

The Effectiveness of The Islamic Communication Strategy for The Personnel of The Indonesian State Police In Overcoming Drug Abuse In The View Of Islamic Education

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Abstract

The phenomenon of drug abuse among the general public is becoming increasingly concerning, owing to the ever-increasing activity of drug trafficking, which has spread not only among adults but even among youngsters. The use of drugs has the potential to damage the young generation's potential as the nation's successor. The high circulation of drugs in Belawan Port is due to Belawan's proximity to the sea, which allows for the simple entry and exit of items such as drugs. This is clearly without reason, as several incidents of drug trafficking by water have been discovered. This research falls under the category of field research with a qualitative methodology. The data collected through this research is data related to the problem or research focus, namely Islamic communication strategies in overcoming drug abuse in the Port Police. The analysis process is carried out by domain analysis. Police-community Islamic connection must be maintained. Because communication is the foundation of all police-community relationships. As a result, police officers must mirror community values. Good communication will bring their interests and desires together. Communication strengthens social relationships. Communication assists the police and the community in understanding needs and desires. It is possible to communicate both verbally and nonverbally. In carrying out its communication plan to minimize or reduce drug consumption, which continues to spread until youngsters, numerous communication techniques are used, including: a. The redundancy method, which involves influencing the younger generation of Muslims by repeating messages. b. The canalizing strategy, which entails conducting private personal communication with drug addicts and making efforts to seek rehabilitation homes. Islamic communication tactics used by police officers to combat drug misuse include a) recognizing the target audience of drug users, b) formulating messages, c) developing media, and d) acting as communicators. The Islamic communication method used by police officers to combat drug abuse is quite effective. It is demonstrated by the adoption of an Islamic communication approach in appealing to the community as a partner of the police in eradicating drug usage. The socialization is designed to prepare the community to report drug misuse if it occurs. This is done to keep people from being entangled in the drug trade. Islamic communication is particularly beneficial as an introspective capital in caring for family members in adult groups.

Keywords : Islamic communication, state police, Islamic education, drug abuse, strategy

1. INTRODUCTION

Based on Pancasila and the 1945 Constitution, Indonesian national development aims to create a just and prosperous society that is materially and spiritually evenly distributed within the framework of the Unitary State of the Republic of Indonesia, which is independent, sovereign, united, and sovereign of the people in a safe, peaceful, orderly, and dynamic environment in a free, fair, friendly, and peaceful world association. To achieve this national development, ongoing efforts in all fields are required, including the development of people's welfare, including health, by focusing on health services, the availability and prevention of drug abuse, and the eradication of illicit trafficking, particularly government-promoted drugs, in order to save society from drug abuse.

Teenage drug use is a big problem in Indonesia and around the world. The physically, sentiments, IQ, social attitudes, and personality of an adolescent develop rapidly. They are devious because they are easily influenced and emotionally unstable. The phenomenon of drug abuse among the public is increasingly worrying, this is due to the increasingly incessant activity of drug trafficking which has penetrated not only among adults but has reached teenagers. It is not impossible that the potential of the young generation as the nation's successor will be destroyed by the use of drugs.

The high circulation of drugs in Belawan Port is because Belawan is an area close to the sea, so that the entry and exit of goods such as drugs will be very easy. This is clearly without reason because many cases have been found, namely drug trafficking by sea.

Prevention and control efforts carried out by police personnel in this study, the author focuses on the communication strategy carried out by police personnel in dealing with drug abuse in the jurisdiction of the Belawan Port Police. The Belawan Port Police, especially the narcotics investigation unit, in this case requires further steps in dealing with drug abuse and law enforcement processes against perpetrators of drug trafficking. The realization of countermeasures against drug abuse and the eradication of criminal acts of drug trafficking cannot be separated from the role of law enforcement officials, cooperation from various parties is needed, including community participation.

The contextualization of police communication, particularly that of Muslim officers dealing with drug usage, is intriguing, whether or not the ideals or substance of Islamic communication are part of the communication plan being used. The venue, especially the Belawan Port Police Station, was chosen since the distribution of drug addiction was quite high in the Polres' working area. Furthermore, from a personnel standpoint, the majority of members assigned to the narcotics division were Muslim, with 15 Muslim members.

The study of how police officers communicate in an effort to deal with, particularly to prevent drug abuse, is interesting to study, particularly from the perspective of Islamic communication, because there is an awareness content based on moral values in the working principle of Islamic communication.

Based on the explanation and description above, learn more about the role or efforts of the police as law enforcers in combating illicit trade and drug usage throughout Indonesia, particularly within the authority of the Belawan Port Police.

2. RESEARCH METHODS

This research falls under the category of field research with a qualitative methodology. In this study, researchers collected data by doing field research. On the basis of qualitative research, the purpose of this study is to examine, comprehend, and characterize the communication strategy of Belawan Port Police personnel in combating drug trafficking. In addition, as additional material for this study, researchers used library research. The use of library research is sought to aid in the discovery of unresolved questions and to supplement the findings of interviews conducted so that all questions at the heart of the problem can be appropriately answered. As a source of informants for this study, they included personnel assigned to the sub-directorate of Belawan Port Police Narcotics Drugs.

The data collected through this research is data related to the problem or research focus, namely Islamic communication strategies in overcoming drug abuse in the Port Police. The data related to the focus is collected systematically according to the phenomena in the field.

The primary data sources in this study were Belawan Port Police personnel, Belawan Police Narcotics Unit, Belawan Port Police Community Development Unit and drug abusers. Based on the primary sources that the authors obtained, there were several informants who were the main sources in this study, including police personnel at the Narcotics Criminal Investigation Unit. Meanwhile, secondary data sources are documents that are relevant to the research problem or focus, such as pictures, photographs, notes or writings related to the research focus.

The analysis process is carried out by domain analysis, meaning that the researcher is only targeted to obtain a complete picture of the object under study without having to specify in detail the elements that are in the integrity of the object under study.

An interactive qualitative data analysis approach was employed to investigate the data: 1) Data reduction is the selection, simplification, abstraction, and conversion of field data from written records. 2) Structured data enables decision-making and action. 3) Verifying/concluding In the data analysis sequence, data verification or conclusions come after data display. Reviewing field notes confirms this information. The identical question is posed at the end of this inquiry to test field notes, information, and informants. 4) Triangulation entails using several data sources, research workers, theories, and procedures to investigate social issues. Triangulation is essential since each technique has advantages and disadvantages.

3. FINDINGS AND DISCUSSIONS

As well as the accelerated development of globalization, improvements in information and technology have been accompanied by an economic slump and the difficulty of obtaining funds as the demand for funds continues to rise. This is what the Indonesian people are experiencing, and it is the cause and trigger for the increase and proliferation of various types of crimes in the midst of people's lives. One of the most serious crimes, according to Belawan Harbor Police statistics, is drug addiction.

So it is evident and no longer a mystery that drug misuse and trafficking in Indonesia, especially in Medan, is so convoluted and entrenched like knotted threads that it is exceedingly difficult to deal with. Because narcotics have spread throughout Indonesia, especially in big cities. Drug problems, drug offenders, laws, and law enforcement can make this difficult to handle. Drugs are a significant threat to mankind, especially our youth, the nation's future.

Police provide communal protection, especially against drug trafficking. All religions and the law forbid drug usage and trafficking. This has plagued Indonesia, particularly North Sumatra. Lack of drug misuse and illicit trafficking education leads to many victims.

Drugs kill 41 people each day, or 15,000 people per year. Teenagers in Indonesia are addicted to drugs. As a result, drug abuse results in unnecessary and painful deaths. The Provincial Government of North Sumatra is urged to provide community help due to socializing abuse and illicit trafficking. To counteract drug trafficking, the North Sumatra Provincial Government collaborates with institutions. These institutes typically believe that drugs are growing more dangerous and widespread. This situation is extremely dangerous because it jeopardizes the core of society and the nation—our young, insecure generation (not settled). It is evident that unless preventive, repressive, and rehabilitation efforts are made, it will continue to spread and Indonesia will become a distant memory. Like a person, he lost his humanity.

Individual, environmental, and other factors all contribute to drug use. Individual components include attempting to ease stress/problems, following trends/fashions, feeling uneasy, and having fun. Living in a drug distribution area/red zone, attending drug-prone schools, associating with drug users, having drug-using acquaintances, and poor family circumstances can all lead to drug use. So that the child's movements and friendships are not watched.

Other factors that contribute to drug abuse include being easily duped by drug dealers (with the lure of free to try and then be rewarded by becoming a drug courier), convincing someone that drugs can increase energy (drugs already harm health and lead to dependence/overdose, which kills drug users), and a lack of religious provision.

Islamic communication is the method of transmitting Islamic messages utilizing Islamic communication principles. Guidelines for good communication can be found in the Qur'an and hadith. It might be described as Islamic communication rules, principles, or ethics. These Islamic communication laws, principles, or ethics serve as a guidance for Muslims when communicating, both intrapersonally and interpersonally, orally and in writing, as well as in other activities.

According to Belawan Harbor Police Chief AKBP Dayan, communication plays a key part in many police responsibilities, such as service, which is very important because it directly connects with the community.

Aside from that, the strong relationship between police officers and Islamic communication may be seen in the modes in which this communication must be carried out. As previously stated, there are norms and etiquette that police employees must follow when carrying out Islamic communication in dealing with drug misuse in the authority of the Belawan Port Police. These manners undoubtedly attempt to foster a climate of pleasant contact between police officers and drug addicts in the healing or rehabilitation process. As for Islamic communication manners, as explained in the preceding part, they very much mirror Islamic beliefs. Among these are excellent attitudes and manners toward drug users, both in words and deeds, regulating emotions and being patient when dealing with perpetrators, and other good attitudes and manners. These are certainly very high Islamic ideals reflected in these attitudes.

The link between Islamic communication and drug prevention, according to the Belawan Port Police Chief, can be carried out by police employees, namely:

If I understand Islamic communication correctly, it means communication that prioritizes aspects of Islamic values such as politeness, kindness, hospitality, speaking in kind words, communicating politely, and paying more attention to norms. It can also

be interpreted as, for example, personnel carrying out the process of drug prevention communication but by prioritizing politeness, the language used is good, interesting, and based on Islamic values or not. The communication process may not employ Islamic language, but the contents are the same as Islamic communication values; the difficulty is that some of my members are Muslim and some are not. As I see it.

Police-community Islamic connection must be maintained. Because communication is the foundation of all police-community relationships. People require direction. As a result, police officers must mirror community values. Good communication will bring their interests and desires together. Communication strengthens social relationships. Communication assists the police and the community in understanding needs and desires. It is possible to communicate both verbally and nonverbally. Emotions, behaviors, body language, and meaningful words are all examples of nonverbal communication. They should be able to express themselves more effectively if they have good communication skills.

Islamic communication theories are investigated in this course. Human ideals that are in line with human nature should be promoted through Islamic communication. Communication values that are compatible with human creation benefit humanity. Thus, Islamic communication entails disseminating information in accordance with the communication standards outlined in the Qur'an and hadith. Islamic communicators must adhere to the ideals of the Qur'an and hadith.

The strategy used by Belawan Police personnel in preventing (anticipatory) drug trafficking in the Belawan Police working area is:

*In the process of drug prevention, the Belawan Police Department employs a bottom-up and top-down strategy, which means that we make various prevention efforts by involving elements of the community, whether we like it or not, whether the public likes it or not, is the main key to prevention, beginning with a cultural approach based on cultural values and customs that exist in society. So, based on dialogue, we involve traditional and religious leaders in the preventative process. The Belawan Police Department's top-down approach to anti-drug initiatives in the community, including educational institutions, houses of worship, and the use of social media to spread the hazards of narcotics. We frequently highlight the importance of continuing to socialize the hazards of drugs through Babinsa. (**noncommissioned law enforce**).*

Not only may the police be involved in the process of stopping drug trafficking, but the community can also play a significant part.

The socialization activities for counseling on the prevention of drug distribution/abuse carried out by Belawan Port Resort Police personnel are critical in educating the public about the necessity of living a healthy life by avoiding drug misuse. As a result, every parent plays a critical role in avoiding drug usage among their children. It is the obligation of all parties to protect their children from the dangers of drugs (parents, society and schools).

So drug prevention is possible if everyone constantly applies Islamic values and teachings in a Kaffah manner, especially within the family setting. It is preferable to avoid than to treat. Preventing adolescent drug abuse can be accomplished by encouraging and increasing each teenager's self-confidence in what they desire, or what they aspire to, while accompanying them. Because they will avoid anything that could jeopardize their dreams. Furthermore, today's youngsters must always be open, particularly to their families and friends. Both in coping with every situation he encounters and in simply telling what he wants to tell.

Based on the data discovered, the following counseling tactics are used to overcome drug abuse: direct counseling or employing existing media.

a. Legal material submission utilizing suitable language and communication strategies.

b. Effective Media Use

Based on an interview with the Belawan Police Narcotics Unit Head regarding the communication strategy used in the process of preventing drug trafficking, namely:

In terms of strategy, we equip personnel with the ability to convey the dangers of drugs in simple language, even ordinary people can easily understand. For example, by using the communication of religious values, even during socialization, we show how religious opinions are about the dangers of drugs, the aim is to make people understand that these drugs are very dangerous, even according to religious teachings. Besides that there is cultural communication, yes, in various cultural activities, we include elements of drug prevention, usually this is done by young people who care about cultural values, so we also include an anti-drug campaign there. If you want to prevent drugs, it must be admitted, you can't just use this and that communication strategy and others, you can't do that, it's not enough, even if you want to say, it doesn't have any effect, because, who doesn't know the dangers of drugs, according to To me, it's not effective for drug prevention, but for treating drug addicts. If it's prevention, we're tired of using what model of communication we haven't used yet, but look, dealers and users seem to have no end, even though the punishments are quite severe, but it's as if they aren't. there is a catch.

Furthermore, in carrying out its communication plan to minimize or reduce drug consumption, which continues to spread until youngsters, numerous communication techniques are used, including: a. The redundancy method, which involves influencing the younger generation of Muslims by repeating messages. b. The canalizing strategy, which entails conducting private personal communication with drug addicts and making efforts to seek rehabilitation homes.

According to the two approaches discussed above, communication and broadcasting bring the communication strategy closer, implying the strategy of planning, implementing, monitoring, and evaluating Medan residents, particularly the younger generation of Muslims, as discovered by the researchers in the initial study interview.

- To communicate with the younger generation, outreach is done to schools, madrasahs, Muslim youth groups, college student organizations, and rejuvenation communities in nature lovers.
- Cadre training involves young people. These cadres have been invited to combat drug hazards and are ready to work with institutional partners such as GRANAT, BNN, and GAN.
- Partnerships with Medan radio stations such as Kardova 1.57 FM facilitate communication. Swaramu FM 73.93. FM echo 29.48. Through services, consultations, counseling, and education, the cooperation communicates persuasively by inviting and teaching the community.
- Medan Polrestabes coordinates Islamic communication for arrested addicts, dealers, buyers, and victims. Persuasive communication improves awareness and pushes people to stick with the program.
- Communication was carried out in partnership with Islamic institutions such as the MUI (Indonesian Ulema Council), BAKOMUBIN (Indonesian Mubaligh and Muballighah Coordinating Agency) for North Sumatra, and BKPRMI (Indonesian Mubaligh and Muballighah Coordinating

Agency) (Indonesian Mosque Youth Coordinating Agency). Efforts are being made to notify the public about.

- Interactive communication at the Ministry of Religion, the Ministry of Education in North Sumatra, and better coordination across institutions in directing ASN (State Civil Apparatus).

The Islamic communication strategy above is a program effort in providing persuasive and preventive service communication efforts, therefore in this effort it uses three principles of communication in Islam, namely; *Qaulan Baligha* (words that leave an impression on the soul, right on target, communicative, easy to understand), *Qaulan Ma'rufa* (a good word) and, *Qaulan Syawira* (the efforts of the police in prioritizing aspects of deliberation, one of which is establishing cooperation with various educational institutions, institutions of the ministries of religion and education as well as various Islamic assemblies and Islamic youth organizations).

4. CONCLUSIONS

Based on the author's analysis in the previous discussion part, this study has several significant results, namely: 1. Islamic communication tactics used by police officers to combat drug misuse include a) recognizing the target audience of drug users, b) formulating messages, c) developing media, and d) acting as communicators. 2. The Islamic communication method used by police officers to combat drug abuse is quite effective. It is demonstrated by the adoption of an Islamic communication approach in appealing to the community as a partner of the police in eradicating drug usage. The socialization is designed to prepare the community to report drug misuse if it occurs. This is done to keep people from being entangled in the drug trade. Islamic communication is particularly beneficial as an introspective capital in caring for family members in adult groups. The researcher suggests and recommends: 1. The Belawan Port Police must use religious and community leaders to combat drug usage by making drugs a topic of every religious leader's speech. The Belawan Port Police must also increase their ability to identify adolescent drug misuse, utilise existing facilities in accordance with their tasks, and actively communicate the shortage of human resources and infrastructure to their superiors. Along with additional facilities, it is hoped that the problem of adolescent drug usage will still receive special attention and that police may build an information and communication network between law enforcement and the community to tackle communication issues. 2. The Criminal Investigation Bureau Drugs Police must understand preventive and prosecution communication. Thus, police must discourage drug misuse using Islamic communication. To process each case faster, the police must improve their work. To maximize performance and synergy with other institutions, maximize any assistance. Imposing strong sanctions if drug usage is still detected in the community, especially for drug dealers, to help people behave well and act wisely, and eradicating drug dealers to keep people safe from drug trafficking. 3. For other researchers discussing comparable studies to present more detailed research. This debate is incomplete. Thus, further researchers are needed to better explain Belawan Port Police's drug abuse communication method. Because sting operations demand a lot of resources, insufficient people in drug trafficking prevention and prosecution are still a concern. Belawan Port drug trafficking is difficult to stop.

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