



Strategic Management of The National Narcotics Agency of Sukabumi City in Effort to Prevent Drugs Abuse in Cikole Sub-District Sukabumi City

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Abstract. Cases of trafficking and drug abuse in Sukabumi are increasing every year. Based on data from the Sukabumi City Police and the Sukabumi BNNK (the National Narcotics Agency of Sukabumi City) in 2021, it was found that drug trafficking cases reached 112 cases with a prevalence of 12% compared to the previous year, the highest number of evidence was methamphetamine weighing 1 kg 4 ounces and 402.45 grams of marijuana. The highest data were obtained in Cikole sub-district as many as 3 cases per month and with the most common type of work, namely unemployment as many as 49 people. BNNK Sukabumi then seeks to jointly fight against drugs abuse by referring to Regional Regulation No. 4 of 2020 and followed by the Regional Action Plan for 2021-2024. Innovation is carried out by BNNK Sukabumi by socializing the Regional Regulation through infographics and the program of SUKABUMI BERSINAR which means Sukabumi Shining, (synergistic, Superior, Commitment, Enthusiastic, Responsible, for the Society of Indonesia). Therefore, it is necessary to carry out a study and make a strategic management plan of BNNK in preventing drug abuse in Cikole sub-district, Sukabumi City. This study aims to determine the strategic management of BNNK in preventing drug abuse in Cikole sub-district, Sukabumi City. The independent variable is the management strategy of BNNK on the dependent variable, namely the prevention of drug abuse in Cikole sub-district, Sukabumi City. The research was conducted using qualitative method with primary data observation techniques with triangulation data collection method, namely the use of three data collection methods, including interviews, observation and documentation. The data analysis was carried out using SWOT analysis, and the sampling technique used in the study was purposive sampling with a total sample of 28 people who have been excluded.

Keywords: Management Strategic, BNNK, Drug Abuse Prevention

1. Introduction

Based on administrative data, Indonesia is one of the top five countries with the largest population in the world, where 272,229,372 people live. Its strategic geographical location makes Indonesia now not only as a transition center for the international narcotics trade, but also as a destination for international drug trafficking [1] [2] Narcotics are substances or drugs that can alter consciousness, produce the perception of pain, and lead to dependence. They can be derived from plants or non-plant sources.

Sukabumi District is the second largest district on the island of Java, with a total population of 2,554,678 million. The location of Sukabumi district next to Bogor and Cianjur makes Sukabumi an integrated industrial base, due to the advancement of industry, and its strategic location and high population mobility allows Sukabumi district to become a fertile place for drug dealers and users [3]. as multi-leveled equations, graphics, and tables are not prescribed, although the various table text styles are

provided. The formatter will need to create these components, incorporating the applicable criteria that follow.



Fig. 1. Sukabumi city demographic data

Sukabumi City consists of 7 sub-districts, namely Baros, Citamiang, Warudoyong, Gunung Puyuh, Cikole, Lembur Situ, and Cibereum sub-districts, covering an area of 48.02 km² with a total population of 252,420 people. The largest population in Sukabumi City is in Cikole District, which is 52,429 people. Geographically, Cikole District is located in the center of Sukabumi City and is the Government Center of Sukabumi City.

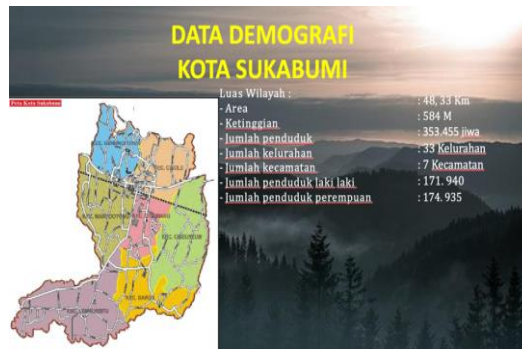


Fig. 2. Sukabumi city demographic data

In 2021, cases of trafficking and drug users in Sukabumi tend to be high. Based on data from the Sukabumi City Police and BNNK in 2021, it was found that drug trafficking cases touched 112 cases with a prevalence of 12% compared to the previous year.

BNNK Sukabumi is the institution most responsible for drug abuse in Sukabumi district. Therefore, BNNK Sukabumi is required to have good strategic management to tackle drug abuse. According to Fred R. David, strategic management is both an art and a science for developing, carrying out, and assessing cross-functional decisions that enable a company to accomplish predetermined goals [4, p. 9]. It includes a SWOT analysis. Make sure your template is the appropriate size for your paper first. This template has been designed to print on A4-sized paper.

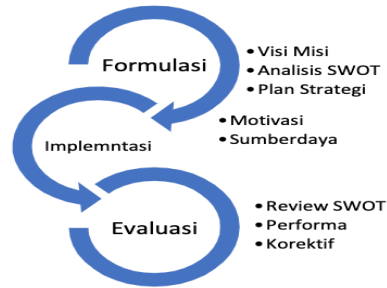


Fig. 3. SWOT Analysis

Based on this review, BNNK Sukabumi is expected to be able to optimize its role as the main institution preventing and tackling drugs in Sukabumi City by using optimal strategic management.

2. Literature Review

According to Fred R. David, strategic management is the art and science of formulating, implementing, and evaluating cross-functional decisions that enable an organization to achieve its goals. On the other hand, Wheelen (2010:17) explains that strategic management is a series of managerial decisions and efforts made to determine the success of an organization in the long term. With this definition, the benefits of strategic management can be described as follows: a) it can produce effective and efficient actions to achieve goals, b) Produce the best decisions and are strategic in nature, and c) Reduce problems when plan and policy are implemented.

The benefit of Strategic Management is as a framework to solve every strategic problem in a company, especially those related to competition, so managers are invited to think more creatively or think strategically.

The basic elements of strategic management according to Wheelen and Hunger are as follows [5, p. 8]:

A. *Drug Abuse Prevention Drug Abuse Prevention Techniques*

Broadly speaking, the techniques for preventing drug abuse include; family and community empowerment movement, atmosphere building, advocacy, partnership, supply reduction, demand reduction, harm reduction, prevention, and effective religious education programs.

B. *Legal Basis*

Presidential Decree Number 23 of 2010 concerning the National Narcotics Agency for the Prevention and Eradication of Drug Abuse and Drug Illicit Trafficking (P4GN) Program in accordance with the mandate of Law Number 35 of 2009 concerning Narcotics is the law basis, that includes:

1. Regulation on drug precursors
2. There is an obligation to report for the addicts or their family.
3. In the context of prevention, eradication of drug abuse and its illicit trafficking carried out in an organized and multilateral (international) manner.

4. BNN (National Narcotics Agency) is strengthened by its authority to conduct investigations.
5. Expansion of investigative techniques, wiretapping, covert buying techniques, and supervised delivery techniques.
6. The role of the community in P4GN is expanded.
7. All assets / property resulting from drug crimes are confiscated for the state and used for the benefit of P4GN and medical and social rehabilitation efforts.

4 Segments of preventing drug abuse by the National Narcotics Agency of Sukabumi Regency (BNNK). The BNNK program in the context of preventing abuse of illicit drug trafficking (P4GN) which is abbreviated as SUKABUMI BERSINAR is set in 2021.



Fig. 4. SUKABUMI BERSINAR Program by BNNK

3. Research Methodology

This study uses a qualitative research design, according to Sugiyono namely as a research method based on the philosophy of post-positivism/enterprise used to examine an object naturally. [6] This type of qualitative research emphasizes humans as vital objects in the research instrument.

This research is an effort to achieve goals through triangulation or according to Sugiyono the use of three data collection methods, namely interviews conducted by researchers with the BNNK Sukabumi, observations in several areas of Sukabumi Regency, especially in Cikole Sub-district, and documentation studies through some sources, such as internet and books, all of which lead to the management of BNNK's strategy in dealing with drugs in the Cikole sub-district, Sukabumi City.[7]

A. Research Population

Population refers to a broad category of things or individuals that the researcher has chosen to study and then make inferences about based on specific amounts and attributes. The population for this study consisted of up to 52,429 Cikole sub-district Residents.

B. Sample and Sampling Technique

The sample represents a representation of the population's size and makeup. Therefore, the sampling method utilized in this study is non-probability sampling, specifically purposive sampling, which is a methodology for selecting data sources

based on certain criteria.[7]. The number of samples of the population in this study is 28 people.

Table 1. Inclusion And Exclusion Criteria

No.	Criteria	
	<i>Inclusion</i>	<i>Exclusion</i>
1.	Unemployment	Have a permanent job, in either a private or public institution
2.	25-30 years old	Age less than 25 or more than 30 years
3.	Willing to be a research respondent	Not willing to be a research respondent
4.	Have a history of drug use	No history of drug use
5.	Have a previous criminal record	Have no previous criminal record

C. *Data analysis method*

This study used SWOT analysis method as a reference. SWOT analysis is a technique based on the assumption that an effective strategy will maximize strengths and opportunities, and minimize weaknesses and threats. SWOT analysis not only identifies competencies (capabilities and resources) owned by the company but also identifies opportunities that have not been carried out by the company due to limited resources. SWOT analysis includes strengths, Weaknesses, Opportunities, and Threats.

4. Result and Discussion

A. *Field Findings*

From the 28 samples or unemployed in Sukabumi Regency that have been used as research informants, the results show that:

- 1) *A total of 17 out of 28 unemployed people have ever committed acts of drug abuse.*
- 2) *Types of drugs that are often used according to the narrative of the research sample are marijuana and methamphetamine.*
- 3) *Usage is based on environmental factors that influence thinking and users, such as association and invitations from friends of users.*
- 4) *Of the 28 samples, only 10 samples were arrested by BNNK Sukabumi, for later rehabilitation.*
- 5) *Of the 7 samples of users, 6 of them have stated that they have stopped using drugs.*
- 6) *Discontinuation of drug abuse is based on self-awareness but it is very difficult to get rid of addiction.*
- 7) *Even though only 7 samples stated that they had used drugs, they did not deny that there were still many transactional drugs in the educational environment, especially on campuses because of the prohibition on entry for the police and BNN and the lack of supervision from various elements.*

Through the findings of the 28 samples, the researchers describe it in the form of a diagram as follows.

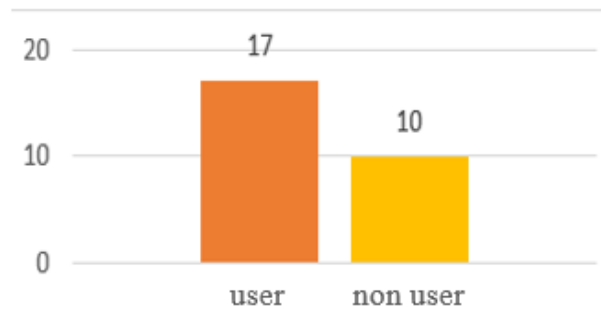


Fig. 5. Data chart of the findings of a sample of drug users on unemployment in Cikole sub-District, Sukabumi City

B. *BNNK Sukabumi Profile*

BNNK Sukabumi is a vertical government agency or institution of BNN RI. Established in December 2015 in a district in Tatar Pasundan, its capital is Palabuhanratu, Sukabumi Regency, West Java Province, Indonesia. The organizational structure of BNNK Sukabumi is as follows.

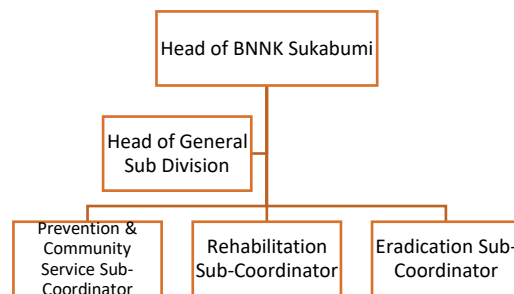


Fig. 6. Chart of the organizational structure of BNNK Sukabumi

The National Narcotics Agency hereinafter referred to in the Regulation of the Head of the National Narcotics Agency as BNN, is a non-ministerial government agency located under and responsible to the President through the coordination of the Head of the Indonesian National Police. BNNK Karawang is led by the Head with a series of heads from mass to period as follows[8].

Table 2. Period of Service

No.	Name	Length of Service
1.	Denny Yusdania S.IP. MH	2016 – 2019
2.	Fahmi Cipta Dewantara, S.I.K	2020 – 2021
3.	Dr (Cand). M Retno Daru Dewi, AMK., S.Psi., M.Si	Present

BNNK Sukabumi's vision is to create a healthy, free Sukabumi district community from drug abuse and illicit drug trafficking in order to support the creation of quality, competent and competitive human resources in all fields. [9] The mission of the Sukabumi BNNK is to unite and mobilize all potentials and the Sukabumi district community in efforts to prevent, rehabilitate and eradicate drug abuse and illicit

trafficking, improve the quality of policies to prevent drug abuse and illicit trafficking, improve community empowerment prevention, improve drug abuse rehabilitation institutions, improve the eradication of drug dealers and narcotic precursors. [10]

C. *Side by Side Discussion Theory*

Through triangulation of research that has been carried out by the author from April to May 2022, the data has been found then compared with the indicators contained in Fred R. David's theory of strategic management (2011).

BNNK Sukabumi has carried out its duties in tackling drug abuse and achieving its vision of always adhering to or based on existing constitutional values, while what is meant by constitutional values is as follows:

- 1) *Law Number 35 of 2009 concerning Narcotics (State Gazette of the Republic of Indonesia of 2009 Number 143, Supplement to the State Gazette of the Republic of Indonesia Number 5062).*
- 2) *Regulation of the President of the Republic of Indonesia Number 23 of 2010 concerning the National Narcotics Agency.*
- 3) *Regulation of the Head of the National Narcotics Agency Number: PERKA / 7 / 2017 dated February 21, 2017, which was signed by Komjen Pol. Budi Waseso regarding the 4th Amendment to PERKA BNN No. 3 of 2015 concerning the Organization and Work Procedure of the Provincial National Narcotics Agency and the Regency/City National Narcotics Agency. Sukabumi Regency BNN is a BNN Vertical Agency that carries out the duties, functions, and authorities of BNN within the Sukabumi Regency area.*

After knowing the legal basis for each product and the preparation of the Sukabumi BNNK plan to tackle drug abuse in the Cikole sub-district, Sukabumi city, the author also provides a SWOT analysis of the Sukabumi BNNK in completing the mission. The SWOT analysis from the researcher is as follows:

1) *Strengths*

BNNK Sukabumi has a fairly high team solidarity, where they are able to be skilled, agile and divide tasks among other people in the team well, especially when conducting socialization and with the achievements that have been socialized including the establishment of 3 BERSINAR Villages in the Sukabumi area, and the implementation of services P4GN socialization in all areas of Sukabumi, these activities make BNNK internal members can be judged to be able to mingle with cross-sectoral communities. BNNK Sukabumi has also carried out mapping of LRKM verification and ongoing outpatient rehabilitation for drug addicts and abusers in accordance with the target of achieving 35 SKHPN and rehabilitation services for assisted residents of Sukabumi sub-district, this reflects that BNNK Sukabumi has a high work ethic and is always based on by the existing regulations or constitution, so that every movement is not politically charged and remains fair.

2) *Weaknesses*

BNNK Sukabumi is still lacking of personnel, that is only consists of 31 people who carry out big tasks, so that several times there have to be schedule conflicts that force them to reschedule events in one place. Moreover, BNNK is still young as it was established in 2015.

3) *Opportunities*

BNNK Sukabumi has the opportunity to tackle abuse and distribution sociologically. They receive support from the community, including the education sector, one of which is junior high schools throughout the Sukabumi area, and from the village side, namely Sukajaya Village, Bojongharja, Jambe Nenggang, Sukamantri, Gedepangrango, and Citepus Sukabumi.

4) *Threats*

The external threat that the Sukabumi BNNK still has to watch out for in tackling drug trafficking and abuse is the location of Sukabumi district next to Bogor and Cianjur which makes Sukabumi an integrated industrial base, due to the advancement of the industry, its strategic location and high population mobility that have enabled Sukabumi Regency to become a fertile ground for drug dealers and users.[3]

BNNK Sukabumi has two strategic plans in tackling drug trafficking and abuse, namely the 4M strategy and SUKABUMI BERSINAR BNN Sukabumi Regency. The 4M are: 1) Man, the strength of the personnel of the Sukabumi Regency BNN and the achievements of the Sukabumi BNNK; 2) Money, BNNK Sukabumi budget ceiling achievement of budget realization; 3) Materials, facilities and infrastructure support; 4) Method, strategy, P4GN, featured programs, innovation, achievements of BNNK Sukabumi.

SUKABUMI BERSINAR was formed in order to build common awareness to prevent the spread of drugs in the Republic of Indonesia, illustrated by a fist, this means that unity in peaceful diversity can be achieved with all hard work and real work which symbolizes the spirit and strength as well as belief in achieving one thing, including Superior Synergy, Commitment, Enthusiasm, and Responsible for Indonesian Society.

5. **Conclusion**

From the results of this study, conclusions can be drawn in the form of the formulation or formulation of strategies carried out by BNNK Sukabumi in dealing with drugs in the realm of education is still constitutional but the formation of 3 BERSINAR Villages in the Sukabumi Region, and the implementation of socialization of P4GN services throughout the Sukabumi area, these activities make BNNK internal members can be judged to be able to blend in with the community across sectors and have a high work ethic. The drawback is that BNNK Sukabumi has less personnel compared to other BNNKs, so it still needs to increase the number of personnel. Strategy evaluation is carried out carefully by involving several stakeholders from the community, academics to the private sector to improve team performance and take optimal corrective steps has been organized by the BNNK Sukabumi, one of which is the SUKABUMI BERSINAR method which was formed in order to build mutual awareness to prevent the spread of drugs in the Unitary State of the Republic of Indonesia which is illustrated with a fist, meaning that unity in peaceful diversity can be achieved with all hard work and real work. which symbolizes passion and strength. and belief in achieving one thing, including Superior Synergy, Commitment, Enthusiasm, and Responsibility for the Indonesian Society.

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