

INTISARI

Diseminasi P4GN (Pencegahan dan Pemberantasan Penyalahgunaan dan Peredaran Gelap Narkoba) pada konteks komunikasi publik merupakan kegiatan yang paling banyak diikuti oleh masyarakat dalam pencegahan penyalahgunaan narkoba. Penelitian ini menganalisis pengaruh antara kemampuan retorika dalam diseminasi P4GN oleh Badan Narkotika Nasional (BNN) pada konteks komunikasi publik dengan ketahanan diri antinarkoba masyarakat Jawa Tengah (Jateng). Teori-teori untuk menjawabnya yaitu *social learning*, *rethoric*, *public communication*, dan *social penetration*. Jumlah responden sebanyak 174 orang yang berusia 16 s.d. 64 tahun. Responden telah mengikuti komunikasi publik BNN pada periode Agustus s.d. Desember 2020 di kota Semarang atau Solo/Surakarta. Kuesioner daring dibagikan kepada responden yang mana terdiri dari beberapa aspek yaitu ketahanan diri antinarkoba yang diadaptasi dari *Anti Drug Scale* (ADS) BNN; kemampuan retorika; serta intensitas hubungan. Kami menemukan bahwa kemampuan retorika dalam diseminasi P4GN oleh BNN pada konteks komunikasi publik berpengaruh signifikan, positif, dan lemah (persentase 8,2%) terhadap ketahanan diri antinarkoba masyarakat Jateng. Ketahanan diri tersebut terdiri atas 3 aspek yaitu *self regulation*, *assertiveness*, dan *reaching out*. Analisis *Moderated Regression Analysis* (MRA) menegaskan bahwa variabel moderator berupa intensitas hubungan masyarakat dengan orang tua pada hubungan antara retorika dengan ketahanan diri berpengaruh signifikan, positif, dan lemah. Variabel moderator lain berupa intensitas hubungan masyarakat dengan teman sebaya yang menyimpang berpengaruh signifikan, negatif, dan lemah. Rekomendasi agar persentase pengaruh retorika antinarkoba meningkat yaitu (1) Hal-hal yang diperkuat BNN adalah kemampuan retorika; penyampaian bukti bahwa penyalahgunaan narkoba berbahaya; serta penggunaan metode interaktif; (2) Ada beberapa materi yang secara khusus belum disampaikan BNN yaitu penolakan teman sebaya yang menyimpang dan mengatasi permasalahan hidup; manajemen stres; serta *parenting*.

Kata Kunci: intensitas hubungan, ketahanan diri, komunikasi publik BNN, retorika antinarkoba

ABSTRACT

Dissemination of P4GN (Prevention and Eradication of Drug Abuse and Illicit Trafficking) in the context of public communication is the most widely followed activity by Indonesian people in preventing drug abuse. This study analyzes the effect of rhetorical ability in the dissemination of P4GN by the National Narcotics Board Republic of Indonesia (BNN) in the context of public communication toward the anti-drug self-defense of the people of Central Java (Central Java). Theories are social learning, rhetoric, public communication, self regulation, assertiveness, reaching out, and social penetration. The number of respondents is 174 people aged 16 until 64 years old. Respondents have participated in BNN's public communications in the period from August to December 2020 in Semarang city or Solo/Surakarta city. Online questionnaires were distributed to respondents which consisted of several aspects, namely anti-drug self-resistance which was adapted from the Anti Drug Scale (ADS) of BNN; rhetorical ability; and the intensity with parents and peer deviant relationships. We found that the rhetorical ability to disseminate P4GN by BNN in the context of public communication had a significant, positive, and weak effect (percentage 8.2%) on the anti-drug self-defense of the people of Central Java. Self-defense consists of 3 aspects, namely self-regulation, assertiveness, and reaching out. Moderated Regression Analysis (MRA) confirms that the moderator variable about the intense relationship of people with parents on the effect between rhetoric and self-resistance has a significant, positive, and weak effect. Another moderator variable about the intense relationship of people with with peers has a significant, negative, and weak effect. Recommendations to increase the percentage of the influence of anti-drug rhetoric are (1) BNN should improve rhetorical abilities; submission of evidence that drug abuse is dangerous; and the use of interactive methods; (2) There are several materials that have not been specifically explaining by BNN, namely the rejection of deviant peers and overcoming life problems; stress management; and parenting.

Keywords: anti-drug rhetoric; BNN public communication; self-resistance; intense relationship