussion

3.1. Presenting the Results

The Psychodynamic Strategy. Psychodynamic strategies in tackling drug abuse focus on understanding and influencing the psychological factors and internal dynamics of individuals and groups in society that play a role in preventing drug abuse. The Bangka Belitung National Narcotics Agency conducts socialization about drug abuse and raises public awareness of the impact of drug abuse, with the aim that people know the impact of drug abuse. As explained by Ardi Effensi, S.E. Chairman of BNN Pangkal Pinang. When conducting massive socialization to the younger generation, especially students from a number of schools. The circulation and impact of drug abuse is currently troubling, and among other things, it is easy to get these illicit goods that make users increase and do not know gender or age. He also said that everyone is at risk of addiction if they have tasted this dangerous substance, so they must anticipate themselves, therefore we do the foundation to schools.

The Sociocultural Strategy. The socio-cultural strategy in dealing with drug abuse, the Bangka Belitung National Narcotics Board conducts socialization in the community, especially to the younger generation in schools, by focusing on the dangers of drugs and explaining the dangers of consuming drugs and the impacts that occur in drug abuse. As an effort to deal with drug abuse in Bangka Belitung, the Bangka Belitung National Narcotics Board invites schools to work together to overcome the prevention of drug abuse, so that the younger generation reminds each other about the dangers of drug abuse because it can damage the nation's next generation.

The Meaning Construction Strategy. The meaning construction strategy in tackling drug abuse in Bangka Belitung focuses on building awareness about the dangers of using drugs. This approach is taken by the younger generation so that they understand more about the dangers of drug abuse. In the socialization stage of drug abuse as an effort to increase the knowledge and insight of the younger generation, that the dangers of drug abuse. For example, providing education to the community on how to overcome drug abuse, some of the things that are attempted in preventing so as not to easily fall for these illicit goods, for example education in schools, the role of teachers to provide an understanding of the dangers of drugs to the nation's younger generation, so that the younger generation is not easily influenced by these illicit goods. As for educational campaigns, with the

existence of creative and informative educational campaigns, both through social media and mass media, the public is given information about the dangers and how to avoid it. and the role of parents, parents have a very important role in educating their children about the dangers of drug abuse, good communication between parents and children can help children not easily fall into drug abuse. because prevention is the main key in overcoming drug abuse.

3.2. Discussion

The Psychodynamic Strategy. This study discusses the implementation of psychodynamic strategies in reducing drug abuse in Bangka Belitung, which can be attributed to (Rizqiah et al., 2024) psychodynamics is a theory that seeks to carry out the nature and personality, focusing on motivation, emotions, and internal aspects. This theory is that human behavior comes from conscious and unconscious drives. Sigmund Freud is a famous reporter in psychodynamics. This theory emphasizes that human personality is influenced by the subconscious and childhood experiences.

This strategy considers three factors based on psychological factors: motivational and behavioral understanding, participatory approach, and depression. In motivational and behavioral understanding, the strategy emphasizes the importance of understanding the dangers of drug abuse. The principle of participation involves the direct involvement of the participating community from the beginning to the formulation of results. (Mulyadi, 2020) Community participation refers to the creation of opportunities that provide space for people to be actively involved to benefit from the activities they participate in.

The Sociocultural Strategy. Sociocultural strategy in dealing with drug abuse in Bangka Belitung uses social and cultural elements of the local community to increase the effectiveness of education about the dangers of drug abuse. As an effort to prevent drug abuse in Bangka Belitung, the Bangka Belitung National Agency involves the younger generation in delivering materials about the dangers of drug abuse. This approach not only raises awareness about the dangers of drug consumption and increases knowledge about the impact of drug abuse, but also keeps the younger generation healthy and achieving.

The Meaning Construction Strategy. The meaning construction strategy in tackling drug abuse, Bangka Belitung National Narcotics Agency, focuses on the impact of drug abuse so as not to consume these illicit goods, this approach is more inclined to the younger generation so that the younger generation can know, and understand the dangers of drugs.

Maintaining good and consistent communication so that this effort can reduce drug abuse by applying the strategy "The Meaning Construction Strategy at the Narcotics Board in Bangka Belitung". The Bangka Belitung National Narcotics Agency can build a way of thinking about the dangers of drug abuse so that young people and the younger generation do not easily fall into these illicit goods, this can be seen in healthy and accomplished young people.

4. Conclusion

Based on the discussion of psychodynamic, socio-cultural, and meaning construction strategies in drug abuse in Bangka Belitung, it can be concluded that this approach shows success in the communication factor and working together to prevent the younger generation from easily falling into drugs. The psychodynamic strategy focuses on understanding and managing individual psychological factors and group dynamics, helping to guide and manage the generation so that they do not easily fall into drug abuse. It is important to maintain psychological balance so that the younger generation is not easily influenced by these illicit goods.

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