

Communication Strategy of The Prevention And Community Empowerment Team of BNN Tangerang City in The Drug-Free Village Program

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ARTICLE HISTORY

Received: March 13, 2025

Revised: April 07, 2025

Accepted: April 27, 2025

DOI

<https://doi.org/10.52970/grdis.v5i2.1179>

ABSTRACT

The rate of drug abuse in Indonesia continues to increase every year, and Tangerang City, Indonesia, is one of the areas experiencing a rise in drug-related cases annually. Therefore, through the Drug-Free Village Program, BNN Tangerang City strives to reduce the level of drug abuse in the area. This study aims to explain the communication strategy used by the Prevention and Community Empowerment Team of BNN Tangerang City in the Drug-Free Village Program. The theories used in this research are the Elaboration Likelihood Model (ELM) and communication planning. This study employs a descriptive qualitative method, with the research subject being the Prevention and Community Empowerment Team of BNN Tangerang City. The findings of this study conclude that the communication strategy used by the Prevention and Community Empowerment Team of BNN Tangerang City consists of ten stages of communication planning, starting with gathering data related to the program, determining program objectives, defining strategies, segmenting the audience, selecting channels, structuring messages, conducting management planning, organizing training, implementing the program, and finally, evaluating the program. According to the Prevention and Community Empowerment Team of BNN Tangerang City, implementing the Drug-Free Village Program has been quite effective in increasing community participation in preventing drug abuse. This is evidenced by the continued operation of P4GN activities in villages that have been designated as drug-free villages, even after the program has officially ended. However, improvements in strategy evaluation and development must continue to be made to create a more effective communication strategy.

Keywords: Communication Strategy, Prevention, Community Empowerment, Drug-Free Village.

I. Introduction

The Clean Drug Sub-district Program (Bersinar) is a priority program of the National Narcotics Agency (BNN), which aims to create orderly and safe sub-districts/villages so that the community can avoid the dangers of drug abuse. A Clean Drug Sub-district is an area with specific criteria for implementing prevention, eradication, abuse, and illicit circulation of narcotics (P4GN) programs carried out continuously.

The National Narcotics Agency (BNN) is a Non-Ministerial Government Institution (LPNK) in Indonesia, which has duties in the field of prevention, eradication, abuse, and illicit circulation of narcotics, psychotropics, precursors, and other addictive substances, except for addictive substances in the form of tobacco and alcohol. By BNN RI Regulation Number 5 of 2014 regarding forming vertical agencies within BNN, Provincial

National Narcotics Agency (BNNP) and Regency/Municipal National Narcotics Agency (BNNK) were established.

Drug abuse is a crucial issue faced by Indonesian society, including in Tangerang City. Data from Tangerang Metro Police shows that during 2024, there were 185 drug cases with 219 suspects. The confiscated evidence amounted to 24.9 kg of methamphetamine, 664.7 kg of marijuana, 86,129 ecstasy pills, and 33,261 tramadol (<https://tribrataneews.metro.polri.go.id/> (accessed on December 12, 2024)). Meanwhile, data from the National Narcotics Agency (BNN) shows that the number of individuals reported related to drug cases in Indonesia reached 4,865 people as of September 2024, where students and university students accounted for 13.73 percent of all reported cases (<https://www.bnn.go.id/> (accessed in 2024)).

Based on these data, it can be concluded that drug abuse cases are still rampant in Tangerang City. One cause of the high number of drug abuse cases in Tangerang City is the lack of community awareness of the dangers of drug abuse, as well as low community concern for the surrounding environment, thus creating opportunities for drug dealers to distribute drugs more easily. Therefore, more substantial synergy efforts are needed so that the rate of drug abuse in Tangerang City does not continue to increase. This Clean Drug Sub-District Program is expected to raise community awareness about the dangers of drugs and suppress the prevalence of drug abuse in Tangerang City, especially in sub-districts included in the red zone of drug abuse.

The prevalence of drug abuse, especially among teenagers, continues to rise, and this phenomenon has significant impacts on various aspects of life, such as health, the economy, and social issues. In terms of health, drug abuse can cause various physical and mental disorders, even death. From an economic perspective, treatment costs and loss of productivity due to drug abuse are substantial. Moreover, social impacts include increased family conflicts, social stigma, and criminal acts. Therefore, it is important to understand the factors that cause the rise in drug use among teenagers in order to design more effective prevention strategies. In facing this challenge, BNN Tangerang City strives to carry out prevention and community empowerment activities through effective communication strategies.

According to data from the Central Bureau of Statistics of Tangerang City (2018), there are 104 sub-districts in Tangerang City. However, currently only 12 sub-districts have been designated as Clean Drug Sub-districts. These 12 sub-districts have relatively high drug abuse prevalence and hold alert status. Therefore, BNN Tangerang City prioritizes sub-districts with high drug abuse rates as target sub-districts for implementing the Clean Drug Sub-District Program, through prevention activities, education on P4GN, and establishing BNN partners from among the community, as targets for the Clean Drug Sub-district initiative. The role of the Prevention and Community Empowerment Team of BNN Tangerang City in the Clean Drug Sub-District Program is through socialization activities regarding P4GN information, especially in sub-districts in Tangerang City classified as red zones for drug danger. The target audience for disseminating P4GN educational information is all layers of society. Thus, it can be said that the Prevention and Community Empowerment Team of BNN Tangerang City is part of BNN and carries out prevention efforts through counseling and public communication, as well as information and education about the dangers of drug abuse.

Communication is a complex process, and preparing a communication strategy requires a primary goal considering supporting and inhibiting factors. One necessary resource is a communication strategy to carry out and achieve these goals. Communication can be seen as a process of message delivery and exchange. One action that can be taken to reduce the prevalence of drug abuse is to implement communication strategy activities and develop plans related to communication implementation based on these plans. This communication strategy aims to optimize all communication resources and influence the audience by determining communication assessments to be carried out. Thus, the communication plan can be successfully implemented. According to Effendy, strategy is a planning and management effort to achieve a goal, which can only be reached through operational methods (Hayatudin, 2015).

One of the main challenges in prevention and community empowerment is the lack of public understanding about the dangers of drugs and the importance of prevention. Many people still think that drug abuse is a personal problem and do not understand its broader impact on families and society. "Drug abuse also has serious social impacts. Families of individuals involved in drugs can suffer significant damage,

as drugs can destroy personal relationships and finances. In addition, drug abuse also contributes to increased criminal acts and disrupts social stability in society" (Premium Drug Rehabilitation, 2024). Therefore, a communication strategy is needed to convey and educate society about the dangers and consequences of drug abuse.

Moreover, the negative stigma against drug users often hinders rehabilitation and empowerment efforts. Society is more likely to ostracize individuals involved in drug abuse, making them reluctant to seek help. The right communication strategy is also very much needed to change this perception, so that the public can see drug users as individuals in need of support and recovery. BNN Tangerang City also faces challenges building cooperation among various parties, primarily governmental, non-governmental, and local communities. Effective communication among all stakeholders is essential to realizing an integrated and sustainable prevention and community empowerment program. Therefore, it is important to formulate a communication strategy that involves various elements of society and facilitates constructive dialogue.

II. Literature Review

2.1. Persuasive Communication

Masruroh (2020) explains that persuasive communication is a psychological effort to influence the attitudes, views, behaviors, and characteristics of individuals or groups through communication based on arguments and psychological reasoning. The primary goal of this communication is to change perspectives, thoughts, and actions. The term persuasion originates from the Latin word "persuasio", which means to persuade, invite, or entice. Persuasive communication allows both parties to influence each other, share information regarding objectives, and consider reasons behind their actions. Persuasion is carried out using rational and emotional approaches, incorporating sympathy and empathy. The process aims to influence thoughts and opinions to align with the communicator's perspective and encourages individuals to change their attitudes, beliefs, and views according to the intended goal.

According to Soemirat & Suryana (2017:1.32), persuasion is widely used in various aspects of human life, such as marketing, advertising, promotions, public relations, lobbying, internal and external corporate communication, and many other fields. Soemirat & Suryana (2017) describe the scope of persuasive communication, which includes several key aspects. The first is the source (persuader), which refers to an individual or group that delivers messages to influence opinions and behaviors, whether verbally or non-verbally. The second aspect is the receiver (persuadee), the individual or group targeted to receive the message. According to Mar'at in Soemirat & Suryana (2017), even if the persuadee's attitude does not change after receiving the message, factors such as personality and past experiences play a crucial role in determining the outcome. Another important element is perception, which refers to how the persuadee perceives both the persuader and the delivered message, as this perception significantly influences communication effectiveness. Mar'at (in Soemirat & Suryana, 2017) explains that perception is observing individuals based on various cognitive components influenced by experience, learning, environment, and knowledge. In addition, persuasive messages play a central role in this communication process. Simons (in Soemirat & Suryana, 2017) states that a message is essentially what the communicator expresses through words, body movements, and voice, incorporating dispositions, arguments, considerations, and content. Words and non-verbal cues are selected together to enhance the presentation or visualization of the message.

The persuasive channel or media used to convey messages also determines communication effectiveness. This refers to the medium through which the message is transmitted from the source to the target audience through formal or informal communication, face-to-face interactions, or mediated communication. Lastly, feedback and effects play a crucial role in the persuasive process. Sastropoetro (in Soemirat & Suryana, 2017) defines feedback as the receiver's reaction to the message received, while the effect refers to the change in the receiver's behavior due to communication. The success of persuasive

communication is ultimately measured by how well the message influences the recipient's thoughts, attitudes, and actions.

2.2. Communication Planning Theory

John Middleton defines communication planning as allocating communication resources to achieve objectives, including media usage, interpersonal communication, activities aimed at changing behaviors, and developing specific skills within an organizational work environment (Purba, 2020). Middleton's communication planning model is widely used in social campaigns due to its detailed approach, beginning with research to understand audience needs. This model applies in various social, national, or local campaigns, such as drug abuse awareness or tax compliance campaigns. What sets this model apart is its data-driven approach, where planning is based on database analysis. Management information systems play a significant role in communication planning, strategy formulation, target audience analysis, segmentation, and supporting program implementation.

A well-structured communication planning process is key to a program's success. As cited in Purba (2020), John Middleton outlines several essential stages in communication planning. The first stage involves data collection through baseline studies and needs assessment, a critical aspect of communication planning. All planning elements rely on fundamental data and research findings. This includes primary data directly obtained from communities to address pressing social issues through interviews, surveys, or Focus Group Discussions (FGDs). Additionally, secondary data serves as a supporting reference for program implementation, including information from print and electronic media and relevant regulations. These data sources are strategically considered to assess needs and determine what is required.

The next step is formulating communication objectives, which involves identifying and defining the problems that the program seeks to address. Objectives must be specific and structured, particularly for evaluation purposes, ensuring they are realistic and achievable based on available resources, budget, and time constraints. Following this, planning and developing strategies become crucial in designing an effective and efficient approach to achieving the set goals. Strategy formulation is the foundation of all communication plans, adapting to various situational conditions.

Audience analysis and segmentation ensure the program reaches the right target group. Proper audience segmentation allows planners to tailor messages to different audiences, as communication strategies heavily depend on the nature of the public being addressed. After determining the target audience, media selection becomes crucial, as communication channels directly impact the program's effectiveness. Media selection is evaluated based on timing, reach, cost, and effectiveness. Once the media is selected, message planning and development take place. The messages must be consistent with research findings, align with audience needs, and encourage desired behavioral changes to ensure effective program execution. This stage ensures that communication efforts are well-structured and persuasive. Additionally, management planning is necessary to define organizational structures and assign roles for program execution, outlining procedures such as activity workflows and collaborations.

Training sessions are conducted to prepare facilitators and program implementers to strengthen program implementation. These training programs ensure smooth execution while minimizing potential challenges. Facilitators must have the necessary skills, and consultants may be assigned to oversee program implementation. Once all preparations are complete, the execution phase begins, where the planned communication strategies are carried out through advocacy efforts, lobbying, and public awareness campaigns. The final and crucial stage of communication planning is program evaluation, which helps determine whether the program was effective and what improvements can be made. Evaluation is divided into continuous monitoring and final review. Ongoing evaluation occurs throughout program implementation to ensure flexibility and adaptability, while the final review assesses the entire process from start to finish. The results of this evaluation are compiled into a comprehensive report, serving as a foundation

for future program enhancements and ensuring that subsequent initiatives are more impactful and sustainable.

2.3. Elaboration Likelihood Model (ELM) Theory

The Elaboration Likelihood Model (ELM) was developed by Richard Petty and John Cacioppo, social psychologists from Ohio State University, to advance persuasion theory. According to Littlejohn et al. (2014), ELM explains how messages impact individuals over time, influencing how they process and evaluate information. The concept of elaboration likelihood refers to an individual's likelihood of critically assessing a message, which is processed through two distinct routes: the central route and the peripheral route. This theory emphasizes that each processes messages, information, and events differently. Some individuals evaluate messages without deeply considering arguments or symbols in a detailed and critical manner (Griffin, 2014). Message processing occurs through the central route, where individuals engage in thoughtful and rational assessment, or the peripheral route, where processing is influenced by external cues rather than message content.

According to Xu & Warkentin (2020), individuals with higher education levels tend to engage in central route processing, analyzing messages by comparing knowledge and evaluating content critically, which then shapes either a positive or negative attitude toward the issue. Conversely, individuals who process messages through the peripheral route rely on external factors, such as how the message is delivered, the visuals of the sender, the number of arguments presented, and other surface-level attributes. The ELM theory highlights the rational aspect of attitude formation, where individuals evaluate messages either deeply and critically or quickly and superficially. Littlejohn et al. (2017:59-61) further explain that message processing through both routes is influenced by personal relevance to the issue and determines how individuals evaluate the message. The Elaboration Likelihood Model provides a framework to analyze how information is processed through the central and peripheral routes and is highly relevant in assessing the communication strategy used by BNN Tangerang City's Prevention and Community Empowerment Team in the Drug-Free Village Program. This study applies ELM theory because the Drug-Free Village Program requires a strategic communication approach to change public attitudes and behaviors regarding drug prevention. ELM helps explain how BNN's messages can be tailored more effectively for different audience segments within the community. The research also examines whether BNN Tangerang City's Prevention and Community Empowerment Team has successfully combined central and peripheral processing routes to increase awareness and participation in realizing a Drug-Free Village.

2.4. Communication Strategy

The method of planning and managing communication implementation aims to achieve the desired outcomes, where strategy includes planning and structuring efforts to attain specific objectives. Strategy is a directional guide and a straightforward operational tactic to ensure optimal implementation (Abidin, 2015). According to Effendy, a communication strategy serves as both a guide and a plan for communication planning and communication management to achieve its objectives. The goal is accomplished through a tactical and operational communication strategy involving various approaches depending on the situation and conditions (Fairuz & Amri, 2019).

Meanwhile, Middleton (as cited in Cangara, 2017) defines a communication strategy as the optimal combination of all communication elements, including the communicator, message, media, recipient, and influence, to achieve the intended objectives effectively. This means that the design of a communication strategy must holistically integrate all communication components, ensuring that the process utilizes the influence of each element as a whole (Cangara, 2017). Thus, communication strategy encompasses all plans, strategies, and methods used to execute communication while considering all aspects of communication to

achieve the desired objectives. It is not merely a guideline but a well-defined operational tactic that ensures the successful implementation of communication efforts.

2.5. Prevention and Community Empowerment

Two important aspects in the efforts to combat drug abuse by the National Narcotics Agency (BNN) in Indonesia are prevention and community empowerment. Prevention focuses on education and early intervention to stop drug abuse before it begins. At the same time, community empowerment aims to strengthen social resilience and support those affected by drugs in their recovery and reintegration into society (BNN, 2023). According to Lemert (1951), prevention is an effort to reduce or avoid social labeling of vulnerable individuals. In the context of drug prevention, this means not only avoiding drug consumption but also minimizing the stigma that can worsen the situation for individuals who have already fallen into drug abuse.

The prevention of drug abuse is one of the primary measures taken by BNN to reduce or eliminate drug-related issues in society. Through various programs, BNN strives to raise public awareness and knowledge about the dangers of drugs and provide education to prevent early exposure (BNN, 2019). The agency conducts educational campaigns and socialization efforts, delivering information about the risks of drug abuse and the importance of self-protection. These activities are carried out in educational institutions, community groups, and through mass and social media platforms. Additionally, BNN develops life skills training programs for teenagers, students, and the general public. These programs aim to strengthen individual resilience in dealing with social pressures and reduce vulnerability to drug abuse. Families and communities are also given guidance on how to detect early signs of drug abuse and the necessary steps to prevent it.

Beyond prevention, community empowerment plays a vital role in creating a more resilient society capable of addressing drug-related problems. The goal is to increase active participation and involve various community elements in preventing and handling drug abuse. BNN (2020) emphasizes that community empowerment is a key strategy in drug prevention, ensuring that people not only understand the dangers of drugs but also take direct action in prevention and eradication efforts. According to Brazilian educator Paulo Freire (1970), empowerment is a process that enables marginalized communities to engage in critical thinking and become agents of change. Freire refers to this concept as "pedagogy of liberation," where society actively participates in a transformative learning process that leads to meaningful change.

One of the strategic approaches to empowerment involves economic empowerment, where individuals are provided with skills training that can improve their economic well-being and reduce their susceptibility to drug-related influences. This training includes entrepreneurship programs, handicraft skills, and other vocational training. Another important initiative is the Drug-Free Village Program (Bersinar), which operates at the village level to create drug-free communities by involving residents in prevention activities, counseling, and economic empowerment programs. Additionally, rehabilitation and social reintegration are key components of BNN's empowerment strategy, ensuring that individuals who have been affected by drug abuse receive the necessary support for recovery. After rehabilitation, they receive skills training and social support to facilitate their reintegration into society. BNN also collaborates with various institutions, social organizations, and the private sector to strengthen local networks for prevention and community empowerment efforts. Through a comprehensive combination of prevention and empowerment, BNN aims to create a sustainable, community-driven approach to reducing drug abuse and building a stronger, more informed society.

2.6. Drug-Free Village Program (Bersinar)

According to BNN (2020), the Drug-Free Village Program (Kelurahan Bersih Narkoba - KBN) is one of BNN's initiatives aimed at creating drug-free environments at the urban village (kelurahan) level. This program

is designed to empower communities to become more aware of the dangers of drug abuse and to actively participate in preventing illicit drug trafficking in their respective areas. The primary objectives of the Drug-Free Village Program are to:

- a. Reduce drug distribution at the community and neighborhood levels.
- b. Increase public awareness of the dangers of drug abuse and emphasize the importance of active community participation in drug prevention efforts.
- c. Empower communities by equipping them with the necessary knowledge and skills to combat drug abuse.
- d. Create a healthy, safe, and productive environment in urban villages, ensuring they remain drug-free.

The formation of Drug-Free Villages cannot rely solely on one institution or organization but requires collaboration with various community organizations, religious institutions, government agencies, legal authorities, and other relevant organizations. The success of this initiative depends on a multi-stakeholder approach, where all elements of society contribute to the prevention and eradication of drug abuse. In Tangerang City, BNN has implemented the Drug-Free Village Program (Bersinar) in several urban villages to strengthen community resilience against drug abuse. This initiative involves educational programs, awareness campaigns, and economic empowerment projects to ensure that drug prevention efforts are sustainable and impactful. Through this program, BNN Tangerang City continues to engage local communities, fostering a collective effort to maintain a drug-free environment while promoting public safety and well-being.

Table 1. Drug-Free Village Data for Tangerang City

No.	Year	Village Name
1	2020	Larangan, Cikokol, Karawaci
2	2021	Pinang, Sangiang Jaya
3	2022	Cibodasari, Benda, Sukasari
4	2023	Poris Palwad Utara, Karawaci Baru
5	2024	Tanah Tinggi, Cipondoh Makmur

Source: Tangerang City National Narcotics Agency (BNN) Data

III. Research Method

This research employs a qualitative descriptive method to collect and analyze data in words and actions without numerical calculation or quantification. This approach aligns with Sugiyono's (2016) perspective, which explains that qualitative methods are based on positivist philosophy to analyze the natural conditions of research objects in-depth without manipulating actual circumstances. This qualitative descriptive study focuses on a detailed and in-depth understanding of individuals, groups, or specific events based on primary and secondary data obtained.

The research was conducted in Tangerang City, primarily focusing on the Prevention and Community Empowerment Team of the National Narcotics Agency (BNN) of Tangerang City, which runs the Drug-Free Village Program (Bersinar). The research location was specifically chosen due to its relevance to the research topic, which examines the communication strategies used by the team in implementing the program. The study was carried out in stages from November to December 2024, covering preparation, field data collection, and research report preparation. The participants in this research were selected based on their relevant knowledge and roles in program implementation. The key informants selected were the Head of the Prevention Team, Mochammad Parhan, S.I.Kom., and the Head of the Community Empowerment Team, Desti Pratiwi, S.I.Kom. They possess in-depth information regarding the communication strategies in drug prevention efforts and community empowerment in Tangerang City.

This study employed data collection techniques, including observation, interviews, and documentation. Observations were conducted by visiting the BNN Tangerang City office to obtain real and up-to-date visual data. Additionally, in-depth interviews with key informants were conducted to explore further information on the implemented communication strategies. The researcher also interviewed community members participating in the Bersinar program to enrich the collected data. Furthermore, documentation was used as supporting data in photo archives, activity documents, and relevant reports.

The collected data was processed and analyzed through data reduction, presentation, and conclusion drawing. Data reduction involved summarizing, selecting, and identifying the core information most relevant to the research questions. After reduction, the data were presented in narrative descriptions, diagrams, or matrices to facilitate understanding. Finally, conclusions were drawn inductively, from specific information obtained in the field to broader generalizations. These conclusions are provisional and open to modification if new findings or relevant evidence emerge.

IV. Results and Discussion

4.1. Community Empowerment and Prevention Team Profile

The Clean Drug Sub-district Program (Bersinar) is one of the priority efforts of the National Narcotics Agency (BNN) to create safe and orderly sub-districts that are free from drug abuse. Through this program, BNN Tangerang City implements Prevention, Eradication, Abuse, and Illicit Trafficking of Narcotics (P4GN) strategies continuously and sustainably. BNN Tangerang City was established on March 10, 2017, as part of the mandate of Law Number 35 of 2009 on Narcotics, in line with BNN RI Head Regulation Number 5 of 2014 concerning forming vertical agencies within BNN. Since its inception, BNN Tangerang City has become a strategic partner of the local government in combating drug trafficking by strengthening prevention programs in the community, including through the Tangerang "Bersinar" program. As an agency that performs community prevention and empowerment functions, BNN Tangerang City, through the Prevention and Community Empowerment (P2M) Team, is responsible for formulating technical policies, norms, standards, criteria, and procedures for P4GN. This team also carries out cross-sector coordination, socialization, capacity building, and evaluation of P4GN programs within the community. In implementing its duties, BNN Tangerang City collaborates with various government agencies, the private sector, and local communities to build collective awareness of the dangers of drugs. Activities include counseling, education, the formation of community participation forums, and capacity-building training to enable community members to engage actively in drug prevention efforts.

BNN Tangerang City envisions itself as a professional non-ministerial agency capable of mobilizing all components of society in carrying out the prevention and eradication of narcotics, psychotropics, precursors, and other addictive substances. Its mission includes conducting operational P4GN by its duties and authorities, coordinating cross-sectoral prevention and eradication of drugs, and monitoring and controlling national policies on P4GN. In addition, BNN is responsible for preparing reports on implementing national P4GN policies for the president and developing national and international cooperation to strengthen anti-drug efforts. As a national mandate-carrying agency, BNN also performs various functions, including formulating P4GN policies, developing standards and procedures, conducting rehabilitation and social reintegration, and law enforcement through drug investigation and search operations. BNN also develops narcotics testing laboratories and conducts comprehensive monitoring of the spread of drugs within society. In carrying out its duties, BNN Tangerang City faces challenges such as low public awareness of drug dangers and negative stigma against drug abuse victims. Therefore, an effective communication strategy is necessary to foster awareness and active public participation in realizing a drug-free Tangerang City.

4.2. Result

The researcher will describe the study's results by presenting the data obtained regarding the communication strategy of the Prevention and Community Empowerment Team of BNN Tangerang City in the Clean Drug Sub-district Program. The data was collected through in-depth interviews with members of the Prevention and Community Empowerment Team of BNN Tangerang City. The researcher also observed the communication strategies implemented by the team within the Clean Drug Sub-district Program to verify how these strategies contribute to achieving the program's objectives. During the interview process, the researcher used a guideline that had been previously prepared. The purpose of this guideline was to ensure that the questions asked of the informants were more structured. However, since in-depth interviews were conducted, the researcher developed follow-up questions based on the informants' responses to obtain more detailed and comprehensive information.

a. Informant Identity

Interviews were conducted with two key informants who are members of the Prevention and Community Empowerment Team, serving as implementers of the Drug-Free Village Program. They were selected based on their expertise and direct involvement in the program, ensuring they could provide relevant and in-depth information. The first informant, Mochammad Parhan, S.I.Kom, is a male and holds the Young Expert Drug Counselor position. The second informant, Desti Pratiwi, S.I.Kom, is a female and a Young Expert Drug Counselor. Both play crucial roles in executing prevention and empowerment initiatives within the community.

b. Strategic Communication Planning of the Prevention and Community Empowerment Team of BNN Tangerang City in the Drug-Free Village Program

Every institution has a communication strategy for implementing its programs. Likewise, the Prevention and Community Empowerment Team of BNN Tangerang City employs a communication strategy to ensure the success of the Drug-Free Village Program. The following section presents data obtained from interviews with informants regarding the strategic communication planning of the team in executing this program.

4.3. Data Findings

Data collection before program implementation is a crucial aspect of strategic communication planning. Before formulating an effective strategy, it is essential to base the program on existing data to ensure that it runs efficiently and aligns with field conditions. The P4GN Team of BNN Tangerang City is responsible for developing annual strategic plans, providing information, conducting advocacy efforts, and carrying out evaluation and reporting in prevention and community empowerment. Additionally, the team plays a key role in maintaining communication and collaboration between the organization and the public. In the Drug-Free Village Program, data collection is carried out through mapping activities at the sub-district level, particularly in areas with high prevalence rates of drug abuse. Mochammad Parhan, as the first informant, explained:

"We have area mapping data that serves as an indicator to assess the status of each sub-district—whether it falls under the categories of danger, alert, standby, or safe—based on the prevalence of drug abuse, crime rates, and the presence of entertainment venues. Sub-districts classified as dangerous or on alert become our priority for intervention through the Drug-Free Village Program."

Data will be searched and collected before the Drug-Free Village Program is implemented. This includes demographic data, drug case disclosures, and indicators of areas prone to drug abuse. In collecting this data, the Prevention and Community Empowerment Team of BNN Tangerang City also coordinates with the Metro Tangerang City Police and the local government. As stated by Mochammad Parhan:

"In the data collection process, we also coordinate with the Metro Tangerang City Police and the local government regarding mapping high-risk drug abuse areas."

Coordination efforts are essential to ensure the completeness and accuracy of data, allowing for more effective program planning. The purpose of gathering data is not only to serve as a reference but also to help the Prevention and Community Empowerment Team determine the target areas for the Drug-Free Village Program, ensuring that the program is implemented effectively and reaches the right communities. Informant 1 further added:

"Based on the data we obtain, we formulate the strategy, prioritizing sub-districts classified as dangerous or on alert in the Drug-Free Village Program. This is because the main focus of the program is to address areas with high drug abuse risks."

The collected data serves as a valuable reference for the Prevention and Community Empowerment Team of BNN Tangerang City in developing educational materials to raise awareness about the dangers of drug abuse within the Drug-Free Village Program.

4.4. Formulation of Communication Objectives

Every program has specific objectives that benchmark success, program priorities, and expected outcomes during implementation. The Drug-Free Village Program aims to reduce and suppress the rate of drug abuse while decreasing the vulnerability levels of sub-districts in Tangerang City. Mochammad Parhan, as the first informant, explained:

"The goal of the Drug-Free Village Program is to reduce the prevalence of drug abuse in the priority sub-districts targeted by this program. We also hope that through this initiative, sub-districts classified as dangerous or on alert can transition to a safe status."

In addition to reducing drug abuse rates, the program aims to raise awareness about the dangers of drug abuse and to reinforce the idea that tackling this issue is not solely the responsibility of the government. Instead, the community must act as the frontline defense in drug abuse prevention within their respective areas. Desti Pratiwi, the second informant, stated:

"The objective of the Drug-Free Village Program is to create drug-free sub-districts through P4GN efforts while fostering public awareness to build strong resilience against all forms of drug abuse."

Community participation is a crucial element of this program. Through P4GN initiatives, raising awareness and engaging community action are expected to reduce the risk of drug abuse in sub-districts. The involvement and proactive measures taken by the public play a significant role in creating a safer and drug-free environment in their respective communities.

4.5. Strategy Development

Careful planning and the right strategy are essential before implementation to ensure the program runs optimally and achieves its intended objectives. In executing this initiative, the Prevention and Community Empowerment Team of BNN Tangerang City formulated strategies for the Drug-Free Village Program. Several key approaches were taken, as explained by Mochammad Parhan, the first informant:

"We have a strategy for implementing this program. Our approach involves coordinating with the local government and sub-districts targeted by the program. Before the program takes place, we establish agreements through a commitment signing. Additionally, we collaborate with stakeholders to support the implementation of this initiative."

Beyond coordination and partnerships with local governments and target sub-districts, the strategy must also focus on engaging the community, as they are the primary audience of the Drug-Free Village Program. Desti Pratiwi, the second informant, emphasized this by stating:

"We also apply a strategy that actively involves community participation. Moreover, we strive to understand our target audience because this program aims to deliver messages and information effectively. Since the audience consists of children, teenagers, and adults, we design our messaging strategy to ensure it is well received and easily understood by all groups."

By identifying and defining the target audience, developing an effective strategy that helps structure the messages and materials becomes essential. This approach ensures that the communication process is straightforward and that both the communicator and the audience share the same understanding. Effective message delivery significantly aids the Prevention and Community Empowerment Team of BNN Tangerang City in achieving the program's objectives.

4.6. Audience Segmentation

Determining audience segmentation is crucial in developing a strategy to identify the target audience. Defining the target audience allows for a more effective message delivery, ensuring the communication reaches and resonates with the intended recipients. Based on data analysis conducted by the Prevention and Community Empowerment Team of BNN Tangerang City, the collected data serves as a reference in determining target segmentation for the Drug-Free Village Program. As Desti Pratiwi, the second informant, stated:

"After gathering and analyzing data, we recognize that our target audience comprises people from various backgrounds. Therefore, we prepare a communication strategy that enables all community groups to understand and absorb the messages we convey effectively."

Based on the interviews with informants, the primary target audience of the Drug-Free Village Program consists of residents in sub-districts categorized as high-risk (dangerous and alert zones). These communities are prioritized to receive intervention and education, ensuring that awareness about drug abuse prevention reaches those in the most vulnerable areas.

4.7. Media Selection

The media is a tool for disseminating information, making it easier to deliver messages to the audience. In disseminating information, the Prevention and Community Empowerment Team of BNN Tangerang City utilizes various media channels, including Instagram. As stated by Desti Pratiwi, the second informant:

"We use Instagram to create content related to the dangers of drug abuse. Social media allows us to spread educational information on drug risks to a wider audience. Additionally, social media is an effective solution for engaging younger audiences, as they are more inclined to consume content through these platforms."

Apart from social media, the Prevention and Community Empowerment Team of BNN Tangerang City also uses printed media, such as banners, to convey educational messages and warnings to the public regarding the dangers of drug abuse. Mochammad Parhan, the first informant, explained:

"We also utilize printed media, such as banners containing warnings and educational messages about the dangers of drug abuse. These banners are placed in various sub-districts across Tangerang City to ensure that even those who do not use social media can still receive the information."

The team ensures wider and more equitable information dissemination by leveraging online and offline media. The use of digital platforms helps reach a broader audience, while printed materials serve as an alternative for individuals who may not have access to social media.

4.8. Message Development

The messages conveyed by the Prevention and Community Empowerment Team of BNN Tangerang City focus on the dangers of drug abuse, P4GN education, and encouraging community participation in drug prevention efforts. As stated by Desti Pratiwi, the second informant:

"Socialization is one of our main activities, whether conducted in schools, community organizations, youth organizations, or different areas within Tangerang City. We educate people on the dangers of drugs—both in terms of physical health risks and legal consequences—so they understand the serious threats posed by drug abuse. We also remind parents to monitor their children's social circles and environments, and we encourage communities not to hesitate in reporting drug-related activities they witness in their surroundings."

To enhance the effectiveness of message delivery, the team also utilizes teaching aids, such as drug replicas and educational videos that showcase the consequences of drug abuse. Desti Pratiwi added:

"During our socialization sessions, we use tools such as drug replicas and educational videos about the dangers of drug abuse. This approach ensures that our messages are engaging and not boring, especially for younger audiences who prefer visual learning methods."

The use of visual aids significantly enhances audience comprehension and engagement. It also makes the learning experience more appealing, particularly for younger audiences, who are more receptive to visual content.

4.9. Management Planning

Effective management planning is crucial for successfully executing the Drug-Free Village Program. One of the key aspects of planning involves assigning specific roles and responsibilities to each team member, ensuring maximum efficiency. Mochammad Parhan, the first informant, explained:

"We assign responsibilities based on each member's role, including drug counselors, community mobilizers, and public relations officers. This structured division of tasks ensures that the Drug-Free Village Program is well-organized and implemented effectively."

Each team member contributes to the program in different capacities. Some are responsible for educational outreach in schools and community organizations, while others handle coordination efforts or plan program activities. This division of labor enhances work efficiency and ensures that every aspect of the program runs smoothly.

4.10. Training Implementation

Training plays a crucial role in preparing communities for successful program implementation. In addition to internal preparations, community members are trained to contribute actively to the program's success. Mochammad Parhan, the first informant, elaborated:

"We conduct training sessions and establish anti-drug volunteer groups by recruiting members from the local community. By training and developing these volunteers, we empower them to support the success of the Drug-Free Village Program. Eventually, these trained community members will take on socialization efforts themselves, becoming key figures in anti-drug education within their sub-districts."

Beyond training volunteers, the Prevention and Community Empowerment Team of BNN Tangerang City also establishes a Community-Based Intervention (CBI) Team, which consists of trained community members. Mochammad Parhan further explained:

"We also conduct Community-Based Intervention (CBI) training, where we recruit and train selected individuals from targeted sub-districts to serve as BNN partners. Once trained, these individuals receive seminars on rehabilitation and early drug abuse detection. Later, the CBI team will coordinate with us regarding rehabilitation efforts."

Based on the information provided by the informants, training efforts include internal team preparations and community training initiatives. These initiatives involve educational sessions, volunteer training, and establishing community-based intervention teams to ensure the long-term sustainability of the Drug-Free Village Program.

4.11. Implementation or Execution

Implementation refers to the direct application of the program. In the case of the Drug-Free Village Program, execution takes place over approximately one year, with different sub-districts targeted each year. The implementation of this program includes synergistic activities, the formation of anti-drug activist volunteers, and the establishment of a community-based intervention team. Desti Pratiwi, the second informant, explained:

"In implementing the Drug-Free Village Program, we collaborate with various related institutions, including sub-district offices, the Police, the Military, and anti-drug activist organizations. These collaborations are essential to ensuring the success of this program."

The program consists of several key activities, including educational outreach, the installation of anti-drug campaign banners, and awareness initiatives conducted in schools, community organizations, youth groups, and corporate institutions within the targeted sub-districts. Desti Pratiwi further stated:

"We conduct awareness programs in schools, community organizations, youth organizations, and corporate institutions within the sub-districts. These initiatives focus on educating the public about P4GN (Prevention, Eradication, Abuse, and Illicit Drug Trafficking)."

Below is a list of socialization activities conducted by the Prevention and Community Empowerment Team of BNN Tangerang City during the implementation of the Drug-Free Village Program:

Table 2. Socialization Activities in Schools

NO	School Name	Date Of Implementation	Target	Number Of Participants
1	SMK Atisa Dipamkara	18-Dec-23	Students/I kelas 11-12	98 Students
2	SMK Atisa Dipamkara	15-Dec-23	Students/I kelas 10	48 Students
3	SD Punna Karya Curug	27-Nov-23	Students/I kelas 5-6	112 Students
4	SMA Negeri 10 Kota Tangerang	22-Nov-23	Students/I kelas 11-12	300 Students
5	SMA Islamic Centre Kota Tangerang	13-Nov-23	Students/I kelas 11-12	590 Students
6	SMP Dharma Students	13-Nov-23	Students/I kelas 8-9	460 Students
7	SMA Kristen Kanaan Kota Tangerang	10-Nov-23	Students/I kelas 11-12	177 Students
8	SMPN 16 Kota Tangerang	9-Nov-23	Students/I kelas 7-9	975 Students
9	SMPN 13 Kota Tangerang	9-Nov-23	Students/I kelas 7-9	900 Students
10	SMPIT Asy-Syukriyah	8-Nov-23	Students/Kelas 7	130 Students
11	SMP Yuppentek 2 Kota Tangerang	7-Nov-23	Students/I Kelas 7	145 Students
12	Ruang Delima Hotel Yasmin Binong Tangerang	31-Oct-23	Students/I SMA/SMK Sekabupaten	150 Students
13	SMP Amore Prime School	31-Oct-23	Students/Kelas 9	55 Students
14	SMP Amore Prime School	26-Oct-23	Students/Kelas 8	61 Students
15	SMP Amore Prime School	24-Oct-23	Students/Kelas 7	52 Students
16	SDN 2 Peter	21-Oct-23	Students/I kelas 5-6	115 Students
17	SMK Dharma Students	21-Oct-23	Students/I kelas 10	150 Students
18	SMPN 6 Kota Tangerang	13-Oct-23	Students/I kelas 7-8	160 Students
19	SD Negeri Poris Plawad 03	23-Sep-23	Students/I kelas 5-6	90 Students
20	SMA Islamic Village	21-Sep-23	Students/I kelas 10-12	325 Students
21	SMA Strada St. Thomas Aquino - Pabuaran	14-Sep-23	Students/I kelas 11-12	275 Students
22	SMAN 27 Kab. Tangerang	6-Sep-23	Students/I kelas 10-12	1.351 Students
23	Aula Kecamatan Neglasari	29-Aug-23	Students/I kelas 10	50 Students
24	Santriwati Pondok Pesantren Fathurrobaany	22-Aug-23	Students/I kelas 10-12	800 Students
25	Bagi Santriwan Pondok Pesantren Fathurrobaany	22-Aug-23	Students/I kelas 10-12	300 Students
26	SMK Tiara Aksara	22-Aug-23	Students/I kelas 10	92 Students
27	MTS Al-Mubarak Kota	18-Aug-23	Students/I kelas 7-8	200 Students
28	SD dan SMP	12-Aug-23	Students/I PGRI	70 Students
29	SDN 1 Belimbing	8-Aug-23	Students SDN Bombing	120 Students
30	SMK Tunas Bangsa	7-Aug-23	Students SMK Tunas Bangsa	70 Students
Sum				8.421 Students

In addition to synergy and socialization activities, which are integral parts of the Drug-Free Village Program, the implementation also includes forming anti-drug activist volunteers. These volunteers act as BNN Tangerang City's trusted partners, working voluntarily to prevent drug abuse and illicit trafficking within their communities. The role of these activists in the program includes acting as community reporting liaisons, encouraging residents to report any drug-related activities in their surroundings. This reporting mechanism ensures safety and protection for those who provide information, shielding them from intimidation by drug syndicates. Additionally, as facilitators, the Prevention and Community Empowerment Team of BNN Tangerang City supports the implementation of P4GN (Prevention, Eradication, Abuse, and Illicit Drug Trafficking) initiatives in the community. Mochammad Parhan, the first informant, stated:

"We also establish anti-drug activist volunteers by recruiting community members willing to take on this role voluntarily. The goal is to encourage them to participate actively in P4GN efforts."

Every few months, the Prevention and Community Empowerment Team of BNN Tangerang City conducts workshops for these volunteers, which include students, corporate employees (both government and private sector), and community members. During these workshops, volunteers receive educational materials related to P4GN and undergo training sessions relevant to their responsibilities. Besides workshops, discussion sessions are organized with the anti-drug activist volunteers to evaluate their efforts and experiences throughout the implementation of the Drug-Free Village Program. Mochammad Parhan, the first informant, explained:

"During these workshops, we provide materials on P4GN to the anti-drug activist volunteers and invite them to discuss the Drug-Free Village Program. This ensures they understand their duties and responsibilities as anti-drug activist volunteers."

Below is a list of workshops for anti-drug activist volunteers conducted by the Prevention and Community Empowerment Team of BNN Tangerang City as part of the Drug-Free Village Program:

Table 3. Workshop Activities List

No	Environment	Amount
1	Community	60 people
2	Education	60 people
3	Private Sector	30 people
4	Government	30 people
Amount		240 people

4.12. Program Evaluation

The final stage after all preceding steps is the evaluation phase. The evaluation of the Drug-Free Village Program by the Prevention and Community Empowerment Team of BNN Tangerang City is based on several indicators, including community engagement and enthusiasm, feedback from the public, alignment with program objectives, and the effectiveness of message delivery.

The team uses these indicators to analyze the program's implementation by assessing community responses during socialization activities. They evaluate whether the target audience comprehends the messages conveyed through the chosen communication strategies and whether the community actively engages in P4GN (Prevention, Eradication, Abuse, and Illicit Drug Trafficking) efforts in their respective areas. Mochammad Parhan, the first informant, explained:

"The evaluation focuses on how we deliver messages during socialization, whether the materials we prepare are suitable for different audience categories, and whether the audience

is active in responding. For example, we assess whether the audience engages in discussions and asks questions about the topics we present."

Beyond audience engagement, the team monitors the number of participants, ensuring a minimum attendance of 40 people per session. Socialization activities for organizations, schools, and communities are typically conducted multiple times a month. This allows for an evaluation of whether audience participation is increasing or decreasing. Mochammad Parhan added:

"When organizing socialization activities, we set a minimum audience target of 40 participants. We can assess whether the number of attendees is increasing or decreasing by conducting multiple sessions within a month. If participation increases, it indicates high public interest, but if it decreases, we use it as material for evaluation."

Additionally, the team identifies challenges encountered during the program to prevent similar obstacles in the future. One recurring challenge is budget constraints, as the funding for this program is separate from the village budget. Mochammad Parhan explained:

"The budget for implementing the Drug-Free Village Program falls under the responsibility of BNN Tangerang City. Therefore, one of our objectives is to ensure that the available budget is sufficient to sustain the program for one year."

Despite these challenges, annual program evaluations indicate that the Drug-Free Village Program is positively received and effectively reduces the risk of drug abuse in targeted sub-districts across Tangerang City.

4.13. Discussion

a. Implementation of the Drug-Free Village Program

The Drug-Free Village Program is a national initiative by the National Narcotics Agency (BNN) aimed at reducing the prevalence of drug abuse in Indonesia. Through this program, BNN seeks to educate the public about the dangers of drug abuse and encourage active community participation in P4GN (Prevention, Eradication, Abuse, and Illicit Drug Trafficking) efforts. The program runs for one year, targeting two to three sub-districts in Tangerang City. The Prevention and Community Empowerment Team is the Drug-Free Village Program's driving force and facilitator. Their responsibilities include coordinating efforts, forming anti-drug activist volunteers, training sessions, and awareness campaigns. These activities ensure the effective implementation of the program, gradually fostering community awareness and active participation in combating drug abuse at the grassroots level.

b. Objectives of the Drug-Free Village Program

The Drug-Free Village Program is designed with specific objectives to be achieved throughout its implementation. One of its main goals is to reduce the vulnerability of drug abuse in targeted sub-districts, transforming areas categorized as high-risk into safe zones. Additionally, the program aims to decrease the prevalence of drug abuse at the sub-district level, ensuring a gradual decline in drug-related cases within the community. Beyond prevention, the program seeks to foster a sense of awareness and responsibility among community members, encouraging them to play an active role in P4GN (Prevention, Eradication, Abuse, and Illicit Drug Trafficking) efforts. By increasing public participation, the initiative helps build a community-driven approach to drug prevention, making it more sustainable in the long run. Furthermore, the program aims to reduce the number of drug addicts in targeted sub-districts by promoting early intervention, rehabilitation, and support systems, ensuring that those affected receive the necessary guidance and assistance to recover.

c. Stages of the Communication Strategy of the Prevention and Community Empowerment Team of BNN Tangerang City in the Drug-Free Village Program

The success of any program is determined mainly by strategic planning carried out before implementation. Planning is the first step in a structured process to achieve specific goals. The Drug-Free Village Program has been running for four years, starting in 2020, with different sub-districts targeted each year. Based on the data analysis, the Prevention and Community Empowerment Team of BNN Tangerang City employs a strategy aligned with John Middleton's communication planning theory, which consists of ten stages.

The first step in the strategy is data collection, where the team gathers information on drug abuse cases in various sub-districts of Tangerang City. This data is collected through mapping high-risk areas, case records, and crime rates, sourced from BNN Tangerang City and Metro Tangerang City Police (primary data) and printed and online media (secondary data). These references are crucial for designing effective messaging for the Drug-Free Village Program. After gathering data, the next stage involves goal formulation, where objectives are structured and specific. Goals must be realistic, aligned with available resources, and measurable through program evaluations. The primary aim of this program is to bring about behavioral and social change, encouraging the public to actively participate in P4GN (Prevention, Eradication, Abuse, and Illicit Drug Trafficking) efforts. Ultimately, the program's success is determined by whether there is a reduction in drug abuse prevalence in targeted sub-districts.

The team develops strategies focusing on several key areas to ensure these goals are met. Coordination plays a vital role in harmonizing efforts and maximizing efficiency. The team collaborates with local governments, sub-district officials, and stakeholders involved in the program. Additionally, community engagement is prioritized to ensure residents feel a sense of ownership over the program. The team encourages discussions with the community to explore possible actions and collaborative efforts for P4GN, strengthening the bond between the public and BNN Tangerang City. Understanding the target audience is also essential, determining how messages should be crafted and delivered. By analyzing audience characteristics, the team can design messages that resonate effectively. The audience is segmented into high-involvement individuals who actively engage in discussions and socialization sessions, and low-involvement individuals who receive information through posters, banners, and influential figures to capture their interest.

The choice of media channels is another important factor. According to communication theories, media are divided into electronic and print formats. In this program, Instagram is the primary platform for widespread information dissemination, chosen due to its popularity among the public. Social media is an effective medium for reaching low-involvement audiences, ensuring they still receive essential information. Meanwhile, printed materials such as banners and posters reach those who may not be active on social media. The development of messages follows a structured approach to ensure they are persuasive and impactful. Messages are delivered through two primary routes: the central route and the peripheral route. The central route is aimed at high-involvement audiences who prefer in-depth explanations, discussions, and logical arguments. These individuals participate in P4GN seminars, socialization activities, and interactive discussions, receiving detailed information supported by case studies, statistics, and logical reasoning. Meanwhile, the peripheral route is used for low-involvement audiences, who are more receptive to simple, visually engaging content such as social media posts, short educational videos, and anti-drug campaign banners placed in each Drug-Free Village. By employing both approaches, the program ensures that all segments of society receive and absorb relevant information.

Effective management planning is also crucial in implementing this program. The team assigns specific roles to its members, including educators for school and community outreach, coordinators for inter-agency collaboration, and planners for organizing program activities. Proper task delegation ensures the program runs efficiently. To enhance the team's effectiveness, training sessions are conducted to develop facilitation skills. Team members undergo Training of Facilitators (TOF) programs to strengthen their competencies, aligning with BNN's core values of Bravery, Nationalism, Neutrality, Responsiveness, and

Innovation. These training sessions are essential for building a skilled and competitive workforce capable of executing the program successfully.

Once planning is complete, the implementation phase begins, where the outlined strategies are implemented. Activities include P4GN socialization efforts, coordination with relevant stakeholders, and the formation of anti-drug activist volunteers. Socialization activities are conducted in schools, universities, and local organizations to spread awareness at various levels. The program's implementation aligns with the Elaboration Likelihood Model (ELM), which examines how individuals process persuasive messages. The theory categorizes audiences into those who engage in deep information processing (central route) and those who rely on external cues (peripheral route). The central route leads to long-term attitude changes, involving critical thinking and comprehensive understanding. In contrast, the peripheral route relies on simplified messages, which may influence attitudes temporarily unless reinforced over time. After implementing the communication strategies, an evaluation is conducted to measure their effectiveness. The team assesses whether audiences engaging through the central route demonstrate increased awareness and active participation. Meanwhile, for those who receive messages via the peripheral route, the team evaluates whether there is a growing motivation to engage with the program. Additionally, program success is measured by monitoring drug abuse cases in targeted sub-districts and determining whether risk levels have decreased.

Challenges faced during implementation are also reviewed to prevent recurring obstacles. One of the most significant issues encountered is budget constraints, as funding for the Drug-Free Village Program is separate from village budgets. Despite these challenges, the annual program evaluation highlights its effectiveness in reducing drug abuse risks in Tangerang City. According to the Prevention and Community Empowerment Team of BNN Tangerang City, the program's overall success is reflected in increased community involvement in P4GN efforts and a decline in drug-related cases in targeted areas. These results serve as a basis for future improvements, ensuring that the Drug-Free Village Program continues to achieve its intended objectives.

V. Conclusion

The findings related to the communication strategy of the Prevention and Community Empowerment Team of BNN Tangerang City in the Drug-Free Village Program lead to several conclusions. The team implements John Middleton's ten-stage communication planning model in executing the program. The process begins with data collection to understand program needs, followed by goal setting to define the program's objectives. Next, the team determines the strategies to be used, identifies target audience segmentation, selects appropriate media channels, and develops messaging strategies. The planning process continues with role assignments and task distribution, followed by training sessions for facilitators and volunteers. After preparation, the implementation phase is carried out, and finally, the program undergoes an evaluation process to measure its effectiveness.

According to the Prevention and Community Empowerment Team of BNN Tangerang City, the Drug-Free Village Program has been effective in raising public awareness about the dangers of drug abuse. This is evident from the continued P4GN (Prevention, Eradication, Abuse, and Illicit Drug Trafficking) activities in sub-districts even after the official program period has ended. Furthermore, previously high-risk areas classified as dangerous have transitioned to safer following the program's implementation. However, ongoing periodic monitoring remains necessary to sustain the program's impact.

Despite its success, the program faces challenges, particularly budget constraints, as funding is crucial in ensuring sustainability. Adequate financial support would allow the program's activities to run more optimally, ensuring broader reach and greater effectiveness in combating drug abuse at the community level.

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