



## Public Relations Campaign of Government Institutions in Educating the Public on Anti-Drug Awareness

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### ABSTRACT

The anti-drug campaign aims to educate teenagers in Bandung schools to prevent drug abuse. This study analyzes the communication strategy, planning, implementation, and challenges of the campaign conducted by the Public Relations of BNNP West Java. Using a qualitative method with a descriptive approach, data were collected through interviews, observations, and secondary sources. The findings show that the campaign relies on face-to-face interactions in schools to build credibility and personal engagement, while online media is used to reach a broader audience. However, challenges include budget constraints, peer influence, lack of innovation, the spread of hoaxes, and low digital literacy. Despite these challenges, the campaign remains effective in several aspects.

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## **INTRODUCTION**

The prevention of drug circulation is a serious concern that requires protection from all parties in society. One crucial step is educating people about the dangers of drugs to health. To achieve optimal results, a specialized method is needed in prevention campaigns, especially among students. The responsibility for drug prevention does not solely lie with the National Narcotics Agency (BNN) but is a collective duty of all Indonesian citizens to create a healthy and drug-free generation. (Amalia, 2021)

This issue is a serious concern for all parties in order to protect society from drug circulation. One of the efforts that can be undertaken is providing education on the dangers of drug use to health. Therefore, specific methods are required to ensure that drug prevention campaigns can be conducted optimally, particularly among students. The responsibility for drug prevention campaigns does not belong solely to the National Narcotics Agency but to all Indonesian citizens to create a healthy, drug-free generation. (Pandiangan & Siringoringo, 2019)

The anti-drug campaign conducted by BNNP West Java in schools across Bandung is a crucial and strategic step. Teenagers are a vulnerable group susceptible to drug influence, often lacking sufficient knowledge about the dangers and harmful effects of drug use. The fact that formal education often does not provide in-depth information about drugs increases the urgency of such campaigns.

BNNP West Java implements an anti-drug campaign strategy through a face-to-face approach, as stated by Mr. Bambang Fitriyanto, S.I.Kom, from the public relations department of BNNP West Java. This campaign focuses on educating teenagers in Bandung about the dangers of drugs, aiming to prevent them from becoming involved in drug abuse while encouraging them to play an active role in combating this issue and spreading educational messages to others. Teenagers, who are in the transition from childhood to adulthood, are often vulnerable to negative influences such as drugs due to their curiosity and immaturity. Drugs, as harmful and illegal substances, can damage physical and mental health and lead to various social and legal problems. Therefore, preventive efforts such as school-based campaigns are essential.

In Indonesia, drug-related problems continue to rise, with many teenagers becoming involved in drug abuse. Education and outreach, particularly those based on Law No. 35 of 2009 on narcotics, are crucial in raising awareness and understanding of the impacts of drugs and the associated legal consequences. Instilling awareness at a young age is expected to shape a stronger and drug-free generation in the future.

The researcher chose teenagers in Bandung as the primary subjects for conducting research and interviews. It was also noted that drug users under the age of 25 are relatively lower in number; thus, BNNP frequently targets its campaigns toward teenagers. Teenagers require education to avoid drug abuse and to determine the quality of their lives for a better future.

## LITERATURE REVIEW

### *Public Relations*

Public relations (PR) is a management function that builds and maintains beneficial relationships between an organization and its public, which influence the organization's success or failure. The following is the definition of public relations according to experts in a journal by Rahmatunisa & Febriani (2019).

Campaign activities have been widely carried out by companies worldwide, including by the public relations team of BNNP West Java. During the implementation of the campaign program, public relations serves as the organizer. This means that everything planned to ensure the campaign runs smoothly requires the role of public relations. The series of public relations campaign activities includes the planning stage to the evaluation stage.

The campaign aims to influence the predetermined audience through a conscious process that is gradually built and sustained over a certain period. A public relations campaign is a strategic message designed for a specific target within a particular time frame, forming either a positive or negative response that impacts the organization (Venus, 2018, as cited in Diniati & Rachman, 2022).

### *Campaign*

A campaign is a series of organized and planned actions aimed at achieving specific goals, usually in the context of marketing, politics, social issues, or public awareness. Campaigns can take place over short or long periods, depending on the objectives and strategies used. A social campaign, on the other hand, is an initiative or movement carried out by an individual or group through a series of actions to deliver a message, typically addressing social issues within society (Fajari Oktafiana & Kristiana, 2021).

Similarly, the campaign conducted by BNNP West Java is non-commercial in nature, aiming to educate the public about the dangers of drugs and encourage them to stay away from drug abuse. Through this campaign, individuals can further educate others within their communities about the importance of avoiding drugs.

There are ten planning stages required to successfully execute a campaign, ensuring that the message is effectively delivered to the audience. The following are the campaign planning stages according to Venus (2018).

## METHODOLOGY

According to Sugiyono (2013:32), "the research subject is an attribute, characteristic, or value of a person, object, or activity with specific variables that are determined for study and conclusion drawing." The researcher selected the National Narcotics Agency (BNN) of West Java Province as the research subject, specifically the public relations officers of BNNP West Java or counselors who conduct campaigns targeting teenagers in Bandung.

According to Husein Umar (2013:18), the research object explains what and or who is being studied, as well as where and when the research is

conducted. Additional relevant aspects may also be included if deemed necessary. The research object refers to the condition or characteristics of the research subject (individuals, objects, or institutions) that are the focus of the study. This condition can include activities, behaviors, assessments, attitudes, perspectives, or processes.

Based on this, the research object is the anti-drug campaign conducted by the public relations division of BNNP West Java targeting teenagers in Bandung. Teenagers in school are still under the supervision of teachers, and schools typically provide counseling teachers to guide students who encounter issues or to instill discipline. This stage presents a valuable opportunity to shape students' mindset to avoid drugs before they enter adulthood, where social interactions occur without strict supervision.

### *Research Methodology*

This study employs a qualitative research method with a descriptive approach. Qualitative research is commonly used in social sciences and humanities, particularly in micro-level studies. It primarily examines human behavior patterns and the underlying factors behind those behaviors, which are often difficult to measure quantitatively. Observable symptoms do not always reflect the actual thoughts and desires of individuals. Qualitative research is inductive, based on objective and participatory observations of a social phenomenon (N. Harahap, 2020).

### *Data Collection*

Data collection is a crucial process in scientific research. In this study, the researcher utilized two types of data: primary and secondary data.

1. Primary data was obtained directly from the research object through interviews, observations, and documentation.
  - a. Semi-structured interviews were conducted to gather in-depth information from various informants, including public relations officers of BNNP West Java, teachers, and students.
  - b. Active observation was carried out to directly monitor the drug prevention and awareness activities conducted by BNNP.
  - c. Documentation included records, images, and relevant artworks related to the study.
2. Secondary data, which was obtained indirectly from other sources, consisted of literature reviews from books, previous research papers, and online resources to support and complement the information in this study.

### *Data Analysis Techniques*

The data analysis in this research follows four stages:

1. Data Collection
2. Data Reduction
3. Data Display
4. Conclusion Drawing and Verification

This study applies source triangulation to verify the credibility of data. This method involves cross-checking data obtained from various sources, such as interview results, archives, and documents, to ensure accuracy and reliability.

## RESEARCH RESULTS

### *Campaign Strategy*

The anti-drug campaign aims to provide information about the dangers of drugs. Although people of all ages can participate in anti-drug campaigns, teenagers, in particular, should attend at least one campaign to learn about the dangers of drugs and how to avoid them. The primary goal of every campaign is to raise public awareness about drug dangers and prevent drug abuse. Since drugs can harm the nation's future generations, it is crucial to have experts who can effectively deliver messages through drug prevention campaigns.

The anti-drug campaign carried out by the *public relations division of BNNP West Java* employs two strategies: *direct and indirect campaigns*. Both strategies are necessary to ensure that a larger audience receives information about the dangers of drugs.

#### *1. Direct Campaign Planning*

The direct campaign in schools follows a structured planning process as outlined by Venus (2018). BNNP West Java implements direct anti-drug campaigns in schools across Bandung to ensure that drug prevention messages reach the most vulnerable and at-risk group: teenagers. Below is the implementation of the direct anti-drug campaign by BNNP West Java for teenagers in Bandung:

##### *a. SWOT Analysis of the Direct Anti-Drug Campaign*

#### *Strengths*

The key strength of the face-to-face campaign approach is its effectiveness in delivering anti-drug messages. Direct interaction allows for a more personal and impactful communication, creating a stronger connection between the campaign team and the audience. The physical presence of BNNP West Java officials enhances the credibility of the campaign, as the audience is more likely to trust and value information presented by an authoritative source.

Additionally, direct engagement enables real-time responses to audience questions and concerns, ensuring accurate and immediate explanations tailored to their needs. Practical demonstrations during face-to-face campaigns are more effective compared to online methods. Moreover, direct campaigns strengthen networks and collaborations with schools, educational institutions, and local communities, fostering broader and more sustainable support for drug prevention efforts.

#### *Weaknesses*

Several weaknesses may hinder the effectiveness of face-to-face anti-drug campaigns:

1. Limited funding is a major obstacle, making it difficult to conduct widespread and continuous campaigns, especially across all necessary schools and regions.
2. Restricted audience reach, as only those physically present at the event can receive the campaign message, leaving many teenagers excluded due to time constraints or distance.
3. Limited workforce, as there are not enough personnel to conduct large-scale and frequent campaigns.
4. Inadequate facilities and infrastructure in some schools, such as poor sound systems, which can disrupt the campaign's effectiveness.

To overcome these weaknesses, strategic solutions must be developed to ensure that the campaign achieves its intended goals efficiently.

### *Opportunities*

Several opportunities can be leveraged to enhance the effectiveness of the anti-drug campaign:

1. Collaboration with more schools and educational institutions allows for regular and ongoing campaigns, ensuring that anti-drug messages reach teenagers consistently.
2. Growing public awareness of the dangers of drugs provides a strong opportunity, as increased concern makes it easier to gain support and participation from both individuals and communities.
3. Government programs and non-governmental organizations (NGOs) focusing on health and drug prevention offer additional resources to strengthen the campaign.
4. Strong messaging and awareness-building efforts ensure that the anti-drug message is not only delivered but also fully understood and internalized by teenagers.

By utilizing these opportunities, the campaign can expand its reach and increase its overall impact.

### *Threats*

Several threats can hinder the success of the anti-drug campaign among teenagers:

1. Negative peer influence, particularly from friends who use drugs, is a significant threat since teenagers are highly influenced by their social circles. If they see their peers using drugs, they may dismiss the campaign's messages or view them as irrelevant.
2. Lack of innovation in campaign delivery methods is another challenge, as teenagers are more attracted to creative and interactive approaches. If the campaign fails to engage them with modern and appealing strategies, the message may not be effectively absorbed.

Therefore, campaign organizers must continuously innovate and adapt their message delivery methods to align with teenagers' social and cultural

dynamics. Doing so will help counter these threats and ensure the campaign effectively achieves its objectives.

## *2. Objectives*

The objective of conducting the anti-drug campaign in schools is based on the fact that schools are structured environments where teenagers spend most of their time. This makes schools an ideal setting for delivering drug prevention messages. Additionally, teachers and school staff can act as supporters and reinforcers of the campaign message, helping to monitor and guide students to stay on the right path.

## *3. Public or Target Audience*

The target audience for the anti-drug campaign held in schools across Bandung is teenagers, as there is a growing trend of drug abuse among this age group. Research and data indicate that drug abuse among teenagers has been increasing.

## *4. Message*

The public relations team of BNNP West Java provides comprehensive information about drugs, including:

- a. What drugs are
- b. The negative impacts of drug use
- c. Legal consequences for drug offenders
- d. Ways to avoid exposure to risky social environments
- e. Rehabilitation programs for former drug users
- f. Narrative reinforcement to shape perception and awareness

Through clear and relevant information, BNNP West Java helps teenagers in schools understand the risks and consequences of drug abuse and equips them with knowledge and support to make informed and healthy decisions.

## *5. Direct Anti-Drug Campaign Strategy*

The direct campaign strategy is executed through various activities and programs, including:

1. Campaigns in universities, institutions, and workshops
2. Additional programs initiated by BNNP West Java, such as:
  - a. Family resilience programs
  - b. Drug-free villages ("Desa Bersinar")
  - c. Drug-free Islamic boarding schools ("Pesantren Bersinar")
  - d. School-based anti-drug campaigns

The campaign strategy includes planning execution tactics, assigning public relations team members to deliver materials, and ensuring that the campaign follows BNNP West Java's Standard Operating Procedures (SOPs).

## *6. Implementation Tactics*

Before conducting an anti-drug campaign in schools, the public relations team of BNNP West Java holds a pre-campaign meeting to:

1. Schedule and delegate tasks among team members
2. Plan the campaign execution strategy for each school

During these meetings, the team also determines the method of delivering the campaign message and selects the most suitable public relations officers to present the material. Team member selection is based on student characteristics at different education levels (junior high school, high school, or university). This systematic and audience-tailored planning ensures that the campaign is effective in reaching and influencing students, ultimately reducing drug use among teenagers.

## *7. Time Scale*

The duration of an anti-drug campaign session can vary depending on the campaign scale, target audience, methods used, and available resources. Generally, the session lasts around 45–60 minutes.

## *8. Resources*

The primary human resources needed for the anti-drug campaign include the public relations team of BNNP West Java, who play a crucial role in educating teenagers about drugs and their dangers.

## *9. Direct Anti-Drug Campaign Evaluation*

Evaluation is conducted to assess the campaign's effectiveness and identify areas for improvement. Without consistent and comprehensive evaluation, understanding the campaign's impact may be difficult.

The public relations team of BNNP West Java evaluates direct campaigns using two methods:

1. Surveys – Conducted among teenagers participating in the anti-drug campaign through a questionnaire measuring their satisfaction with the material delivery.
2. Evaluation from BNNP West Java's leadership – The BNNP West Java chairperson assesses the campaign through direct feedback to the prevention team leader.

## **2. Anti-Drug Campaign Through Online Media**

### *a. SWOT Analysis of Online Anti-Drug Campaign Strengths*

In today's digital era, almost everyone uses online media to seek and share information, especially on social media. This makes online anti-drug campaigns highly effective, as they often take the form of videos and images, which are easily understood by teenagers.

According to the official website of the Ministry of Communication and Informatics, 98% of Indonesian teenagers are social media users. With such a large teenage audience, online anti-drug campaigns have several strengths:

- a. Easily accessible information
- b. Rapid information dissemination (potential to go viral quickly)
- c. Concise yet impactful messages that are easily absorbed by teenagers
- d. Most Indonesian teenagers rely on online media and rarely use printed media, which has become increasingly scarce

Online media plays a vital role in modern life, as almost all human activities utilize it to simplify tasks and save time.

#### *Weaknesses*

Despite its effectiveness, online media also presents significant challenges, such as:

- a. Decline in printed media consumption, as teenagers rarely engage with newspapers or magazines
- b. Increased spread of misinformation (hoaxes), as teenagers tend to accept online content without verifying its accuracy
- c. Reduced critical thinking, as the convenience of online media makes teenagers less likely to seek deeper understanding.

#### *Opportunities*

Online media greatly facilitates access to information, allowing anti-drug campaigns to educate teenagers from an early age. This enables them to:

- a. Understand drug-related issues anytime, anywhere
- b. Develop awareness of the dangers of drugs
- c. Use online resources as an educational tool

#### *Threats*

The rise of online media has negatively impacted traditional print media, reducing its readership and commercial value. This decline in demand has affected the profitability and popularity of print-based information sources.

## *2. Objectives*

The online anti-drug campaign aims to educate Indonesian teenagers from an early age about the dangers of drug use and distribution. This is critical for their future, as early education helps them avoid drug involvement. The campaign seeks to ensure that teenagers:

1. Understand the risks of drug use
2. Apply this knowledge in their daily lives
3. Stay away from drugs

## *3. Target Audience*

The online anti-drug campaign targets all age groups, as drugs do not discriminate based on age – anyone can become a user or distributor. However, teenagers are the most vulnerable group, making them the primary audience. For this reason, anti-drug campaigns must be widely promoted on social media

to ensure that teenagers fully grasp the negative consequences of drugs on their lives and future.

#### 4. *Message*

The anti-drug campaign message delivered online should be:

- a. Concise and engaging
- b. Designed for a high engagement rate (ER)
- c. Clear, informative, and visually appealing

By keeping the content short, clear, and impactful, the campaign can effectively communicate with teenagers, making it easier for them to understand and absorb the message.

#### 5. *Strategy and Tactics*

To maximize impact, the anti-drug campaign strategy should:

- a. Align with viral content trends
- b. Adapt to current developments and youth interests

By using trending content formats, the campaign can capture the attention of Indonesian teenagers, encouraging them to internalize the message and stay away from drugs.

#### 6. *Time Scale*

The online anti-drug campaign follows a schedule of content creation twice per month.

#### 7. *Resources*

The campaign requires three essential resources:

- a. Human resources – A dedicated team to create and manage content
- b. Funding and operational resources – To cover production and promotional costs
- c. Equipment – Including cameras, editing software, and other digital tools

These resources play a crucial role in ensuring the campaign content is high-quality and impactful.

#### 8. *Evaluation*

The effectiveness of the online anti-drug campaign is assessed through several methods:

1. Measuring campaign performance using key metrics such as:
  - a. Engagement rate (ER)
  - b. Number of views
  - c. Interaction metrics (likes, shares, comments)
  - d. Reach and virality among the target audience
2. Conducting surveys or questionnaires to collect direct audience feedback on their understanding of the campaign message.
3. Sentiment analysis on social media to gauge public reaction toward the campaign.
4. Reviewing and refining strategies by:

- a. Identifying successful tactics
- b. Recognizing areas for improvement
- c. Adjusting campaign elements for future effectiveness

By continuously evaluating and refining the campaign, the public relations team can enhance engagement and ensure a lasting impact on drug awareness among Indonesian teenagers.

### ***Implementation Of Direct Anti-Drug Campaign***

- a. First, preparing the necessary facilities and infrastructure for the campaign.
  - b. Next, coordinating with the school authorities to organize the event.
  - c. Then, executing the campaign. After delivering the material, the campaign team will allocate time for a Q&A session.
  - d. Before closing, the team will ask participants about their understanding of the material presented.
  - e. After the campaign, the team will re-coordinate with the school to evaluate the situation and effectiveness of the campaign
- Finally, the public relations team of BNNP West Java will hold an internal meeting to report the campaign outcomes to the BNNP West Java public relations team leader.

### ***Challenges Of The Anti-Drug Campaign***

#### **1. Online Campaign Challenges:**

1. Difficulties in obtaining permission to use public facilities
2. Uncontrollable environments affecting content production
3. Challenges in the online space, including:
  - a. The spread of hoaxes and misinformation
  - b. Budget constraints for digital campaigns
  - c. Low digital literacy among teenagers

#### **2. Direct Campaign Challenges:**

- a. Difficulty in reaching all teenagers due to limited access and resources
- b. Budget constraints that limit campaign activities
- c. Lack of innovation in educational and awareness methods
- d. Peer influence competition, where teenagers are more influenced by friends than educational campaigns

These challenges highlight the need for strategic planning and continuous adaptation to ensure the effectiveness of both online and direct anti-drug campaigns.

## **DISCUSSION**

The anti-drug campaign strategy implemented by the Public Relations division of the National Narcotics Agency of West Java Province (BNNP West Java) is based on a planned and sustainable communication approach. In designing this campaign, BNNP West Java sets clear objectives to raise public

awareness about the dangers of drugs and prevent an increase in drug abuse cases.

This strategy involves utilizing various communication channels, including social media, seminars, and collaborations with community leaders, to reach a broad and diverse audience. A well-structured plan also includes in-depth audience analysis, ensuring that the messages delivered are relevant and effective, taking into account cultural differences and varying perspectives within West Java society.

However, during its implementation, BNNP West Java faces several challenges, such as:

- a. Budget constraints
- b. Difficulties in obtaining permission to use public facilities
- c. Peer influence, which can undermine the campaign's message
- d. Audience fatigue due to repeated exposure to similar campaigns

To overcome these challenges, BNNP West Java continues to adapt and refine its strategies, ensuring that the anti-drug campaign not only creates the desired impact but also complies with existing regulations and remains effective in reaching and positively influencing society.

## **CONCLUSION AND RECOMMENDATIONS**

In this chapter, the researcher will elaborate on the conclusions of the results of the researcher's presentation based on the results of the research and the discussion that has been presented in the previous chapter. From the results of research and discussion on the anti-drug campaign carried out directly by the public relations of BNNP West Java to teenagers in schools in the city of Bandung. It can be concluded as follows:

1. BNNP's West Java strategy uses a dual approach in its campaigns through direct interaction in schools and the dissemination of messages through online media. Campaigns in schools aim to create more personal and direct awareness, while campaigns through online media such as Instagram, YouTube, TikTok, and websites take advantage of the high internet penetration and the use of social media among teenagers to spread information quickly and widely. BNNP's West Java strategy uses a dual approach in its campaigns through direct interaction in schools and the dissemination of messages through online media. Campaigns in schools aim to create more personal and direct awareness, while campaigns through online media such as Instagram, YouTube, TikTok, and websites take advantage of the high internet penetration and the use of social media among teenagers to spread information quickly and widely. BNNP's West Java strategy uses a dual approach in its campaigns through direct interaction in schools and the dissemination of messages through online media. Campaigns in schools aim to create more personal and direct awareness, while campaigns through online media such as Instagram, YouTube, TikTok, and websites take advantage of the high internet penetration and the use of social media among teenagers to spread information quickly and widely. Before carrying out the anti-drug

campaign, there is a campaign plan that includes 9 stages before the implementation of the anti-drug campaign, conducting this SWOT analysis, BNNP West Java can develop a more effective and targeted anti-drug campaign strategy, maximize existing strengths and opportunities, and overcome weaknesses and threats that may be faced. The goal of the anti-drug campaign is to reduce the number of drug abuse. The target of the anti-drug campaign is the community, especially teenagers. The message that is conveyed needs to be detailed so that teenagers understand about drug education, but online media needs to be concise and made as interesting as possible. In the strategy, the need to use many other methods for drug education can still be channeled to the community, especially teenagers. The tactics used are in accordance with the SOPs that have been made for direct campaigns or through online media. The time it takes to run a campaign is 45-60 minutes and upload content 1 month 2 times. For the resources needed, there is public relations of the West Java BNNP and also equipment to carry out anti-drug campaigns. Finally, the evaluation was carried out to ask the audience about their understanding of the material that had been delivered, and also conducted an internal meeting with the campaign team.

2. The implementation of the campaign directly despite various challenges, the anti-drug campaign of BNNP West Java has been carried out quite well. In schools, face-to-face campaigns have succeeded in establishing direct communication with students, providing more in-depth and personalized education. The campaign also encourages active student participation through discussions and questions and answers, so that the message conveyed can be better received. On the other hand, online campaigns, while effective in reaching a wider audience, still need to be improved in terms of information management and verification to avoid the spread of hoaxes.
3. Obstacles, although well planned, this campaign faces a number of obstacles. In schools, limited funds and resources are the main challenges, as well as obstacles in obtaining permits and adequate facility support. In addition, not all students can be actively involved in the campaign. Meanwhile, online campaigns face challenges in the form of the spread of hoax information that can obscure campaign messages and low digital literacy among teenagers, which makes it difficult for them to sort out valid information.

#### **ADVANCED RESEARCH**

This study examines government institutions' Public Relations strategies in anti-drug campaigns, focusing on communication effectiveness and their impact on public awareness.

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