



Strategy Of PR Communications For The National Narcotics Agency (BNN) Deli Serdang Regency In Socializing The Prevention Program For The Eradication Of Abuse Of Illegal Circulation Of Narcotics (P4GN) Through Social Media

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ABSTRACT

This study uses qualitative methods in collecting the data needed by researchers using interview techniques while in the discussion using descriptive methods that describe the conditions that occur in the field systematically. Informants in this study were the head of the general sub-section of coordinator and public relations as well as people from the BBN community in Deli Serdang Regency. The communication strategy used by BBN in socializing the P4GN program through social media is content providing content through types of content in the form of video posters and various things about P4GN to educate social media followers about healthy living. How to stay away from drugs, how to become a family that has high resilience and also how the village community can shine clean from drugs.

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1. INTRODUCTION

. Communication is a human activity to understand each other or understand a message conveyed by a person (communicator) to the interlocutor (communicant) or communication can also be said as a process of passing messages from individuals to other individuals, from individuals to a small group (small group) or groups. (large group) (Abdullah, 2015). Harold D. Lasswell argues that communication must include the completeness of the elements of communication so that it becomes effectively received. These elements consist of: (a) communicator (source/sender/communicator), (b) message, (c) media (channel), (d) communicant, and (e) effects. (impact/effect/influence) (Caropeboka, 2017: 2-3).

From the elements of communication put forward by the opinion of Harold D. Lasswell, there are media (channels). Types of media types can generally be divided into; 1) visual media: visual

media are media that can be seen. This media relies on the sense of sight. For example: photo media, pictures, comics, sticky pictures, posters, magazines, books, miniatures, props and so on. 2) audio media: audio media is media that can be heard. This media relies on the sense of the ear as a channel. For example: sound, music, musical instrument songs, radio broadcasts, sound cassettes, or CDs and so on. 3) audio-visual media: audio-visual media are media that can be heard and seen simultaneously. This medium moves the senses of hearing and sight simultaneously. For example: drama, performance, film, television and VCD media. 4) multimedia: multimedia is all types of media that are summarized into one example: the internet (Satrianawati, 2018: 10).

Social media is a collection of software that allows individuals and communities to gather, share, communicate, and in certain cases collaborate or play with each other (according to Boyd in Nasrullah 2005 quoted in Ahmad Setiadi). According to Adenia, 2019 there are types of social media platforms that are already very familiar to the wider community, whether they are in the city or in the village, namely: (a) WhatsApp. (b) Facebook. (c) Youtube. (d) Twitter. (e) Instagram. From Figure 1.1 above, there is a YouTube social media that ranks the most widely used, then followed by WhatsApp and other social media.

With the existence of social media, an agency/institution in providing information to the public requires a fast and cost-effective period of time. So every government or non-government agency or institution has an official social media account in order to provide important information from an agency/institution and also as a liaison to the community. The official social media accounts of the agency/institution are managed by a special team, namely the Public Relations (public relations) team, including the National Narcotics Agency (BNN) agency/institution.

The National Narcotics Agency (abbreviated as BNN) is an Indonesian Non-Ministerial Government Institution (LPNK) which has the task of carrying out government duties in the field of prevention, eradication of abuse and illicit trafficking of narcotics, psychotropics, precursors and other addictive substances except for addictive substances for tobacco and alcohol. BNN is led by a head who reports directly to the President. BNN has a vertical agency, namely the Provincial National Narcotics Agency (BNNP) which is spread throughout the provinces of Indonesia, such as in the province of North Sumatra which has about 15 District National Narcotics Agency (BNNK). In accordance with the mission of the National Narcotics Agency of Deli Serdang Regency, together with relevant government agencies and components of the community, nation and state to carry out prevention, community empowerment, eradication, rehabilitation, law and cooperation in the field of prevention and eradication of abuse and illicit trafficking of narcotics, psychotropics, precursors and other addictive substances. So the National Narcotics Agency of Deli Serdang Regency continues to socialize the program to prevent the eradication of narcotics illicit trafficking (P4GN) by going directly to the field either to the village office, village office, and school or by using social media.

Based on the description above, the researcher is interested in conducting a research entitled "Communication Strategy for Public Relations of the National Narcotics Agency (BNN) of Deli Serdang Regency in Disseminating the Prevention Program for the Eradication of Abuse of Illegal Circulation of Narcotics (P4GN) through Social Media.

2. RESEARCH METHODE

This study aims to describe and explain the phenomenon by collecting in-depth data on how the public relations strategy of the National Narcotics Agency (BNN) of Deli Serdang Regency in disseminating the prevention program for the eradication of illicit drug trafficking (P4GN) through

social media, so this research is a type of research. qualitative with a descriptive approach. According to Bodan and Biklen (1982) defines qualitative methodology as a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. The opinion of Kirk and Miller (1986: 9) defines qualitative research as a particular tradition in social science that is fundamentally dependent on observing humans in their own area and relating to these people in their language and terminology (Kholil, 2016: 121). Methods Qualitative research is research that generally explains and provides understanding and interpretation of various human (individual) behaviors and experiences in various forms. Descriptive research is research that seeks to describe a symptom, event, event that is happening now (Salim and Haidir, 2019: 49).

3. RESULT AND ANALYSIS

To communicate, of course, there is a communication strategy used, be it interpersonal communication or communication between groups. Communication strategy is a combination of communication plans (communication planning) with communication management to achieve the goals that have been set.

In order to develop a communication strategy, a thought is needed by taking into account the inhibiting factors. It would be better if in the strategy the components of communication and the supporting and inhibiting factors in each of these components were considered. We start successively from the communicant as the target of communication, media, message and communicator.

1. Identify communication goals

Before we launch communication, we need to learn who will be the target of our communication (Effendy, 2019: 35). The targets in socializing the P4GN program through social media are followers of the BNN deli Serdang district social media and the younger generation, because the younger generation is the most active on social media, they are the most active on social media, maybe up to 3 hours or more per day, so do socialization on the media. social media, it is hoped that by using social media for a long time, they see, know and understand P4GN's contents.

2. Selection of communication media

There are many communication media, ranging from traditional to modern (Effendy, 2019: 37). In this case, the researcher chose social media to carry out the communication strategy. The social media used by the BNN in Deli Serdang Regency are Instagram, old Facebook (fanpage), YouTube and Twitter.

3. Assessment of the purpose of communication messages

Communication messages (messages) have a specific purpose. It determines the technique to be taken, whether it is an informational technique, a persuasion technique, or an instructional technique. Whatever the technique, communication must first understand the communication message (Effendy, 2019: 37). The message of communication in this research is to socialize the P4GN program. The aim is to provide or disseminate information and educate followers of the BNN Deli Serdang Regency social media through various types of content, namely posters, infographics and videos.

4. The role of communicators in communication

There are factors that are important to the communicator when he launches communication, namely source attractiveness and source credibility.

a. Source attraction

A communicator will be successful in communication, will be able to change the attitudes, opinions, and behavior of the communicant through the mechanism of attraction if the communicant feels that the communicator is participating with him (Effendy, 2019: 38). The communicator is the messenger, in this study the communicator is an admin or social media manager of the Deli Serdang Regency BNN. The admin or social media manager of the Deli Serdang Regency BNN as a communicator tries as much as possible to provide interesting information to communicants and communicators try to make the communicant feel involved with him, through social media content uploaded either in the form of posters, infographics or videos. In addition, communicators in responding to public responses or comments try in a good or positive way and if the comments are in the form of questions, a communicator or media manager tries to answer and explain.

b. Source credibility

The second factor that can cause successful communication is the communicant's trust in the communicator. This trust has a lot to do with the profession or expertise possessed by a communicator (Effendy, 2019:39). Previously, the researcher explained that in this study the communicator was an admin or social media manager of the Deli Serdang Regency BNN. In order for the communicant to believe in the communicator, a communicator understands what the communicant (society) responds to or asks so that in providing answers or information that is true and understood by the communicant (society). if a communicator in this case an admin or social media manager does not know information about responses or questions from the communicant (community) then the communicator asks other employee staff who know more or provide explanations and directs to the communicant (community) that other field staff employees who know more about the response or question, then the communicator gives the mobile number of the staff employee who knows more about it. The explanation above has been carried out by the BNN in the Deli Serdang Regency so that the public when responding, asking questions and reporting will get fast information and information is directly provided by the expert staff. The public, of course, has responded and commented on the social media of the BNN Deli Serdang Regency, ranging from responding to liking, sharing, and appreciating, the content of social media posts, and also commenting in the nature of asking for info on job vacancies, how to arrange narcotics-free letters and commenting. nature of reporting drug abuse.

Based on the objectives of the research that the researcher is doing and the discussion above, the researchers conclude that the public relations strategy of the National Narcotics Agency (BNN) in Deli Serdang Regency in disseminating the program to prevent the eradication of illicit drug trafficking (P4GN) through social media is very good and runs smoothly. . although according to some people there are still shortcomings, the role of public relations at BNN Deli Serdang is quite good in managing social media and providing information to the public. The selection of social media by the Deli Serdang Regency BNN in socializing the program to prevent the eradication of illicit narcotics abuse (P4GN) is very appropriate, especially in this day and age that all levels of society have used social media, both young and old. In addition, social media is faster and more cost-effective in providing information to the public.

4. CONCLUSION

Based on the results of research that has been carried out by researchers regarding the public relations strategy of the National Narcotics Agency (BNN) in Deli Serdang Regency in disseminating the program to prevent the eradication of illicit drug trafficking (P4GN) through social media, the conclusions that can be drawn by researchers are as follows:

1. The communication strategy used by the Deli Serdang Regency BNN in disseminating the P4GN program through social media is to provide interesting social media content through various types of content in the form of posters, infographics, and videos. social media, takes different times based on the type of content. the content is uploaded consistently 3-4 times a day, the content is about the P4GN campaign to educate social media followers about the importance of healthy living, how we stay away from drugs, how our family can become a family that has high self-restraint , and also how the village community can create what is called a shining village (clean drugs).
2. Messages conveyed through the social media of the BNN Deli Serdang Regency regarding communication, education, and information to the public who follow the social media of the BNN Deli Serdang Regency. The public's response to the social media account of BNN Deli Serdang Regency is to like and share. While the comments given were appreciating the content of social media posts, asking about job vacancies info, how to arrange narcotics-free letters and making comments that are reporting narcotics abuse. In responding to public responses or comments, the BNN Deli district social media management team tries as much as possible to respond to community responses or comments in a good or positive way and also explains or answers comments or responses from people who ask questions.

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