

The Role of Social Media in Campaigning the Danger of Drugs on TikTok Account @infobnn_kabkuningan

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ABSTRACT

Keywords: Drugs; Campaign; National Narcotics Agency (BNN); TikTok

Narcotics and dangerous substances are referred to as drugs. Napza, which stands for narcotics, psychotropic substances, and addictive substances, is another acronym introduced by the Ministry of Health of the Republic of Indonesia. The purpose of this study is to determine the role of TikTok social media @infobnn_kabkuningan in conducting a drug hazard campaign, as well as explaining the strategies used in the drug hazard campaign and knowing how the audience responds to this drug hazard campaign. BNNK Kuningan in conducting a campaign for the Prevention, Eradication, Abuse and Illicit Trafficking of Drugs (P4GN). One of the methods used is social media. The social media used by The Kuningan National Narcotics Agency (BNNK) is the TikTok platform, the process of using the TikTok platform to disseminate P4GN information is by creating content related to drugs and adjusted to viral trends. The drug campaign carried out by BNNK Kuningan is more directed at providing information through social media with an approach that adjusts trends and audiences. Although it cannot be measured directly, the information conveyed is still considered valuable to the community. The main obstacles in this campaign are limited budget, personnel, and minimal audience involvement.



INTRODUCTION

Information technology plays an important role in the communications industry. To create effective communication, adequate information support is needed. With advances in both of these fields, development can proceed more smoothly (Abdul-Samad & Kulandaisamy, 2022; Chmielarz, 2015; Erwin, 2019; Suryanto, 2016; Taherdoost, 2023; Venkatesh et al., 2012). However, the adverse effects of advances in information technology and technology in general are the root causes of many problems faced by the younger generation in today's globalized world. One of the most concerning issues is drug abuse, which not only damages morality but also has the potential to threaten lives (Alotaibi & Federico, 2017; Asiana, 2020; Cotton & Dark, 2017; Linklater, 2014). Narcotics and harmful substances are referred to as drugs. *Napza*, an acronym for narcotics, psychotropic substances, and addictive substances, is another term introduced by the

Ministry of Health of the Republic of Indonesia. The word “narcotics,” which means ‘drug’ in English, is the root of the word “narcotics” (Di et al., 2019). Drug abuse and illegal drug trafficking are global issues that pose significant risks to national security. The risks associated with drugs can affect many aspects of life, such as social, political, economic, cultural, health, and security. To prevent more people or groups from turning to drug use, it is crucial to promote healthy lifestyle choices and increase public awareness of the risks associated with drug use (Ula et al., 2023).

Drug campaigns are one method of preventing drug abuse. Therefore, prevention, education, and rehabilitation are crucial in efforts to reduce the negative impact of drugs on society. One approach is through drug awareness campaigns on TikTok, where such campaigns can influence individuals to avoid drugs. For example, the TikTok social media account of BNNK Kuningan (National Narcotics Agency of the District/City) frequently raises awareness and educates about the dangers of drugs using the hashtags #KuninganBersinar and #IndonesiaDrugsFree. Additionally, there are many other TikTok social media accounts that frequently raise awareness and educate about the dangers of drugs, making the spread of this campaign faster and more effective in reaching the public.

The *BNN* is tasked with formulating and implementing national policies aimed at stopping and eradicating drug abuse and illicit trafficking. In order to maintain and oversee initiatives to stop and end drug abuse and illicit trafficking, the *BNN* also collaborates with the Chief of the Indonesian National Police. The *BNN* actively participates in monitoring, enhancing, and guiding community activities to stop drug abuse (Ula et al., 2023).

Teenagers are not the only demographic affected by drug abuse; young children and the elderly are also affected. This highlights how vulnerable every segment of society is to this serious issue. A lack of knowledge about the dangers of using these illegal substances is one reason people begin using drugs (Supu & Buhungo, 2022).

According to Innis, McLuhan, Meyrowitz, Holmes, and Moores, media functions as a messenger, conveying the content and context of communication (Narullah, 2016). According to Innis, McLuhan, Meyrowitz, Holmes, and Moores, media is more than just technology, and its definition is broader than its technological components alone (Nasrullah, 2014). According to Nasrullah (2016), Innis highlights that the medium has a significant impact on how civilization changes and how information is shared across time and distance. According to McLuhan, “the medium is the message,” meaning that media can change human communication patterns because media is both the message and the bridge (Nasrullah, 2016). The way people interact and relate to one another is also influenced and controlled by media (Purba, 2023).

Previous research conducted by (Purba, 2023) examined how the Instagram account of *Bank Sampah Induk Salatiga* contributed to the development and progress of the social movement of waste banks in Salatiga. The purpose of this study is to provide a detailed explanation of how the Instagram account of *Bank Sampah Induk Salatiga* shaped and encouraged the social movement of waste banks in Salatiga. Explaining how the Instagram account of *Bank Sampah Induk Salatiga* shapes and drives the social movement in Salatiga is the main benefit of this research. Meanwhile, the researcher focuses more on understanding the role of the TikTok social

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media account @infobnn_kabkuningan in conducting drug awareness campaigns, explaining the strategies used in these campaigns, and understanding how the audience responds to these drug awareness campaigns.

Social media serves multiple purposes. In addition to functioning as a communication tool, social media also provides users with access to various information. Social media plays a role and has an impact on human life. It is designed to serve specific purposes and assist everyone in their own unique way (Nurfalah et al., 2024).

We are constantly engaged in communication activities in our daily lives. In fact, we spend nearly all our time involved in communication activities. As individuals and social beings, humans communicate and influence one another in various relationships, using different styles and methods (Sosial et al., 2020).

The purpose of this research is to analyze the role of the TikTok social media account @infobnn_kabkuningan in conducting drug awareness campaigns, to identify the strategies implemented in these campaigns, and to evaluate the audience's responses to the messages conveyed. By focusing on the effectiveness of digital campaigns in shaping public perception and behavior, this study aims to provide insights into how social media can serve as a powerful medium for preventive education on drug abuse. The research also seeks to highlight how TikTok, with its wide reach and interactive features, can enhance the delivery of anti-drug messages to diverse audiences, including teenagers, young adults, and the general public.

The benefits of this research are both practical and academic. Practically, the study is expected to contribute to improving the effectiveness of digital campaigns by the National Narcotics Agency (*BNN*) and other relevant institutions, enabling them to optimize their strategies in raising awareness about the dangers of drug abuse. Academically, this research enriches the literature on social media's role in public communication and health campaigns, particularly in the context of digital platforms like TikTok. It provides a deeper understanding of how audience engagement and responses can shape the success of awareness campaigns, thus serving as a valuable reference for future research in digital communication, media studies, and public health promotion.

METHOD

This research applied a qualitative methodology. A qualitative approach is a research method that produces descriptive information about individuals and observable behavior in the form of written or spoken words to identify truths that are consistent with human reasoning (Sugiyono, 2020).

The research subjects consist of *BNNK Kuningan* staff and followers of the TikTok account @infobnn_kabkuningan. The approach used in this study is a descriptive study. The technique for collecting descriptive information is known as qualitative data collection techniques. This information, which includes classified symptoms, was collected using various techniques, including field notes made during the research, observations, interviews, and document analysis.

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This study delves deeply, intensively, and in detail into the influence of social media in the descriptive study of social movements in drug abuse awareness campaigns on TikTok.

A literature review was conducted by searching for references from journals or previous research on the case in question and observing the TikTok social media account. The researcher conducted direct observations through the TikTok account @infobnn_kabkuningan by directly observing how the campaign is carried out and observing the interactions that occur on the account, as well as conducting interviews with employees at the *Kuningan BNNK* to find out the public's response to the drug abuse campaign content.

RESULTS AND DISCUSSION

The Use of Social Media as a Social Movement

The Kuningan National Narcotics Agency (BNNK) often conducts drug awareness campaigns, which are carried out directly through outreach to schools and the community. However, recently, the BNNK Kuningan has also been running campaigns on social media platforms such as Facebook, Instagram, Twitter, and TikTok. The Kuningan BNNK has now begun actively campaigning through social media, most recently on TikTok with the username @infobnn_kabkuningan.

"Generally speaking, it's not just on social media, because the campaign is already part of the BNN's strategy. If you don't know what the BNN's strategy is, it's basically called P4 (prevention, eradication, abuse, and distribution) of narcotics. So why do we need a campaign? Because it's part of prevention. How can people prevent it if they're not informed? Well, informing people is done through campaigns, and these campaigns are conducted both directly and indirectly." - Interview with Novi, Public Relations Officer of the BNNK Kuningan, February 2025.

Strategies Used in Anti-Drug Campaigns

The Kuningan National Narcotics Agency (BNNK) is conducting a campaign on the Prevention, Eradication, Abuse, and Illegal Distribution of Narcotics (P4GN). One of the approaches chosen is the use of social media. The social media platform used by BNNK Kuningan is TikTok, and the process of using the TikTok platform to disseminate P4GN information is by creating content related to narcotics and adapting it to current viral trends.

Examples of viral trends include dance challenges with embedded information related to P4GN. Additionally, slide-based content featuring P4GN information with animated images is used to capture viewers' attention. The use of hashtags and captions that are distinctive to the campaign further enhances its representation. The following is an example of prevention, abuse, eradication, and distribution content created by the Kuningan BNNK.

Strategies Used in Anti-Drug Campaigns



Figure 1. Example of P4GN Video Content
Source: @infobnn_kabkuningan's TikTok account

In image (1), the P4GN drug video content shows three women dancing to the viral song “Mendung Tanpo Udon” and is accompanied by information about drugs. At the beginning of the content, there is the statement, “Drugs can destroy the nation's future generations.” This statement sparks viewers' curiosity to watch the video until the end, followed by informational statements such as “can reduce productivity, can damage bodily organs,” and an appeal to action: "Let's prevent drug abuse in your community by bravely refusing, be brave to report, and be brave to seek rehabilitation,” and concludes with the line, ”because Indonesia's youth heroes are free from drugs."

From this content, the benefit gained is that viewers can understand the impact of drug use, which can slowly destroy the nation's youth. The success factors of this content can be seen from the engagement it received, which can be considered moderate, with 105 likes, 4 comments, and 3 shares, totaling 1,284 views, making this content a good piece of content.



Figure 2. Examples of P4GN Video Content Using Trends

Source: @infobnn_kabkuningan's TikTok Account

In image (2), the P4GN drug prevention video content uses a trend featuring a man who is an employee of the Kuningan BNNK (National Narcotics Agency) delivering a message to his child accompanied by the song "You're Gonna Live Forever in Me" played on the piano, a piece of music that evokes sadness and emotion. In the video content, the employee says, "Hello kids, this is your dad. For my child, don't even try drugs because they can disrupt mental health and cause depression. Watch your company, and for the young generation of Indonesia, let's fight drugs." This content follows the viral trend of creating a message through a video for one's child in the future.

The benefit viewers gain from this content is the message from parents to their children to stay away from drugs for a better future, as parents are concerned about the increasing number of drug abuse cases involving their children. Therefore, parents must pay more attention to their children to prevent them from getting involved in drug-related activities. The engagement received was very low, with only 18 likes from 820 views.

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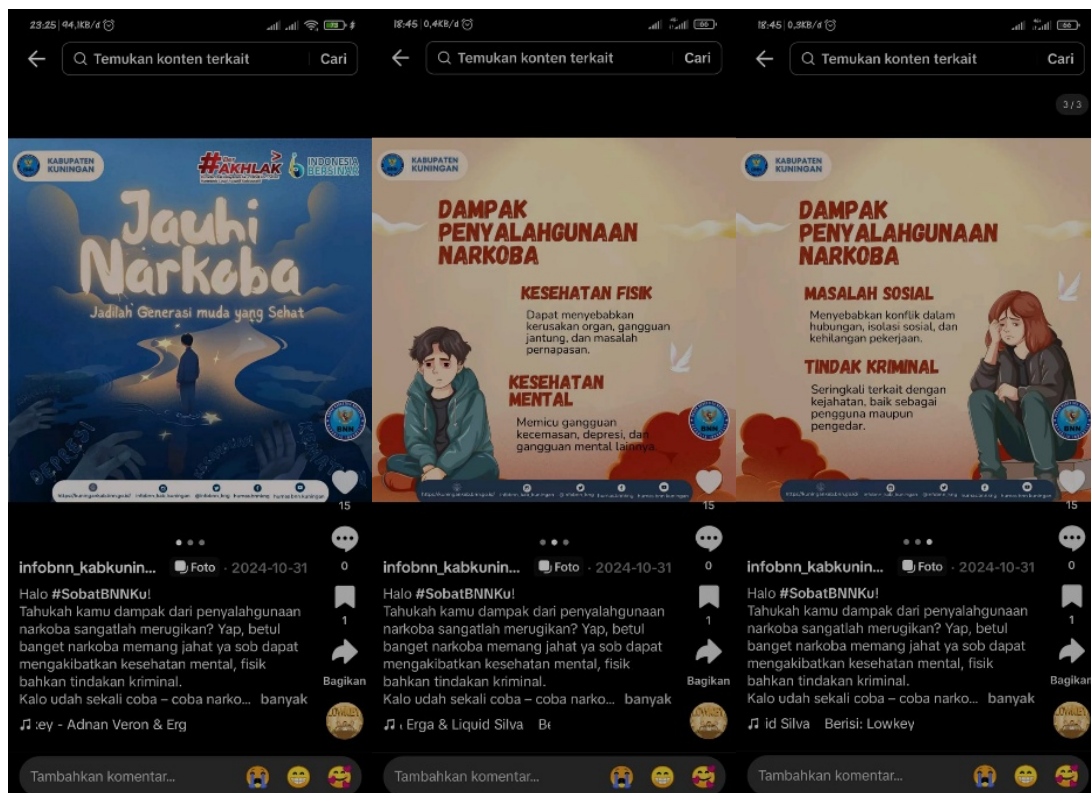


Figure (3). Example of P4GN Slide Photo Content

Source: @infobnn_kabkuningan's TikTok Account

Next, in image (3), the P4GN photo content displays information about drug prevention with lowkey music that is synonymous with the content “akan kuhadapi semua tapi dengan i don’t stress, i’m so blessed”. The first slide of this photo content contains the title “STAY AWAY FROM DRUGS Be a Healthy Generation” which is designed to attract the audience's attention to read. The second slide provides information on the physical effects of drug abuse, which can cause organ damage, digestive disorders, and respiratory issues, as well as mental health impacts such as anxiety disorders, depression, and other mental health conditions. The third slide highlights the social consequences, including relationship conflicts, social isolation, job loss, and the potential for criminal activity related to drug-related crimes, whether as a user or dealer.

The benefits of this content are educational insights into drug abuse, which can harm physical health by causing organ damage such as cognitive disorders in the brain and lung diseases, as well as mental health issues like anxiety, depression, and hallucinations. Therefore, the engagement from this content has not been effectively communicated, as there are only 15 likes and no comments, with 748 views.

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Figure (4). Example of P4GN Photo Content
Source: @infobnn_kabkuningan's TikTok Account

Finally, in image (4), the P4GN photo content displays information about education on how to handle drug cases according to Law No. 35 of 2009 with the aim of informing the public about drug case handling. In this content, victims, addicts, and drug users are handled through rehabilitation. Meanwhile, intermediaries, sellers, and drug dealers are handled through legal channels. This indicates that when members of the public are involved with drugs, whether as users or dealers, there are already established procedures for handling each case.

The benefits for viewers are that they learn how to handle drug cases in different categories, such as addicts and dealers, who are subject to different regulations. The engagement level for this content is very low, with only 4 likes from 841 views.

Challenges Faced in Campaigning on TikTok

The lack of audience interaction, such as comments and deeper discussions, means that the campaign does not have accurate data to determine whether it has been effectively communicated. Additionally, budget constraints limit the implementation of more effective marketing strategies, and it is challenging to measure the direct impact of social media campaigns. The absence of specialized campaign programs due to resource limitations is further compounded by the

prevalence of misinformation about drugs on social media, which must be countered with the dissemination of accurate and factual information.

Impact of the BNN Kuningan Regency Social Media Campaign The BNN Kuningan Regency faces challenges in measuring the direct impact of its social media campaigns. However, the information shared remains educational for the public. Some observable impacts include: Increased public awareness of the dangers of drugs. More individuals seeking information about rehabilitation and prevention. An increase in public reports regarding drug circulation in their surroundings.

CONCLUSION

The drug awareness campaign conducted by the Kuningan Regional Narcotics Agency (BNNK) focused on providing information through social media using an approach tailored to current trends and audiences. Although it cannot be measured directly, the information conveyed is still considered valuable to the community. The main challenges in this campaign include budget constraints, limited personnel, and low audience engagement. However, the Kuningan BNNK remains committed to continuing to disseminate information and raise awareness about the dangers of drugs among the community. To improve the effectiveness of the campaign, the Kuningan BNNK could consider collaborating with local communities and social organizations to expand the campaign's reach, increasing interaction on social media through more engaging and participatory content, utilizing data to assess campaign success and refine strategies, and promoting a more integrated campaign by creating specialized programs through social media. With a broader and more innovative approach, it is hoped that the drug danger campaign can effectively raise public awareness about the importance of staying away from drugs to create a better future.

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