



Music To Socialize Not To Criticize: Analyzing Youth Perception Towards Music as a Top Down Public Policy Communication: Case Study of 'War on Drugs' Song by the National Narcotics Agency (BNN)

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Music To Socialize Not To Criticize: Analyzing Youth Perception Towards Music as a Top-Down Public Policy Communication: Case Study of 'War on Drugs' Song by the National Narcotics Agency (BNN)

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Abstract

This study aims to analyze the effectiveness of utilizing music as a top-down policy communication medium through the youth perspective using the communication dimension– transmission, clarity, and consistency– as part of the direct and indirect policy implementation model by George Edwards III. This study uses the War On Drugs song by the National Narcotics Agency (BNN) in delivering their program called Pencegahan, Pemberantasan, Penyalahgunaan, dan Peredaran Gelap Narkotika (P4GN). In order to analyze and evaluate the effectiveness of the War On Drugs song as a top-down policy communication medium, this research employs a mixed-method approach– a perception survey and an in-depth interview– to obtain the data. This study finds that the youth appreciate the idea of using music as a policy communication medium and it has successfully delivered the message, but they are less satisfied with the song. Moreover, the respondents imply the importance of other mediums to disseminate the song and to deliver the policy. This study suggests some recommendations for future institutions or policymakers that want to utilize music as one of their communication strategies to deliver their policies. The research concludes that it is important to do a pre-production survey– to analyze the targeted group– and to utilize other communication mediums. However there are some limitations as it does not emphasize the impact of using music to communicate policy in changing the behavior of the targeted groups and it does not include the perspective of the policy maker or institution that utilizes music to socialize their policy.

Keywords: *music, public policy, policy communication, youth perception*