

ABSTRAK

Strategi merupakan unsur penting yang digunakan oleh suatu organisasi untuk mencapai tujuan yang telah ditetapkan. Penyalahgunaan narkoba di kalangan remaja di Kabupaten Simalungun masih menunjukkan peningkatan sehingga diperlukan strategi pencegahan yang efektif. Kondisi tersebut menjadi tantangan bagi Badan Narkotika Nasional Kabupaten (BNNK) Simalungun dalam melaksanakan program pencegahan penyalahgunaan narkoba. Penelitian ini bertujuan untuk mengetahui strategi BNNK Simalungun dalam upaya pencegahan penyalahgunaan narkoba di kalangan remaja serta hambatan yang dihadapi dalam pelaksanaan strategi BNNK Simalungun dalam upaya pencegahan penyalahgunaan narkoba di kalangan remaja. Penelitian menggunakan metode kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Hasil penelitian menunjukkan bahwa strategi BNNK Simalungun dilaksanakan melalui tiga tahapan, yaitu formulasi strategi dilakukan dengan menentukan sasaran, menyusun program pencegahan, serta membangun kerja sama dengan berbagai pihak, implementasi strategi melalui kegiatan sosialisasi, penyuluhan, pembentukan relawan anti narkoba, serta pemanfaatan media sosial sebagai media edukasi, dan evaluasi strategi melalui pemantauan serta penilaian terhadap pelaksanaan program sebagai dasar perbaikan. Namun, pelaksanaan strategi masih menghadapi beberapa hambatan, yaitu keterbatasan sumber daya manusia, keterbatasan sarana operasional, dan belum optimalnya dukungan stakeholder. Berdasarkan hasil penelitian, BNNK Simalungun disarankan memperkuat formulasi strategi melalui analisis kebutuhan dan pemetaan sasaran program, mengoptimalkan implementasi strategi dengan meningkatkan sumber daya manusia, sarana operasional, serta kerja sama dengan stakeholder, dan melaksanakan evaluasi secara berkala sebagai dasar penyempurnaan program agar strategi pencegahan penyalahgunaan narkoba berjalan lebih efektif, merata, dan berkelanjutan.

Kata Kunci: Strategi, Badan narkotika, pencegahan, penyalahgunaan narkoba, remaja.

ABSTRACT

Strategy is an important element used by an organization to achieve its stated goals. Drug abuse among adolescents in Simalungun Regency continues to increase, necessitating an effective prevention strategy. This situation poses a challenge for the Simalungun Regency National Narcotics Agency (BNNK) in implementing drug abuse prevention programs. This study aims to determine the BNNK Simalungun's strategy in preventing drug abuse among adolescents and the obstacles faced in implementing the BNNK Simalungun strategy in preventing drug abuse among adolescents. The study used a qualitative method with data collection techniques through observation, interviews, and documentation. The results showed that the BNNK Simalungun strategy was implemented through three stages: strategy formulation by determining targets, developing prevention programs, and building cooperation with various parties; strategy implementation through socialization activities, counseling, the formation of anti-drug volunteers, and the use of social media as an educational medium; and strategy evaluation through monitoring and assessment of program implementation as a basis for improvement. However, the implementation of the strategy still faces several obstacles, namely limited human resources, limited operational facilities, and less than optimal stakeholder support. Based on the research findings, the Simalungun National Narcotics Agency (BNNK) is advised to strengthen its strategy formulation through needs analysis and mapping of program targets, optimize strategy implementation by improving human resources, operational facilities, and collaboration with stakeholders, and conduct regular evaluations as a basis for program refinement to ensure a more effective, equitable, and sustainable drug abuse prevention strategy.

Keywords: Strategy, Narcotics Agency, prevention, drug abuse, adolescents.