



UTILIZATION OF POSTER AS A LEARNING MEDIA IN INSTAGRAM AS INFORMATION MEDIA ABOUT TYPES OF NARCOTICS

¹Nina Riana Harahap and Yenni Triana Lumban Gaol

¹Department of Science Education, Universitas Negeri Medan
ninarianaharahap@gmail.com

Accepted: December 5th, 2020. Published: December 31th, 2020

Abstract

Drug abuse in Indonesia has reached a dire state and has become a serious problem, so there is a need for efforts to prevent drug abuse. One of the triggers for the increasing level of drug abuse is the lack of socialization to the public which results in the lack of information obtained by the public regarding the types of narcotics and the dangers of narcotics abuse. The purpose of this study was to determine the function of posters on Instagram social media in making it easier for the public to obtain information related to types of narcotics. The instrument used is a poster, using social media Instagram. The method used in data collection is primary data which is obtained directly through suggestions and comments from followers. The results obtained are the easier it is for the public to obtain information about drugs as a solution in preventing drug abuse. It is hoped that the use of posters on Instagram social media can become a medium of information about the types of narcotics.

Keywords: posters, instagram social media, types of narcotics.

Introduction

Drugs are one of the problems that still occur in Indonesia, drug abuse can have negative physical, psychological and social impacts. Narcotics stands for Narcotics, Psychotropics and Addictive Substances are drugs that can relieve pain, calm nerves, stimulate and cause drowsiness (Hariyanto, 2018).

Law No. 35 of 2009 concerning Narcotics states that Narcotics are substances or drugs derived from plants or non-plants, both synthetic and semi-synthetic, which can cause changes or decrease in awareness, relieve pain, and cause dependence on users. Narcotics are grouped into three groups, namely as follows:

Narcotics Class I

Narcotics Class I are narcotics that can only be used for the development of science and have a very high potential to cause dependence. Examples: Cocaine, Marijuana, Etorfina, Jicing, Opium, Heroin, Methamphetamine, Amphetamines, Acetorphine, Papaver Somniferum Plants, Katinon, MDMA / Ecstasy, and other types.

Narcotics Class II

Narcotics class II are narcotics used for the development of science and medicine and have a high potential to cause dependence. Examples: Pethidine, Methadone, Morphine, Fentanyl, Dextromoramide, Dihydromorphine, Oksymorphondan, and other types.

Narcotics Class III

Narcotics class III are narcotics used for treatment such as therapy and scientific development (research) and have the potential to cause dependence. Examples: Buprenorphine, Nicokodina, Polkodine, Ethylmorphine, Codeine, Propiram, Norkodein, and other types (National Narcotics Agency, 2012).

The use of these substances is as a medicine to calm nerves and relieve pain but can cause addiction or dependence if they are used excessively. The use of drugs not according to the dosage will have a negative impact, both on the physical and psychological health of the user. The negative effects of drugs include frequent hallucinations, being sensitive and

emotional, red eyes, dislike of socializing, and committing crimes to fulfill their desire for drugs. Drug abuse can be given legal sanctions (National Narcotics Agency, 2019).

The law that regulates the use and distribution of drugs is the Republic of Indonesia Law No. 22 of 1997 concerning Narcotics and Law of the Republic of Indonesia no. 5 of 1997 concerning psychotropic substances which states "Illegal possession, use and distribution of drugs is a violation of the law". Based on Presidential Decree Number 17 of 2002 the National Narcotics Agency was formed to solve this problem (Fadhli and Anisah, 2018)

The law in effect has been very effective but there are still many people who ignore it, this is evidenced by the increasing number of cases of drug abuse. Based on data obtained from the National Narcotics Agency in 2019, the number of drug users in Indonesia is around 3.6 million people, 50.34 percent of those who abuse drugs are workers, 27.32 percent of students, 22.34 percent of unemployed people.

The increasing distribution and abuse of drugs in the community is caused by the lack of information obtained by the public regarding the types of drugs and the negative impacts caused by drugs. One of the efforts that can be made in disseminating information in the community is by utilizing information media that is popular and effective in the community.

Information media that can be used is to implement posters on Instagram social media. Posters are publication media consisting of pictures, writings, or a combination of the two aimed at providing information to the general public. Social media is a medium of communication that is efficient, effective and has an important role in change

The use of social media helps the process of transitioning society from traditional to modern (Leonita & Nizwardi, 2018). Social media can be used as a means of communication in conveying information about drug prevention to the public.

Social media that is currently popular is Instagram. Social media can be an effective communication strategy in conveying information about types of drugs to the public. This is because Instagram fulfills four criteria that need to be achieved in making a communication strategy. According to Arifin (1994), to create an effective communication strategy, there are four stages that must be passed, namely:

1. Knowing the audience, in the communication process both audiences and communicators have the same interest. The knowledge or message conveyed must be understandable to the audience,
2. Composing a message, namely determining the theme and material. In preparing the message, it must be interesting, can satisfy the needs of the message conveyed, and include the needs of the communicant,
3. Determining the method, the methods that can be taken by the communicator include: (a) Redundancy, namely influencing the audience by repeating messages to the audience. (b) Canalizing, namely influencing the audience by fulfilling the values of the group and society gradually changing in the desired direction. (c) Informative, namely influencing the audience by providing information, which means conveying something as it is. (d) Persuasive, namely influencing the audience by persuading. (e) Educative, namely influencing the audience by providing educational statements. (f) Cursive, namely influencing the audience by force.
4. The use of media, as an effective communication tool in providing information, for example, social media

Based on the description above, the purpose of this study is to determine the function of posters on social media Instagram in making it easier for the public to obtain information related to the types of narcotics.

Research Method

This research is a limited research and development research. After the poster

has been developed, the audience's opinion data is collected by uploading the poster on Instagram social media. The sample in this study is the community or followers. Data collection is obtained from primary data through suggestions and comments from followers. The instrument used is a poster using Instagram social media.

Result and Discussion

Designing the Concept of Drug Prevention: Types of Drugs

Researchers discuss with lecturers about the design of socialization of types of narcotics through posters that will be uploaded on social media Instagram to overcome the lack of public information about the types of drugs. Next the researchers looked for media references that were interesting and able to increase public understanding of the types of narcotics in the following ways:

1. Inventory materials in the form of images needed for attractive media,
2. Browsing (Search) for materials that have been inventoried,
3. Group the materials that have been obtained
4. Mempelajari bahan-bahan yang dicari dalam membuat poster jenis-jenis narkotika.

The materials or images needed to make an attractive poster must be in accordance with the topic discussed with the lecturer who teaches Narcotics, Psychotropics and Prohibited Materials courses. The next stage, Browsing (looking for) materials that have been inventoried. By using the Google search engine, researchers search for materials that researchers have collected. After making an inventory of the materials and materials the researchers needed. Furthermore, the researchers classified the images that have been searched based on the types of drugs. Then the researchers studied the materials they were looking for in making posters about the dangers of drug abuse. In addition, researchers must also look for accurate and reliable reference materials.

Designing Poster

After collecting and studying the materials needed to make a poster, then design or make an interesting poster design. Researchers designed a poster design using

the Canva application. As for what must be considered in making posters are:

1. Images are made striking by giving colors according to the ideas to be conveyed
2. use language and sentences that are easily understood by the general public
3. sentences are short, concise and contain
4. the writing is large and easy to read
5. attract readers.



Figure 1. The result of the poster design

Implementation of Posters through Instagram Social Media

The poster has been made interestingly, then the poster is uploaded on social media by the researcher. To be able to socialize posters to the public (followers), researchers must be able to choose the right time to upload posters and also provide attractive captions so that the posters are seen by many followers. Posters are uploaded by adding a caption to allow followers to provide comments and also suggestions that support the improvement of the poster. After the poster is uploaded, the researcher records and discusses the results of the comments and suggestions given by the followers. Then the researcher evaluates and makes improvements to the posters that have been made.

Conclusion

Posters are publication media consisting of pictures, writings, or a combination of the two aimed at providing or conveying information to the general public. Social media is a medium of communication that is efficient, effective and has an important role in change. Information media that can be used to inform types of drugs are posters through social media Instagram. Instagram social media is effectively used as a medium of information because Instagram social media is currently popular and widely used by the general public. Based on the discussion of the research results, it is suggested that the next researcher should choose colors and also pictures that attract people's attention in making posters.

Reference

- Arifin, A., 1994. *Strategi Komunikasi*. Bandung: CV. Amrico.
- Badan Narkotika Nasional Indonesia. 2012. *Panduan Pencegahan Penyalahgunaan Narkoba Sejak Dini*. Jakarta.
- Badan Narkotika Nasional. 2019. Pengertian Narkoba Dan Bahaya Narkoba Bagi Kesehatan. <https://bnn.go.id/pengertian-narkoba-dan-bahaya-narkoba-bagi-kesehatan/>
- Fadhli, T.A., dan Anisah, N., 2018. Strategi Komunikasi Seksi Pemcegaham Badan Narkotika Nasional Provinsi (BNNP) Aceh dalam Menyosialisasikan Anti Narkoba Melalui Media Massa di Kota Banda Aceh. *Jurnal Ilmiah Mahasiswa FISIP Unsyiah*. 3 (4).
- Hariyanto, B. p., 2018. Pencegahan Dan Pemberantasan Peredaran Narkoba Di Indonesia. *Jurnal Daulat Hukum*. 1 (1) : 201-210.
- <https://amp.suara.com/news/2020/07/30/112418/bnn-kasus-penyalahgunaan-narkoba-paling-banyak-dilakukan-oleh-pekerja> (accessed on 22 November 2020)
- Leonita, E., & Nizwardi, J., 2018. Peran Media Sosial dalam Upaya Promosi Kesehatan. *Jurnal Inovasi Vokasional dan Teknologi*. 16 (2) :25-34.