

Role of Prevention and Community Empowerment (P2M) in Anti-Drug Campaign Activities in the Millennial Generations in Education Makassar City and its Implications for Social Environmental Resilience

(Study : Badan Narkotika Nasional Provinsi (BNNP) Sulawesi Selatan 2016 - 2018)

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ABSTRACT: *Data on the disclosure of suspected drug cases in Makassar city based on the type of work for students in 2016 were around 52 cases, an increase to 59 cases in 2017, and in 2018 there was an increase again by 86 cases. Meanwhile, the data on the disclosure of suspect cases based on age categories in students in 2016 were around 264 cases, an increase to 269 cases in 2017, and in 2018 there was an increase again by 430 cases. Based on the data above, it can be seen that there has been an increase, especially among the millennial generation or students.*

This study aims to describe the implementation of the role of the BNNP of South Sulawesi's Provincial P2M as an effort to support government programs on the Prevention and Eradication of Drug Abuse and Illicit Narcotics (P4GN) policy in urban education areas. The anti-drug campaign activities are carried out in the form of anti-drug dissemination activities, urine checks, and the establishment of an anti-drug task force in the school environment to make the school environment a social environment that has good resilience and is free from narcotics abuse.

This study is a qualitative descriptive study. Data collection techniques using in-depth interviews, observation and document scrutiny. Data analysis used Social Construction analysis techniques by Peter L. Berger and Thomas Luckman, role theory by Jeffrey C Bauer, and SWOT analysis by Freddy Rangkuti.

The research carried out showed that the activities carried out by the South Sulawesi BNNP related to the social construction process through anti-drug campaign activities for students had a significant impact, namely the number of school-level task forces established in the educational environment in the city of Makassar with high hopes of preventing the dangers of drug abuse among adolescents.

The Social Construction Phase carried out by the P2M Division of BNNP South Sulawesi has a significant impact, namely the number of school-level task forces that were formed after becoming acquainted with the activities carried out by the P2M Division of BNNP South Sulawesi. The campaign activity also provides an example for the younger generation in the school environment to be able to participate in efforts to prevent narcotics abuse, so that the school environment becomes a social environment that has good resilience and is free from the current rampant drug abuse.

Keywords: *P2M Division of BNNP Sulsel, Young Generation, Social Environment Resilience.*

I. INTRODUCTION

The National Narcotics Agency is a non-structural government agency that is responsible for and is under the President. The legal basis for the BNN is Law Number 35 of 2009 concerning narcotics. The National Narcotics Agency has a vision "Creating Indonesian society free from drug abuse and trafficking". In the government system, there is a law on narcotics which is regulated in Law Number 35 of 2009, this law regulates the production, distribution, distribution, trade, ownership, acceptance, delivery, export and import, storage, carrying, treatment, reporting, opening, packaging, labeling, advertising, destroying, and others (Siswanto, 2008).

Data on the disclosure of suspect cases based on the type of work of students in 2016 were around 52 cases, there was an increase to 59 cases in 2017, and in 2018 there was an increase again by 86 cases. Meanwhile, the data on the disclosure of suspect cases based on age categories in students in 2016 were around 264 cases, an increase to 269 cases in 2017, and in 2018 there was an increase again by 430 cases. Based on the data above, it can be seen that there has been an increase, especially among the millennial generation or students. The fact that most abusers are teenagers, which is an invaluable capital of the nation is certainly very concerning. Suspect data based on occupation and age can be seen in table 1 (suspect data by occupation) and table 2 (suspect data by age) (BNNP, 2018).

Table 1. Data of Suspects by Occupation

No	Case	Years		
		2016	2017	2018
1.	PELAJAR	52	59	86
2.	MAHASISWA	65	51	55
3.	TNI	3	1	-
4.	PNS	45	19	22
5.	POLRI	31	23	14
6.	KARYAWAN SWASTA	551	489	426
7.	WIRASWASTA	551	489	426
8.	BURUH	372	337	402
9.	PETANI	213	218	174
10.	PENGANGGURAN	749	1.003	904
Jumlah		2.634	2.712	2.553

Source : Badan Narkotika Nasional Provinsi (BNNP) Sulawesi Selatan 2018

Table 2. Data of Suspects by Age

No	Case (Age Category)	Years		
		2016	2017	2018
1.	< 15 Tahun	19	19	72
2.	16 – 19 Tahun	264	269	430
3.	20 – 24 Tahun	577	519	541
4.	25 – 29 Tahun	715	674	663
5.	> 30 Tahun	1.068	1.250	874
Jumlah		2.634	2.712	2.553

Source : Badan Narkotika Nasional Provinsi (BNNP) Sulawesi Selatan 2018

The number of cases disclosed based on drug suspects to students by the South Sulawesi BNNP can attract the enthusiasm of the community, especially the education environment in the Makassar city area if the

South Sulawesi BNNP carries out an activity or movement that can reduce drug abuse in the school environment. One form of this activity is an anti-drug campaign.

This study emphasizes the Pancagatra concept to see the resilience of the social environment in the educational environment in the city of Makassar which has a high level of narcotics abusers, especially students in the educational environment. anti drug campaign activity program. The target of this anti-drug campaign activity is the educational environment for senior high school level (SMA) as the focus of research because the level of drug abusers in adolescents aged 16-19 shows a significant increase.

II. FORMULATION OF THE PROBLEM

The increasing number of drug abuse among teenagers in the Makassar city area because of its strategic area for the marketing of illegal goods, it is necessary to have an anti-drug movement or campaign carried out by the Provincial National Narcotics Agency (BNNP) of South Sulawesi in the field of Community Prevention and Empowerment (P2M) to carry out their duties. Therefore, the formulation of the problem in this study is as follows:

1. What is the role of the P2M BNNP South Sulawesi in anti-drug campaign activities for millennial generation in schools?
2. What are the supporting and inhibiting factors faced by the South Sulawesi P2M BNNP sector in implementing anti-drug campaigns for millennial generation in schools?
3. What are the implications of anti-drug campaign activities by the P2M BNNP South Sulawesi sector for millennial generation in schools on social environmental resilience?

III. RESEARCH PURPOSES

The purpose of this study was to determine the role of the P2M BNNP Sulsel in the implementation of anti-drug campaign activities in the school environment. The objectives of the research in general are as follows:

1. To explain the role of the P2M BNNP Sulsel field in anti-drug campaign activities in the school environment, especially at SMAN 1 and SMAN 2 in the Makassar city area.
2. To explain the supporting and inhibiting factors faced by the P2M sector of BNNP Sulsel in implementing anti-drug campaigns in the school environment, especially in SMAN 1 and SMAN 2 in the Makassar city area.
3. To explain the implications of anti-drug campaign activities by the P2M BNNP South Sulawesi sector on the resilience of the social environment in the educational environment, especially in SMAN 1 and SMAN 2 in the Makassar city area.

IV. LITERATURE REVIEW

1. THE ROLE

The definition of role according to Dougherty & Pritchard in 1985 (Bauer, 2003) is a theory that provides a conceptual framework in the study of behavior in organizations. They claim that the role "involves a pattern of product creation as opposed to behavior or action". The relevance of a role depends on the emphasis of the role. According to Merton (Bernard, 2007), role is defined as the pattern of behavior expected by society from people who occupy a certain status. Participation can also be identified from involvement, form of contribution, work organization, goal setting and roles. Parwoto (Suhendi, 1997) argues that participation has characteristics; (1) Involvement in decisions: making and implementing decisions; (2) The form of contribution: such as ideas, energy, material and others; (3) Work organization: together as equals (as roles); (4) Goal setting: determined by the group together with other parties; (5) The role of society: as a subject.

This research is related to the role theory used that the implementation of the role of the P2M BNNP in South Sulawesi as an effort to support government programs on the Prevention and Eradication of Drug Abuse and Illicit Narcotics Policy (P4GN) in educational settings in the city of Makassar through anti-drug campaigns in the form of Anti-Narcotics Socialization activities, Urine Examination, and the establishment of an Anti-

Narcotics Task Force in the school environment to make the school environment a social environment that has good resilience and is free from narcotics abuse.

The implementation of anti-drug campaign activities carried out through the role of the P2M BNNP South Sulawesi sector in reducing narcotics abuse in educational settings is shown in table 3 below.

Tabel 3
Implementation of Anti-Drug Campaign Activities in the Educational Environment

No	The Role of the Prevention and Community Empowerment Sector (P2M) South Sulawesi BNNP	
	Programs	Activities
1.	Anti-Narcotics Socialization	Conducted through outreach activities or interactive discussions about the dangers of narcotics.
2.	Urine Examination	Done through urine examination of students to find out whether they are positive for using narcotics or not.
3.	Establishment of the Anti-Narcotics Task Force	Activities to form an anti-drug task force were carried out by the P2M BNNP South Sulawesi in schools to support the P4GN program.

Source : Researcher Processed Data on P4GN Activities by the P2M Division of BNNP South Sulawesi

2. SOCIAL CONSTRUCTION

Social construction is proposed by (Herdiansyah, 2010) which describes the social process through its actions and interactions, where individuals create continuously a reality that is shared and experienced subjectively. Social Construction Theory is rooted in the constructivism paradigm which sees social reality as a social construction created by individuals who are free humans. The individual becomes the determinant in the social world which is constructed based on his will. As for the direction of social construction theory thought, (Berger & Luckman, 1990) has the view that reality is socially constructed, in the sense that it is the individuals in society that build society, so that individual experience is inseparable from society. Berger views humans as creators of objective social reality through three simultaneous dialectical moments, namely Externalization, Objectivity, and Internalization.

Social Construction in this study explains that the theory used is a process of social phenomena that occurs in the form of anti-drug campaign activities by the P2M BNNP South Sulawesi sector with educational institutions in the city of Makassar which has a positive and significant impact, namely the number of task forces (Satgas) level. schools that were formed after getting to know the activities carried out by the P2M BNNP South Sulawesi division. The social construction process that occurs in these campaign activities is to provide examples and education to adolescents in the school environment so that they are able to participate in efforts to prevent narcotics abuse with the hope of making the school environment a clean social environment that has good resilience and is free from narcotics abuse.

3. SWOT ANALYSIS (Strengths, Weaknesses, Opportunities and Threats)

The purpose of conducting a SWOT analysis is to determine what kind of strategy a company, organization or agency should use. SWOT is a strength (strength), weakness (weakness), opportunities (opportunities), and threats (threats). SWOT analysis also aims to find out more about the condition of the company, organization or agency (Fahmi, Irham, 2010).

In the logic of SWOT analysis, namely by maximizing the Strengths (strengths) that come from within the organization or agency and Opportunities (Opportunities) that come from outside the organization. Both of these are positive things that are possessed by an organization or agency being analyzed. Meanwhile, at the same time, it can also minimize Weakness (weakness) that comes from within the organization and Threats

(threats) that come from outside the organization, of course, this is a negative thing faced by organizations or agencies (Freddy Rangkuti, 2017).

The SWOT analysis includes all anti-drug campaign activities carried out at SMAN 1 and SMAN 2 in the Makassar city area as the object of research with the activities carried out by the P2M BNNP South Sulawesi field with the school. With the SWOT analysis, it provides guidance to agencies in this field of P2M BNNP Sulsel to focus more on the problem of narcotics abuse in adolescents and what strategies must be taken to achieve these goals. SWOT analysis regarding Strengths (strengths), Weaknesses (weaknesses), Opportunities (Opportunities), and Threats (threats) as follows :

a. Strengths

- 1) Planning activities are good because it is in accordance with the timeline for the implementation of activities in the P2M BNNP South Sulawesi.
- 2) Coordination is easy to carry out because the quality of human resources in the P2M field is good and reliable in their field.

b. Weakness

- 1) There is no curriculum that regulates and discusses the dangers of drugs in the educational environment so that education for the younger generation / students has not been maximized.
- 2) Lack of human resources as field workers in the implementation of anti-drug campaign activities.

c. Opportunities

- 1) Good cooperation with print and electronic media such as Fajar Makassar newspaper and TVRI for the purpose of broadcasting information about the dangers of drugs.
- 2) Positive response from the education / school environment because of the South Sulawesi Governor's Decree (SK) and the Makassar City Regional Regulation regarding efforts to prevent the dangers of drugs.
- 3) Advances in information technology regarding the prevention of the dangers of drugs.

d. Threats

- 1) Less consistent, especially from the educational / school environment in efforts to prevent the dangers of drugs even though anti-drug campaign activities have been implemented.
- 2) Tight supervision is needed in efforts to prevent drug trafficking because the city of Makassar is an area bordering the waters so that drug trafficking in the city of Makassar can be minimized.

V. RESEARCH DESIGN

1. RESEARCH APPROACH AND TYPES

- a. This research approach is qualitative research. Qualitative research according to (Moleong, 2013) is research intended to understand the phenomena experienced by research subjects such as behavior, perception, motivation, action. This research uses the constructivism paradigm with a qualitative approach, namely by explaining the phenomena that occur through data collection. Using this qualitative method, the researcher gets more in-depth data and information about the phenomenon of social construction that occurs in the educational environment. The observational study was carried out in a school environment involving the P2M BNNP South Sulawesi sector and the school fund gathering information. This study is in a natural social context by promoting the interaction process of students in SMA 1 and SMA 2, especially as the object of research with in-depth communication methods between researchers and the phenomenon under study.
- b. This type of research is descriptive, which aims to explain data systematically, factually, and accurately about the facts and characteristics of certain populations or objects, so that the authors can find answers to questions from this study, namely the role of the P2M BNNP South Sulawesi field in Anti-narcotics campaign activities in the educational environment, especially at SMAN 1 and SMAN 2 in the Makassar city area as the object of research where the majority are millennial / teenage generations.

2. RESEARCH FOCUS

The focus of this research is very important to be used as a means to guide and direct the course of research, guided by the focus of the research, so the researcher limits the areas of findings to the direction of the research focus, so that the researcher will know exactly which data needs to be included in the number of data being collected. This study focuses on the implementation of anti-drug campaign activities carried out by the P2M BNNP South Sulawesi sector in the education or school environment, especially in SMAN 1 and SMAN 2 in the Makassar city area.

3. DATA COLLECTION AND ANALYSIS

- a. Primary data obtained from the results of observations, interviews as well as observation activities carried out, namely with locations in schools in the Makassar city area, especially in SMAN 1 and SMAN 2 in the Makassar city region as research locations and with parents rather than students to obtain in-depth information for purposes data collection. Interviews were conducted directly from data sources by face to face or communicating both between individuals and individuals and individuals with groups. Interviews were conducted with the P2M BNNP Sulsel division, school principals, teachers, and students at SMAN 1 and SMAN 2 in the Makassar city area.
- b. Secondary data were obtained from tables, narratives, documentation, and literature studies obtained by researchers directly from related parties related to anti-drug campaign activities in the school environment, especially in SMAN 1 and SMAN 2 in the Makassar city area which were related to the general description of the research location. Some of the data related to anti-drug campaign activities in the P2M BNNP South Sulawesi field are complemented by field data sourced from the school. One of the literature techniques used is the social construction theory of Peter L. Berger and Thomas Luckman, which is used because the results of this study are related to the social construction process in anti-narcotics campaign activities carried out by the P2M BNNP South Sulawesi sector in the school environment.
- c. Data analysis techniques in this writing are obtained from research that will be analyzed qualitatively, namely by analyzing existing data based on theories related to the problem under study, then what is stated by the respondents, both oral and written, is researched and studied by The method of thinking used in this research is deductive thinking, namely general ways of thinking and statements to be drawn into a specific conclusion related to anti-drug campaign activities through the role of P2M BNNP South Sulawesi regarding the social construction process among teenagers in the school environment.

VI. GENERAL DESCRIPTION OF THE RESEARCH LOCATION

The Provincial National Narcotics Agency (BNNP) of South Sulawesi is located on Jalan Manunggal number 22, Maccini Sombala sub-district, Tamalate district, Makassar city, South Sulawesi province. The office building facilities include the main building: 896 m², detention building: 280.8 m² and warehouse / generator house: 108 m² and equipped with several other facilities.

The Provincial National Narcotics Agency (BNNP) of South Sulawesi in this case is divided into 3 (three) business fields, namely: Prevention and Community Empowerment (P2M), General Affairs, Eradication and Prevention. However, in this study the authors focus on the P2M BNNP South Sulawesi field because it has a main task in the form of preventive / preventive efforts in overcoming the dangers of drugs, especially in the educational environment as the focus of research.

VII. RESEARCH RESULTS

Based on the survey results of the National Resilience Measurement Laboratory (Labkurtannas) of the National Resilience Institute (Lemhannas) of the Republic of Indonesia, it shows that the national resilience index of the province of South Sulawesi, especially in the Socio-Cultural Gatra conducted by the Lemhannas Labkurtannas in 2016 to 2018 shows less resilient numbers each year marked by categories yellow color (less tough).

The indicators contained in the national resilience index of South Sulawesi province, especially the Makassar city area in the Socio-Cultural Zone as in table 4 show that there are conditions that are less resilient, meaning that there are still social problems that occur in the province of South Sulawesi that can cause threats. , Challenges, Obstacles and Disturbances (ATHG), either directly or indirectly, for the local government of Makassar city, especially as a research location.

Table 4
 Conditions that are less resilient of Socio - Cultural Gatra

Gatra	Variabel	Indicator	Information
Social - Culture	Education	Local Government Policies in the Education Sector	Less Tough
	Social Diseases	Number of Drug Users	Less Tough
	Social behavior	Lifestyle Changes	Less Tough

Source : Labkurtannas Lemhannas RI.

Based on the results of the Labkurtannas regarding the measurement of the National Resilience index, especially the Socio-Cultural Strategy above, in order to strengthen research information about the factors causing the high level of drug abuse in the Makassar city area, South Sulawesi province, it was carried out through interviews with several related sources, including the P2M field of BNNP South Sulawesi, Kasatres Narcotics Polrestabes Makassar and Principals of SMAN 1 and SMAN 2 Makassar.

Some of the main factors causing the high rate of drug abusers in the city of Makassar based on the national resilience index indicator in 2016 - 2018 are as follows :

1. The Makassar city government policy in the field of education is that there is no curriculum that regulates the dangers of narcotics abuse in schools.
2. Government regulations in the form of a Decree (SK) of the Governor of South Sulawesi and Regional Regulations (Perda) of Makassar City have not been issued that regulate the prevention of drug abuse.

Some of the main factors above are inhibiting factors in efforts to prevent drug abuse, especially in the educational environment in the city of Makassar in 2016-2018. Starting from the above problems, active efforts are needed that need to be done by the regional government of South Sulawesi province and the city government of Makassar in 2019, namely has issued the Decree (SK) of the Governor of South Sulawesi Number: 2018 / XI / 2019 and the Regional Regulation (Perda) of Makassar City Number: 285 / 354.05 / 2020 Makassar city regarding efforts to overcome the dangers of drugs and also requires the formation of an Anti-Narcotics Task Force in agencies in the city of Makassar, especially in educational institutions / schools as research objects in this discussion.

VIII. DISCUSSION

1. SUPPORTING AND INHAVING FACTORS IN EFFORTS OF DRUG ERADICATION.

Based on the results of the above analysis regarding drug problems, the following are the supporting and inhibiting factors for anti-narcotics campaign activities in the educational environment, both internal and external, can be described in table 5 as follows.

Table 5
 Supporting and Inhibiting Factors for the Implementation of Anti-Narcotica Campaign Activities in the Educational Environment in the City of Makassar

Factors	Internal / from within the South Sulawesi BNNP	External / from outside the South Sulawesi BNNP
Supporting factors	1. Internal factors include the relationship between employees / staff and the head of the field (Kabid) or the head of the section (Kasi) which is running well. In addition, every time there is an activity, there is support for coordination or preparatory meetings.	1. The South Sulawesi Governor Decree (SK) Number: 2018 / XI / 2019 and the Makassar City Regional Regulation (Perda) Number: 285 / 354.05 / 2020 Makassar city regarding efforts to overcome the dangers of drugs and also requires the formation of an anti-drug task force in agencies at Makassar city area. then institutions and institutions within the local government fully support the P4GN policy by starting to create an anti-drug task force in their institution and creating and implementing programs that lead to P4GN efforts in their institutional environment such as educational institutions or schools as research objects in this discussion.
	2. Human Resources (HR) who are in the P2M Division of BNNP Sulsel have the ability (Quality) according to the needs of BNNP Sulsel itself.	2. With the support from the Makassar City Government, South Sulawesi BNNP including the Education Office through schools also supports anti-drug campaign activities. In addition, by collaborating with broadcasters such as TVRI and RRI in an effort to disseminate P4GN information to the younger generation / youth.
	3. In implementing the program, a budget has been received from the central government through the National National Narcotics Agency (BNN), so there is no need to worry about the budget and also the facilities and infrastructure needed for the implementation of activities.	3. The positive response of the educational environment and family environment of students, where the level of awareness of the educational environment and family environment has increased with the anti-drug campaign activities carried out by the South Sulawesi BNNP with schools.
Obstacle factors	Limited Human Resources (HR) seen from the number / quantity of extension workers from the P2M Division of BNNP South Sulawesi itself, where the mobility of staff activities is very high.	1. The absence of a curriculum on the dangers of narcotics in the school environment has made the school not maximally teach an understanding of the dangers of narcotics itself.
		2. Lack of participation of the school, namely participants who are involved in most activities who have or have often received socialization about the dangers of drugs and urine tests.

Source : Researcher Processed Data on Supporting and Inhibiting Factors of P4GN Activities in Schools.

This is the purpose of implementing a SWOT analysis in an agency. Based on the results of the SWOT analysis in table 6 on several supporting and inhibiting factors, the main strategies are:

- a. To create an educational environment that is free from the dangers of drugs, active efforts are needed both from the P2M BNNP South Sulawesi sector and the school by organizing anti-drug campaign activities.
- b. With support from the P2M BNNP South Sulawesi sector and print and electronic media, the role of the anti-drug task force in the education environment can be more active by educating and monitoring drug abuse among students in the school environment.

After knowing the main strategy above, the next thing that must be carried out by the Makassar city government in this case is the competent agency in the field of narcotics, namely the P2M BNNP South Sulawesi field by making an active role of agencies in the form of anti-drug campaign activities in each school with the aim of providing understanding and education about the dangers. drugs in adolescents.

Table 6
 SWOT Analysis (Strength, Weakness, Opportunity and Threat)

		Internal	
		STRENGTH	WEAKNESS
Exsternal	Internal	<ol style="list-style-type: none"> 1. There is already a South Sulawesi Governor Decree Number: 2018 / XI / 2019 and the Makassar City Regional Regulation Number: 285 / 354.05 / 2020; 2. Availability of a budget in the implementation of activities; 3. Good planning of activities because it is in accordance with the timeline for implementing P2M activities in the BNNP South Sulawesi and coordination is easy to carry out because of the good quality of human resources in the P2M sector. 	<ol style="list-style-type: none"> 1. Lack of human resources as field staff in implementing anti-drug campaign activities; and 2. There is no curriculum that regulates and discusses the dangers of drugs in the educational environment so that education for the younger generation / students is not maximized.
	Exsternal	Opportunities	W-O
<ol style="list-style-type: none"> 1. Good cooperation with print and electronic media such as Fajar Makassar newspaper and TVRI for the purpose of broadcasting information about the dangers of drugs; 2. Positive responses from the education / school environment because of the Governor's Decree and the Makassar City Regional Regulation on efforts to prevent the dangers of drugs; and 3. Advances in information technology regarding the prevention of the dangers of drugs. 	<ol style="list-style-type: none"> 1. Increase cooperation with both print and electronic media in an effort to provide information about efforts to prevent the dangers of drugs, especially focusing on the younger generation / adolescents; and 2. With the existence of the South Sulawesi Governor's Decree and the Regional Regulation (Perda) of Makassar City, it is hoped that the education environment and the community will always have a positive response to efforts to prevent the dangers of drugs, especially in the educational environment in the form of an anti-drug task force in schools. 	<ol style="list-style-type: none"> 1. The lack of quantity / number of human resources from the P2M BNNP South Sulawesi sector in reaching all schools in the Makassar city area is not an obstacle in anti-drug campaign efforts because in each school an independent anti-drug task force has been formed; and 2. With the absence of a curriculum on drugs, it is not an obstacle because with the existence of regulations in the form of Governor Decrees and Regional Regulations, the school is active in anti-drug campaign activities in schools. 	
THREAT	S-T	W-T	
<ol style="list-style-type: none"> 1. Less consistent, especially from the education / school environment in efforts to prevent the dangers of drugs, even though anti-drug campaign activities have been carried out 2. Tight supervision is needed in efforts to prevent drug trafficking because the city of Makassar is an area 	<ol style="list-style-type: none"> 1. Activities in efforts to prevent drug abuse in educational settings with a primary focus on the younger generation must be carried out continuously / consistently, one of which is in the form of an anti-drug task force in the school environment; 2. Prevention of drug trafficking outside the school environment 	<ol style="list-style-type: none"> 1. With the limited number of human resources in the P2M BNNP South Sulawesi field in carrying out campaigns in the educational environment it is not an obstacle because in each school an independent anti-drug task force has been formed. 2. The absence of a curriculum on the dangers of drugs in schools is not an obstacle because the active efforts of the anti-drug task 	

bordering the waters.	can be done by involving the families of students by inviting them to activities at school.	force in schools have played a good role in
Main Strategy: In an effort to create an educational environment that is free from the dangers of drugs, active efforts from both the P2M BNNP Sulsel are needed and schools with Anti-drug campaign activities. Support from the South Sulawesi P2M BNNP sector and the fine print media and electronically, the role of the Anti-Narcotics Task Force in each school can be more active with efforts to educate and supervise drug abuse in adolescents / students in every school environment.		

2. THE ROLE OF PREVENTION AND COMMUNITY EMPOWERMENT (P2M) PROVINCE NATIONAL NARCOTICS AGENCY (BNNP) SOUTH SULAWESI.

Several policies of the Makassar city government in the form of anti-drug campaign activities carried out in order to minimize or reduce the level of drug abuse in adolescents in the educational environment as a focus of discussion have been carried out with the support of the P2M BNNP South Sulawesi sector which has the task and function of eradicating narcotics. The policy target of this anti-drug campaign activity is the educational environment at high school (SMA / SMU) as the focus of research because the level of drug abusers in adolescents aged 16-19 shows a significant increase.

The program of activities or roles carried out by the P2M BNNP sector in South Sulawesi includes:

- a. Drug Danger Socialization activities with the aim of producing students who have knowledge and understanding of drugs, including the dangers and how to avoid them.
- b. Urine Check program activities carried out for students to find out whether the students are using drugs or not.
- c. The establishment of an anti-drug Task Force (Satgas) in educational settings or schools. With the formation of the anti-drug task force, it means that more students understand and can socialize P4GN activities in their school environment. In addition, the formation of an anti-drug task force in schools has also produced programs or activities in schools that lead to P4GN policies. Implementation of activities carried out by the South Sulawesi BNNP in reducing narcotics abuse in educational settings.

3. IMPLICATION OF ANTI - DRUG CAMPAIGN ACTIVITIES IN THE EDUCATION ENVIRONMENT OF MAKASSAR CITY TOWARDS SOCIAL ENVIRONMENTAL RESILIENCE.

The success of the P2M BNNP South Sulawesi field can be seen from how the anti-drug campaign activities that have been implemented and delivered by the P2M Division of the BNNP South Sulawesi provide a motivational boost to carry out similar activities in the education / school environment in the form of the formation of an anti-narcotics task force.

Based on Table 7 below, the social construction process has been successfully carried out by the P2M BNNP South Sulawesi sector towards the school level assisted task force. Of the several schools that have received guidance on P4GN by the P2M BNNP South Sulawesi sector and also based on the research location, that they / students are able to excel in non-academic fields, as achieved by SMAN 1 Makassar city has won 1st place in poster competitions at the Sulawesi provincial level South on the theme of the dangers of drugs.

School activities related to the anti-drug campaign that researchers have obtained are able to control schools to prevent their environment from being spared from the trafficking of narcotics. Another impact of the P2M BNNP South Sulawesi field assistance together with the school to students in the school environment, especially the task force in the school environment, makes the school more concerned with the environment in preventing drug abuse and is able to create a conducive and safe condition for social environmental resilience. drug trafficking.

Table 7

Implications and Phenomenon of Social Construction on the Role of the P2M Sector BNNP South Sulawesi in the Educational Environment of Makassar City.

No	Name of School	Name of Satgas	Results of Anti-Drug Campaign Activities
1.	SMAN 1	GANAS (Gerakan Anti Narkotika Sekolah)	1) Anti-drug counseling activities for new students during the Student Orientation Period (MOS); 2) Anti-drug socialization to other schools; 3) Making and installing anti-drug posters in the school environment; 4) Implementation of blood tests to the school and community environment; 5) SMANSA (SMA Negeri 1) Healthy Day

			orhealth social service activities; 6) Healthy walking activities carried out on school environment.
2.	SMAN 2	GANAS (Gerakan Anti Narkotika dan HIV AIDS)	1) Anti-drug counseling activities for new students during MOS; 2) Anti-drug socialization to other schools; 3) Making and installing anti-drug posters in the school environment; 4) A visit to the South Sulawesi BNNP Rehabilitation Center; and 5) Implementing blood tests to the school and community environment.
3.	SMAN 3	GEMAR (Gerakan Murid Anti Narkotika)	Counseling during the Student Orientation Period (MOS), procuring stickers, poster competitions, and making school wall magazine the theme of the anti-narcotics movement.
4.	SMAN 5	GENETIKA (Generasi Anti Narkotika)	Internal anti-drug socialization in the school environment, classroom inspections of drugs, poster competitions about drugs, and counseling for the new anti-narcotics task force.
5.	SMA Telkom	GERANAT (Gerakan Remaja Anti Narkotika)	Internal anti-drug socialization in the school environment, classroom inspections of drugs, poster competitions about drugs, and counseling for the new anti-narcotics task force.

Source: Processed by Researchers on the Social Construction Process of Anti -Drug Campaign Activities In the Educational Environment of the City of Makassar in 2019.

IX. CONCLUSIONS AND RECOMMENDATIONS

Based on the results of research and discussion regarding the role of the Prevention and Community Empowerment (P2M) sector of the Provincial National Narcotics Agency (BNNP) of South Sulawesi in preventing or overcoming the abuse and illicit trafficking of narcotics for adolescents in the educational environment, it has been carried out properly and is in accordance with its main duties and functions. In carrying out its role, the South Sulawesi BNNP plays a role in 2 (two) ways, namely (1) Normative Role, namely the role played by the P2M BNNP South Sulawesi sector in its normative role has carried out various activities in the educational environment in the form of anti-drug campaigns such as information dissemination, urine examination, and the formation of an anti-drug task force for students in an educational setting. (2) Ideal role, namely the role through the implementation of coordination in relation to this research to coordinate with the Police in preventing and eradicating drug abuse in the younger generation and involving the Education Office through schools in the city of Makassar in carrying out prevention activities in the form of anti-drug campaign activities. which is implemented in schools.

Anti-drug campaign activities in schools in the 2016-2018 period have not been maximized due to the absence of a Regional Regulation (Perda) of Makassar city which regulates the prevention of drug abuse and there is no curriculum in schools regarding the dangers of drug abuse. During 2019, anti-drug campaign activities have shown positive results after the issuance of the Decree (SK) of the Governor of South Sulawesi Number: 2018 / XI / 2019 and Regional Regulation (Perda) of Makassar City Number: 285 / 354.05 / 2020 concerning the implementation of prevention and the Eradication of Drug Abuse and Illicit Trafficking (P4GN).

It is recommended for the P2M BNNP South Sulawesi sector to conduct a survey of the audience from each campaign in the form of socialization activities that have been carried out. The existence of this survey is to find out what are the advantages and disadvantages of the campaign that has been carried out, so that it

becomes an input for the P2M BNNP South Sulawesi sector to carry out a campaign in the form of further outreach activities. A survey of the anti-drug task force in each school also needs to be carried out by the P2M BNNP South Sulawesi sector with the form of support both morally and facilities so that the task force that has been formed continues to exist in an effort to provide education and prevention of the dangers of drugs in their school environment.

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