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### **The Communication Strategy of The Directorate of Drugs Police Sumatera Utara in an Effort to Eradicate Drugs**

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#### **ABSTRACT**

Drug abuse is still a considerable problem today considering the consequences of the development of science and technology, the impact of globalization, the flow of transport is very rapidly growing and the transfer of materialistic values with the dynamics of the purpose of bad opinion that led to the spread of drugs to urban areas but also to rural areas. This study aims to determine the communication strategy used by the Direktorat Reserse Narkoba Polda Sumut in this case eradicating drugs. This study uses the theory of organizational communication with descriptive qualitative research methods. Data collection techniques used are observation, in-depth interviews and documentation. The results of this study concluded that the Direktorat Reserse Narkoba Polda Sumut has a strategy or way of working to achieve the goals in the Direktorat Reserse Narkoba Polda Sumut, with various ways such as the dissemination of News, providing the media as a place to provide information.

**Keywords:** North Sumatera Police Narcotics Investigation Directorate, Communication Strategy, Organizational Communication

#### **ABSTRAK**

Penyalahgunaan narkoba masih menjadi masalah yang cukup besar saat ini mengingat akibat perkembangan ilmu pengetahuan dan teknologi, dampak globalisasi, arus transportasi yang sangat berkembang pesat dan perpindahan nilai-nilai materialistis dengan dinamika tujuan opini buruk yang menyebabkan meluasnya narkoba ke perkotaan tetapi juga hingga ke pedesaan. Penelitian ini bertujuan untuk mengetahui strategi komunikasi

yang digunakan Direktorat Reserse Narkoba Polda Sumut dalam hal ini memberantas narkoba. Penelitian ini menggunakan teori komunikasi organisasi dengan metode penelitian kualitatif deskriptif. Teknik pengumpulan data yang digunakan yaitu observasi, wawancara mendalam dan dokumentasi. Hasil penelitian ini menyimpulkan bahwa Direktorat Reserse Narkoba Polda Sumut memiliki strategi atau cara kerja untuk mencapai tujuan didalam organisasi Direktorat Reserse Narkoba Polda Sumut, dengan berbagai cara yang dilakukan seperti penyebaran berita, menyediakan media sebagai tempat untuk memberi informasi.

**Kata kunci :** Direktorat Reserse Narkoba Polda Sumatera Utara, Strategi Komunikasi, Komunikasi Organisasi.

## **INTRODUCTION**

Communication is a prerequisite for human life. Without communication, life feels “empty” or even soulless. The existence of communication means the interaction between humans(Raudhonah, 2007). Humans as social beings certainly need communication between one another. By communicating a person will be able to fulfill one of the needs in his life, then by communicating a person will be able to exchange information with one another.

According to Everet M. Rogers and D. Lawrence Kincaid, communication is a process in which two or more people form or exchange information with each other, it arrives at each other in turn a deep understanding. Furthermore, when talking about communication, according to Harold de Lasswell Who says what, through which channel, to whom and with what effect.(Hafied Cangara, 2005).

A good strategy is needed so that communication can run well and messages can be conveyed from communicator to communicant. Strategy is

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essentially a combination of planning and management to achieve a goal. This strategy not only serves as a (*roadmap*) that only shows a map of directions, but must be able to show what operational tactics are like. Communication strategy is very important in the communication process because the success or failure of a communication activity is largely determined by the communication strategy. It is not impossible to use increasingly sophisticated media without a communication strategy. This is because it is easy to obtain, relatively easy to use, and is widely used in developing countries.

To achieve success, an institution or government agency such as the Directorate of Drug Investigation of the North Sumatra Police, which has the main task of taking action and investigating drugs in the community, must have a good communication strategy. This is necessary so that information about the importance of staying away from drugs can be accepted by the public. According to William F. Gluek, strategy is the way an institution responds to environmental issues. The strategy is designed in such a way that the main goals of the company or organization can be achieved through proper implementation by the organizations that implement it (Amirullah & Sri Budi Cantika, 2000).

The development of information that has positive and negative impacts on progress at all levels of society. One of the negative impacts is the rampant trafficking and drug abuse in Indonesia, one of which is in North Sumatra. The scale of drug trafficking and abuse does not only extend to urban areas but also to rural areas, meaning that drug trafficking is widespread throughout the region.

Drug trafficking and abuse has become a serious threat to the entire community and the government, therefore the government has established a special agency for the prevention and steps for the trafficking and circulation of drug abuse, from the national to district levels throughout the territory of the Unitary State of the Republic of Indonesia. the same goal to combat human trafficking and drug abuse. Generally recognized as a problem, drug abuse in Indonesia is very complex, both in terms of causes and treatment. The problem of drug abuse is caused by many interrelated factors such as environmental factors and individual factors.

The main target of drug trafficking and abuse is usually teenagers because at a very young age they have the potential to become users for a long period of time. Many factors cause adolescents to be more vulnerable and easily trapped in drug abuse, namely, lack of education and knowledge about the dangers of drugs, poor family relationships, one of which is too free of promiscuity which could be a source of drug abuse and there are many other factors that cause abuse. Drugs not only affect adults but also teenagers. Therefore, the role of the police is very much needed in the problem of drug trafficking and abuse that has occurred in all corners of the world.

As a police officer, the Directorate of Drug Investigation of the North Sumatra Police is trying to break the syndicate network from abroad by collaborating with relevant agencies in the eradication of drug crimes, where the disclosure of drug cases required by the police is specific, always guided by the arrest of criminals and the application of laws and regulations. drug regulations. Based on information from the JPNN.com

daily news edition of Wednesday, June 30, 2021, entitled "Inspector General Panca Exposes Drug Circulation in North Sumatra Many Persons Are Involved" 48,418 ecstasy pills for the period 27 April to 15 June 2021. (Source: (M. Fathra Nazrul Islam, 2021)). With this data, it will certainly be a consideration for the North Sumatra Police Director of Drugs and Drugs to uncover and eradicate drugs that have spread in North Sumatra. By strengthening the communication strategy in it in an effort to eradicate drugs.

Various previous studies related to communication strategies in eradicating drugs have been widely carried out, such as "The Communication Strategy of the West Java BNN (National Narcotics Agency) in the Prevention of Narcotics Abuse Among Bandung City Students" the results of this study found that communication was carried out to prevent narcotics abuse, namely carrying out activities such as counseling to universities in the city of Bandung (Siregar & Djuwita, 2020). Subsequent research related to the communication strategy "Communication Strategy of the National Narcotics Agency (BNN) in Reducing the Number of Drug Users in Samarinda City" which found that many strategies implemented by BNN from the information sector strategy, in the legal and other fields were said to be quite good due to the lack of human resources. So BNN itself in reducing the level of drug users needs cooperation with the people of the city of Samarinda so researchers get. In addition to the strategy that researchers get there are also advantages and disadvantages of the National Narcotics Agency of Samarinda City itself (Olivia, 2013). The next research is "The Role of the Police in Law

Enforcement Against Narcotics Criminal Acts in Buleleng Regency " which found Buleleng to be a district with a high level of narcotics abuse in Bali Province. Buleleng is ranked third in the distribution of narcotics after Badung Regency and Denpasar Municipality. The role of the police in enforcing the law is carried out by the Police Unit Res. Drugs in eradicating and tackling drug abuse including narcotics, namely by holding the first preemptive program (coaching), the second preventive program (prevention) and the third repressive program (action) (Prawiradana et al., 2020). In line with this information, research that examines how the police publish a finding or information by focusing on the media has never been done. This kind of research is carried out because it will provide information on how the police will take action and investigate in terms of eradicating drugs. Therefore, this study aims to determine the communication strategy of the North Sumatra Police Narcotics Investigation Directorate.

This study uses organizational communication theory where the meaning of this theory is to send and receive organizational messages in formal and informal groups of organizations (Wiryanto, 2006). Formal communication is communication authorized by the organization and for the benefit of the organization. This includes how to do work in the organization, be productive, and the various tasks that need to be done in the organization. For example such as: Notes, policies, statements, press conferences, official letters. On the other hand, informal communication is socially accepted communication.

This study used qualitative research methods. Qualitative research is research that aims to investigate the phenomena experienced by research subjects. The type of research used by researchers is field research, where researchers go directly to the field to observe natural phenomena. (Prof. DR. Lexy J. Moleong, 2018). Qualitative methods are methods for understanding and interpreting the meaning of events, interactions, and human behavior in a particular context, from the researcher's point of view. Research using qualitative research aims to gain an in-depth understanding of the research topic.

## **RESULTS AND DISCUSSION**

### **Communication Strategy of the Directorate of Drug Investigation of the North Sumatra Police in Efforts to Eradicate Drugs**

masih In the communication process, the role of the organization, in this case the Directorate of Drug Investigation of the North Sumatra Police, hereinafter referred to as the Ditresnarkoba Poldasu as a communicator, plays an important role. The communication strategy developed must be flexible. communicators or implementers can quickly make changes, if there are influencing factors. Persuasive communication should be done regularly systematically. Therefore, a strategy is needed in realizing effective communication, in this case eradicating drugs.

In communication there are three important elements that are always present in every communication, namely the source of information (*receiver*), channel (media), and recipient of information (*audience*). An information source is a person or institution that has a discussion of information (news) to be disseminated to the wider community. Channels

are media used for reporting activities by news sources, in the form of interpersonal media used face-to-face and mass media used for the general public. The *audience* is per person or group and the community who is the target of information or who receives information (Bungin, 2006).

Transmission of information in the form of messages requires communication channels called media. The term mass media because it refers to the application of public speaking or public notification to the mass media about changes, how they work and what results have or will occur. The main function of the media is to provide information about the interests of the general public and promote products (Saragih, 2019).

A press conference is one of the press relations activities used as a means to announce, explain and defend a policy that is happening. Press conferences are usually held before or after an important and happening event or activity. Because the material discussed is usually important and true, this press conference can be held at the initiative of the public relations bureau, or at the request of journalists who want more detailed information about interesting events or events that have occurred to the public.

Ditres Narkoba Poldasu held press conferences on several occasions to publish the findings of investigations and investigations so that the public knows the extent of information about drug trafficking. In this case, communication occurs between police officers and journalists who will bring news to the public. Often at press conferences like this, the Director of Narcotics of the Poldasu reveals the perpetrators of drug abuse, accompanied by evidence with the aim of creating a dissuasive on the community.

Ditresnarkoba Poldasu also uses several media to communicate messages about the dangers of drugs and the consequences it will cause. In addition, the media also plays a role in assisting investigations and investigations in drug abuse cases. This can make it easier for the community and police officers to exchange information in this case an effort to eradicate drug trafficking.

### **Media of the Directorate of Drug Investigation of the North Sumatra Police in Efforts to Eradicate Drugs**

Information media is generally a tool for collecting and organizing information so that it becomes useful material for recipients of information. Through information media, people can find the latest information and interact with each other. While the idea of information is a collection of data that is processed into a form that is more useful and meaningful for those who receive it. Without information, the system will not work smoothly and may die. An organization without information cannot function and run well (Jogiyanto Hartono, 2005).

From the data obtained, it can be seen that the Poldasu Narcotics Directorate has made several prevention steps and programs to reduce or eradicate drugs in North Sumatra using social media and mass media. True social media is this place for people, friends and advice to meet new people. While the principles are the same in cyberspace, technology offers another advantage: users are no longer confined to one place. Users can view people's profiles and send emails from their computers anytime, anywhere. In fact, communication through cyberspace is sometimes more comfortable

and complete, instead of communicating face-to-face. Generally, adults tend to use social media for personal reasons (Rohani et al., 2021)

Social media is a website-based feature that can create networks and allow people to interact with communities on social networks we can collaborate and get to know each other through writing visual and written audio-visual. Examples such as twitter, facebook, blogs, instagram and others (Danis Puntoadi, 2011).

Social media is a communication tool that is widely known and easy to use as a forum for information that can be accessed by all levels of society, in this case the Ditresnarkoba Poldasu uses social media to interact with the wider community, such as by providing *Hotline* as a means to convey information or public complaints about the existence of drug abuse through the *Whatsapp*, providing the Toba Bersinar application that can be accessed and serves to convey information about knowledge about the dangers of drugs. Create an *Instagram* with the *username* DITRES DARKOBA POLDA SUMUT which is used to notify the activities that have been carried out through photo galleries and short videos, and create a *Facebook* for DITRES POLDA POLDA NARKOBA which contains information through pictures, writings and videos. The media that has been used has been running since 2020.

In carrying out the communication strategy, the Police Narcotics Directorate has also filled out or held discussions on the dangers of drugs several times. Socialization is an attempt to provide information about a message or message. Socialization Also known as enhancement. Because this must also be transmitted, the occurrence of socialization does not

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prevent the dissemination of information so that many people know it, and the information aspect creates a relationship between the sender of the message and the recipient of the message. Outreach program is the process of communicating company software to the community for the handover of recognition and awards in a given environment. Socializing is also a way to do social control (*social control*), if the company wants to operate effectively, community members must act in accordance with the values and social norms that govern the model of community life. to prevent deviant behavior and socialization is to form habits, desires and customs Saragih, 2021)

Using media in socialization such as print and electronic media can receive messages in a complete and complete way. The communication message carried out by the Narcotics Director of the Poldasu was very good, it can be seen from the day of the interview, the message conveyed through the promotional media can be seen from the billboard which serves as an appeal to the dangers of drugs because it is easy and often read by the public. Strategic placement also affects where people can see clearly such as roads, schools and others.

Judging from the understanding of the communication, the Ditresnarkoba Poldasu has carried out coordinated activities even though the progress of progress is not too high because it can be seen from the Recapitulation of Analysis and Evaluation of Revealed Cases in 2021, the number of cases has decreased from 2020 where in 2020 there were 7272 cases while in 2021 there were around 6018 cases, decreased by 17%. The evidence found in the drug case in the 2021 data is also of various types

used by users or sold by dealers. These kinds of illegal drugs are also marijuana, ecstasy, methamphetamine, heroin and so on.

With the dissemination of drug abuse complaints in the community, it can be seen the results of using the media where one of the effects of its use is to create fear in using drugs because it is easier for people to report drug abuse. Until now, the results achieved by the Directorate of Drugs at the Poldasu in reducing drug users in the city of Medan are quite good because the strategies or methods and steps used have been implemented.

From the results of research conducted at the Poldasu Narcotics Directorate, it was found that several communication strategies have been carried out by the Poldasu Narcotics Directorate from the information field, with this the communication strategy applied can be said to be good because it can facilitate the Poldasu Narcotics Directorate in reducing the level of drug abuse in the community. This can be seen from the data that has been obtained from the results of interviews and research.

## **CONCLUSION**

Based on the analysis of the communication strategy conducted by the Ditresnarkoba Poldasu with the use of several media that can be a place to establish effective communication between the police and the community. Media that can be used such as social media, advertising media and others. It turned out to have an impact on the number of drug abuse cases, although not too significant in reducing drug abuse in the people of North Sumatra. However, with the appeal it will make people more aware of the dangers of drugs and will always protect themselves from these drugs. It is also a reminder that the role of the community in complaints of

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drug abuse is quite large, as direct subjects who see the occurrence of drug abuse by using the complaint media that has been distributed by the Ditresnarkoba Poldasu to facilitate the performance of the police as law enforcers in the prosecution of drug abuse and provide a deterrent effect, as well as as a deterrent. prevention efforts and provide fear so as not to fall into drug abuse in the people of North Sumatra.

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