

Research Article

Acts against Drugs and Narcotics Abuse: Measurement of the Effectiveness Campaign on Indonesian Narcotics Regulator Instagram

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Received 04 September 2019 ; Revised 18 September 2019; Accepted 25 September 2019

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Abstract

This article describes the effectiveness of drugs and narcotics abuse prevention campaign on Indonesian National Narcotics Agency official account. Majority user of drugs and narcotics abuse are 15-24 years old who really influenced by Instagram. This article is focusing on Indonesian National Narcotics Agency' Instagram official account Post from January 1–June 30, 2019 (6months). Researcher measure effectiveness using content analysis and make classification every post and count the effectiveness campaign using crosstab. The results show social media officer on Indonesian National Narcotics Agency Instagram official account have limited acts on promoting and campaigning about drugs and narcotics abuse prevention.

Keywords: drugs; narcotics abuse; campaign; Indonesia; instagram

1. Introduction

Southeast Asia is facing rising drugs and narcotics circulation not only as security issue, but also it is becoming difficult to prevent to younger generation (15-24 years old) from drug abuse. Younger have potential risk of drugs exposure and data shown the prevention [1]. Compare with the Philippine 'sedate war' shows similitudes with savage wars on medications pursued in different nations, for example, Thailand, with vigorously police-drove intercessions prompting fatalities in the thousands over a range of under two years. Discoveries of this investigation point to significant strategy alterations that should be made, including the job that nearby governments play in medication arrangement usage, the lopsided negative effects of authorization drove strategies against medications on urban and poor territories, the focusing of low-level speculated street pharmacists and clients, and the significance of legitimate information observing and straightforwardness by the administration to illuminate approach modifications even with surprising expenses to human life [2]. In other Southeast Asian countries, like Malaysia, abuse of drugs

and narcotics related with poor and inaccessibility of true information about that [3].

Indonesia has different way to against drugs and narcotics. The most populous country in Southeast Asia used education as prevention of drugs and narcotics abuse [4,5]. Circulation and abuse of narcotics in the community seems to have not seen a decline in numbers. In fact, this number is increasing every year. As quoted in Kompas.com June 26, 2019 edition [6] that victims of circulation and abuse include children and state officials.

The existence of internet technology is currently contributing to the illicit Narcotics trade [7]. The number of traded transactions has also increased. Although the Indonesian National Narcotics Agency has promoted programs to combat the use of narcotics against State Civil Apparatuses (civil officer), members of the Indonesian Army and Indonesian Police, and others.

The National Narcotics Agency or in Bahasa Indonesia *Badan Narkotika Nasional* (BNN) and the United Nations Office on Drugs and Crime (UNODC), the United Nations organization for drug and crime affairs, explained the development of narcotics distribution throughout the world. According to UNODC's presentation, Indonesia is included in the golden triangle of the methamphetamine or methamphetamine trade. UNODC Country Manager Collie Brown explained, the Southeast Asian region became one of the largest methamphetamine markets. The size of the methamphetamine trade has caused many problems in countries in the Southeast Asian region [8].

Initially, Indonesia was only a target for drug marketing and illegal drugs. Seeing the size of the drug market place in Indonesia, drug producers in the world began to look at Indonesia as a base for the production of narcotics

and illegal drugs [9], especially the group of shabu extensions. Not surprisingly, in several cities in Indonesia such as Jakarta, Medan, Surabaya and Tangerang, they are producing thousands of pills of substance [10].

In this case the role of the government in making regulations on drugs and seeing what capabilities are not yet running is very necessary and the role of all levels of society is expected [11,12]. And also the need for carefulness of the community towards medicines for health, because it is feared that drug substances are mixed with health medicines as has happened in Indonesia now [13]. It is still not widely spread about the news.

Though it is very clear that the government has enacted a Law on Narcotics abuse namely in Article 1 to 15 of Law No. 35 of 2009 concerning Narcotics [14]. In this article it states that those who actively use narcotics without rights or against the law, they are precisely referred to as 'abusers'. Against 'abusers' are subject to Article 127 of Law Number 35 of 2009. They are threatened with a maximum prison sentence of four years when using narcotics Group I for themselves. If evidences and other evidence that support the application of Article 112 or 114 or other articles are obtained, it is possible for 'abusers' to also be subject to criminal articles other than Article 127 [15,16].

With the existence of the Law, the community should feel deterrent from being involved in Narcotics circles. But what is happening right now is that the number is increasing every year. Another view from some previous research told prevention of violation of smoke and drugs can be started with persuasive action [17].

World Drugs Reports 2018 published by the United Nations Office on Drugs and Crime (UNODC), mentions as many as 275 million people in the world or 5.6% of the world's population (aged 15-64 years) have consumed drugs [17]. While in Indonesia, BNN as the focal point in the field of Prevention and Eradication of Drug Abuse and Circulation (P4GN) pocketed the number of drug abuse in 2017 as many as 3,376,115 people in the age range of 10-59 years. While the number of drug abuse among students in 2018 (from 13 provincial capitals in Indonesia) reached 2.29 million people. One group of people who are prone to drug abuse are those who are in the age range of 15-35 years or millennial generation [18].

This proves that the government program in tackling the problem of narcotics abuse cannot be said to be effective. So, departing from that problem, researchers are trying to uncover how effective the campaign against Narcotics is on the National Narcotics Agency Instagram.

In the same time, Instagram user in Indonesia significantly rising in line with rising of internet user on youth [19-21]. Social media (like Twitter, Facebook, and instagram) are examples of platforms developed in era web of Things (Web 4.0) or the Internet of Things (IoT) [22-24]. In light

of a few finding on previous research, open inclination security and secure based framework can improve by internet based life organizing with a brief and superb Public relations arranging [25].

2. Materials and Methods

This research method used in this study is content analysis which aims to describe the aspects and characteristics of a message [26]. Whereas According to Budd content analysis is a systematic technique for analyzing message content and processing messages or a tool for analyzing observing and analyzing the contents of open communication behaviors from selected communicators [27].

Researcher using two coder to guarantee objectivity on coding and data gathering. Researcher use Krippendorff Content Analysis Model to analyses Instagram posting on The National Narcotics Agency Official account. Reliability tesy is used to test the truth of data obtained, as well as to determine the level of consistency of data measuement. Reliability test performed by two coders among other. This research used Holsti formula to calculate data obtained from both coder:

$$Pao=2A/(N1+N2)$$

where Pao represent a percentage of agreement between two coders, A is the number of two coders consensus decisions, and N1 and N2 are number of decisions coders have made respectively.

3. Results and Discussion

Researcher gather all posting on Indonesian National Narcotics Agency Official account during January 1- June 30, 2019. Before doing analysis with data, researcher uses Holsti formula for reliability testing and found the reliability on 98% or can be count as valid data [28].

Researcher found 320 posts from official account of Indonesian National Narcotics Agency during January 1- June 30, 2019 and details is shown in Table 1.

Data on Publicity on daily activity of Indonesian National Narcotics have strong dominant on Indonesian National Narcotics Agency Instagram post. Researcher found 257 posts (80.3%) related with daily activity of Indonesian National Narcotics Officers. On this category got slow response from audience. Mean of like count on post from this category below 200 likes.

Table 1: Quantity of instagram post by official account of Indonesian national narcotics agency.

Number	Month	Quantity of Post	Percentage
1	January	34	10.6%
2	February	52	16.3%
3	March	48	15%
4	April	67	20.9%
5	May	39	12.2%
6	June	80	25%
Total		320	100%

Indonesian National Narcotics Agency Instagram official account got strong feedback on post at the category publication of Narcotics crime case. Post from this category got like from Instagram user average on 3500 likes. Meanwhile, slight number of posts on this category, 22 post (6.9%).

Other category, prevention narcotics campaign only 41 posts (12.8%). Social Media officer on Indonesian National Narcotics Agency limited use of Instagram tool as promotion of narcotics abuse prevention campaign. Promotion and campaign on social media strongly important role on social media officer to engaged the public attention [29]. Other finding on Arabian Bank Instagram account show 60% of campaign and promotion needed to engaged public interest on our brand or organization [30].

This paradox plays how message on narcotics and drugs abuse prevention campaign not really got aware from public because low exposure of campaign from the social media officer. Indonesian drugs and narcotics abuse user still on 2.29 million or 9% of the population [14,18] on higher than world's number of drugs and narcotics abuse case, 5.6% from world' population.

This serious problem can be improved by Indonesian National Narcotics Agency with more social media education training for Social Media Officer on Indonesian National Narcotics Agency. These new correspondence exercises mix the strategies of showcasing and advertising utilizing instagram based life and other online channels. Hence, returning to the infringement idea is justified, particularly on the grounds that social media campaign and promoting capacities have changed radically since the beginning of infringement look into [31].

Of authoritative components, number of officers, and backing and support from ranking directors to utilize instagram-based social networking and Instagram anticipated Instagram posting movement. The results show that Indonesian National Narcotics Agency that has more representatives was bound to post on Instagram. Having more representatives can compare to a more noteworthy number of accessible staffs to keep up and handle diverse web-based social networking accounts.

4. Conclusion

Strong support for social media officer needed for better campaign on action of against drugs and narcotics violation. Younger age on 15-24 years old, who are more digital native really influence by Instagram' post rather than other conventional media. Well maintained of Instagram post (60% of drugs and narcotics abuse prevention campaign) will be increasing awareness of threat and risk of drugs and narcotics abuse.

5. Acknowledgement and Disclosure

Rahma Sugihartati is grateful to Faculty of Social and Political Sciences Airlangga University

Daniel Susilo is grateful to *Lembaga Pengelola Dana Pendidikan* Indonesia for supporting his PhD research and funding during his study at Airlangga University.

6. Conflict of Interest

The authors declare no conflicts of interest.

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