

## Narcotics Pose a Tangible Threat to the Nation's Future

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### ABSTRACT

**Keywords:**

Narcotics,  
Youth Demographic,  
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*Gayungan Village is endowed with a diverse array of facilities and community services, encompassing administrative offices, places of worship, healthcare facilities, educational institutions, and other public amenities. Key initiatives spearheaded by the village include community development and empowerment, which address critical aspects such as economic conditions, socio-cultural dynamics, environmental stewardship, and more. Concurrently, a significant challenge posing a threat to the nascent generation within Gayungan Village is the pervasive issue of narcotics. The absence of effective communication channels serving as cautionary measures and preventative strategies regarding the perils of drug abuse in the vicinity of Gayungan Village is notable. Consequently, the objective underlying this initiative is to foster an environment where the youth of Gayungan Subdistrict remain disassociated from these proscribed substances. The empirical data for this research were meticulously gathered through field observations and in-depth interviews. This investigation employs the 5W1H data analysis methodology, aligned with the exigencies of the research questions, to ascertain the efficacy and communicative impact of Public Service Advertisements.*

### INTRODUCTION

The proliferation of illicit substances poses a significant threat to national development by imperiling the current youth cohort, who represent the primary vehicle for Indonesia's advancement towards affluence and well-being. Narcotic substances have emerged as a critical contemporary concern, capable of degrading the conduct and ethical frameworks of the nation's youth. The fundamental objective of narcotics is to undermine the future of the nation, resulting in the degradation of young individuals, both physically and psychologically, with detrimental effects on cognitive functions, leading to alterations in behavior, thought processes, consciousness, and the manifestation of hallucinations. Presently, the consumption of narcotics is not confined to adults but extends to adolescents and children. Initial experimentation is often driven by curiosity regarding the sensation, followed by peer influence and repeated trials. Upon experiencing the perceived pleasure associated with their use, individuals frequently develop a dependency on these substances. Numerous individuals who consume these drugs are initially enticed by transient euphoria or seek an escape from their personal challenges. However, the repercussions of narcotics can inflict profound damage on both physical and psychological health. Adolescence is a formative period characterized by identity exploration and emotional volatility. To cultivate a robust and productive younger generation, a crucial preventative measure against succumbing to the perils of narcotics involves personal self-discipline, the engagement in beneficial positive activities, and a heightened vigilance concerning social associations and surrounding environments. As reported by Kompas on March 25, 2023, approximately 4.8 million individuals aged 15-64 years, residing in both rural and urban areas, had reportedly used narcotics between 2022 and 2023. The National Narcotics Agency (BNN) disclosed the investigation of 768 criminal cases pertaining to narcotics, involving 1,209 suspects.

Table 1. Prevalence of Drug Exposure Among Indonesian Population by Age Group

No.	Data Category	Ever Used	Used in Past Year
1	15-24 year	1,96	1,87
2	25-49 year	3	2,02
3	50-64 year	2,17	1,88

Generally, in terms of gender, male drug users outnumber female users. Regarding geographical distribution, data from the National Narcotics Agency indicates a higher prevalence of drug use in urban areas compared to rural areas.

Gayungan Village is a sub-district within the Gayungan District, situated in South Surabaya. This village is equipped with various community facilities and services, including a village office, places of worship, health centers, educational institutions, and other public amenities. The utilization of information media can broaden community knowledge and foster interpersonal interactions within a social environment (Sasmita: 2015). The boundaries between Visual Communication Design, or Graphic Design, and other media such as film, video, and even product design have become indistinct. Advertising is regarded as an effective strategy for delivering messages in product marketing. Consequently, the process of disseminating information about an advertised product to the public must incorporate elements of appeal to evoke audience emotions (Andrian, Tecolalu, Latief: 2024). This suggests that through the information conveyed in advertisements, it is anticipated that the public will develop interest, a sense of need, and a desire to purchase the advertised goods or services. In essence, this information becomes a body of knowledge that guides and directs consumers towards purchase decisions (Thariq: 2021). The deficiency of print media information concerning the perils of narcotics for the youth aged 15-24 in the Gayungan Village prompted the village authorities to collaborate with the Visual Communication Design program at the State University of Surabaya. This collaboration aims, in part, to design Public Service Advertisements (PSAs), specifically A2-sized posters, intended for strategic placement within Gayungan Village. The objective of this research is to provide education to the youth in Gayungan Village through posters as a means of reminding and cautioning them about the dangers of illegal substances.

## RESEARCH METHOD

This investigation employed a descriptive analysis methodology, utilized for the examination of collected data. The process involved delineating and portraying the aggregated information to ascertain the efficacy of the intended design. Subsequent to data compilation, a reduction and identification phase was undertaken, followed by an analytical approach employing the 5W1H method. This framework encompasses an inquiry into What, When, Why, Who, Where, and How. The application of the 5W1H framework serves to elucidate known responses pertaining to a particular subject, thereby facilitating the refinement of inquiries into more precise and significant questions (Yin: 2023). The 5W1H analysis is conducted to comprehend the behavioral patterns of the design's target audience in relation to the inherent challenges of this particular design endeavor. Based on the data thus far acquired, the following analysis utilizes the 5W1H methodology:

Table 2. 5W+1H Data

No	5W1H	Question
1	What	What are the anticipated outcomes from the informational movie (ILM) poster design concerning the perils of illicit substances for the youthful demographic, subsequent to its dissemination among the populace of Gayungan Village, particularly the youth organizations?
2	Where	In which locations within Gayungan Village will the ILM poster, designed to highlight the dangers of narcotics for young individuals and serve as a reminder, be observable by the community?
3	When	At what temporal juncture will the ILM poster, addressing the hazards of illicit drugs for the younger generation, be realized and implemented within the Gayungan Village?
4	Why	What is the rationale underpinning the necessity for the creation of this ILM poster design?
5	Who	Who constitutes the intended recipient demographic for this design initiative?
6	How	What methodological approaches should be employed in the architecting of an ILM poster that is both communicative and effectively targets its intended audience?

## RESULTS AND DISCUSSION

Gayungan Village, situated in South Surabaya within the Gayungan District, is distinguished by its comprehensive array of community amenities and services. These encompass administrative offices, places of worship, healthcare facilities, educational institutions, and other public infrastructure. Furthermore, the village actively implements flagship initiatives for community development and empowerment, strategically designed to cultivate citizen potential, engagement, and overall well-being. The developmental focus is primarily concentrated on five key determinants: societal factors, economic drivers, sociocultural and religious influences, and environmental considerations. Consequently, it is imperative to sustain the positive public perception of these pivotal community development and empowerment programs, thereby fostering an optimistic outlook among residents. The strategic deployment of Public Service Announcements (PSAs) is anticipated to shape favorable perceptions and elicit constructive actions concerning the perilous implications of drug abuse among the youth. The attitudes and behaviors engendered by these PSAs are a direct consequence of societal experiences derived from observing the outcomes of the designed interventions.

This investigation employs a descriptive analytical methodology to scrutinize collected data. The approach involves delineating and characterizing the gathered information to ascertain the efficacy of the proposed design. Subsequently, the analyzed data will be refined through design thinking principles to yield a user-centric and viable product. Design thinking, as conceptualized by David Kelley and Tim Brown, pioneers at IDEO, prioritizes user needs in addressing presented challenges.

### 1. *Empathize*

The *empathize* phase represents the initial stage of the Design Thinking process. This empathetic inquiry is conducted to ascertain the thoughts, utterances, sentiments, and actions of the young demographic, who constitute the target audience (A. Pressman: 2019). Findings derived from observational efforts, including interviews with the village head and several youth organization members, indicate a need within the Gayungan Village for a mnemonic medium in the form of posters addressing the perils of narcotics.

### 2. *Define*

The *define* phase is undertaken subsequent to crystallizing the specific focus of the identified problem, rooted in user requirements elucidated through the empathetic observation process. This definition stage is instrumental in resolving user challenges once the core issues have been definitively established. The *define* stage is accomplished through a series of steps. This research employs the 5W1H data analysis methodology, wherein the researcher processes diverse verbal and visual data acquired to inform the message conveyed through the poster medium (D.W. Soewardikoen: 2019).

Table 3. Analysis of 5W+1H Data

No	5W1H	Question	Deskription
1	What	What are the anticipated outcomes from the informational movie (ILM) poster design concerning the perils of illicit substances for the youthful demographic, subsequent to its dissemination among the populace of Gayungan Village, particularly the youth organizations?	The objective is to serve as a deterrent, discouraging the youth in Gayungan Village from experimenting with such proscribed substances.
2	Where	In which locations within Gayungan Village will the ILM poster, designed to highlight the dangers of narcotics for young individuals and serve as a	The Public Service Announcement posters are to be strategically situated in high-traffic areas to ensure maximum visibility.

		reminder, be observable by the community?	
3	When	At what temporal juncture will the ILM poster, addressing the hazards of illicit drugs for the younger generation, be realized and implemented within the Gayungan Village?	The implementation should proceed with utmost expediency, given the current absence of any Public Service Announcement posters specifically focused on the detrimental effects of drug abuse.
4	Why	What is the rationale underpinning the necessity for the creation of this ILM poster design?	The government has officially declared a campaign against narcotics, as the prevalence of drug use is no longer confined to adults but extends to adolescents and even children. Alarming, this phenomenon is pervasive across virtually all societal strata.
5	Who	Who constitutes the intended recipient demographic for this design initiative?	While adolescents represent the primary target demographic for this Public Service Announcement poster design, adults are also encompassed within the scope of potential viewers
6	How	What methodological approaches should be employed in the architecting of an ILM poster that is both communicative and effectively targets its intended audience?	This design process will involve the careful selection and arrangement of typography as a primary visual element. In this context, typographic techniques will not only consider aesthetic appeal and visual impression but will also prioritize factors such as reader engagement, comprehension, and the clarity of the intended message.

### 3. Ideate

The creation of impactful posters transcends mere image selection, extending to the judicious arrangement of typographic elements. Effective poster typography enhances the comprehension of the design's message and captivates the audience's attention. Typography can function as a potent component in generating visuals that are not only aesthetically pleasing but also efficacious in conveying information (Rustan, 2023). Crafting compelling poster typography involves more than selecting visually appealing typefaces; it necessitates strategic arrangement for optimal effectiveness. This extends beyond pure aesthetics to ensuring legibility and establishing a strong visual impact. Typography is not solely an art form but a discipline of critical importance in facilitating visual communication. Through meticulous arrangement, messages can be more readily grasped and disseminated efficiently. The application of typography aims to evoke emotional responses and convey specific messages through the visual presentation of

type and text (Koskow, 2021). In the context of Public Service Announcement (PSA) advertisements, typography serves to establish the message's framework. The typographic style is rendered in a pop aesthetic, aligning with the PSA's designated demographic: youth and adolescents. This poster style is characterized by flat design principles. Its presentation is simple and uncluttered, employing two to three contrasting colors with a blocking technique to enhance memorability and comprehension, thereby ensuring the moral message resonates.

#### 4. Prototyping

Preliminary sketches, or thumbnail sketches, represent broad conceptualizations. These are initial bursts of creative expression translated into rudimentary forms. The design process typically involves the generation of numerous ideas depicted through sketches. From this multiplicity, a select three designs are chosen for further development into Public Service Announcement (PSA) poster artworks. The sketching technique employed is manual, involving direct drawing on paper, followed by digital transfer and refinement using software such as CorelDRAW or Adobe Illustrator. Subsequent to digital transfer, the coarse sketches are meticulously refined. Within the software environment, the manual sketches undergo processing to enhance line work, outlines, granular details, and overall composition. Furthermore, the digital rendition incorporates the actual dimensions intended for printing, specifically A2 size.

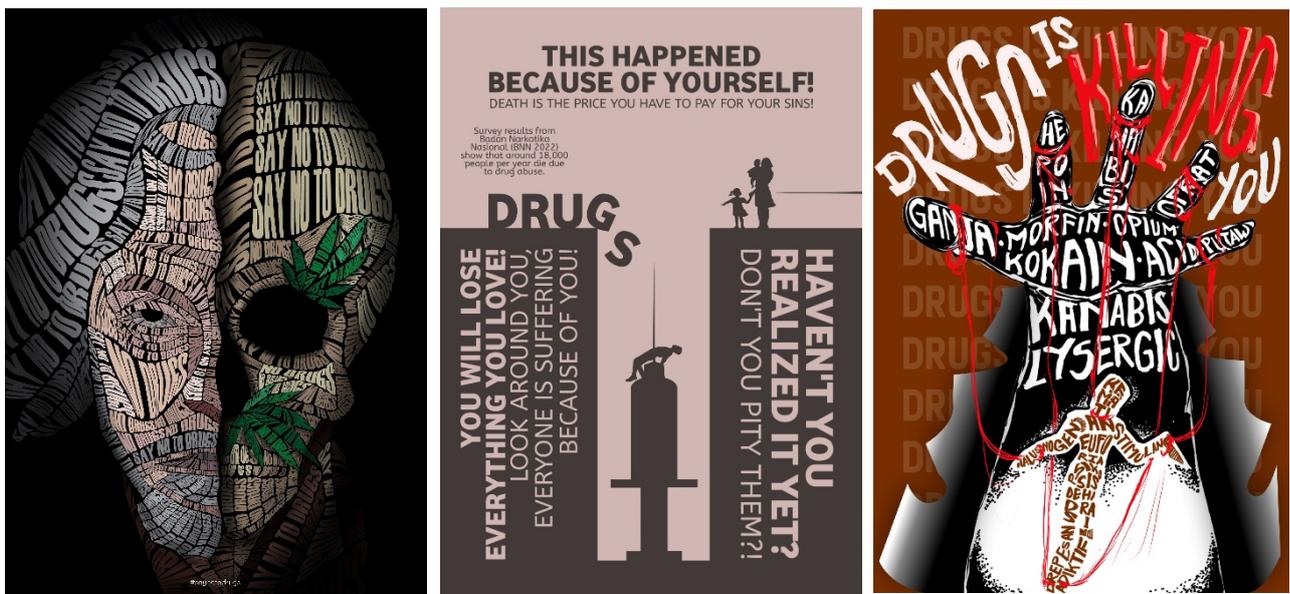


Figure 1. Final Design of the Public Service Advertisement Poster in Gayungan Village

#### 5. Testing

The refinement of the prototype into a deployable product necessitates user testing to determine its readiness for mass release or if further developmental iterations are required. This testing phase ensures the product's suitability for distribution to end-users. The results of limited testing conducted on the Public Service Announcement posters

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within the Gayungan sub-district yielded highly satisfactory outcomes. The Youth Organization of the Gayungan sub-district expressed strong approval for the proposed installation of these posters at various strategic locations.

## CONCLUSION

The Gayungan Village Community requires several Public Service Announcement (PSA) posters addressing the perils of narcotics, with a particular focus on the youth organizations within the village. Employing a proactive strategy of prevention over intervention, these posters aim to enhance community comprehension of the detrimental impact of drug abuse. The design aesthetic, characterized by a minimalist approach centered on typographical arrangement, effectively conveys a clear and impactful message, rendering it readily comprehensible to the younger demographic of the Gayungan Community. The intended positive ramifications for the youth in Gayungan stemming from this initiative include the fostering of optimistic thinking, mutual encouragement for healthy choices, and an active avoidance of all forms of illicit substances. Future research endeavors are encouraged to explore more engaging and communicative methodologies, particularly in the utilization of PSA media.

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