

ABSTRAK

Penyalahgunaan narkoba masih menjadi permasalahan sosial yang mengancam kehidupan masyarakat hingga ke tingkat *gampong*, termasuk di *gampong* Mon Geudong Kecamatan Banda Sakti Kota Lhokseumawe. Program Pencegahan Pemberantasan Penyalahgunaan Peredaran Gelap Narkotika (P4GN) merupakan upaya pemerintah dalam menekan angka penyalahgunaan narkoba melalui kegiatan pencegahan dan pemberdayaan masyarakat. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana implementasi Program P4GN dijalankan di *gampong* Mon Geudong dan permasalahan yang dihadapi. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh dari informan melalui observasi, wawancara, dan dokumentasi dengan informan yang terdiri dari pihak BNN Kota Lhokseumawe, kepolisian, pemerintah *gampong*, lembaga rehabilitasi, kader anti narkoba, masyarakat, serta keluarga korban penyalahgunaan narkoba. Hasil dari penelitian ini menunjukkan bahwa program P4GN di *gampong* Mon Geudong telah diimplementasikan melalui kegiatan sosialisasi, penyuluhan, edukasi masyarakat salah satunya seperti program *Saweu gampong*, pendekatan kepada keluarga korban, serta kolaborasi dengan pihak BNN kota Lhokseumawe, kepolisian, dan lembaga rehabilitasi Tamora. Berdasarkan teori implementasi Edwards III, dalam aspek komunikasi telah berjalan cukup yang ditandai dengan kejelasan informasi yang di sampaikan, konsistensi, dan penyebaran informasi yang dapat diterima oleh masyarakat, walaupun masih ada keluarga korban yang belum berpartisipasi. Pada aspek disposisi para pelaksana menunjukkan komitmen dan dukungan yang baik dalam menjalankan Program. Namun, pada aspek sumber daya masih ditemukan kendala berupa keterbatasan sumber daya keuangan sehingga pelaksanaan program masih belum dapat dilakukan secara optimal dan menyeluruh. Akibatnya, untuk meningkatkan efektivitas pelaksanaan Program P4GN, diperlukan peningkatan intensitas sosialisasi serta penguatan kerja sama antara pemerintah, masyarakat, dan keluarga korban.

Kata Kunci: *Implementasi Program, P4GN, Narkoba, Komunikasi, Sumber Daya, Gampong Mon Geudong.*

ABSTRACT

Drug abuse remains a social problem that threatens the lives of communities down to the village level, including in the village of Mon Geudong, Banda Sakti Subdistrict, Lhokseumawe City. The Program for the Prevention and Eradication of Drug Abuse and Illicit Drug Trafficking (P4GN) is a government initiative aimed at reducing drug abuse rates through prevention and community empowerment activities. The objective of this study is to examine how the P4GN Program is implemented in Mon Geudong village and to identify the challenges faced. This study employed a qualitative method with a descriptive approach. Data were collected from informants through observation, interviews, and documentation. Informants included representatives from the Lhokseumawe City National Narcotics Agency (BNN), the police, the village government, rehabilitation centers, anti drug cadres, community members, and families of drug abuse victims. The results of this study indicate that the P4GN program in Mon Geudong village has been implemented through outreach activities, counseling, and community education including initiatives such as the “Saweu Gampong” program as well as through engagement with the families of victims and collaboration with the Lhokseumawe City BNN, the police, and the Tamora rehabilitation center. Based on Edwards III’s implementation theory, communication has been sufficiently effective, as evidenced by the clarity of the information conveyed, consistency, and the dissemination of information that is acceptable to the community, although there are still some families of victims who have not yet participated. In terms of disposition, the implementers have demonstrated strong commitment and support in carrying out the program. However, in terms of resources, constraints in the form of limited financial resources remain, preventing the program from being implemented optimally and comprehensively. Consequently, to enhance the effectiveness of the P4GN program, it is necessary to increase the intensity of outreach efforts and strengthen cooperation among the government, the community, and the victims’ families.

Keywords: Program Implementation, P4GN, Narcotics, Communication, Resources, Mon Geudong Village.