

## EFFECTIVENESS OF THE DRUGS CLEAN VILLAGE PROGRAM (SHINING VILLAGE) IN PADANG PELASAN VILLAGE, LUBUK GILANG, LAWANG AGUNG, AIR PERIUKAN DISTRICT, SELUMA DISTRICT

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### ABSTRACT

Received: 20-07-2024

Accepted: 27-11-2024

#### Keywords:

*Shining Village, Effectiveness, Indicator of Success*

Bersinar Village is an effort to stop and deal with drug abuse in a village that is managed independently by the village government and the village community. The focus of this research is to look at the effectiveness of the drug clean village program and reduce the number of drug abuse cases in the villages of Padang Pelasan, Lubuk Gilang, and Lawang Agung. This research aims to gain an understanding and deepen the success of the Shining Village program with the hope of providing recommendations that can increase the effectiveness and sustainability of the Shining Village program. This type of research is descriptive qualitative. Based on the results of research conducted by researchers in the three villages that I studied, namely Padang Pelasan, Lubuk Gilang, and Lawang Agung villages, it can be said to be effective even though the eight indicators of success in implementing the drug-free village program have not been fully implemented in implementing the drug-free village program. Know from the results of observations, interviews, and also documentation.

### 1. INTRODUCTION

Bersinar Village is an effort to stop and deal with drug abuse in a village that is managed independently by the village government and the village community. The aim of establishing Bersinar Village is to increase the participation of the Village community in managing drug-free Village facilities in an integrated, sustainable, and resource-based manner in the Village, and to increase the capacity of Village law enforcement officers. One element of the effort to collaborate with Babinsa, Bhabinkamtibmas, Villages, and Community Health Centers, in the P4GN program is to achieve a Village environment that is free from abuse and illicit trafficking of narcotics.

Seluma district regional regulation number 08 of 2023 concerning prevention and eradication of abuse and illicit trafficking of narcotics and narcotics precursors states that illicit trafficking and overcoming abuse of narcotics, psychotropics, and other addictive substances in Seluma Regency shows an increasing trend, so it is necessary to carry out systematic, structured countermeasures, effectively and efficiently by involving all elements of the regional government, business entities, and the community.

Seluma Regency consists of 14 sub-districts and 202 villages. Based on information obtained from the Seluma Regency Resort Police, in 2023 there will be cases of drug abuse. The distribution of abuse that occurs in the Sukaraja Police jurisdiction is highest in the Air Periukan sub-district for all adult perpetrators from the age of 18 to 40 years (Seluma Police)

The number of villages/sub-districts involved refers to the total number of villages or sub-districts participating in the Shining Village program at the district level. Total Youth Involved is the total of youth involved in drug abuse activities in the villages or sub-districts involved in the program. Total Karang Taruna Involved is the total Karang Taruna members who are involved in drug abuse activities in the villages or sub-districts involved in the program. "Total Narcotics Confiscated" refers to the total number of drugs confiscated in the program at the district level, in grams for solid narcotics (such as crystal methamphetamine, marijuana, etc.).

This research aims to gain an understanding and deepen the success of the Shining Village program with the hope of providing recommendations that can increase the effectiveness and sustainability of the Shining Village program.

### 2. METHODS

This study used qualitative research methods. According to Sugiyono, the qualitative research method is a method based on the philosophy of postpositivism, used to research the conditions of natural objects, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out in a triangulated (combined) manner, data analysis is inductive/qualitative, and the results of qualitative research emphasize meaning more on generalization. The worldview in this research is advocacy/participatory. This worldview assumes that research must be connected to politics or policy agendas so

that research that originates from this worldview generally has an action agenda that seeks changes in research informants. The strategy in this research is a case study. A case study is a research strategy that allows researchers to investigate or explore a policy/program, event, activity, process, or group of individuals.

### 3. RESULTS AND DISCUSSION

#### 1. The Drug Clean Village Program can run according to planning and be carried out independently by each Village together with the following components:

Based on the technical guidance for the implementation of the drug clean design program (shiny design) we can see the various indicators for other success indicators that can be carried out independently by Maising-Ma is in keeping with the components of the work, therefore the researcher serve as the first informant for research researchers.

##### A. Village A (Capability Assessment)

According to informant S.P:

*"Village A has not yet achieved the capability to implement this program independently. The village's performance, including its team and collaboration with related stakeholders, needs improvement. The village administration needs to enhance its capability to implement the program independently" (source: field interview June 13, 2024).*

##### B. Village B (Capability Assessment)

According to informant A.Z:

*"Village B is not yet capable of implementing this activity independently. The village is still developing its work processes and needs more guidance from experts in areas such as BNN (National Narcotics Agency) and health centers to effectively manage prevention, education, and control of narcotics" (source: field interview June 14, 2024).*

##### C. Village C (Capability Assessment)

According to informant S.W :

*"Currently, Village C is improving its capabilities, with some organizational support and existing structures. However, there are still challenges in fully implementing prevention, education, and control activities independently. The village's existing resources are insufficient to manage the program effectively on its own" (source: field interview June 18, 2024).*

The results of the field interviews indicate that Villages A and B have not yet achieved the capability to implement the program independently, while Village C is making progress towards this goal.

#### 2. Efforts and Understanding in Addressing Narcotics Problems to Enhance Effective Narcotics Prevention

In addition to the success of the villages, the extent to which the villages have been effective in addressing narcotics issues and implementing prevention, education, and control measures (P4GN) should be evaluated. This evaluation was

done through interviews with informants from villages A, B, and C.

##### A. Village A

According to informant E.B:

*"In Village A, the efforts made are visible in the village's active involvement in positive activities such as sports, arts, and youth development programs. These activities are aimed at preventing negative behaviors, including narcotics use" (source: field interview June 13, 2024).*

##### B. Village B

According to informant E.N:

*"In Village B, the efforts are focused on improving community participation and enhancing understanding among the village's team. These efforts include educational activities on narcotics prevention, aiming to keep individuals away from narcotics and avoid falling into drug abuse" (source: field interview June 14, 2024).*

##### C. Village C

According to informant R.Y:

*"The community in Village C is actively involved in guiding and mentoring its members, including youth and other vulnerable groups, to avoid negative influences and prevent narcotics abuse" (source: field interview June 18, 2024).*

Based on the field interview results, villages A, B, and C show different levels of effectiveness in implementing activities to enhance narcotics prevention. While all villages are making efforts, they still need to improve their strategies and activities to better address narcotics issues and provide more support for effective prevention.

#### 3. Evaluation of the Desa Bersih Narkoba Program through APBD and APB Desa

The effectiveness of the program should be evaluated based on the performance of the villages, taking into account the AIPBD (Village-Based Prevention Program) and AIPBDesai (Desa Bersih Narkoba Program). The evaluation assesses how well the villages have performed in implementing effective measures based on the program's guidelines,

##### A. Village A

According to informant S.P:

*"This program has guided the village government and has been instrumental in supporting efforts to improve the village's performance in the program. The AIPBD and related data are used to assess various activities, including socialization and prevention measures against narcotics, as well as operational support" (source: field interview June 13, 2024).*

##### B. Village B

According to informant AI Z:

*"The program has effectively guided the AIPBD and other related data. However, there are still areas for improvement. The program's focus on socialization and prevention efforts against narcotics in the village is crucial for its success, and ongoing support is needed to ensure effective*

implementation” (source: field interview June 14, 2024).

C. Village

According to informant S.W:

*“Based on the APBDesa assessment, this village has made some progress. The village government has contributed to the implementation of this program to improve its performance, ensuring that the village becomes free from narcotics and similar issues. This will help future generations avoid low awareness levels”* (source: field interview June 18, 2024).

Based on the results of the field interviews and the informants, villages A, B, and C show varying degrees of effectiveness in their efforts to address narcotics issues. These efforts include improving communication, education, information dissemination, and supporting community-based interventions, with an overall effectiveness of around 5% based on APBDesai data.

**4. The Village's Core Narcotics Prevention Relays and Core Narcotics Prevention Programs**  
In addition, the researcher identified:

A. Village A

*“The village has effective core relays, but it lacks effective core prevention programs.”*

B. Village B

C. Village C

Based on the researcher’s findings, Villages A, B, and C all have core relays but are still developing their core prevention programs. The presence of core relays varies among these villages, with some having organized and structured relays, while others are still in the process of establishing them.

**5. Village Selection Agencies**

In addition to the village selection agencies' effectiveness:

A. Village A

According to informant A.I.I, head of the local organization:

*“Based on the researcher’s observations related to technical guidelines for the Desa Bersih Narkoba program, Village A does not yet have a village selection agency”* (source: field interview June 13, 2024).

B. Village B

According to informant M.D, head of the local organization:

*“From what I have observed, Village B also does not have an active village selection agency”* (source: field interview June 14, 2024).

C. Village C

According to informant S.M, head of the local organization:

*“Village C has a village selection agency, though its effectiveness varies. The agency is actively involved in various activities, but it still faces challenges in its operations”* (source: field interview June 18, 2024).

Based on the research and the informants’ inputs, none of the villages—A, B, or C—has a fully operational village selection agency. This lack of an effective agency impacts the program's overall performance and highlights the need

for better support and development of selection agencies in these villages.

**6. Health Centers' Participation and Support in Narcotics Prevention Programs**

In addition to evaluating the involvement of health centers in supporting and participating in the Desa Bersih Narkoba program, the research assessed. The focus of the research is to identify various aspects taken by health centers and the impact on participants related to the processes and activities implemented.

According to Y.M. S.Tr.Kes in the UIPT report:

*“The clean and healthy program in health centers provides medical services and specific health care such as health check-ups, vaccinations, physical examinations including narcotic-related assessments, and health education. Health centers also conduct monitoring, socialization, and education related to public health, as well as ensuring clean and healthy practices”* (source: UIPT Health Report, June 19, 2024).

According to Y.M. S.Tr.Kes:

*“In implementing health programs, care coordination, and communication are essential for understanding and improving clean and healthy practices, and health centers must ensure proper documentation to facilitate program evaluation and effectiveness in maintaining a clean and healthy environment”* (source: UIPT Health Report, June 19, 2024).

According to Y.M. S.Tr.Kes:

*“It is crucial to provide specific programs related to narcotics to address public health issues effectively, such as creating programs at health centers for monitoring and intervention to maintain public health and prevent drug abuse”* (source: UIPT Health Report, June 19, 2024).

According to Y.M. S.Tr.Kes:

*“The types of services provided by health centers include community and group counseling, individual and family support for those at risk of drug abuse, and guidance on preventive measures”* (source: UIPT Health Report, June 19, 2024).

Based on research with UPTP (Technical Assistance Unit for Health Centers), the Clean and healthy program is effective in improving the prevention and treatment of drug abuse, enhancing public health, and strengthening synergy between agencies. This reflects that the clean and healthy program is strategic and practical for maintaining a clean, healthy, and independent lifestyle.

**7. Reporting on program implementation and monitoring of drug abuse prevention and treatment activities in the clean and healthy program.**

A. Implementation of Health Promotion

According to A.I, head of the organization:

*“It is important to implement strategies for health promotion by disseminating information through social media, campaigns, and other activities such as seminars and group discussions about the impact of drug use, health consequences, and side effects. Effective public health education and community engagement are essential for achieving*

targeted outcomes in drug prevention" (source: UIPT Health Report, June 19, 2024).

**B. Drug Abuse Prevention Program**

According to M.D, head of the organization:

"Our role involves addressing aspects of drug abuse prevention. We conduct social activities, and discussions at the health center, and provide education on prevention, raising awareness about the impacts, and understanding related health issues" (source: research results, June 14, 2024).

**C. Community Engagement Program**

According to S.M, head of the organization:

"We, as part of the program team, are involved in providing awareness, improving the community, and supporting social activities at the health center. We engage in discussions, provide guidance on the issues, and support maintaining good practices related to drug abuse prevention" (source: research results, June 18, 2024).

Based on research, these programs have effectively addressed drug abuse prevention and treatment activities, providing effective outcomes in improving prevention efforts, community engagement, and coordination with various stakeholders.

**8. Participation in Information Dissemination:**

**A. Health Promotion**

According to E.B:

"Community organizations often participate in disseminating information to the public through this program. Their involvement is positive, contributing to active engagement and preventing drug abuse. This involvement often brings together various community groups, addressing issues that may not be directly related to the program's core activities" (source: research results, June 13, 2024).

According to E.B:

"Community organizations are willing to collaborate with relevant parties to support drug abuse prevention, even though they are not generating significant direct results. Their participation remains valuable for the overall effectiveness of the program" (source: research results, June 13, 2024).

**B. Drug Abuse Prevention Program**

According to E.N:

"Active participation in the program is evident. For instance, they are consistently involved in disseminating information about drug abuse prevention" (source: research results, June 13, 2024).

According to E.N:

"Our commitment is to improve community welfare in this area by working together with community groups and relevant stakeholders to address the spread of drug abuse" (source: research results, June 14, 2024).

**C. Community Engagement**

According to an organization representative:

"We often share information through WhatsApp groups about drug abuse prevention

and actively participate in social activities related to drug abuse, including providing counseling, support, and organizing various activities" (source: research results, June 18, 2024).

According to R.Y:

"Certainly, I am willing to contribute to addressing drug abuse issues. However, I do not wish for our organization to be prominently involved in the broader information dissemination efforts related to drug abuse prevention, though we continue to support the cause in other ways" (source: research results, June 18, 2024).

**Analysis**

Based on the research, the participation of community organizations in health promotion, drug abuse prevention, and community engagement has proven effective. Their involvement in disseminating information related to drug abuse and prevention is impactful, contributing to the overall success of these programs. However, some indicators of effectiveness have not been fully met, particularly in the comprehensive implementation of clean drug-free programs.

**1. Program Effectiveness:**

Effectiveness is evaluated based on whether the program meets its objectives. Key indicators for assessing the effectiveness of clean drug-free programs include how well the program's elements, such as community involvement, family support, and engagement in drug abuse prevention, are being addressed.

**2. Implementation Challenges:**

In assessing the implementation of the clean drug-free program, key factors include program design, community involvement, and stakeholder engagement. The program's success depends on effective communication between involved institutions. Any communication gaps can impact the program's effectiveness. In evaluating the effectiveness of the clean drug-free program, it was found that the internal communication among the program stakeholders was generally good. However, the provision of evidence regarding the effectiveness of drug abuse prevention was considered less significant. This is because the evidence provided was not deemed robust.

**3. Target Achievement:**

The effectiveness of the clean drug-free program is assessed based on several criteria, including prevention, advocacy, treatment, and dissemination of information (P4GN). The program is reviewed and evaluated based on these criteria. The program has achieved positive impacts in the areas of prevention, treatment, and advocacy, as well as in disseminating information about drug abuse prevention. However, some organizations involved in the program feel that their contributions might not be as significant or impactful as desired. This perception could be due to the limitations in the program's implementation or its reach within the community.

**A. Program Scope:**

The scope of the program includes interactions between various program stakeholders, such as BNNP (National Narcotics Board) and government agencies. Research findings indicate that the coordination and monitoring of the program are critical. Coordination and monitoring involve regular assessments and adjustments to address program issues and ensure effective implementation.

The program has a positive impact on economic factors and contributes to reducing drug abuse in the community. However, there are still challenges in ensuring effective communication and involvement from all relevant stakeholders.

**B. External Scope:**

The external scope of the program involves assessing the effectiveness of the P4GN (Prevention, Advocacy, Treatment, and Dissemination of Information) in the context of public opinion and perceptions. The external aspects include how the program is perceived by the public and its overall effectiveness in combating drug abuse.

Research findings indicate that while the program has made significant strides, there are areas that need improvement, particularly in communication and stakeholder engagement. The program's external impact is evaluated based on its ability to address public concerns and enhance its effectiveness.

**A. Policy Acceptance:**

Policy acceptance involves evaluating the process of implementing the program and ensuring that it aligns with policy requirements. This includes the acceptance of the program by government agencies and other stakeholders. The program's effectiveness is influenced by its acceptance and support from various stakeholders. The program is assessed based on how well it integrates with existing policies and its overall impact on preventing drug abuse. SOP (Standard Operating Procedure) from P4GN (Prevention, Advocacy, Treatment, and Dissemination of Information) and Other Program Elements

**B. Strategic Readiness**

1. The assessment of strategic readiness involves evaluating how well the clean drug-free program aligns with the objectives and interests of the government and other stakeholders. The program's acceptance and implementation should be assessed based on its relevance to drug abuse prevention and its integration with government policies. This includes evaluating the program's capacity to address specific needs and maintain its effectiveness.
2. Research findings indicate that the strategic readiness of the clean drug-

free program has generally been positive. The program's impact on public awareness and engagement has been effective, although there are areas for improvement in the program's communication and stakeholder involvement.

**C. Scope**

1. The scope of the program includes internal interactions among stakeholders and external interactions with the public. Coordination and monitoring are crucial for effective implementation. The program's effectiveness is influenced by its ability to manage these interactions and address challenges.
2. Findings show that while internal coordination is effective, external engagement, particularly public perception, needs improvement. The program must enhance its outreach and address any communication gaps to ensure better public understanding and support.
3. The program's impact is assessed based on its ability to address public concerns and its overall effectiveness in preventing drug abuse. This includes evaluating the program's ability to communicate and engage with stakeholders effectively.

**D. Process**

1. The process of evaluating the clean drug-free program includes assessing how well it meets its objectives and engages with stakeholders. The effectiveness of the program is measured based on its ability to implement its strategies and address any issues.
2. Research indicates that while the program has made significant progress, there are still areas that require improvement, particularly in communication and public engagement. The program should focus on enhancing its outreach efforts and addressing any gaps identified during the evaluation.
3. According to Riain Nuigroho (2018: 111-112), the program should focus on improving its effectiveness by addressing any gaps in stakeholder engagement and program implementation. This includes enhancing communication, advocacy, and educational efforts to ensure a more effective program.
- 4.

**Summary and Recommendation**

1. The National Narcotics Board (BNNP) clean drug-free program, implemented in the designated area,

has demonstrated effectiveness in prevention, advocacy, treatment, and dissemination of information. However, there is a need to improve communication, information dissemination, and educational efforts to enhance the program's impact.

2. The program should focus on improving its outreach and engagement with the public and stakeholders. This includes enhancing communication strategies, increasing public awareness, and ensuring effective coordination among all involved parties.
  3. The program should also address any identified gaps and work towards a more effective implementation strategy to achieve its objectives and ensure long-term success.
- Subsequent Activities Including the Formation of Intervention Based on Community-Based (IBM) (Community-Based Intervention). In the Designated Areas and Other Key Areas of Focus. The research findings indicate that the Designated Areas and Other Key Areas of Focus have effectively addressed program activities, with the clean drug-free program being evaluated as effective in achieving its goals.

## 9. CONCLUSION

The Clean Drug-Free Program as outlined in the Designated Areas and Other Key Areas of Focus provides a framework for the government to commit to and implement the clean drug-free program. The program has developed new methods to improve its effectiveness, including creating partnerships at every level of implementation (from local to national levels) and enhancing its preventive and advocacy efforts. The National Narcotics Board's (BNNP) approach aims to improve prevention, advocacy, treatment, and dissemination of information through the clean drug-free program, ensuring comprehensive engagement across various sectors to maximize impact.

Addressing Challenges and Improving Engagement: Despite significant progress, there are still challenges in effectively implementing the clean drug-free program. The focus is on improving stakeholder engagement and addressing issues to ensure that the program achieves its goal of a drug-free Indonesia. The program should continue to evolve and adapt to address emerging challenges and ensure that its impact is maximized.

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