

The Use of Digital Media in an Effort to Promote the Activities of the Aceh Provincial National Narcotics Agency (BNNP) as a Way to Prevent Drug Abuse

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ABSTRACT

This research examines how messages are managed through digital media by the Public Relations of the Aceh Province National Narcotics Agency (BNNP) regarding messages designed as an effort to prevent drug abuse, especially for the younger generation. The problem of drug abuse has not ended to this day. In Indonesia itself, it has also experienced an increase throughout 2021. The mass media also reports almost every time about the arrests of ordinary people, artists and public figures who are caught in drugs and the arrests of drug dealers in almost all parts of Indonesia, including Aceh. Even Aceh itself, based on the results of a national survey in 2019, is ranked sixth in the level of drug abuse. This is of course also contrary to the sharia image embedded in this province. Of course, various efforts have been made, starting from persuasive prevention to repressive handling, which have been carried out by many parties who have the authority to reduce the number of drug abuse to reduce the number of drug distribution in society, but its presence in society has not ended. One of the methods used in the current digital era to prevent the increase in the number of drug abusers is through the promotion and dissemination of information that educates about the harmful effects of drug use, especially for the younger generation, one of which is using social media which is currently popular and easy to reach targets. Using a qualitative approach, this study found that the messages broadcast on digital media were more about the activities carried out by the BNNP. Meanwhile, in-depth messages that are more suitable for the public who have limited information regarding drugs can be found in podcasts or in face-to-face counseling activities.

Keywords: *Public Relations activities, drug abuse, digital media.*

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1. BACKGROUND

Public relations or in Indonesia it is commonly referred to as hubungan masyarakat (humas) is a professional field and part of an academic discipline which has the basic nature of constant adaptation to the needs of its public. Public relations practice, which is a communication practice, has been applied to many organizations, ranging from government and private organizations to fledgling social movement organizations. Institutionalized public relations activities also apply to a large agency in this country tasked with carrying out the prevention, eradication of abuse and illicit traffic of narcotics, psychotropics, precursors and other addictive substances except addictive substances for tobacco and alcohol, namely the National Narcotics Agency (BNN) including the Narcotics Agency.

Aceh National Province (BNNP). Seeing the number of drug abuse that has never decreased even in the midst of a pandemic, of course, is even more troubling. According to the results of a survey conducted in 2019, Aceh is ranked 6th (sixth) nationally as a region that is very concerned about drug trafficking (PUSLITDATIN BNN and LIPI, 2020). This is of course very contrary to the applicable Shari'ah rules. Throughout 2021 the prevalence rate of drug abuse has increased from 1.80% in 2019 to 1.95% for a year of use. An increase also occurred in those who had used it, from 2.40% to 2.57% (Research Center, Data in Indonesia, 2022). Even though drug abuse is very detrimental to the nation and state, the issue does not become so interesting to be raised by the media

unless celebrities or other public figures are caught using drugs.

Efforts to deal with problems related to drug abuse carried out by the National Narcotics Agency range from promotive, preventive, curative, rehabilitative, to repressive ways aimed at taking legal action against producers, dealers, dealers and drug users by involving the police, the Ministry of Health, the Center for Drug Control and Food (BPOM), Immigration, Customs, Attorney and Courts. For users, of course what is done is curative and rehabilitative action. However, for the younger generation who have not been adversely affected by the lifestyle of drug abuse, what is most often campaigned for is in the form of promotion and prevention. Promotive programs are carried out to increase the role and activities of the community through sports groups, study groups, arts groups and so on. While preventive measures are aimed at healthy people who have never had contact with drugs so they know the ins and outs of them so they are not interested in becoming abusers. Preventive actions can be carried out in many ways, including through anti-drug abuse campaigns, counseling, peer group education and training, as well as efforts to monitor and control the production and distribution of narcotics in the community. This research specifically examines efforts at preventive measures carried out through digital media by the Aceh BNNP. The main target of drug dealers is the productive age community, which is very large in Indonesia. Even this productive age, according to data, accesses many social media applications. So BNN efforts to reach this audience through social media are certainly important. For this reason, this research was conducted to see the efforts made by the Aceh BNNP Public Relations through digital media in conveying persuasive messages as a preventive effort to its target audience.

2. PERSUASIVE COMMUNICATION

Persuasion is one of the fundamental forms of communication which is defined as an awareness to change one's thoughts and attitudes by manipulating one's motives in the face of the final decision. Persuasion is also interpreted as a part of the effect

that exists on the recipient of the message and as a result of messages that persuade and seduce. Another definition by Pace, Peterson, and Barnett in Dayanti (2017) states that persuasion is an act of communication that aims to make the communicant adopt the communicator's action regarding a matter or perform a certain action. Johnston in Dayanti (2017) defines it more specifically, namely as a transactional process between two or more people when there is an attempt to reconstruct reality through an exchange of symbolic meanings which then results in voluntary changes in beliefs, attitudes, and/or behavior. Persuasive communication intends to change the way of thinking (cognition), attitudes, and behavior of a person or society. persuasive communication can change personality, beliefs, understanding, and most importantly, change a person's behavior towards an object or problem (Upreti and Sharma, 2022)

In principle, persuasion is any act of communication aimed at changing or strengthening the attitudes, beliefs and behavior of audiences voluntarily, so that it is in line with what is expected by the communicator or the owner and conveyer of ideas or ideas. If the efforts made contain elements of coercion or intimidation, then it is no longer referred to as persuasion but coercion. Public relations activities that often involve persuasion techniques are the reason why public relations needs to understand and recognize this form of communication which will be used proportionally and professionally.

Several persuasion strategies that can be used in public relations practice include choosing a credible communicator. For now, many influencers are used as communicators, including by BNNP in campaigns that use social media. Next is to package messages according to audience beliefs, invite target publics to think, use emotional engagement strategies, and strengthen audiences with resistance to negative messages.

3. PUBLIC RELATIONS ACTIVITIES

The role of public relations is a collection of daily activities carried out by public relations in carrying

out its managerial and technical functions. Public relations activities are related to all forms of communication activities carried out by an organization or company. Public Relations is basically an implementation of various communication techniques that are planned, are two-way and are based on the philosophy of organizational management to understand each other with the public, are sensitive to the environment, and make the benefits of the existence of the organization felt by stakeholders, the public and society. Some of the various public relations activities include managing press relations, digital media content, event management, sponsorship, corporate social responsibilities, lobbying, crisis communication, and various other communication activities (Sönmez, 2022).

4. PUBLIC RELATIONS AND DIGITAL MEDIA

The new communication technology in addition to influencing the style of public communication also affects the practice of public relations or public relations. For now the most felt influence is the internet and social media. It will also update crisis management work programmes, multimedia campaigns, media relations programs and partnerships and alliances with newly established groups, as technology helps create a more symmetrical dialogue between organizations and the public. The main characteristics of the internet as a medium according to Flew are, computer-based technology, hybrid characteristics, not dedicated, flexible, interactive, has public and private functions, regulations that are not strict, interconnected, not depending on location, each individual can be a communicator, mass media. self-communication (Flew and Smith, 2008).

The Internet has changed the way people get information from organizations. Communicating via the Internet means that the public or members of an organization's constituents actively draw information about the organization from the Internet. Not organizations that actively provide information to them as is the case in the case of conventional information dissemination (Lattimore

et al., 2013). Information is also not only top-down or sourced from one party to many parties. Providing information on websites and social media which is also equipped with certain links means that many parties who need this information, including government regulators, activists and other parties, can obtain the desired information and organize it according to their wishes without having to go through institutional or corporate public relations practitioners. This means that the internet has replaced the information gate keeper function that was previously carried out by media editors or public relations practitioners.

5. METHODOLOGY

This qualitative research looks at the problem from the point of view of social constructivism. Social constructivism according to Creswell is a perspective from a qualitative research approach (Creswell and Creswell, 2018). The social constructivist view assumes that individuals seek understanding of the world in which they live and work. Individuals develop subjective meanings for their experiences. These meanings lead to a particular object or object. These meanings are many and varied. Researchers from this perspective look for complexity of views rather than narrowing meaning down to a few categories or ideas. The aim of this research is to get as many informants' views as possible about the situation being studied. Constructivism research often deals with processes of interaction between individuals and also focuses on the specific contexts in which people live and work, to understand the historical and cultural settings of informants. This perspective recognizes that informants' backgrounds shape their interpretations, and they position themselves in research to recognize how their interpretations flow. Both personal, cultural, and historical background. This research is to understand (or interpret) other people's meaning about the world. If in the positivism perspective it starts with a theory, then in this perspective, research produces or inductively develops a theory or pattern or meaning.

6. RESEARCH FINDINGS

Use of Digital Media by BNNP Aceh

The use of digital media today is nothing special. But it is a must to be able to reach a broad public at an affordable cost. BNNP Aceh also takes advantage of the current popularity of each platform, to get public attention. These platforms include websites, YouTube, Instagram, TikTok, Twitter and Facebook. With the highest number of followers until November 25, 2022, Instagram was 75% followed by Facebook 16%, YouTube 8%, TikTok 6% and Twitter 5%. As follows:

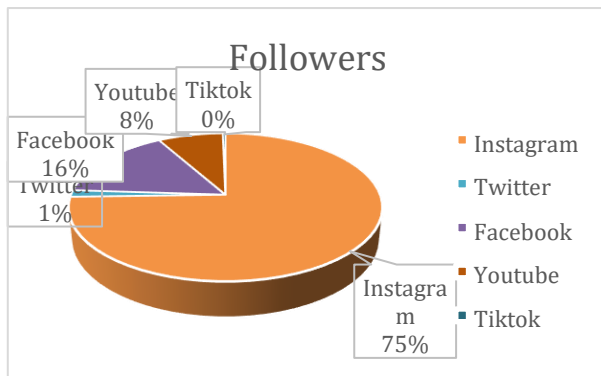


Figure 1. diagram followers

BNNP Aceh has been very active in publishing content on social media since 2021. At the beginning of its activity, the PR team was very selective in posting content. Only very important and newsworthy events will be shown. In contrast to this year's strategy, almost every activity will be uploaded to the platform. The content also does not target a specific audience and is random according to the momentum. Every post on a digital platform, there will be a highlight on Instagram. Thus, Instagram can be considered as the main social media used by the BNNP Aceh. For YouTube, the content will be longer than content on other platforms, but the highlights will still be on Instagram. To increase the number of views and followers, the social media team also collaborates with well-known influencers. So the number of viewers will be large.

The BNNP Aceh Podcast itself is fairly active. The BNNP Aceh podcast broadcast is broadcast on the BNN Aceh Province youtube. Until now, the 44th

podcast has been broadcast on November 11, 2022. The first podcast broadcast in the form of a talk show by BNNP Aceh began broadcasting last year (2021). In addition to talk show content, the Aceh BNNP YouTube account also broadcasts various activities that are usually carried out by the Aceh BNNP. Starting from counseling to ceremonies commemorating holidays and short films that are competed. The hosts who guide the talk show are not only from BNNP Aceh but also other Acehnese content creator figures as well as television professionals. Apart from activities that are usually carried out by BNNP Aceh, content also follows viral trends on each platform. Podcast broadcasts are indeed quite routinely carried out even though the time is not very scheduled, because they are adjusted to current issues and the determination of sources that are currently of public concern. The BNNP Aceh podcast studio, which is called the best studio among the BNN podcast studios throughout Indonesia, is equipped with 3 (three) DSLR cameras, laptops with high specs, mixer, lighting, tables, and a fairly comfortable and spacious studio. Podcast content is routinely carried out at least once a month, even two to three times a month, based on social media trends. Influencers who are currently being discussed are often invited to fill out podcast programs with discussions related to drugs of course as well.

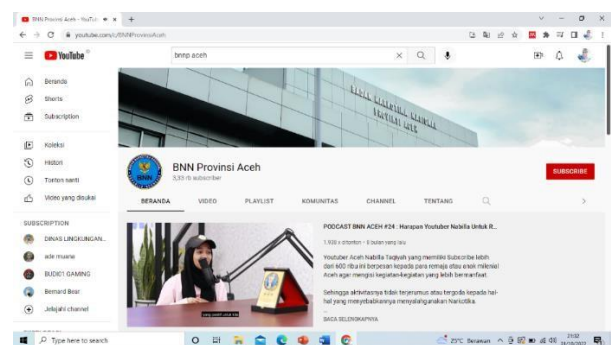


Figure 2. Youtube BNNP Aceh

Complete and adequate podcast studio equipment is not directly proportional to the equipment for media coverage and other content creation that is done outside the studio. for field activities, the public relations team still uses personal equipment and personal cell phones. So that they are sometimes

prohibited from covering activities because they are considered to be for personal gain by sources or event organizers, not for the benefit of the organization. Because the equipment used is not for professional activities. The costs incurred during the press conference are also limited. Out of 10 press conferences, only three or 4 were funded.

The Role of Public Relations in Managing Social Media Content

The Aceh BNNP Public Relations function is a function of the method of communication. That is, Public Relations is not in the structure, but its roles are replaced by other departments or divisions within the organization. At BNNP Aceh, public relations activities are under the general section. The management of digital media content is carried out by several people who are structurally from other departments, but are seconded to document activities, make videos, take photos, manage podcasts and other public relations role activities as technicians.

BNNP digital media admin is held by one person. It manages all content traffic. To determine what content will be raised, all team members discuss. Meanwhile, for the narration of the prevention and community empowerment coordinator (P2M), he will act as an editor. The P2M coordinator is also in charge of making press releases. Another Aceh BNNP public relations activity is arranging official protocols for the Aceh BNNP leadership, being involved in debriefing handled by P2M coordinated by Mr. Hermansyah. This section also acts as the spokesperson for the organization when dealing with journalists.

Social media content is also routinely reviewed once a week and there can be no blanks. Thus, BNNP Aceh's social media content seems to only increase the number, but does not really prioritize the quality of the content itself. It can be seen in the number of promotional posts for daily activities compared to educational content.

Apart from managing content, making videos, posters, managing websites related to digital media, another role for public relations technicians is

organizing holiday events, designing billboards and so on. With limited public relations budgets, billboards and public service advertisements are usually made in collaboration with other parties. Opening information corners in crowded centers, especially on holidays, such as car free days.

Public Relations of BNNP Aceh Activities in Digital Media Management

BNNP Aceh uses almost all social media platforms that are currently popular in the community. Although for Aceh itself, not all platforms are popular. Apart from the website, the social media platforms used are YouTube, Facebook, Instagram, Twitter and Tiktok.

The use of different social media also follows trends or is based on the interests of the community. For Aceh itself it is said that the most popular social media user is Instagram. Followers of the Aceh BNNP Instagram account are the most numerous among other social media which are also used by the Aceh BNNP. As for Twitter itself, there is very little interest in Aceh, so Instagram is considered the main media for describing the activities of the Aceh BNNP. Youtube itself is used as a medium for posting information of long duration. Youtube BNNP Aceh Most of it is filled with talk shows such as podcasts with sources from various backgrounds, especially figures who have influence and impact such as artists, community leaders, and influencers who are currently viral. The following is the BNNP Aceh Instagram page:



Figure 3. Instagram @infobnn_prov_aceh

The content of BNNP Aceh creators is also filled with many millennials, because they are considered capable of adapting to media developments and

following trends that are currently in demand. The activity of each social media also follows the number of followers. The social media that are considered to have the most potential to reach the public are Instagram and YouTube. Thus, the two media are always trying to release content as often as possible, especially Instagram. The loneliest social media for Aceh itself, for BNNP Aceh, is Twitter. Because Twitter followers are considered only for popular figures and users who prefer text over visuals.

Several public figures who have been invited to talk shows uploaded to the Aceh BNNP Youtube account include Wali Nanggroe, Chair of the Aceh Traditional Council (MAA), Anti-Drug Ambassadors, Tourism Ambassadors, Nabila Taqiyah (an influencer who went viral), Tompi, Panglima Laot and others.

As is well known, the Wali Nanggroe Institution is an institution that regulates customary leadership in Aceh led by a Wali Nanggroe. Wali Nanggroe was also invited by BNNP to fill in the BNNP Aceh podcast Together playing a role in drug prevention efforts. Because the level of drug abuse in Aceh is very high, all parties should be seriously involved in preventing drug use in the community.

The targeted public from the content presented by BNNP Aceh is the generation that is currently 10 to 36 years old according to the general division head who is also the acting head of BNN Langsa District. Meanwhile, according to social media managers, all content is intended for the general public. This age is considered as an age that is very vulnerable to being affected by drugs through association. In addition to being of productive age, this age is also considered to be happy to interact and have association and is an age whose life is very dependent on gadgets and social media. The age targeted by the content presented is also school-age students with content that provides education. But of course to create educational content is also not easy. Creativity is needed from content creators, one of which is by adding curious captions, besides making the public avoid drugs, the public is also

more familiar with BNNP and the activities it carries out.

The use of social media is also considered as one of the preventive measures so that drugs are not increasingly used by the public. Tiktok, as a medium that is in great demand at the moment because of its light and simple content, has also attracted Aceh's BNNP to also take advantage of the platform.

Social media is a communication medium that is able to reach the public in a unique and interesting way. In a different way from the old mass media and anyone can become a celebrity sometimes without going through the stages of a long process like celebrities who were born during the heyday of the old mass media. This also creates an audience that can easily shift their attention from one issue to another because of the large amount of content that is passed by every day. Until finally, it is not easy to get public attention for things that are actually important for public education. However, because the presentation is considered unattractive, it will be simply ignored. The problem of drug trafficking is quite a serious problem because it can have a negative impact and considerable losses for individuals, families and the country. So, the content presented must be unique, different, interesting, and of course requires high creativity in order to compete with other popular content.

CONCLUSIONS

BNNP Aceh uses almost all social media platforms that are currently popular in the community. Although for Aceh itself, not all platforms are popular. Apart from the website, the social media platforms used are YouTube, Facebook, Instagram, Twitter and Tiktok. The use of different social media also follows trends or is based on the interests of the community. For the use of social media in Aceh itself by BNNP the most popular is Instagram. Followers of the Aceh BNNP Instagram account are the most numerous among other social media which are also used by the Aceh BNNP. For Twitter itself, there is very little interest in Aceh, so Instagram is considered the main media for describing the activities of the Aceh BNNP. Apart from Instagram,

media that are also popular for BNNP Aceh are tiktok and YouTube. The content filled in aside from the usual activities carried out by BNNP Aceh, also follows trends that are currently viral on each platform. The use of social media by BNNP is more about providing information related to activities carried out by BNNP. Not focused on invitations to stay away from drugs.

Messages broadcast on digital media, especially Instagram, are messages that are more suitable for a public who is sufficiently educated about the dangers of drugs. Because the content contains a lot about organizational activities. Meanwhile, indepth messages that are more suitable for the public who do not get much information about drugs are more likely to be found in podcasts or in face-toface counseling activities with a long duration.

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