



The Effectiveness of Social Communication in Creating a Conducive Atmosphere in Penajam Paser North District through Facilitation P4GN & PN

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Abstract

This research aims to determine the effectiveness of social communication in creating a conducive atmosphere in North Penajam Paser Regency through facilities for the Prevention, Eradication, Abuse and Illicit Trafficking of Narcotics and Narcotics Precursors (P4GN & PN). When this research was carried out, he met directly with the Head of the National Unity and Politics Agency through the Head of the Development of Iwasbang, Community Organizations and Economic, Social and Cultural Resilience. Apart from that, conducting interviews with several related sources such as the Health Service, PPU District Narcotics Agency (BNK), PPU District Prosecutor's Office, PPU 0913 Military District Command, PPU Cq Resort Police. Narcotics Unit, Bangun Mulya Village, Waru District. The negative impact resulting from drug abuse is very large, not only does it have an impact on physical health problems, but it also has an impact on psychological/mental health problems. Drug prevention and control efforts can be carried out in preventive or repressive ways. The existence of the North Penajam Paser Regency National Narcotics Agency is expected to be able to assess and suppress the still high level of drug abuse to the extent of the effectiveness of social communication in creating a conducive atmosphere in North Penajam Paser Regency through facilitating the prevention, eradication, abuse and illicit trafficking of narcotics and narcotics precursors (P4GN & PN).

Introduction

Humans as social creatures cannot be separated from each other, in other words humans always live side by side and need the people around them. In carrying out their lives, humans interact with each other through communication, Communication is a process in which someone tries to provide understanding and information by conveying messages to other people (James Af Ston). In interacting in their environment, humans are inseparable from various existing problems. Not only personal problems, humans are often also faced with common problems in a group or community. This problem is referred to as a social (shared) problem. Social problems are the difference between expectations and reality or the gap between the existing situation and the situation that should be (a condition that is not expected), which can be resolved in various ways, one of which is communication. Simply put, communication carried out to overcome social problems is called social communication. Social communication is the process of exchanging messages regarding public issues that occurs between participants who have social relationships, and can produce social change. Social communication is also a process of influence to achieve social connectedness between individuals in society. Social communication is an interaction process where someone conveys a message to another party so that the other party can understand the desired meaning. In this sense, social communication can occur through any media (Kurdi et al., 2022). So many social problems occur around us, both at the smallest organizational environment level, as well as at the larger scale of the nation

and state as well as globally/worldwide. One of the social problems that is of concern and requires global resolution at this time is the illicit trafficking, abuse and eradication of narcotics. Calls/invitations from various countries around the world are echoing in order to work together to prevent, eradicate, abuse, illicit trafficking of narcotics and narcotic precursors (P4GN & PN) (Putra et al., 2022).

Initially narcotics were used in the field of medicine (health) or treatment to reduce pain in patients. However, in reality, recently, it has often been misused so that the results are dangerous for users. In the era of globalization and modernity, the abuse and illicit trafficking of narcotics (in various forms and ways) is increasingly sophisticated (Laracuenta et al., 2020; Anand et al., 2020). The problem of narcotics distribution and abuse has become a global problem, and needs to be addressed immediately (Susanto et al., 2024). Abuse and illicit trafficking of narcotics has been proven to damage the future of the nation in any country, damage human character, damage physical and public health, and bring death, and in the long term has great potential to disrupt competitiveness (mindset), even weaken economic development, and all it is a threat to national/nation security, stability and resilience (Belhabib et al., 2020). Indonesia is located between the Asian Continent and the Australian Continent, as well as between the Indian Ocean and the Pacific Ocean. In this way, Indonesia's territory is in a cross-country position, which has an important meaning in relation to climate and the world economy. So it is not immune from illicit trafficking and narcotics abuse (Tatara et al., 2023; Barus et al., 2020). In Indonesia there are + 8,691 narcotics-prone areas in the alert and danger stage (BNN-2022). East Kalimantan Province, which is located in the middle of the Republic of Indonesia, has a land area of 127,267.52 km² and a sea area of 25,656 km² with a population of + 3,721,389 people, consisting of 10 (ten) regencies/cities, with direct borders with the neighboring country of Malaysia, and has many unauthorized (illegal) access/entry points, making it very vulnerable to smuggling and illicit narcotics trafficking. An increase in the circulation and abuse of narcotics occurs every year and this is seen as affecting the conduciveness of a safe and peaceful area in East Kalimantan (Raharjo et al., 2022).

Head of the East Kalimantan Provincial National Narcotics Agency (BNNP), Brigadier General Imam Sumantri, said that the circulation of illegal drugs or narcotics in East Kalimantan is quite high and very worrying. Therefore, it is hoped that it can become a common concern for all parties to be able to prevent, distribute and misuse it in the region. (quoted from <https://Kaltim-prokal.co/read/news/393471-PPU> transit places are prone to drug trafficking). Based on the 2022 Indonesia Drugs Report conducted by the BNN Research and Data Center regarding Drug Prone Areas, there are 177 areas in East Kalimantan province that are included in the danger and alert category. North Penajam Paser is one of the districts in East Kalimantan Province, Indonesia. The capital is located in Penajam. The population of this district in 2022 will be 181,349 people, with a density of 54 people/km². The government of North Penajam Paser Regency is legally established based on Law Number; 7 of 2002 which contains the establishment of North Penajam Paser Regency. With the issuance of Law number 7 of 2002, four sub-districts, namely Penajam, Waru, Babulu and Sepaku Subdistricts have officially become one regency, namely Penajam Paser Utara Regency with its capital city Penajam, which is the 13th Regency in the Province East Kalimantan at that time. This relatively fast population growth can be understood as a result of increasing numbers of in-migration and birth rates. This needs to be paid attention to because in 2019 North Penajam Paser Regency was designated as the location for the new IKN which will certainly have an impact in the form of a significant increase in the population of North Penajam Paser Regency due to in-migration of residents from outside the region. Siregar (2022), social communication is a process of interaction between people or groups of attitudes and is intended to influence the behavior of people and groups in an organization. In other words, in the framework of Prevention,

Eradication, Abuse, Illegal Trafficking of Narcotics and Narcotics Precursors (P4GN & PN), one of the most effective ways is through social communication, either directly (face to face) or through other means (banners, brochures and media) (McMillan, 2004). Research objectives to examine and describe the extent of the effectiveness of social communication in creating a conducive atmosphere in North Penajam Paser Regency through facilitating the prevention, eradication, abuse, illicit trafficking of narcotics and narcotics precursors (P4GN & PN) which has been implemented by the National and Political Unity Agency, the Health Service, PPU Resort Police Cq. Narcotics Unit, North Penajam Paser (PPU) Regency Narcotics Agency, PPU Military District Commander (Kodim), PPU Chief District Attorney (Kajari) and Bangun Mulya Village.

Methods

The approach used by the author in this research is a qualitative research approach. The approach used by the author in this research is a qualitative research approach. The researcher used a type of interview, namely semi-structured. The data analysis method used is descriptive analysis. data reduction, draw conclusions and verify when data collection activities are carried out, research begins to look for the meaning of objects, record regularities, explanations, cause and effect flow and conclusion propositions taken from a collection of field notes/observations, interview results, documentation support and researcher skills. Checking validity in this research is using data triangulation.

Results and Discussion

In the activities that have been created and carried out by social communication organizers in creating a conducive atmosphere in North Penajam Paser district, there are opinions from resource persons, namely; The results of the interview conducted with the person with the initials "B", namely the Head of the National Unity and Politics Agency through the Head of the Development of Iwasbang, Community Organizations and Economic, Social and Cultural Resilience, are that:

"In the National and Political Unity Body, we always follow up on the Minister of Home Affairs Regulation Number 12 of 2019 and the Instruction of the President of the Republic of Indonesia Number 2 of 2020. With this regulation, the National and Political Unity Body issued a Decree from the Regent of North Penajam Paser Number 800.05/115/2022 concerning the formation of the North Paser Regency P4GN & PN Team for the 2021-2024 period, the issuance of the North Penajam Paser Regent's regulation Number 37 of 2022 concerning North Penajam Paser Regency P4GN & PN Facilities, apart from that, he is also actively involved together with the Agency. East Kalimantan Province National Narcotics, North Penajam Paser Resort Police, North Penajam Paser Regency Narcotics Agency, North Penajam Paser Regional Research and Development Agency, Military District Command 0913 North Penajam Paser."

In the activities that have been created and carried out by social communication organizers in creating a conducive atmosphere in North Penajam Paser district, there are opinions from resource persons, namely; The results of the interview with the initials "JGM" as Head of Service, Head of Health Services and Resources Division accompanied by Head of the Pharmacy, Health Equipment and Household Health Supplies Section of the North Penajam Paser District Health Service, are that:

"In the implementation of social communication (socialization either directly face to face, or through various media tools) is a way of approaching various things to be known and understood in order to achieve the hopes we desire."

In the activities that have been created and carried out by social communication organizers in creating a conducive atmosphere in North Penajam Paser district, there are opinions from resource persons, namely; Apart from that, there was also an interview conducted with the Daily Chief Executive and Secretary of the North Penajam Paser Regency Narcotics Agency (BNK) that:

"The activities usually carried out by BNK are planning the formation of a narcotics agency, determining or establishing villages and sub-districts that are free from narcotics, determining villages free from narcotics and urine testing at all levels."

In the activities that have been created and carried out by social communication organizers in creating a conducive atmosphere in North Penajam Paser district, there are opinions from resource persons, namely; There was also an interview conducted by the North Penajam Paser Prosecutor's Office that:

"What has been done by the prosecutor's office to make this area conducive by imposing severe punishments on perpetrators who bring narcotics into this area."

In the activities that have been created and carried out by social communication organizers in creating a conducive atmosphere in North Penajam Paser district, there are opinions from resource persons, namely; Apart from that, there was also an interview with one of the resource persons from the Social Communications (Komsos) Sector at Military District Command 0913, North Penajam Paser Regency. The steps taken by the 0913 North Penajam Paser Military District Command:

"In 2022, we will hold meetings with relevant government officials, social communications with the TNI extended family, social communications with the community, and other communications. And in 2023 do the same thing in 2022."

In the activities that have been created and carried out by social communication organizers in creating a conducive atmosphere in North Penajam Paser district, there are opinions from resource persons, namely; There was also an interview conducted with the North Penajam Paser Regency Resort Police who were at the North Penajam Paser Regency Police Narcotics Research Unit that:

"pelaksanaan komunikasi sosial yang rutin kepada berbagai msyarakat, membentuk kampung yang bebas dari narkoba, mengawasi tiap daerah yang dianggap rawan dari penyebaran narkoba, memberitahukan kepada semua toko obat dengan larangan pengedaran obat dalam daftar G dan juga selalu melakukan patroli di daerah tersebut."

In the activities that have been created and carried out by social communication organizers in creating a conducive atmosphere in North Penajam Paser district, there are opinions from resource persons, namely; Interview with Mr. Sudono as head of Bangun Mulya village, Waru District, North Penajam Paser Regency, he has done various positive things, namely:

"The village head must be involved with the National Narcotics Agency, the police and the 0913 military district command to create conducive conditions in this area, implementing regular direct communication with all levels of the village from the lower level to law enforcement officials and also ensuring that the village is shining and free from narcotics."

National Unity and Political Agency for North Penajam Paser district

The perspective that is set on social communication in creating conduciveness in the region: Through the implementation of social communication (socialization either directly face to face,

or through various media tools) is a way to approach conveying various things to know, understand in order to achieve the hopes we desire, especially in creating a conducive atmosphere in every aspect life in the midst of society, region, nation and state. It is necessary to support all Regional Apparatus Organizations through social communication in disseminating information to involve all levels of society involved in creating a conducive atmosphere in the region to support the implementation of regional development, It is deemed necessary to increase the volume of social communication to all levels of society, especially ahead of the 2024 General Election to further ensure that the "LUBER" election runs safely, smoothly and orderly (Ariansyah & Maulida, 2022; Irwanto et al., 2023). Social communication is considered very important and can be implemented continuously by improving more attractive models/methods.

North Penajam Paser District Health Service

From the results of the interview above, it can be concluded that: The Health Service, in achieving the work goals that have been set, is mostly in direct contact with levels of society, so social communication is always prioritized, The Health Service in particular does not carry out social communication about the dangers and bad effects of drugs on health, but in every activity carried out, especially those directly to the public, it always includes an appeal about how important it is to maintain a healthy lifestyle, especially from the influence of drugs, especially those that have been banned. (Drugs and the like), The Health Service has a social communication network down to the lowest level in government, namely the Rukun Tetangga (RT), which are called Community Health cadres. The Health Service, in supporting the Government's program for the war against drugs, is always actively involved in carrying out urine tests with other related agencies (Iryawan et al., 202).

The perspective that is set on social communication in creating conduciveness in the region: In order to achieve regional development goals, it is necessary to create a conducive atmosphere, through the establishment of intense social communication to prevent misunderstanding of viewpoints, The drug problem is a global problem today, because it is not only a matter of illegal drugs, but also an economic problem, which can give rise to new crimes and have an impact on peace and order in society. Strengthening coordination between relevant agencies in the drug team is increasingly being optimized in order to create new creations in communicating the bad impacts and dangers of drugs on all aspects of people's lives, Social communication is considered very important and what the Regional Government has done so far has been good, hopefully in the future it can be carried out continuously by improving models/methods that are even more attractive.

North Penajam Paser Regency Narcotics Agency (BNK)

The conclusions drawn from the interview results are: Actively involved together with the National Narcotics Agency of East Kalimantan Province, North Penajam Paser Resort Police, North Penajam Paser Regional Research and Development Agency, North Penajam Paser Military District Command 0913 North Penajam Paser District Prosecutor's Office, North Penajam Paser District Health Service, North Penajam Paser National and Political Unity Agency in planning, forming/carrying out activities in the form of; (a) Planning (Academic Manuscript) for the formation of the Agency Penajam Paser District National Narcotics Agency (BNNK). (b) North, Determination/Establishment of Drug Clean Villages/Subdistricts (Bersinar Village/Subdistrict), (c) Determination/Establishment of Drug Free/Resilient Villages, (d) Implementation of Urine Tests (Government Apparatus up to level Villages/Subdistricts in Penajam Paser Utara district – ASN and PTT), Implementation of Social Communication in the form of outreach about the dangers and bad effects of drugs to

Junior High Schools (SMP) and Senior High Schools (SLTA) at all levels in North Penajam Paser Regency.

North Penajam Paser Regency District Prosecutor's Office

The perspective that is set on social communication in creating conduciveness in the region: In order to achieve regional development goals, it is deemed necessary to create a conducive atmosphere, through the establishment of intense social communication to prevent misunderstanding of viewpoints, and disseminate information, The problem of drugs is a global problem today, because it is not only about types of illegal drugs, but also enters the scope of social, national and state life, which can give birth to new crimes and have an impact on peace and order in society. Strengthening coordination between relevant agencies in the drug team is increasingly being optimized in order to create new creations in communicating the bad impacts and dangers of drugs on all aspects of people's lives, Social communication is considered very important and what has been done by the Regional Government together with other agencies so far has been good, hopefully in the future it can be implemented continuously with improved models/methods that are even more attractive. It is hoped that in the not-too-distant future the Penajam Paser Utara Regency National Narcotics Agency (BNNK) will soon realize its formation, so that in the future the BNNK can be broader/further in carrying out its duties, principal, functions and authority, especially with the increase in the population of North Penajam Paser in the future. Development of the Archipelago Capital City (IKN).

Military District Command 0913 North Penajam Paser Regency

The perspective that is set on social communication in creating conduciveness in the region: In realizing the achievement of regional development goals, it is necessary to create a conducive atmosphere, through which routine social communication will be able to equalize understanding of points of view in the same direction. The problem of drugs is a global problem today, because it not only affects a handful of people, but has also penetrated all sectors of society's life, impacting peace and order in society, even the nation and state. Strengthening coordination between relevant agencies in the drug team is increasingly being optimized in order to create new creations in communicating the bad impacts and dangers of drugs on all aspects of community life, Social communication is seen as very important and what the Regional Government has done so far.

From the explanation above, it can be concluded that social communication is the most appropriate means of achieving goals in creating a conducive atmosphere for the success of regional development. What's more, this social communication can also create conducive conditions such as the implementation of social communication (socialization either directly face to face, or through various media tools) is a way to approach conveying various things to know, understand in order to achieve the hopes we want, especially in creating a conducive atmosphere in every aspect of life in society, region, nation and state. With collaboration between the organizations involved, a shining village will be created which is formed by all the organizations involved in P4GN&PN as well as the formation of North Penajam Paser BNN academic texts as soon as possible.

Apart from social communication from the community, social organizations in the area should also be more active in being able to tell people in the North Penajam Paser area to stay away from all activities that are causing harm. Apart from preventing drug abuse, this social communication is also implemented especially after the determination of part of the North Penajam Paser Regency area as the Capital City of the Archipelago (IKN) and ahead of the 2024 election year.

Conclusion

This social communication is really needed as an approach in conveying various things to be known and understood in order to achieve the desired expectations, especially in creating a conducive atmosphere in every aspect of life in society, region, nation and state. In this case, what's more, if there is no social communication about narcotics, it is likely that many people, especially in the North Penajam Paser Regency area, are already using these items without knowing about the negative impacts resulting from these narcotics. In fact, the negative impacts resulting from drug abuse are very large, not only impacting physical health problems, but also psychological/mental health problems. Therefore, there is a need for an authority body, especially in the North Penajam Regency area, such as the National and Political Unity Agency, the Health Service, the PPU Resort Police Cq. Narcotics Unit, the PPU Regency Narcotics Agency, the PPU Kodim, Kajari PPU and Bangun Mulya Village. The prevention efforts carried out by the competent authorities have been running properly. By carrying out preventive efforts through preventive activities/efforts such as outreach, counseling and Forum Group Discussions (FGD). Meanwhile, the repressive method is through law enforcement efforts. In this case, it is necessary to have an institution that has the authority to carry out preventive and repressive efforts against drug abuse. These institutions are the National Narcotics Agency/Provincial Narcotics Agency/Regency National Narcotics Agency.

Suggestion

For the National Unity and Political Agency, the Health Service, the PPU Resort Police Cq. Narcotics Unit, the PPU Regency Narcotics Agency, the PPU Kodim, Kajari PPU and Bangun Mulya Village in North Penajam Regency, it is hoped that they can maximize activities for the prevention and abuse of narcotics so that the community in the area can understand the negative impacts received from using these narcotics. Apart from that, in 2024, the North Penajam Regency area will be included in the Archipelago Capital (IKN) in order to avoid the wider spread of narcotics to create a peaceful capital city without the presence of narcotics in the area. The people of Bangun Mulya Village are expected to be able to find out first about the negative impacts and characteristics of these narcotics. With limited activities from the authorities, the community must be more active to avoid narcotics smuggling in the area.

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