

THE ROLE OF NORTH LABUHANBATU BNN PR IN OVERCOMING NARCOTICS ABUSE IN PARPAUDANGAN VILLAGE

Abdul Mazid Siagian, Muhammad Alfikri

Universitas Islam Negeri Sumatra Utara

Email: Abdulmazid001@gmail.com

muhammadalfikri@uinsu.ac.id

Abstract:

This study aims to determine the Public Relations strategy of BNN North Labuhanbatu Regency in tackling Narcotics abuse in Parpaudangan Village. descriptive method with a qualitative approach This research was conducted at the BNN agency in North Labuhanbatu Regency which made Parpaudangan Village, Kualuh Hulu District, North Labuhanbatu Regency a target for cleaning up narcotics abuse. In this study, the informants were divided into two parts, namely key informants and supporting informants. Meanwhile, supporting informants such as the subdivision head. Data collection techniques used by researchers are observation, interviews and documentation. The data analysis technique used is data reduction, data presentation and conclusion. that the role of the North Labuhanbatu National Narcotics Agency in overcoming Narcotics abuse in Parpaudangan Village, especially in the field of prevention, is in accordance with the programs and activities owned by BNN Labuhanbatu Utara by looking at the facts on the ground. However, in its implementation there are still obstacles for BNN Labuhanbatu Utara in carrying out its programs and activities.

Keywords: *The Role of BNN Public Relations, Narcotics Abuse*

Introduction

The circulation of Narcotics in Indonesia is currently very worrying, the government has even officially declared the Indonesian nation in a state of Narcotics Emergency. The number of narcotics users in Indonesia itself continues to increase. Even the abuse of narcotics regardless of age. Today's young generation is already facing the narcotics environment. The circulation of narcotics in Indonesia is truly massive and is beyond the normal threshold. Narcotics is not a new problem, nor is it only a national or regional problem, but it is also a global problem¹. I saw this sighting directly with my own naked eye in the neighborhood where I live, namely Parpaudangan village, this is what inspired me to do what I was born for.

Public Relations is a strong pillar in an agency that functions in carrying out the vision and mission that is the goal of an agency. Public Relations are all forms of planned communication, both inward and outward, between an organization

¹ Fordham, Ann, and Heather Haase. "The 2016 UNGASS on drugs: A catalyst for the drug policy reform movement." *Collapse of the Global Order on Drugs: From UNGASS 2016 to Review 2019* (2018): 21-47.

and its audiences in order to achieve specific goals based on mutual understanding².

BNN as a non-Ministry High Government Institution has a mechanism for conveying information to the public as stipulated in Law No. 14 of 2008 concerning public openness where the law has been officially valid since May 2010. With this law, Indonesia becomes the 76th country in a world that officially adopts the principles of information disclosure. Public Relations is a management function that builds and maintains good and beneficial relationships between an organization and the publics that influence the success or failure of the organization³.

Narcotics abuse (abuse of drugs) is the non-medical or unlawful use of illicit goods known as narcotics (narcotics and addictive drugs) which can endanger one's health and productivity⁴. The use of technology is a strategic platform in socializing the dangers of narcotics in society⁵. Through social media such as digital platforms is also one of the media that is very busy in use by various groups. Narcotics abuse is defined as the non-medical or illegal use of prohibited commodities such as narcotics and addictive drugs that can harm one's health and productivity⁶. So that it has an impact on dependence on its users and can also have an impact on the psychology of those who use it excessively and continuously and this is a social problem that will have a negative impact on the nation-state.

Research Method

This research is a descriptive research method, namely a research method that provides a complete and accurate description of certain individuals or groups about the symptoms that occur⁷.

The approach used in this study is a qualitative approach. A qualitative approach is an approach that is able to provide clear and structured ideas or pictures. Qualitative research is an *Inquiry* carried out to seek meaning, understanding, concepts used, characteristics developed, symptoms generated, symbols and a clear understanding of a *phenomenon* that is natural and holistic, prioritizing quality, using methods that are effective and presented in *narrative*. In simple terms, qualitative research can be said to be an attempt to find answers to a problem (*phenomena*) from the questions given in accordance with scientific procedures systematically using a qualitative approach⁸.

² Chaerudin, Ali, Inta Hartaningtyas Rani, and Velma Alicia. *Sumber daya manusia: pilar utama kegiatan operasional organisasi*. CV Jejak (Jejak Publisher), 2020.

³ Gora, Radita, and M. M. S Sos. *Riset kualitatif public relations*. Jakad Media Publishing, 2019.

⁴ Nasrianti, N., and M. Muhibuddin. "Analisis Yuridis Bahaya Narkotika bagi Kesehatan Masa Depan Generasi Muda." *REUSAM: Jurnal Ilmu Hukum* 8.2 (2021): 81-99.

⁵ Dewi, Ernita, Khalida Ulfa, and Safirussalim Safirussalim. "Strategi Badan Narkotika Nasional Dalam Penanggulangan Narkotika Di Masa Pandemi Covid-19 Di Indonesia." *Al-Ijtimai: International Journal of Government and Social Science* 7.2 (2022): 143-156.

⁶ Laksana, Andri Winjaya, Hartiwiningsih Hartiwiningsih, and Hari Purwadi. "Law Enforcement Of Drug Addict During The Covid-19 Pandemic Based On Justice." *The 3rd Legal Internasional Conference and Studies*. Vol. 3. No. 3. 2022.

⁷ Ramdhan, Muhammad. *Metode Penelitian*. Cipta Media Nusantara, 2021.

⁸ Rukajat, Ajat. *Pendekatan penelitian kuantitatif: quantitative research approach*. Deepublish, 2018.

This research was conducted at the BNN agency in North Labuhanbatu Regency which made Parpaudangan Village, Kualuh Hulu District, North Labuhanbatu Regency a target for cleaning up narcotics abuse.

Data collection techniques are very important in a study and are used to conclude the data to be studied⁹. Data collection techniques used by researchers are: observation, interviews and documentation.

The data collected by the researchers can be analyzed using the qualitative data analysis technique of the Miles and Huberman model, which consists of three types of data analysis activities, namely: data reduction, data presentation and conclusion.

Results and Discussion

BNN in carrying out its functions and duties disseminates various information relating to BNN activities through various forms of media, both print media, outdoor media, as well as through multi-media and the internet. The National Narcotics Agency's Public Relations Section also often invites media journalists in the event of arrests of drug users, or disclosure of narcotics cases involving public figures, figures widely known by the public. The communication strategy carried out by BNN in providing information related to Narcotics information includes¹⁰:

1. Dissemination of News

Messages conveyed by BNN are news related to an event or events related to eradicating narcotics abuse. The news is made by Public Relations officers who cover incidents or incidents regarding the handling of the dangers of narcotics, both ceremonial and non-ceremonial. In this connection BNN public relations officers act as journalists or journalists. They then send the news to various media, in addition to uploading it to the BNN website, namely www.bnn.go.id. According to the Head of BNN Public Relations, all this time officers have received journalistic or public relations education in order to improve the quality of the news they produce.

2. Press Release

BNN periodically also invites the mass media to press conferences, if there are urgent matters that must be immediately known by the media so that they can be disseminated to the public. In this press conference, journalists usually ask various things that have been done by BNN. Usually at a press conference like this, the BNN together with the police have just arrested the perpetrators of narcotics abuse, complete with existing evidence. Not infrequently at this press conference the perpetrators are also presented. effect on the public, that acts of drug abuse are not only dangerous for people but also

3. Deterrent

For themselves. Exhibition venues are usually held in places that are easily accessible by the public, or places frequented by the public, such as shopping malls. The photos on display are usually the work of BNN public relations officers

⁹ Makbul, M. "Metode pengumpulan data dan instrumen penelitian." (2021).

¹⁰ Permadi, Didi, and Akhmad Habibullah. "Strategi Komunikasi Humas Bnn Dalam Memberikan Informasi Kepada Publik." *Jurnal Pustaka Komunikasi* 5.1 (2022): 150-162.

themselves or in collaboration with the mass media, especially photos that have won awards. Proactively, BNN Public Relations always takes part in any photo exhibition, by displaying photos about the dangers of narcotics.

4. Media

Messages about the dangers of narcotics are also made through audio-visual multi-media. These messages were then disseminated by BNN to various television stations for wider access by the public. At certain times the audio-visual message is also shown to the public when the National Narcotics Agency holds counseling in various places.

5. Voice of the Community

Voice of the Community is a rubric created on the BNN website, where the public can ask questions directly to BNN Public Relations regarding matters relating to overcoming the dangers of narcotics. BNN Public Relations usually responds positively to these questions. Not infrequently from this forum BNN gets accurate information to immediately take further actions, either in the form of prevention or eradication. It is from *Suara Masyarakat*, often that BNN, through its public relations, conducts outreach operations to areas suspected of being pockets of narcotics abuse.

In order to carry out its role in the field of prevention and eradication of narcotics, the North Labuhanbatu BNN needs to carry out several activities and good cooperation between related agencies. So that in carrying out P4GN tasks can be carried out properly. Apart from that, in carrying out its role as an institution in charge of preventing and eradicating narcotics, BNN also has a role in implementing programs or activities that are carried out, including¹¹:

1. BNN Has a role as a socializer or extension agent for Prevention, Abuse and Illicit Narcotics (P4GN).
2. BNN has a role as a facilitator, for example in commemorating International Anti-Narcotics Day (HANI) or campaigning against narcotics.
3. BNN has a role as coordinator in meetings and consultations within and outside the region as well as in cooperative relations with related agencies such as POLRI, the Health Service and the Rehabilitation Institute.

In addition, the role of the North Labuhanbatu National Narcotics Agency in the efforts made in dealing with narcotics is through several approaches which are broadly grouped into three parts, including¹²:

- a. Supply control is an integrated effort through useful activities to emphasize or eliminate the availability of Narcotics in the market or in the community. For example, such as conducting raids on nightclubs or narcotics-prone areas.
- b. Demand reduction is an integrated effort through rehabilitative activities that are useful for increasing community resilience so that they have deterrence and are not tempted to abuse narcotics both for themselves and

¹¹ Pahlevi, Diki. "Peran Badan Narkotika Nasional (BNN) Dalam Penanggulangan Narkotika Di Lingkungan Masyarakat." *Ilmu Pemerintahan* 8 (2020).

¹² Yunus, Yusriansyah, Muhammad Noor, and Nur Hasanah. "Peran Badan Narkotika Nasional Kota (BNNK) Dalam Penanggulangan Narkotika Di Kota Medan." (2018).

the surrounding community. Examples include outreach and coaching about the dangers of narcotics.

- c. Harm reduction, namely efforts through rehabilitative activities with interventions for victims or users who are already dependent so that they don't get worse or endanger themselves and prevent continuous negative impacts from occurring. An example is rehabilitation.

To further activate the prevention and eradication of abuse and illicit trafficking of narcotics, it is regulated regarding the strengthening of existing institutions, namely the National Narcotics Agency, where the existence of an institution that plays a role and functions in dealing with problems regarding narcotics can be the spearhead in preventing or overcoming narcotics abuse. in North Labuhanbatu.

By carrying out a number of positive activities such as socializing the dangers of narcotics counseling to the public, to school children and students and also to those who are not familiar with narcotics. Apart from that, they also make campaigns about the dangers of narcotics, such as making banners or advertisements and conducting raids at night entertainment venues and areas that are suspected of being very vulnerable to the illicit trafficking of narcotics¹³.

Role As Coordinator

The importance of the coordinator is also an important factor because in achieving the results of cooperation is needed. If there is no cooperation, there will be boundaries between the North Labuhanbatu National Narcotics Agency and related agencies. With a good coordinator, it will create a goal of the desired results together. Coordination itself is a cooperative effort between agencies, agencies, units in the implementation of certain tasks so that they can complement each other, help each other and complement each other. While the coordinator is the person who moves or coordinates the elements of management in achieving goals. The expected coordination is coordination that is able to maintain communication stability so that there are no obstacles in its implementation. Because this coordination is very important, in addition to improving performance in the field of eradicating narcotics abuse and also relations between related agencies.

BNN Coordinates With Relevant Agencies The

Following is the coordination of North Labuhanbatu BNN with relevant agencies in dealing with Narcotics in North Labuhanbatu:

1. North Labuhanbatu POLRI Unit, the form of coordination is:
 - a. Conduct socialization and socialization coaching in government agencies, schools, universities and the environment around the community.
 - b. Carry out raids in places prone to narcotics circulation or in locations suspected of being vulnerable points in narcotics circulation.
2. North Labuhanbatu Health Office, the forms of coordination are:
 - a. Do a urine test

¹³ Pratama, Ari, Reza Novrian Harahap, and Gomgom TP Siregar. "Penegakan Hukum Pidana Oleh Badan Narkotika Nasional (BNN) Dalam Upaya Pemberantasan Narkotika Pada Pelajar Di Kota." *Jurnal Rectum: Tinjauan Yuridis Penanganan Tindak Pidana* 4.1 (2022): 381-392.

- b. Holding an IWL program (institutions required to report) which is intended where the user is self-aware and self-aware to recover and the health office provides treatment to the user in stages.
4. The form of coordination for the Rehabilitation Agency is:
 - a. Rehabilitate and provide treatment to the user or the addict until he recovers.
 - b. Provide guidance and moral education to the user or the addict during the rehabilitation process until they recover.
5. The form of community coordination is:
 - a. Provide a report to the National Narcotics Agency if they are aware of indications of narcotics trafficking in the surrounding environment.
 - b. Committed together not to use narcotics.

Supporting Role Prevention Support

In the implementation of program activities carried out by the North Labuhanbatu National Narcotics Agency in efforts to overcome Narcotics that have been implemented. Following up on the prevention, eradication, abuse and illicit trafficking of narcotics, BNN Labuhanbatu Utara has held various program Become a non-ministerial institution that is professional and able to mobilize all components of society, nation and state of Indonesia in implementing the Prevention and Eradication of the Abuse and Illicit Trafficking of Narcotics, Psychotropics, Precursors and Other Addictive Substances in Indonesia support for law enforcement supporting factors in the P4GN activity program are as follows:

2. Law Number 35 of 2009 concerning Narcotics where the law The law regulates the provisions that support the Agency National Narcotics in its duty to prevent and eradicate circulation narcotics¹⁴.
3. Instruction of the President of the Republic of Indonesia Number 12 of 2011 concerning Implementation of National Policy and Strategy for Prevention and Eradication Narcotics Abuse and Illicit Trafficking¹⁵.
4. support and cooperation such as the National Police, the Health Service, Rehabilitation in the implementation of P4GN.
5. Support and cooperation within the school environment, campus environment and government work environment in the implementation of P4GN.
6. Support from the community in eradicating and tackling circulation dark narcotics.

Shared commitment in carrying out prevention efforts and eradication of drug abuse and illicit traffic (P4GN). can be seen from the implementation of the activities carried out by the Narcotics Agency National as an effort to prevent and

¹⁴ Hariyadi, Wahyu, and Teguh Anindito. "Pelaksanaan Asesmen Terhadap Pelaku Penyalahgunaan Narkotika Ditinjau dari Undang-Undang No. 35 Tahun 2009 Tentang Narkotika." *Jurnal Pendidikan Kewarganegaraan Undiksha* 9.2 (2021): 377-383.

¹⁵ Husna, Himma Faridatul, and Indah Prabawati. "Implementasi Kebijakan Pencegahan Dan Pemberantasan Penyalahgunaan Dan Peredaran Gelap Narkoba (P4GN) Di Badan Narkotika Nasional Kabupaten (BNNK) Tulungagung (Studi Pada Pencegahan P4GN)." *Publika* 7.6 (2019).

eradicate circulation of narcotics in North Labuhanbatu for the realization of Narcotics-Free Parpaudangan Village.

Inhibiting

Factors Inhibiting factors for BNN in carrying out their duties and roles are:

1. Lack of knowledge, understanding and public awareness which sometimes is still lacking to commit together in P4GN efforts.
2. Limited additional infrastructure from the government to support BNN Labuhanbatu Utara operational activities. Limited amount of funds and BNN members in technical implementation of P4GN program activities.
3. Geographical conditions of North Labuhanbatu which are adjacent to the State border another, which makes North Labuhanbatu vulnerable to illicit trafficking Narcotics.

Conclusion

Circulation of narcotics namely as a socializer or extension worker, facilitator and coordinator with other agencies on prevention activities, eradication, abuse and illicit trafficking of narcotics. in carrying out the role of prevention and eradication abuse of illicit traffic of Narcotics by BNN organized and have a wide network in need also cooperation both bilaterally, regionally and community participation in business prevention and eradication of drug abuse. It goes wrong one background BNN has an important role in the field of prevention and eradicating the abuse and illicit circulation of narcotics

In general, the National Narcotics Agency for the Parpaudangan Village has tried to carry out its roles and functions in an effort to prevent and eradicate the circulation of narcotics in the Parpaudangan Village. In the implementation of the activity program, the North Labuhanbatu National Narcotics Agency cannot be separated from the supporting factors and various obstacles experienced.

References

- Chaerudin, Ali, Inta Hartaningtyas Rani, and Velma Alicia. *Sumber daya manusia: pilar utama kegiatan operasional organisasi*. CV Jejak (Jejak Publisher), 2020.
- Dewi, Ernita, Khalida Ulfa, and Safirussalim Safirussalim. "Strategi Badan Narkotika Nasional Dalam Penanggulangan Narkotika Di Masa Pandemi Covid-19 Di Indonesia." *Al-Ijtimai: International Journal of Government and Social Science* 7.2 (2022).
- Fordham, Ann, and Heather Haase. "The 2016 UNGASS on drugs: A catalyst for the drug policy reform movement." *Collapse of the Global Order on Drugs: From UNGASS 2016 to Review 2019* (2018).
- Gora, Radita, and M. M. S Sos. *Riset kualitatif public relations*. Jakad Media Publishing, 2019.
- Hariyadi, Wahyu, and Teguh Anindito. "Pelaksanaan Asesmen Terhadap Pelaku Penyalahgunaan Narkotika Ditinjau dari Undang-Undang No. 35 Tahun 2009 Tentang Narkotika." *Jurnal Pendidikan Kewarganegaraan Undiksha* 9.2 (2021).

- Husna, Himma Faridatul, and Indah Prabawati. "Implementasi Kebijakan Pencegahan Dan Pemberantasan Penyalahgunaan Dan Peredaran Gelap Narkoba (P4GN) Di Badan Narkotika Nasional Kabupaten (BNNK) Tulungagung (Studi Pada Pencegahan P4GN)." *Publika* 7.6 (2019).
- Laksana, Andri Winjaya, Hartiwiningsih Hartiwiningsih, and Hari Purwadi. "Law Enforcement Of Drug Addict During The Covid-19 Pandemic Based On Justice." *The 3rd Legal Internasional Conference and Studies*. Vol. 3. No. 3. 2022.
- Makbul, M. "Metode pengumpulan data dan instrumen penelitian." (2021).
- Nasrianti, N., and M. Muhibbuddin. "Analisis Yuridis Bahaya Narkotika bagi Kesehatan Masa Depan Generasi Muda." *REUSAM: Jurnal Ilmu Hukum* 8.2 (2021).
- Pahlevi, Diki. "Peran Badan Narkotika Nasional (BNN) Dalam Penanggulangan Narkotika Di Lingkungan Masyarakat." *Ilmu Pemerintahan* 8 (2020).
- Permadi, Didi, and Akhmad Habibullah. "Strategi Komunikasi Humas BNN Dalam Memberikan Informasi Kepada Publik." *Jurnal Pustaka Komunikasi* 5.1 (2022).
- Pratama, Ari, Reza Novrian Harahap, and Gomgom TP Siregar. "Penegakan Hukum Pidana Oleh Badan Narkotika Nasional (Bnn) Dalam Upaya Pemberantasan Narkotika Pada Pelajar Di Kota." *Jurnal Rectum: Tinjauan Yuridis Penanganan Tindak Pidana* 4.1 (2022).
- Ramadhan, Muhammad. *Metode Penelitian*. Cipta Media Nusantara, 2021.
- Rukajat, Ajat. *Pendekatan penelitian kuantitatif: quantitative research approach*. Deepublish, 2018.
- Yunus, Yusriansyah, Muhammad Noor, and Nur Hasanah. "Peran Badan Narkotika Nasional Kota (Bnnk) Dalam Penanggulangan Narkotika Di Kota Medan." (2018).