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## **The Government Communication Strategy in Effort to Prevent Drug Abuse in the Most**

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### **Abstract**

*This study discusses the "The Government Communication Strategy in Efforts to Prevent Drug Abuse among the Young Generation". The purpose of this study was to find out how the communication strategy used to prevent drug abuse among the younger generation and to approach individuals through socialization about the dangers of drug use. While the form of communication through individual approach and systems approach. In the individual approach through the view of socialization, based on the view of socialization, behavior will be identified as a social problem if it does not succeed in passing social learning (socialization). From these results it can be concluded that the cause of many Her younger generation mengkonsusi or even distribute drugs because, at present largely younger generation does not have a regular job so easily incited by certain people about how c fig -how to use the drug.*

**Keywords:** *communication; prevention; abuse; drugs.*

### **INTRODUCTION**

The government must communicate with all relevant parties to prevent drug abuse among the younger generation, either through an individual approach or a systems approach. In the individual approach through the view of socialization, based on the view of socialization, behavior will be identified as a social problem if it does not succeed in passing social learning (socialization). About the behavior of drug abuse among children, adolescents and the younger generation in general. (Kauff man , 1989 ) suggested that deviant behavior can also be seen as an expression of the social context. Drug abuse behavior cannot be seen simply as an inappropriate act, but more than that, it must be seen as the result of the interaction of improper transactions between a person and his or her social environment. The failure of social learning or "mistakes" in interacting from these social transactions can be manifested in several ways. The process of socialization occurs in everyday life through social interaction using certain media or social environments.

Drug abuse among the younger generation is one of the many social problems that are increasingly spreading at this time. Social problems are often associated with problems of deviant behavior and even lawlessness or crime. Rehabilitation efforts are considered more appropriate to address the problem of juvenile delinquency. In this case, the younger generation is the next generation that still allows the potential of its human resources to develop, so that in time it will replace the previous generation as the nation's leaders. Therefore, the existence of the younger generation is highly expected by this nation. The young generation that has the potential to develop big duties and responsibilities in the future, to prevent irregularities such as drug abuse, it is necessary to have government policies that can prevent the impact of drug abuse among the younger generation. Generally in Indonesia, especially in Bone Regency.

From the description of the background above, it encourages the author to conduct a study with the title " The Government Communication Strategy in Efforts to Prevent Drug Abuse among the Young Generation " .

## **RESEARCH METHODS**

The method employed is a qualitative type of the Library Research where researcher collected the materials for data purposes which obtained from books, journals, thesis research results, dissertations and the internet as well as other sources that relevant to the research problem.

Meanwhile, in presenting the data, the researcher focused on collecting data findings from books and journals and other relevant sources, then triangulated the data to check the correctness of the data and then present the data descriptively.

## **RESULTS AND DISCUSSION**

### **1. Definition of Drugs**

Drugs is a term used by law enforcement and the public. What is meant by hazardous materials are materials that are not safe to use or harmful and their use is against the law or violates the law (illegal).

Drugs ( *narcotics, psychotropic, other addictive substances* ) is the medical term for a group of substances that enter the body if the cause dependence (addictive) and the effect on the brain (psychoactive). Included in this are drugs, substances or substances, whether regulated by laws and other legal regulations or not, but often misused, such as alcohol, nicotine, caffeine, and also inhalants/solvents. This term is more appropriate, because it refers to the applicable laws regarding narcotics and psychotropic substances.

Drugs or drugs are drugs, materials, and non-food substances, which if taken, inhaled, inhaled, swallowed, or injected affect the work of the brain (central nervous system) and often cause dependence. As a result, the work of the brain changes (increases or decreases), as well as the vital functions of other body organs (heart, blood circulation, respiration and others).

## **2. Drug Abuse**

Drug abuse is the use of drugs that are not carried out for medicinal purposes, but because they want to enjoy the effects. Because of its influence, drugs are abused. The nature of the influence is temporary, because after that a bad feeling arises. To get rid of the bad taste, he took drugs again. Therefore, drugs encourage someone to use them again. There is an addiction or dependence, which results in disturbances in physical, mental, and social functioning. Addiction does not happen instantly, but through a series of abuse processes. There are several stages and patterns of drug use as follows:

- a. The pattern of trial and error, for fun or curiosity. The influence of peer groups is very large, namely close friends or other people who offer or persuade to use drugs.
- b. Patterns of social use, namely the use of drugs for social purposes (gatherings, certain events) and the desire to be recognized or accepted by the group.
- c. Situational usage patterns, i.e. due to certain situations, such as loneliness and stress. This stage is also called the instrumental stage, because from previous experience, it is realized that drugs can be a tool to influence or manipulate emotions and moods.
- d. The *habituation* pattern (habit) has reached the stage of regular or frequent use. There are changes in body physiology and lifestyle . Old friends turn addict friends. Habits, clothes, speech and others change.
- e. A pattern of dependence ( *compulsive* ) with typical symptoms, namely the emergence of tolerance and/or withdrawal symptoms.

Drug abuse causes dependence on these drugs. The process of a person becoming addicted starts from excessive use so that we can stop the addictive substance again. Addiction is a collection of symptoms (syndromes) of the disease. A person is dependent if there are at least 3 or more of the following symptoms:

1. Strong (compulsive) desire to use drugs repeatedly;
2. Difficulty controlling drug delivery, both in efforts to stop it and reduce the level of its use;
3. Symptoms of withdrawal occur if the use is stopped or the amount of use is reduced;

4. The existence of tolerance, the amount of drugs needed is getting bigger, in order to get the same effect on the body;
5. Ignoring other pleasure alternatives and increasing the time spent acquiring drugs;
6. Continuing to use, even though the harmful or damaging consequences are realized;
7. Denying, which means refusing to admit that there is a problem, even though drugs and devices used and the symptoms they cause are found.

Drug addiction is a chronic disease, which is characterized by physical, psychological, and social disorders due to continuous and excessive drug use. Called a disease, not a moral weakness, although there was a moral element in the beginning. As a disease, it can be explained that its characteristic symptoms are repeated and progressive, meaning that it gets worse if it is not treated and treated properly.

Continuous use does not mean it has to be every day. Using it every weekend can be said to be continuous. Excessive drug use does not indicate the amount or dose, but the important thing is that its use results in disruption of one of the functions; physical, psychological, and social.

Medical or physical disorders means that there is a malfunction or disease in the organs of the body, depending on the type of drug used, and how to use it, such as liver disease, heart disease, and HIV/AIDS. Psychological disorders include anxiety, trouble sleeping, depression, and paranoia (feeling like someone else is chasing you). The form of physical and psychological disorders depends on the type of drug used. Social disorders include difficulties with parents, friends, school, work, finances, and dealing with the police.

Addiction is also known as addiction or addiction. It can be physical as well as psychological. Physical dependence means that when the use is stopped, withdrawal symptoms occur. Psychological dependence, meaning if there are no withdrawal symptoms. Withdrawal symptoms are symptoms that occur when substance use is stopped suddenly or the dose is reduced. For example, if smoking is stopped, headaches will occur, the heart rate will increase, and the hands will tremble.

The severity of withdrawal symptoms depends on the type of drug, the dose used, and the duration of use. The higher the dose used and the longer the use, the more severe the symptoms. If the use of heroin is stopped, pain occurs throughout the body (muscles, joints, bones), stomach cramps, vomiting, diarrhea, runny nose, restlessness, difficulty sleeping, and fear of water. There is a low-grade fever and a slight rise in blood pressure and pulse. Symptoms of pain due to withdrawal (*sakauw*) begin 3-4 hours after the last use and last up to 4-5 days.

If you stop drinking alcohol or sedatives/sleeping pills you will experience nausea, vomiting, weakness, fatigue, fast heart rate, increased blood pressure, tongue (and hands and eyelids) shaking, sweating a lot, fever, chills, confusion, irritability, and prone to violence. Convulsions may occur. Symptoms last 24 hours after last use up to 3-10 days.

If the use of stimulants (amphetamine, XTC, methamphetamine) is stopped, feelings of depression, sadness, irritability, anxiety, sleep disturbances, decreased appetite, and suicidal thoughts arise. Symptoms appear 24 hours after the last use and reach their peak after 2-4 days.

Symptoms of marijuana withdrawal are milder, such as irritability, dislike of eating, disturbed sleep, sweating a lot, shaking, nausea, and loose stools. However, symptoms can last from a few weeks to several months.

Addiction cross (cross addiction) is a condition when a person who has a dependence / addiction to a substance types can no longer use drugs kind of any sort, without the risk of danger of addiction to that substance. For example, alcoholics, after stopping use, cannot switch to *cocaine* or *putauw*, without risking dependence on the substance.

### **Consequences of Drug Abuse**

The consequences of drug abuse are:

- a. For yourself:
  - 1) Disruption of brain function and normal development of adolescents:
    - a) Memory so easy to forget;
    - b) Attention making it difficult to concentrate;
    - c) Perception so as to give a false/imaginary feeling;
    - d) Motivation so that the desire and ability to learn declines, friendships are damaged, and interests and aspirations are extinguished.
  - 2) *Intoxication* (poisoning), namely symptoms that arise due to the use of drugs in sufficient quantities, affecting the body and behavior. Symptoms depend on the type, amount and method of use. The terms that are often used by addicts are *pedauw*, *fly*, *drunk*, *teller* and *high*.
  - 3) Overdose (OD), which can lead to death due to respiratory arrest (heroin) or cerebral hemorrhage (amphetamine, methamphetamine).
  - 4) Withdrawal symptoms, namely symptoms when the dose used is reduced or discontinued.
  - 5) Repeated relapses, namely dependence causing *cravings* (longing for drugs), even though they have stopped using them. Drugs and devices, friends, atmosphere, and places of use in the past prompted him to take drugs again.

- 6) Behavioral/mental-social disorders, namely indifferent, difficult to control themselves, irritable, angry, withdrawn from society, and disturbed relationships with family/fellows.
- 7) Health problems, namely damage or impaired function of body organs such as liver, heart, lungs, kidneys, endocrine glands, reproductive organs, infections, skin and venereal diseases, malnutrition, skin diseases and cavities.
- 8) The loosening of values, namely the loosening of values of religious, social, cultural life, such as the behavior of free sets with consequences.
- 9) Economic and legal problems, namely addicts get into debt, because they try to fulfill their need for drugs.

b. For Family

The comfortable and peaceful atmosphere is disturbed. Families are upset belongings goods valuable in the house is missing. Children lie, steal, cheat, are irresponsible, live arbitrarily and are asocial.

The future of the child is not clear. He dropped out of school or unemployed, because he was expelled from school or work. Stress increases, parents despair because spending money increases because of drug use or because the child must be repeatedly treated, maybe even languishing in prison.

c. For school

Drugs destroy the discipline and motivation that are very important for the learning process. Student abuse interferes with the creation of a teaching and learning atmosphere. Learning achievement fell drastically, not only for students who excel, but also those who lack achievement or have behavioral disorders.

d. For society, nation and country

Intertwined dealer or dealer relationship with the victim and created a black market. Therefore, once the market is formed, it is difficult to break the chain of circulation. Drug-prone communities do not have the resilience and the sustainability of development is threatened. The state suffers losses because its people are unproductive and crime increases, not to mention the facilities/infrastructure that must be provided.

### **3. The Government's Strategy in the Prevention of Drug Abuse .**

Government policy is a set of rules and provisions governing against the misuse of drug use, so that settings can be avoided the use of which deviate from the provisions that apply. The presence of this policy tool is expected to be an antidote to wrong drug use. The government policies in question include the following:

a. Getting drunk/Drinking

- 1) Buying liquor to be drunk alone/given to others intentionally, with/without threats of violence and resulting in drunkenness, violating Article 300 of the Criminal Code, may be subject to imprisonment for a maximum of one year.
  - 2) Being drunk in a public place obstructs traffic, disturbs order/threatens the safety of others, violates Article 492 of the Criminal Code and is sentenced to 6 days imprisonment or a fine.
- b. Using drugs for yourself/others
- 1) Narcotics and psychotropics can only be used for the benefit of health services and or science (Article 4 of the Narcotics Law; Article 4) of the Psychotropic Law.
  - 2) Whoever without the right to go against the law uses class I narcotics for himself, shall be sentenced to a maximum imprisonment of 4 years, class II 2 years, and class III 1 year (Article 85 of the Narcotics Law).
- c. Obligation to undergo treatment and or treatment for narcotics addicts
- 1) Adult addicts and parents/guardians of addicts who are not old enough are obligated to report themselves/reported by their families to officials appointed by the government to receive treatment and/or treatment (Article 88 Paragraph 1).
  - 2) Narcotics addicts who are old enough and their families who intentionally do not report themselves to get treatment and or treatment, may be subject to a maximum imprisonment of 6 months / a maximum fine of 2 million rupiah for addicts, and a maximum imprisonment of 3 months / a fine a maximum of 1 million rupiah for his family (Article 88 Paragraph 2).
- d. Producing and distributing drugs
- 1) Producing or using in production, distributing, importing, possessing, storing class I psychotropics can be punished with imprisonment of 4-15 years and a fine of 150-750 million rupiahs (Article 59 of the Psychotropic Law).
  - b. Whoever without rights and unlawfully plant, maintain, possess, store/control narcotics in the form of plants/non-plants, produces, processes, extracts, converts, assembles/provides, carries, sends, transports, transits, imports, exports, offers to being sold, distributing, selling, buying, delivering, receiving, intermediary in buying and selling, or exchanging narcotics class I, is threatened with imprisonment of 4 years and life imprisonment, and a fine of 100 million rupiah up to 5 billion rupiah (Article Narcotics Law).

## **CONCLUSION AND SUGGESTIONS**

### **Conclusion**

Based on the descriptions above , it can be concluded that the communication strategy of the Government in Efforts to Prevent Drug Abuse among the Young Generation is to take an individual approach through socialization about the dangers of drug use. While the form of communication through individual approach and systems approach. In the individual approach through the view of socialization, based on the view of socialization, behavior will be identified as a social problem if it does not succeed in passing social learning (socialization).

The inhibiting factors in communication strategies in preventing drug abuse, at this time most of the younger generation do not have permanent jobs so they are easily instigated by certain people about how to use drugs, and the obstacles in preventing drug abuse are the lack of supervision. parents to their own children.

### **Suggestions**

Based on the data and information found by the researchers, the researchers provide the following suggestions:

1. The local government must regularly monitor the development of drug abuse, in general the community and especially the younger generation.
2. Parents in particular must at all times control and supervise their children in terms of doing good or positive actions, as well as negative actions.
3. Especially the younger generation, when there is counseling about the dangers of drug use, it is better to be present so that they know about the dangers of drug use.

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