Higher Education Management Strategy In Preventing Drug Abuse In Asahan Regency

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ABSTRACT

The purpose of this study is to analyze how the Higher Education Management Strategy in Preventing Drug Abuse in Asahan Regency The type of research in this study uses qualitative research, with a phenomenological approach. This research took place at private campuses/universities throughout Asahan Regency. Data collection techniques used interviews, field observations and documentation studies. Data processing and analysis techniques used data reduction, data presentation and drawing conclusions. The results of the study found that the management of higher education institutions towards preventing drug abuse in Asahan Regency, namely the need for active participation and participation in implementing drug abuse prevention activities carried out on campus, reporting all forms of possession, distribution or drug abuse that occur on campus, actively participating in training, seminars, workshops on preventing drug abuse both carried out by the campus and outside the campus, establishing good communication with peers and other campus residents (Rector, Dean, Head of College, Lecturers, parents, and campus security officers), and things that students can do to play a role in this industrial era and take steps and places as the driving force of this country is to develop critical thinking patterns and not be easily eroded by negative influences.

Keywords: Higher education, Management strategy, Drug abuse, Asahan

A. INTRODUCTION

Drug abuse cases are becoming a rampant issue in people's lives, resulting in victims continuing to fall due to the increasing circulation of drug abuse cases, as per data obtained from the Asahan National Narcotics Agency (BNN) in 2019 to 2023 that the number of drug abuse in Asahan Regency continues to experience a significant increase, namely with a percentage of 32.85% of drug abuse cases in Asahan Regency based on classification according to age, education, and according to occupation (BNN Asahan, 2023;43). Based on the brief narrative above, the educated people who are involved in the world of education, especially in higher education, in accordance with the role and responsibility of higher education to participate in efforts to reduce the number of drug abuse. In article 20 paragraph 2 of Law Number 20 of 2003 concerning national education and in government regulation number 60 of 1999 concerning higher education, article 3 paragraph (1) states that higher education is obliged to carry out education, research and community service (tri dharma of higher education).

Higher education (campus) as an educational institution by statute, is one of the channels of social and cultural change besides higher education also has religious organizations, economic organizations and legal organizations. Such channels of social change have the function so that educational goals (education) produce output that has a wealth of scientific knowledge, technology and strive for its implementation in improving the standard of social life and expanding national civilization (Indainanto et al., 2023).

As an agent of change, higher education has at least three roles, namely as a source of knowledge, contributor, and implementer. As a source of knowledge, in the university environment there are educated people who have academic abilities to enrich the treasury of science and technology and develop and disseminate such science and technology (Ahmad, 2021). The role as a contributor, meaning that higher education contributes its abilities to improve the welfare of society. Finally, the role of the implementer, higher education has the credibility and authority to directly implement such science and technology in social life (Dalimunthe et al., 2023).

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credibility and authority to directly implement such science and technology in social life (Irwan et al., 2023).

Based on the above, the role of universities as innovators also refers to the ability of universities to come up with new ideas that are needed when compiling concepts that are needed for the needs of society today and in the future, especially in preventing drug abuse. These new ideas emerge as studies, research and development or assistance to the community. The role as an evaluator is seen in research activities, especially applied research that is associated with various social problems or the impact of development (Fatimah et al., 2023). Through these studies or research, universities can analyze and evaluate various social problems related to the dangers of drug abuse or the impact of efforts that have been made to overcome the dangers of drug abuse, the results can be input for the universities themselves and related parties in compiling various drug abuse prevention programs (Dalimunthe et al., 2024).

Based on the above facts (theoretically and practically), this is in line with the efforts and real steps of universities in Asahan Regency, namely organizing coaching by forming an internal anti-drug activist movement (implicitly) including the establishment of student organizations, for example the Executive Board (Sutisna et al., 2023). Universities in Asahan in their role in preventing drug abuse, in addition to carrying out activities to form student organizations, for example the Student Executive Board (BEM), DPM, HMJ or UKM (Student Activity Unit) inclusively, universities in Asahan also carry out (in their role in preventing drug abuse) forming routine studies every week where each meeting always touches on the dangers of drug abuse (Wijaya, 2022). From the latest data that researchers found at the beginning of this writing study, and from the Asahan BNN data, it shows that drug abuse continues to show a significant increase, the following is the latest data on drug abuse cases in 2019 to 2023 in Asahan Regency in classification based on age, education and occupation (BNN Asahan, 2023; 43).

Based on data sources obtained from the Asahan Police from 2019 to 2023, researchers concluded that drug abuse cases in Asahan Regency have continued to increase from year to year, with a classification of vulnerable ages who consume a lot of drugs, namely at the age of 20 to 30 years, it is a sad thing that at this age range is the productive age of humans which should be filled with various forms of positive things that can provide benefits for themselves, society, nation and state and not be damaged by drug use. Based on the explanation that has been presented above, this requires an in-depth study of the role of universities in preventing drug abuse in Asahan Regency and especially on campus, universities can develop students

through student activities such as BEM, DPM, HMJ, UKM and LDK which are expected through these activities students can fill their time with positive activities so that students can play a role in preventing drug abuse

B. METHODS

The method used in this study is a qualitative research method with a phenomenological approach. In this study, the subjects of this study include university administrators, students from 6 university campuses in Asahan Regency and researchers obtained information from the National Narcotics Agency of Asahan Regency, and the Asahan Regency Police regarding cases of drug abuse in Asahan Regency. This research was conducted at universities throughout Asahan Regency. In order to obtain the required data, the researcher's data collection here used the interview method (Evanirosa, 2023; Sugiyono, 2017). To link the research methodology above in this research, the researcher linked the validity of the research with data collection techniques such as using interview techniques, documentation (in the form of archives, documentation photography and documentary files), and observation (Ratna, 2008).

C. RESULT AND DISCUSSION

The Views of University Administrators on Preventing Drug Abuse In Asahan Regency

The views of university administrators on preventing drug abuse in Asahan Regency include interior and exterior views. From the interior view, it can be seen that drug abuse crimes in the UNA campus environment are apparently territorialized by the lack of attention from those in charge (less than optimal attention) especially from those in charge of academics on the campus itself. Especially in the recruitment of new students, when students register, the rectorate itself has not fully carried out urine tests on prospective students. Even in the campus environment itself until now (the results of researchers' observations in the field) it was found that student admissions were carried out transparently and accountably, but in the admission of students with urine test results on campus it has not been running optimally. This is caused by several factors, including;

First, the constraints of adequate funding, this is due to the many campus development activity programs, both in the field of education quality and in accreditation development activities. *Second,* The facilities and practice of activities supported through collaboration from the BNN and the Asahan Police themselves have not been optimized. *Third,* the MoU and MoA have not been optimally implemented regarding the collaboration between the Asahan BNN and the Asahan Police in the field of drug investigation with the

campus itself in the selection of new students with the requirement of a urine test, while the cooperation carried out is only limited to providing counseling, sometimes the implications obtained both through counseling activities and feedback from what is made have not shown significance to the campus, for example students suspected of using drug abuse have not been detected so far, such as not attending lectures and being considered no longer attending college.

The suboptimal prevention of drug abuse in the UNA campus environment is due to several factors, related to the constraints of adequate funding, this is due to the many campus development activity programs both in the field of education quality and in accreditation development activities, coupled with the non-optimal facilities and practice of activities supported through collaboration from the BNN and the Asahan Police themselves, and the non-optimal implementation of the MoU and MoA regarding the collaboration between the Asahan BNN and the Asahan Police in the field of drug investigation with the UNA campus itself in the selection of new students with the requirement of a urine test, while the cooperation carried out is only limited to providing counseling (Humaizi et al., 2024).

Sometimes the implications obtained both through counseling activities and feedback from what is made have not shown significance to the campus, for example students suspected of using drug abuse have not been detected so far, such as not attending lectures and being considered no longer attending college. The views of university leaders, especially on the UNA campus, complain that there is a need to investigate and focus on how the problem of drug abuse in the student environment is spreading more and more massively every year.

That the suboptimal prevention of drug abuse in the campus environment is due to several factors, related to inadequate funding constraints, this is due to the many campus development activity programs both in the field of education quality and in accreditation development activities, coupled with the non-optimal facilities and practice of activities supported through collaboration from the BNN and the Asahan Police themselves, and the non-optimal implementation of the MoU and MoA regarding collaboration between the Asahan BNN and the Asahan Police in the field of drug investigation with the campus itself in the selection of new students with the requirement of a urine test, while the cooperation carried out is only limited to providing counseling, sometimes the implications obtained both through counseling activities and feedback from what is made have not shown significance to the campus, for example students suspected of using drug abuse have not been detected so far, such as not attending lectures and being considered no longer attending college (Hastiana

& Henni, 2020).

Drug abuse both on campus and off campus, seeing this drug problem, drugs will have a negative impact on users, families, the surrounding environment and the nation and state, so all aspects of life will experience the impact of this drug abuse so that health lovers should be optimal in eradicating the spread of drug abuse. the point is that the campus sees the movement of drug abuse currently continuing to increase, by seeing that all campus elements in Asahan need to be enthusiastic in raising the values of unity and national development that is free from drugs.

It is very likely that the nation's generation, especially among students on this campus, will continue to experience a shift in cultural values that are anti-drugs to love drugs, that is why the campus must continue to carry out supervision or serious attention even though in essence the campus has not collaborated with the Asahan BNN, especially in bringing in experts or scientific exponents in the field of drugs to provide counseling and guidance to students in Asahan.

The program of the anti-drug activist institution (law enforcement only) is related to the attitude of the university, which is categorized as exteriority, while from the interiority attitude of the university, it carries out several activities, including; a) implementing and promoting the Student Creativity Unit (UKM), Mapala (Nature Lovers Students), b) promoting BKKM (Student Creativity and Skills Workshop) activities, c) promoting and emphasizing the importance of activities in the form of LDK (Campus Preaching Institution) and not to forget d) Rohis (Islamic Spirituality). This is carried out toincrease students' understanding of the importance of health, protecting their bodies and families from drugs.

Seeing the increasing circulation of drugs, the increasingly massive abuse of drugs in Asahan, but also how the views are to build a better campus to avoid drug abuse, especially in the campus environment, including; a) actively participate in implementing drug abuse prevention activities carried out on campus, b) report all forms of drug possession, distribution or abuse that occur on campus, especially our campus, sir, to the anti-drug cadres on campus, c) actively participate in training, seminars, workshops on drug abuse prevention both those conducted by the campus and outside the campus, d) establish good communication with peers and other campus residents (chancellors, deans, heads of colleges, lecturers, parents, and campus security officers), e) things that students can do to play a role in this industrial era and take steps and places as the driving force of this country is to develop critical thinking patterns and not be easily eroded by negative influences.

College Programs in Preventing Drug Abuse in Asahan Regency

The discipline formed is a discipline to maintain the order and regulation of pragmatic student life on campus. Therefore, for the future, education on campus should have a role as a model in National Education, including; *First,* National Education efforts undoubtedly require facilities as a medium in realizing its goals. These facilities are formed formally and informally which are purely self-help from the community. In this order, educational institutions as instruments of National Education are very participatory (Dalimunthe & Wibowo, 2023)

Second, Religious Role Education on campus or college is essentially developed to make efforts in broadcasting and experiencing religious teachings more effective. The main goal is to strive to form noble people with consistent religious experiences. While National Education is to create pious people, so for this purpose, religious education is developed in an integrated manner through schools/madrasas. Religious and religious development activities are a way of activating as an effort to save students from drug abuse, especially the generation in the college (Fauzan et al., 2023).

Third, The Role of Community Mobilization In reality, formal National Education efforts have not been able to accommodate all educational rights for its children. So that is the contribution of universities, both those owned by the Asahan district government and those in the form of well-known university foundations, in driving the passion for national education.

Fourth, The Role of Mental and Skills Development As the goal of education in the National Education Model is to create Indonesian people who have a solid and independent personality and a sense of social and national responsibility, education on campus is developed not only in the general sector, but also there is development of the mentality and attitudes of students to continue to work and improve their skills and have an entrepreneurial spirit.

All of the above require effective and efficient means to foster and develop humans in society with education that is orderly, neat, effective and effective. Therefore, Islamic education in Indonesia needs to be organized and managed neatly, effectively and efficiently through appropriate and effective models and methods.

Moral education activities for students through Co-curricular activities are activities carried out to further explore and internalize the lecture material that has been studied in intra-curricular activities (educational activities as in the Tri Dharma of Higher Education) that have been carried out previously in the classroom, both those classified as core programs

and special programs (Rimanto et al., 2021). These activities are sometimes carried out in groups and sometimes individually. Co-curricular activities for moral education and development can be carried out by involving students in activities in the community so that members of the community or parents can become partners in disciplined character education.

In the drug abuse prevention program on campus, there are several counseling and prevention theories that, although not yet optimally implemented by this campus, there are several considerations that should be implemented by the campus, including;

a) Conducting counseling with professional personnel in the field of narcotics (doctors/psychiatrists) and non-medical personnel who have received special education.

b) Putting up various posters or billboards in public places that are frequently visited by the public that contain information about the dangers of drug abuse.

c) Distributing stickers about drugs.

d) News through mass media, TV or radio that provides information about the dangers of drug abuse.

e) Socializing the threat of punishment for drug abuse. The threat of punishment for drug abuse and drug smugglers from abroad has been regulated in Law Number 22 of 1997 concerning Narcotics and Law Number 5 of 1997 concerning psychotropics.

College Solutions in Preventing Drug Abuse in Asahan Regency

In general, the university's solution to the movement of drug abuse in Asahan Regency is Optimizing/revving extracurricular campus activities so that more of the students' time is used for activities that are very beneficial for students. Family and community empowerment movement, is a process of providing information on preventing drug abuse continuously and sustainably following the development of targets in various settings, as well as the process of helping targets to change from not knowing to knowing, from knowing to wanting and from wanting to being able to carry out behaviors that strengthen self-protection through healthy living and preventing risky behaviors that trigger drug abuse. The main targets of community empowerment are individuals, families and community groups. Foster an atmosphere, as an effort to create public opinion or a social environment that encourages individuals, families and community groups to want to carry out behaviors that strengthen self-protection through healthy living behaviors and prevent risky behaviors that trigger drug

abuse in the social environment (family at home, people who are role models, idols, religious assemblies, etc.) have a positive opinion towards protective behavior (Rambe et al., 2023).

Advocacy, as a strategic and planned effort or process to gain commitment and support from related parties (stakeholders). Advocacy is directed to produce policies that support the improvement of drug abuse prevention implementation. Public policy here can include national level legislation and regional policies such as regional regulations (PERDA). Partnership, partnership in drug abuse prevention program is a formal cooperation between individuals, groups, or organizations to achieve improvement of drug abuse prevention program. This partnership is based on 3 basic principles, namely; equality, openness, and mutual benefit between partners.

Supply reduction, carried out by conducting raids on drug production sites, monitoring illegal drug routes, eradicating drug trafficking in the black market and raids in places that are suspected of being drug distribution dens. In addition, the imposition of the death penalty for those who commit serious violations and strict law enforcement without discrimination are included in the supply reduction steps.

Demand reduction, is carried out as a preventive measure, namely by providing counseling on the dangers of drugs, as well as affective education to increase self-esteem, self-image, and self-confidence. In addition, prevention can also be done by providing social skills so that a person or teenager can live as expected by society in a reasonable manner.

Reducing bad impacts (harm reduction), is carried out by providing therapy for those who have already fallen into drugs, overdose, acute intoxication, drug withdrawal syndrome, and experience medical complications. Included in the context of harm reduction are rehabilitation steps, both physical, mental spiritual, educational, and vocational rehabilitation.

Overcoming drug abuse has so far been more directed at repression or supply reduction and therapy/rehabilitation (harm reduction), while the main cause of drug abuse starts more from the individual's personality, so what is more needed is an action to strengthen the individual's personality so that they do not abuse drugs (preventive action or demand reduction, not repression and rehabilitation) (Hidayatun & Widowaty, 2020). Prevention is the easiest, most effective, most efficient and most possible action. Actually, rehabilitation is expensive and the relapse rate is also very high. Proper education on campus, especially on the UNA, IAIDU and STMIK ROYAL campuses in 6 universities and Akbid Kisaran is expected as a preventive instrument to prevent individuals from getting involved in drug abuse.

An effective religious education program is needed as a protective factor for students so that they do not get involved in drug abuse. That way, the personal urge to abuse drugs and the opportunities towards it can be reduced or eliminated. In the technique of preventing drug abuse here, according to researchers, it can be understood that specifically drug abuse can be avoided by educating or providing understanding and reinforcement in terms of religion, science and knowledge on a person's personality itself so that they are able to distinguish something that is beneficial to themselves and something that is not beneficial to themselves.

D. CONCLUSION

The efforts to prevent drug abuse in universities in Asahan Regency remain suboptimal due to several challenges. The primary factors contributing to this ineffectiveness include limited funding, inadequate facilities and preventive activities, and the lack of proper implementation of cooperation between universities, the National Narcotics Agency (BNN), and the Asahan Police. Although there are MoUs and MoAs regarding urine testing in the selection of new students, their execution has not been effective and has primarily focused on counseling activities, which have not shown significant impacts. Moreover, universities play a crucial role in raising students' awareness of the dangers of drug abuse through various academic and non-academic activities, such as Student Activity Units (UKM), religious programs, and anti-drug seminars. However, improving the effectiveness of prevention programs requires strengthening advocacy, partnerships with external stakeholders, and implementing stricter policies on drug prevention and early detection within the campus environment. A more comprehensive and systematic approach is needed, including religion-based education, enhancement of students' life skills, and strengthening a supportive social environment that encourages positive behavior. By doing so, drug abuse prevention efforts in universities can be more effective, protecting students from drug-related risks and ensuring that campuses remain a safe and drug-free environment.

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