



The Role of P4GN Advocacy as an Effort to Form A Drug-Free Generation

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ARTICLE INFO

Keywords: P4GN Extension, Adolescents, Drug Prevention, Quantitative Methods

Received : 5 June

Revised : 23 July

Accepted: 23 August

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ABSTRACT

Drug abuse is a serious threat that can damage health, disrupt the function of vital organs, and hinder the future of the youth. This condition is increasingly concerning as it has reached high school students. Adolescents are vulnerable to falling into drug abuse due to curiosity, environmental pressure, and low awareness of its negative impacts. This study aims to assess the effectiveness of P4GN outreach (Prevention and Eradication of Drug Abuse and Illicit Trafficking) in increasing understanding, awareness, and proactive attitudes among adolescents towards the dangers of drugs. The research employs a quantitative method through the distribution of questionnaires to 30 adolescents aged 15-18 years in Majakerta Village, which is analyzed descriptively. The extension program was conducted in four interactive sessions through discussions, simulations, and case studies. The research results showed an increase in knowledge of 25%, awareness of risky behavior by 30%, and a positive attitude change in 20% of the participants. These findings prove that the P4GN extension is effective in shaping a younger generation that is aware of risks and responsible. Support from family, schools, and the community is a crucial factor in strengthening more focused prevention efforts

INTRODUCTION

The phenomenon of drug abuse nowadays has developed into a transnational issue that is becoming increasingly difficult to control. The United Nations Office on Drugs and Crime (UNODC) consistently reports that the number of drug users in the world continues to rise each year. This condition indicates that drugs are no longer just a criminal issue, but have become a multidimensional crisis that affects health, social, economic, political, and national security aspects. In many countries, drugs have been proven to undermine the productivity of the youth, disrupt family structure, and create a cycle of poverty and crime that is hard to break (UNODC, 2023).

Indonesia is among the countries facing serious threats from the circulation and abuse of drugs. Indonesia's strategic position in Southeast Asia makes it both a transit route and a potential market for international drug syndicates. This fact is exacerbated by the high number of young people who are vulnerable to abuse. Data from the National Narcotics Board (BNN) shows that the highest prevalence of drug abuse is found in the adolescent and young adult age groups. This situation is very concerning because the younger generation is the nation's asset that determines the direction of national development in the future (BNN, 2022).

From a psychological perspective, adolescents are in a transitional phase characterized by a high curiosity, the urge to try new things, and the need for peer recognition. These conditions make adolescents more vulnerable to risky behaviors, including substance abuse. Limited decision-making skills, lack of valid information, and weak family supervision further increase their chances of falling into these behaviors. In addition to internal factors, external influences such as social environmental pressures, globalization trends, and the development of unfiltered digital media also exacerbate the risk of adolescents being exposed to drugs (Hurlock, 2019).

Substance abuse among teenagers has far-reaching effects, not only on the individuals themselves but also on society and the nation. Health impacts include damage to the nervous system, psychological disorders, and even the risk of death. From a social aspect, teenage drug users are vulnerable to involvement in criminal activities, school dropouts, and loss of future opportunities. From an economic perspective, the costs of rehabilitation, treatment, and losses due to drug-related crime place a significant burden on the country. Therefore, efforts to prevent drug abuse among teenagers should be seen as a long-term investment in developing healthy and productive human resources (Yuliani, 2022).

In the context of national policy, the government through the National Narcotics Agency (BNN) has launched the Prevention, Eradication, Abuse, and Illicit Trafficking of Narcotics program (P4GN). This program includes three main dimensions: prevention, enforcement, and rehabilitation. Among these, prevention is the most strategic aspect as it serves as the first line of defense before adolescents become familiar with or try drugs. The P4GN outreach is considered an important instrument in the prevention strategy, as it is educational, communicative, and touches on the cognitive, affective, and behavioral awareness of adolescents (Suryadi, 2021).

However, the effectiveness of counseling heavily depends on the methods used. Monotonous, formal, and unidirectional counseling tends to be less appealing to adolescents. Therefore, innovative, interactive, participatory, and experience-based counseling approaches are needed. Through discussions, simulations, role plays, and case studies, participants can learn real skills to face risky situations and refuse invitations to use drugs. This aligns with health promotion and behavior change theory, which emphasizes that behavior change is influenced by increased knowledge, attitude formation, and reinforcement of actual actions. Thus, effective counseling is one that can integrate these three aspects continuously (Notoatmodjo, 2014).

Although outreach on P4GN has been widely conducted, the issue that arises is the still limited evaluation regarding the extent to which this outreach truly has a real impact. Many outreach activities are carried out merely to fulfill routine program requirements without measuring the knowledge, attitudes, or behaviors of the participants. Indeed, evaluation is an important aspect in assessing the effectiveness of outreach and improving strategies for the future (Putri, 2023).

In addition, the success of counseling cannot be separated from the support of various parties. Schools play a strategic role through the integration of the P4GN program into the curriculum and extracurricular activities. Families serve as the primary supervisors in shaping the values and morals of adolescents. Meanwhile, the community, including religious leaders, youth organizations, and local communities, can create a conducive social environment that is free from drugs. With the synergy between schools, families, and the community, prevention efforts can be more effective, directed, and sustainable (Hasanah, 2020).

Based on the presentation, this research was conducted to evaluate the effectiveness of the P4GN counseling in shaping a drug-free young generation. The focus of the research is directed towards increasing knowledge, awareness, and attitude changes among adolescents after participating in the counseling. This study is expected to provide theoretical contributions to the development of drug prevention strategies, as well as practical recommendations for schools, families, and communities to strengthen preventive efforts. Thus, this research not only has academic value but also social relevance in supporting the realization of a healthy, intelligent, and drug-free young generation (Pratama, 2022).

LITERATURE REVIEW

The Concept of Drug Abuse

Drug abuse is the improper use of psychoactive substances that can lead to physical, psychological, and social health disturbances. Drugs not only affect the central nervous system, but also impact cognitive function, behavior, and individual productivity. In the long term, drug abuse can trigger addiction that is difficult to stop without medical and psychosocial intervention (Hawari, 2013). This phenomenon has become a global issue recognized as a multidimensional crisis. Data from the United Nations Office on Drugs and Crime (UNODC) shows

that the prevalence of drug users worldwide continues to rise, even marked by a shift in age towards younger users. This emphasizes that adolescents are in the most vulnerable position due to their psychosocial conditions still being in a developmental stage (UNODC, 2022).

In Indonesia, a similar situation is also observed. Reports from the National Narcotics Agency (BNN) confirm that teenagers are the largest group of drug users. Exposure to misleading information, weak family supervision, and the influence of the social environment are dominant factors that trigger risky behavior. Therefore, studies on drug abuse among teenagers need to be continuously strengthened as a basis for developing preventive strategies (BNN, 2023).

Behavior Change Theory

In public health studies, human behavior does not emerge instantly, but through a process of learning and experience. Notoatmodjo (2012) states that behavior change consists of three main aspects: knowledge, attitude, and action. Knowledge serves as the cognitive foundation, attitude reflects the affective orientation, while action is the actualization of real behavior. In other words, drug prevention must target these three aspects in order to establish healthy behavior.

The Health Belief Model (HBM) proposed by Rosenstock (1974) explains that individuals will take preventive actions if they are aware of their vulnerability (perceived susceptibility) and the seriousness of the risks (perceived severity). In the context of drug abuse, adolescents will be motivated to refuse peer pressure only if they feel at risk and understand the potential negative consequences. Counseling plays a crucial role in enhancing both aspects of awareness (Rosenstock, 1974). Furthermore, the Theory of Planned Behavior (Ajzen, 1991) emphasizes that attitudes toward behavior, subjective norms, and perceived behavioral control are the main determinants of the intention to engage in healthy behaviors. This means that building an anti-drug attitude is not sufficient with just providing information; it must also reinforce environmental support and adolescents' social skills to resist peer pressure (Ajzen, 1991).

The Concept of P4GN Counseling

P4GN counseling is one of the educational strategies designed to increase public understanding, especially among youth, regarding the dangers of drugs. Counseling is not only focused on knowledge transfer but also aims to shape preventive attitudes and behaviors. Through a communicative educational approach, teenagers are expected to internalize anti-drug values into their daily lives (BNN, 2020). The effectiveness of the counseling is largely determined by the methods used. Interactive models that involve discussions, simulations, case studies, and role plays have proven to be more effective than one-way lectures. This is in line with Knowles' (1990) andragogy theory, which emphasizes that the learning of both adults and teenagers is more successful when it involves the active participation of participants and is relevant to their life experiences (Knowles, 1990).

In the context of P4GN, outreach is not only the responsibility of the government or BNN, but also the responsibility of schools, families, and the community. This multi-party collaboration is important to create a conducive

environment, so that preventive messages do not stop in the outreach room, but continue in the daily lives of adolescents (Sari & Lestari, 2021).

Previous Research

a. Suryadi (2021)

Investigating the effectiveness of P4GN counseling among high school students in West Java. The results show a significant increase in students' knowledge and attitudes after participating in the counseling, although actual behavioral changes remain limited.

b. Putri (2023)

Conduct an evaluation of the school-based P4GN outreach program in Yogyakarta. The main finding is that interactive outreach methods (discussions, role plays, simulations) are more effective than conventional lectures, as they increase active participation among adolescents.

c. Pratama (2022)

Researching the synergy between family and school in the implementation of P4GN. The results show that the collaboration between teachers, parents, and the community has a stronger influence on drug prevention among adolescents compared to standalone outreach programs.

This PKM has advantages compared to previous studies because it not only emphasizes the aspect of improving adolescents' knowledge through counseling, but also focuses on the comprehensive evaluation of the effectiveness of the counseling. This program integrates educational, interactive, and participatory approaches, making it more suitable for the characteristics of adolescents who require hands-on experience in learning. In addition, this research also positions schools, families, and communities as strategic partners in strengthening drug prevention, so the results are expected to be more sustainable and have a wide impact on the formation of a drug-free younger generation.

METHODOLOGY

This research uses a quantitative approach with a descriptive design. The quantitative approach was chosen because this study focuses on measuring changes in the level of knowledge, awareness, and attitudes of adolescents before and after receiving intervention in the form of P4GN counseling (Prevention and Eradication of Drug Abuse and Illicit Trafficking). The descriptive design is considered suitable for systematically describing empirical facts obtained in the field without manipulating variables, so that the research results can objectively demonstrate the effectiveness of counseling based on measurable numerical data (Sugiyono, 2021).

The research location was conducted in Majakerta Village, Bandung Regency, involving teenagers from several high schools in the area. The activities took place from July to August 2025, through three stages: preparation, implementation of counseling, and evaluation. The research population consisted of all teenagers aged 15–18 living in Majakerta Village. The research sample was determined using purposive sampling technique with the criteria: (1) aged 15–18 years, (2) still a student, and (3) willing to participate in all

counseling activities. Based on these criteria, the number of samples involved was 30 teenagers. The purposive sampling technique was chosen because it was considered the most appropriate to identify research subjects vulnerable to drug abuse (Arikunto, 2019).

Data collection was carried out using three main techniques. First, questionnaires in the form of pre-tests and post-tests were used to measure the level of knowledge, awareness, and attitudes of adolescents before and after the counseling. Second, participatory observation of the participants' activity in discussions, simulations, and case studies provided during the activities. Third, documentation in the form of activity notes and photographs of the counseling implementation to reinforce the findings. This combination of methods is expected to provide comprehensive data regarding the effectiveness of the counseling (Creswell, 2018).

The collected data were analyzed using quantitative descriptive analysis. The results of the pre-test and post-test questionnaires were compared to determine the improvement in participants' knowledge, awareness, and attitudes. This improvement was calculated as a percentage, and then combined with data from observations and documentation to strengthen the interpretation. The presentation of the analysis results was done in the form of tables, diagrams, and narrative descriptions, thus providing a clear picture of the effectiveness of the P4GN outreach program in forming a drug-free young generation (Nazir, 2017).

RESULTS

This study involved 30 teenagers aged 15–18 years who reside in Majakerta Village, Bandung Regency. Of this number, 16 (53.3%) are male, while 14 (46.7%) are female. This composition indicates a balance of participation, allowing the research results to reflect the general condition of teenagers. The majority of respondents come from families with a middle economic background and are still students in high school. Based on brief interviews, most teenagers are already familiar with the term narcotics through mass media and school, but their detailed understanding regarding types, dangers, and legal consequences is still limited. This underscores the importance of P4GN outreach as an educational medium that can meet their information needs related to drug prevention.

The research instrument in the form of a questionnaire is used to measure three main aspects: knowledge, awareness, and attitude towards drugs. A pre-test is conducted before the counseling, while a post-test is performed after four sessions of interactive counseling. The research results are displayed in the following table:

Table 1. Results of Pre-test and Post-test of P4GN Counseling

Aspects Being Assessed	Average Pre-test Score	Average Post-test Score	Improvement (%)
knowledge	62	78	25%
Awareness	60	78	30%

Aspects Being Assessed	Average Pre-test Score	Average Post-test Score	Improvement (%)
Attitude	65	78	20%
Average	62,3	78,0	25%

Source: Primary data processed by the researcher (2025)

The data in the table shows a significant increase in all three aspects after receiving counseling. Knowledge increased by 25%, awareness by 30%, and attitude by 20%. Although the magnitude of the increase varies, all lead to the conclusion that the interactive counseling approach has proven effective in enhancing the capacity of adolescents to face the threat of drugs.

Increasing knowledge is an important foundation for the formation of healthy behaviors. Before the counseling, adolescents only knew that drugs were dangerous without a detailed understanding of the types or consequences. After the counseling, they were more capable of naming drug types, understanding the medical impacts, and the legal consequences that may occur. These findings are in line with Notoatmodjo's (2012) opinion that knowledge is a cognitive domain that underlies the formation of behavior. Thus, counseling plays a role in building the cognitive map for adolescents to make the right decisions.

The aspect of awareness has increased the most, namely by 30%. This indicates that adolescents not only understand the dangers of drugs cognitively, but also realize their own vulnerability to those threats. In the perspective of the Health Belief Model (Rosenstock, 1974), awareness of vulnerability and the severity of risks is crucial in determining preventive behavior. This study supports the findings of Sari and Lestari (2021) which state that participatory-based counseling can enhance students' awareness and make them more cautious in social interactions.

Meanwhile, attitudes increased by 20%. This figure is indeed lower than other aspects, but it remains significant because attitudes require internalization of values and a longer time to change. The Planned Behavior Theory (Ajzen, 1991) emphasizes that attitudes towards behavior are an important factor in shaping intentions, which ultimately affect actual behavior. Wibowo's (2019) research also shows that experiential learning methods can change adolescents' attitudes towards healthy behaviors, although it requires a gradual process.

The success of this research is greatly influenced by the extension methods used. The extension is not only conducted in the form of lectures but also through discussions, simulations, and case studies. This method makes participants more active and allows them to experience learning that is relevant to daily life. Knowles (1990) in his andragogy theory emphasizes that learning will be more effective if it is participatory and experiential, as applied in this research.

Compared to previous research, the results of this study are consistent with Hidayati (2018), who found that peer educator-based counseling improves the knowledge and attitudes of high school students in Yogyakarta. Likewise, the study by Rahman et al. (2019) in Malaysia showed that community-based education programs can increase youth awareness. However, this research offers

new contributions through the application of simulation methods and case studies, which have proven to be more effective in integrating cognitive and affective aspects.

Nonetheless, challenges remain, especially in the digital era. Social media often serves as a means of spreading misinformation about drugs that can influence teenagers' perceptions. This aligns with Bandura's Social Learning Theory (1977), which states that behavior is largely learned through observation and imitation of social figures. Therefore, future outreach must be equipped with digital literacy, so that teenagers can filter information and reject negative influences from the media.

From a policy perspective, this research provides important implications. First, the government through BNN and the Ministry of Education and Culture needs to integrate the P4GN program into the school curriculum. Second, schools should act as prevention centers by developing school-based prevention programs. Third, families should be equipped with knowledge to become the main monitors. Fourth, the community can contribute through drug-free village programs. Lastly, digital media should be utilized as a means of creative campaigning to make drug prevention messages more relevant to the younger generation.

CONCLUSIONS AND RECOMMENDATIONS

The research results show that the P4GN (Prevention and Eradication of Abuse and Illicit Drug Trafficking) outreach program is effective in equipping adolescents with knowledge, awareness, and a positive attitude towards the dangers of drugs. Through an interactive approach that combines discussions, simulations, and case studies, participants experienced a 25% increase in understanding, a 30% increase in awareness of risks, and a 20% positive attitude change. These findings emphasize that participatory outreach not only enriches cognitive aspects but also shapes social sensitivity and adolescents' readiness to reject drug influence. Therefore, the P4GN outreach can be viewed as an important preventive strategy in creating a healthy, productive, and character-driven generation of youth.

In addition to outreach methods, the success of drug prevention efforts is also greatly determined by the synergy between families, schools, and the community. Families serve as the main fortress in providing examples and supervision, schools become centers for educating healthy values, while the community functions as a social ecosystem that supports positive behaviors among adolescents. If these three elements can consistently collaborate, the environment created will be increasingly conducive to protecting young people from the risk of drug abuse.

FURTHER STUDY

This research still has delays, so it is necessary to conduct further research related to the topic *The Role of P4GN Advocacy as an Effort to Form A Drug-Free Generation* in order to improve this research and add insight for readers.

ACKNOWLEDGMENT

The author respectfully expresses profound gratitude to the Principal of BUPI and the staff for granting permission, support, and facilities, allowing the program for Prevention, Eradication, Abuse, and Illegal Trafficking of Drugs (P4GN) to proceed smoothly within the school environment. This support serves as a crucial foundation for the success of this activity in reaching students and providing meaningful learning opportunities. Thanks are also extended to the National Narcotics Board (BNN) for their tangible contributions in terms of guidance, direction, and comprehensive material delivery. The presence of BNN at this event not only enhances the quality of the outreach but also provides legitimacy and reinforcement from the perspective of national policy in the effort to raise awareness among the youth about the dangers of drugs.

The same award is dedicated to all parties involved, starting from teachers, students, community leaders, to the organizing committee team who have collaborated with full dedication and spirit. Without the commitment, cooperation, and active participation of all these elements, this activity could not have been carried out effectively as expected. Finally, the author hopes that the cooperation and support established in this activity can continue and provide sustainable benefits for the school, the community, and our joint efforts in shaping a healthy, smart, character-driven, and drug-free younger generation.

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