

Preferensi Metode dan Media Promosi Pencegahan Penyalahgunaan Narkoba Menurut Sudut Pandang Siswa dan Orang Tua di Bima

Preference of Methods and Media for Promotion of Drug Abuse Prevention According to the Point of View of Students and Parents in Bima

Ade Wulandari¹✉, Nani Nurhaeni², Martiningsih³, Ahmad³

¹ Department of Child Nursing, Nursing Study Program Bima Poltekkes Mataram Ministry of Health, Jalan Gatot Soebroto Sadia, Bima City

² Department of Pediatric Nursing, Faculty of Nursing, University of Indonesia, Depok, West Java

³ Department of Surgical Medical Nursing, Nursing Study Program Bima Poltekkes Mataram Ministry of Health, Jalan Gatot Soebroto Sadia, Bima City

✉Email: adewulandari0401@gmail.com

ABSTRACT

Background: Drug abuse in the Bima region increases from year to year, and it is dominated by students. In 2017 there were 44 cases handled, increased to 79 cases in 2018, and 71 cases in 2019. Bima region as a port city that connects Sumbawa island with a number of large islands in Indonesia has become a risk factor for illicit drug trafficking. Socialization on the dangers of drug abuse that has been carried out in the school environment has a number of limitations, especially in terms of time, methods, and media as well as the number of target audiences that are covered by the activity. It is necessary to develop a method and media approach that is appropriate to the developmental characteristics of adolescents. **Objectives:** This study aims to obtain an overview of the need for methods and media for the promotion of drug abuse prevention from the point of view of students and parents in Bima. **Methods:** This research was conducted through a survey method. It was carried out in six Junior High Schools (SMP) in Bima from May to October 2021. Research variables consisted of demographic characteristics; the history of drug and substance use by students; and the need for prevention of drug abuse based on methods, media, locations, frequency, and information providers in Bima. Research data were collected using a questionnaire instrument. Population of this research was students and their parents. The sample size was determined based on the Slovin formula. Data were obtained from 275 students and 70 students' parents. Research data analysis was done with univariate statistics. **Results:** Students and parents need drug abuse prevention promotion activities that are implemented by health workers either directly or through audiovisual media and social media, such as film screenings on television and gadgets. The promotion is conducted on a scheduled 2-3 times a year. Most of the respondents chose the school and house for the promotion activities. **Conclusion:** Students and parents had the same interests and opinions about the need for methods and media to promote drug abuse prevention. The results of this research are expected to be a recommendation for the development of a promotion program for the prevention of adolescent drug abuse in Bima.

Keyword: drug abuse; health promotion; media; method; prevention; adolescent

INTRODUCTION

Drug abuse or misuse of drugs and other substances is a risky behavior that encourages health problems. Such risky behavior often starts in adolescence. Impacts of this risky behavior greatly affect individuals, families, and the large society (Das *et al.*, 2016). The common use of either narcotics or other illicit drugs nowadays is mostly found within the

circle of youngsters or students. According to data released by the Body of National Narcotics (*Badan Narkotika Nasional* or BNN), it was discovered that there has been a shift of trend in users of narcotics, psychotropics, and illicit drugs in 2017 and 2018. In 2017, the majority of the users were workers and in 2018, it was shifted to being dominated by users of the adolescent and children age groups. Citing data from BNN in 2018, the

prevalence of drug abuse within the circle of students in 13 capitals of provinces in Indonesia reached 3.2 per cent or as many as 2.29 million people (Irianto *et al.*, 2020).

West Nusa Tenggara (*Nusa Tenggara Barat* or NTB) is one of the regions with a status of drug emergency along with an increase in cases of drug abuse. Based on data in 2019, there were 557 cases of drug use, which increased by 74 cases compared to the previous year. Drug users in NTB were dominated by students aged 15-20, precisely 231 cases. 59 regions in NTB were included in the regional category of illegal trafficking and drug abuse, one of which was Bima City (Ardyan, 2020). The Bima region as a harbor that connects Sumbawa Island with a number of big islands in Indonesia has become a risk factor to the illegal trafficking of drugs in Bima.

Abuse of drugs and substances within the circle of adolescents in Bima has given a number of negative impacts. They caused at least 405 adolescents in Bima City to be sent to the Mental Hospital of NTB Province due to detection of nervous disorders (SUARANTB.com, 2017). Results of a study on drug abuser students in Bima showed that impacts on psychological aspects caused the subject to become lazy, slow, often tense and uneasy, hard to focus, unstable emotionally, and feeling pressured (Nurmaya, 2016). In line with it, other results of a study stated that manifestations of drug abuse in adolescent behavior caused disrupted sleep patterns, decreased study concentration, and habit of truancy (Wulandari, 2020).

Socialization about the abuse of Narcotics, Alcohols, Psychotropics, and other Addictive Substances (*Narkotika, Alkohol, Psikotropika, dan Zat Adiktif lainnya* or NAPZA) for the society in Bima has been conducted by several related parties, one of which was through the Prevention, Eradication of Abuse and Illicit Trafficking of Drugs (*Pecegahan, Pemberantasan Penyalahgunaan dan Peredaran Gelap Narkoba* or P4GN) held by the District National Narcotics Agency (*Badan Narkotika Nasional Kabupaten* or BNNK) of Bima City. Parallel to the Regional Rules of Bima City about P4GN, targets of the P4GN event included high school students, both junior high school

students and senior high school students, thus this program was also conducted at school. The importance of conducting P4GN at school was supported by the results of a study on NAPZA abuse in adolescents in Bima, which showed that trial behaviour about abuse on drugs and other substances started from junior high school (Wulandari, 2020). Therefore, prevention efforts need to be performed as early as possible, and students are one of the proper targets.

Even though the effort to socialize the danger of NAPZA abuse has been conducted through educational activity by related parties, the cases of NAPZA abuse continue to increase. According to data recorded by BNNK Bima in 2018, it was known that in 2017 44 cases were being taken care of, increased to 79 cases in 2018 afterwards, and became 71 cases in 2019 (Ardyan, 2019). Results of an interview with several teachers in a high school in Bima showed that based on their observation, the socialization activity on drug abuse that was held within the school environment had several difficulties, particularly on the aspect of time, method, media, and amount of target audience that could be reached by the activity. On the time aspect, this socialization activity still felt inadequate as it was held only one to two times a year and was not scheduled routinely. A classical method of speech was thought to be less interesting for students in this millennial era and only able to cover a small portion of the targets. They need variations in types of activity that are more effective.

The increase of NAPZA abuse within adolescents in which the majority consists of school-age children and the non-optimal results of the classical educational activity make it necessary to develop a suitable method and media approach to characteristics of adolescent development in this millennial era. Exploration study is an early step that can be conducted to deepen the knowledge and new ideas to develop either methods or media of prevention for NAPZA abuse in adolescents of Bima. This research aims to get the overview of the need for methods and media of promotion of NAPZA abuse prevention from the point of view of students and parents in Bima. Students of junior high school are at an age group of adolescents that is denoted

by the storm and stress period. This makes them a susceptible group to various risky behaviors like NAPZA abuse.

According to their characteristics of development, adolescents in general still have a dependency on their parents. For that reason, students and parents become the proper targets for promotion programs concerning adolescent health. Opinions and views of students and parents on methods and media of promotion that they need for NAPZA abuse prevention can be study material in the development of relevant future promotion programs. This is hoped to be able to support the effort of achieving the activity's goal optimally.

METHODS

This research was a quantitative descriptive study using the survey method to get an overview of the need for NAPZA abuse prevention according to the point of view of students and parents. A survey was done on junior high school students and their parents from 6 junior high schools in Bima. The time of research was from May to October 2021. The sample selection with cluster random sampling was performed on 880 students and 880 fathers or mothers. The sample size was determined according to the Levin formula and amounted to 275 samples each for students and parents. The final data were obtained from 275 questionnaires that were filled out by parents. Criteria of the respondents, for both students and parents, were able to read and write.

The questionnaires were developed to procure data that depict the variables of the research. These variables included demographic characteristics of respondents; opinions of students and parents on methods, media, source of information, time and materials of needed education for NAPZA abuse prevention; as well as the history of drug use of the students. Explanations regarding the research and how to fill out the questionnaires were given directly to students, while for parents, those were through research explanation texts that were sent along with an Agreement After Explanation (*Persetujuan Setelah Penjelasan* or PSP) sheet. Respondents filled out the questionnaires after the sheet was

signed by the parents. Students filled out their questionnaires at school and the questionnaires for parents were sent through the students to be filled out at home. There were 275 questionnaires filled out by students and 70 questionnaires filled out by parents.

Rechecking was performed on the filled questionnaires to ensure the completion of data from each respondent. Research data were analyzed with univariate statistics to obtain an overview of the distribution of frequency of respondents' characteristics, the history of use of drugs and substances of the students, and the need for NAPZA abuse prevention according to the point of view of students and parents. The design of this research has been checked for appropriateness by the ethical health committee of the Faculty of Medicine of Universitas Mataram and has been approved by the decision of study number: 94/UN18.F7/ETIK/2021.

RESULTS AND DISCUSSION

Data of this research that have been processed and analyzed showed results that depicted respondents' characteristics and needs on Pa. According to the results, the distribution of the characteristics and needs of prevention of NAPZA abuse from the point of view of students and parents is shown in the following table:

Table 1. Students' Characteristics according to Age, Sex, Parents' Education, Parents' Occupation, and Residency.

Characteristics	n	%
Age		
< 14 years old	145	52,7
14-16 years old	127	46,2
> 16 years old	3	1,1
Sex		
Male	139	50,5
Female	136	49,5
Parents' Education		
Elementary School	37	13,5
High School	222	80,7
College	11	4,0
Others	5	1,8
Parents' Occupation		
Civil Servant/Armed Forces/Police	66	24,0
Entrepreneur	74	26,9
Private Farmer, Laborer, and Others	21	7,6
	114	41,5
Residency		

With Parents	244	88,7
With Other Family Member	18	6,5
With Grandfather	11	4,0
Grandmother		
With Other People	2	0,7
Total	275	100

From Table 1, it can be seen that more than half of the students (52.7%) were <14 years old, male students were almost the same in amount as female students. Many of the parents were within the middle level of education, and most worked as farmers, sellers, and laborers. According to residency, the majority lived with their parents.

Most of them were in the group of early adolescents, aged 12-16. Period of adolescent growth which is denoted by a change in emotions, known as storm and stress, is a related factor to risky behaviors like NAPZA abuse. Characteristics of adolescent social development are also denoted by the strong influence of peers on shaping social values and behaviors (Krisnaningrum and Atmaja, 2017). Based on these development characteristics, developing methods or media for NAPZA abuse prevention is necessary to be conducted through strengthening the role of peers. Utilizing peers as tutors is one of the methods in health education that can be applied at school with proper media and communication (Kristiono, 2018).

A lot of the respondents lived with their parents. Most of the parents have middle-level education and worked as farmers, sellers, and laborers. According to a survey report of BNN in 2020 on the prevalence of drug abuse, it was shown that in 2018 the drug abuse in adolescents reached 2.29 million people. This drug abuse increased by 24 to 28 percent and per the respondents' residency, it was known that almost three quarter (67.9%) of them lived with parents/family (Irianto *et al.*, 2020). Therefore, prevention efforts need to involve parents by considering methods or media that can be accepted by both adolescents and their parents.

Family empowerment is a method of approach to health promotion that can be done to increase parents' participation to prevent NAPZA abuse (Gayatri Setyabudi and Dewi, 2017). Parents' role can be improved in teaching behavior standards and examples regarding the standards, helping adolescents to refuse pressures from peers to use drugs and have

knowledge on drugs and signs of its abuse (Ridwan, 2018).

Table 2. Parents' Characteristics according to Age, Sex, Education, Occupation, and Residency.

Characteristics	n	%
Age Category		
Early Adulthood	9	12,9
Late Adulthood	44	62,9
Early Elderly	14	20,0
Late Elderly	2	2,9
Elder	1	1,4
Sex		
Male	32	45,7
Female	38	54,3
Education		
Elementary School	4	5,7
High School	41	58,6
College	24	34,3
Others	1	1,4
Occupation		
Civil Servant/Armed Forces/Police	17	24,3
Entrepreneur	9	12,9
Private	4	5,7
Farmer, Laborer, Others	40	57,1
Residency		
Countryside	42	60,0
City	28	40,0
Total	70	100

According to Table 2, it can be seen that more than half of the parents that filled out the questionnaires (62.9%) were within the age group of late adulthood, male parents were almost the same in amount as female parents. The majority of them had middle-level education and worked as either farmers, sellers, or laborers. Based on residency, more lived in the countryside than in the city.

Data of characteristics of parents' education showed that most of them have middle-level education, which indicates that a lot were able to read and write. This can be a factor to be analyzed concerning the development of models and media of promotion for NAPZA abuse prevention, for parents. As explained in the concept of health promotion method, that level of readiness and maturity of participants, the situation in various conditions and circumstances, and availability of facilities are factors that affect the choice of health promotion method (Pakpahan *et al.*, 2021). Results of research conducted by the Center of Research, Data, and Information (*Pusat Penelitian, Data, dan Informasi* or

Puslitdatin) of BNN in 2020 discovered that electronic media namely television and/or radio became the promotion media for NAPZA abuse prevention that was the most often used and heard by respondents. Television and radio were the liked media by respondents among all levels of age, whether those who lived in the city or countryside. Likewise, according to sex and education, respondents who were female or male and were within the middle level of education chose television and radio as information delivery media that they liked. The majority of them stated that they were ready to avoid the danger of drugs after understanding the information on it (Irianto *et al.*, 2020).

The history of the use of drugs and substances by junior high school students in Bima is shown in Table 3. In table 3, it is evident that most of the students (66.2%) consumed drugs due to sickness and health, but a lot still did so, not for any of these two, and 15.3% consumed drugs just for fun with friends. 31.3% were addicted to certain kinds of drugs and 19.3% consumed drugs without reading the instructions. Likewise, for the behavior of smoking and consuming alcoholic drinks, regardless of a small percentage, there were students who smoked and drank alcohol.

Based on data about the respondents' history of the use of drugs and substances, it is known that there were students who consumed drugs not for indication to consume the drugs. There were also students who consumed drugs without reading the instructions. In addition, there were a number of students who smoked and drank alcohol. Albeit a minority, such behaviors can be an indicator of risky behaviors. Results of a study on the pattern of drug abuse of adolescents in Bima stated that behavior of drug abuse started from when the respondents were still junior high school students (Wulandari, 2020). According to the results of the study, education on the proper drug use is highly recommended for high school students with suitable methods of approach and media with the characteristics of adolescent growth. The government's program of educational effort to suppress errors in self-medication is known with the term of the Smart Society Movement when Using Drugs (*Gerakan Masyarakat Cerdas Menggunakan Obat* or *Gema Cermat*). To aid the implementation of the *Gema Cermat* program, conducting socialization to the society was necessary, including to the age group of adolescents. Research on the *Gema Cermat* promotion program for adolescents that used smart calendars as media was conducted in Kendawangan Kalimantan Barat. The media contained information on self-medication of limited free drugs, viewed from the aspect of the correct medication, precise indication, precise dosage, correct contra indication, and also side effects. Results of this research showed that the calendars affected knowledge and attitude of adolescents on the limited free drugs (Fadli and Agustini, 2021).

Table 3. History of the Use of Drugs and Substances by Junior High School Students in Bima.

Use of Drugs and Substances	n	%
Consume drugs due to sickness and health reasons		
Yes	182	66,2
No	93	33,8
Consume drugs due to addiction		
Yes	86	31,3
No	189	68,7
Consume drugs for fun with friends		
Yes	42	15,3
No	233	84,7
Consume drugs under parents' supervision		
Yes	204	74,2
No	71	25,8
Read instructions before consuming drugs		
Yes	222	80,7
No	53	19,3
Have smoked		
Yes	26	9,5
No	249	90,5
Have drunk alcohol		
Yes	6	2,2
No	269	97,8

Table 4. Students' and Parents' Need on Promotion for NAPZA Abuse Prevention according to Method, Media, Location of Event, Frequency, Information Provider, and Material of NAPZA Abuse in Bima

Need	Students		Parents	
	n	%	n	%
Interesting Method				
Screening Movie	102	43,6	23	32,9
Direct	124	45,1	42	60,0
Radio broadcast	6	2,2	3	4,3
Leaflets	25	9,1	2	2,9
Interesting Media				
Television and social media	235	85,4	67	95,7
Radio	18	6,5	1	2,9
Printed media	22	8,1	2	1,4
Preferred location				
Home	114	41,5	19	27,1
School	101	36,7	36	51,4
Environment	44	16,0	13	18,6
Religious place	16	5,8	2	2,9
Preferred frequency of event				
Once	58	21,0	14	20,0
2-3 times	184	66,9	53	75,7
>3 times	33	12,0	3	4,3
Information provider				
Parents	74	26,9	0	0,0
Teacher	25	9,1	1	1,4
Health worker	158	57,5	65	92,9
BNN	8	2,9	3	4,3
Idol icon	10	3,6	1	1,4
Material of education				
Causes	105	38,2	16	22,9
Impacts	107	38,9	44	62,9
Signs and symptoms	63	22,9	10	14,3

From Table 4, it can be seen that most of the students (88.9%) chose methods of direct activity and movie, media of television, and other social media (85.4%). Home and school became the preferred locations (78.2%). The majority of students (66.9%) wanted the event of NAPZA abuse prevention to be held 2-3 times a year and more than half (57.5%) chose a health worker as the information provider. According to the data obtained from parents as shown in the previous table, most of the parents (60.0%) chose the method of direct activity and the media of television and other social media (95.7%). School became the preferred location (51.4%). Most of the parents (75.7%) wanted the event of NAPZA abuse prevention to be held 2-3 times a year and the majority (92.9%) chose a health worker as the information provider. Students and parents thought that the causes and impacts of NAPZA abuse were the

necessary material of education for junior high school students in Bima.

Based on the results of a survey on the need for the promotion of NAPZA abuse prevention, most of the students and parents had the same interest and opinion. According to the preferred media of health promotion, both students and parents chose audiovisual media like gadgets. Methods of health promotion that are utilized directly and through a movie were preferred compared to other methods. Similar results were obtained by a study on adolescents in Surabaya, which showed that students were unsatisfied with the education about drugs and reproductive health that used the method of speech by a teacher. They needed audiovisual media and education methods that were more creative such as discussion, games, and movies (Siswantara, Soedirham and Muthmainnah, 2019). The high interest of the respondents on audiovisual media,

namely the use of gadgets as media of promotion for NAPZA abuse prevention, is in line with results of research on the need of adolescents for application in smartphones as media of health promotion for adolescents in the Special Region of Yogyakarta. According to the analysis results of the research, it was known that most of the respondents (90.63%) felt the need for online counseling media of adolescent health and that they were interested to try an android-based health application. This research recommended the development of applications using android based smartphone technology as a means of counseling for adolescents to lower the number of health problems in adolescents (Isnri, Putra and Anwar, 2019). Results of research on dissemination of NAPZA abuse in Tangerang also showed that innovation in the form of the use of social media was proven to be effective in relation to the strategy of distributing information about drug abuse prevention by BNN among adolescents (Marbun, 2021). Even though the use of social media is in line with the hope and need of adolescents in this digital era, the availability of internet connection and gadget means is highly determined by the social-economic condition of users. Hence, it is important to do a further study on this variable (Siswatibudi, Paramastri and Lazuardi, 2016).

The use of audiovisual media as one of the forms of strategy to deliver information to adolescents can be developed through various models of design. There have been many studies on the design of audiovisual media as a means for NAPZA abuse prevention, one of which was learning through video. The use of vlog video and Society Service Commercial (*Iklan Layanan Masyarakat* or ILM). Health promotion using learning media in the form of video in Public Junior High School 13 of Tangerang City was more effective towards change in the use and attitude of respondents on smoking than promotion through printed media (Purwadi, Setiaji and Maryam, 2019). The use of vlog video as health promotion media could improve the knowledge of students Strada Marga Mulia Junior High School South Jakarta on drug abuse, so that they would be prevented from drug abuse (Printina and Martina, 2018). A broadcast of NAPZA abuse prevention through ILM was also proven to be effective in improving

knowledge, attitude, and motivation of students of Junior High School 12 Balikpapan to prevent NAPZA abuse (Fitriana *et al.*, 2020). Showing stories through movies was also another model of audiovisual media use as a promotion effort for NAPZA abuse prevention in adolescents. Results of research on the use of movies as health promotion media recommended that movie media should contain 9 supportive components. The components included goal of the movie-making, theme of the movie, content or message, clear plot, conflict within the movie, language, play duration, artistic layout that were realistically arranged to attract and strengthen the story as well as the characterization on the story (Saleh *et al.*, 2016).

Home and school became the most picked locations by the respondents for the implementation of the NAPZA abuse prevention effort. This finding is in line with the results of a review of several research results regarding programs of NAPZA abuse prevention. According to the review, school-based and family-based prevention programs were effective in reducing and protecting adolescents from smoking, alcohol consumption, and drug abuse (Das *et al.*, 2016). Home became the most-picked location by the majority of students where the health promotion event should be held. However, there were also plenty of students who chose to follow the event at school. The students' choice to follow a health promotion event at home can be understood as a form of adaptation towards adolescent social development that requires privacy. They assume that having it at home can protect their privacy better when the promotion event is conducted along with a counseling service. This can also relate to the limited amount of targets that will be covered by the event if it is held at school. The finding is supported by results of a qualitative study on adolescent role in the implementation of adolescent health programs in Surabaya City. This study in Surabaya showed that an education event on adolescent health at school would aim at a small portion of the students only, namely students who were members of the student council, student representatives from each class, and students who were chosen as peer counselors (Siswantara, Soedirham and Muthmainnah, 2019). The limited number of students that became the targets of the

education event at school could be the reason why students chose home for the event. Different from the students, the majority of parents chose school as the location for the event. Characteristics of the parents that mostly worked as farmers and laborers could cause a lack of time for them to provide attention if the health promotion event was held at home. This condition could be the reason why parents preferred the promotion event of NAPZA abuse prevention to be held at school.

Referring to the concept of health promotion, setting the location of health promotion can actually be established at school, workplace, and within the society (Pakpahan *et al.*, 2021). Conducting health promotion for adolescents at home can surely involve parents as the executor component. A strategy and method are needed to improve the involvement of parents with many different demographic backgrounds, especially to facilitate the availability of time and knowledge of the parents that are limited. Results of research on the implementation of a method of greeting parents of adolescents through the distribution of adolescent health booklets was proven to be effective to improve knowledge, attitude, and behavior of parents towards adolescent health education in Cirebon City (Widiyastuti and Nurcahyani, 2019). According to the findings in this research which showed that audiovisual media became the parents' preferred media, therefore the development of health promotion media to improve parents' knowledge on NAPZA abuse prevention in adolescents can utilize the audiovisual technology.

A study on the implementation of a school-based prevention model for substance abuse was known to be effective in improving students' knowledge about its impacts on mental health and physical health. Results of this research gave recommendations of the importance of the development of a prevention model that could be applied for children of younger age (Moore, Karpinski and Tsien, 2018). Various forms of effective events to improve students' knowledge, attitude, and participation in NAPZA abuse prevention which could be held at school were identified by research in Surabaya. This research at some schools in Surabaya identified several school-based roles of cadres of anti-drug abuse that were issued

by the BNN Surabaya. Cadres of anti-drug abuse who were students as extensions of the BNN Surabaya performed roles as educators, counselors, and leaders in an effort to prevent drug abuse at school (Sari, 2017). Similar research on a school-based promotion program of NAPZA prevention was also conducted in an equivalent high school in Surabaya City. Results of this research recommended a form of the event which contained peer counselors, sudden inspections, and urine tests for students. In addition, the implementation of promotion events of NAPZA abuse prevention should be able to be applied in the teaching and learning activities as well as in the counseling process of the school's counselor. This program is known as the effort of *Bina Suasana* which means Atmosphere Building (Fitriana *et al.*, 2019).

Health workers were the most-picked information providers by the respondents. The former was thought to be able to provide information on the causes and impacts of NAPZA abuse which the latter needed through health education, more than teachers. This finding is supported by results of research by Nurmaya (2016) about NAPZA abuse in adolescents in Bima City which concluded that professionals are needed to maximize the effort of information service on NAPZA abuse at school that has been conducted by the school's counselor all this time (Nurmaya, 2016). Health workers are included in the professionals with the capacity of providing the information service through health promotion events. According to students and parents, the frequency of the NAPZA abuse prevention event needed to be conducted 2-3 times a year with health workers as the event executors.

The hope of the respondents for health workers as the executor agents of health promotion of NAPZA abuse prevention in Bima is still significant. This indicates that society holds trust in the roles of health workers as educators, facilitators, and advocates in public health efforts. Similar results of research were also shown on the health promotion strategy in an effort to prevent drug abuse in Wajo District, South Sulawesi Province. This research has identified the roles and functions of the Health Office in the development of the strategy of drug abuse prevention through advocacy, partnership, and

empowerment. The advocacy strategy by the Health Office of Wajo District was in the form of a financial assistance proposal to the Regional Government. Partnership strategy was conducted through cooperation with several related agencies that are assumed to be capable in helping the process of drug control in Wajo District. The empowerment that was done by the Health Office upon the drug prevention efforts was forming adolescent health cadres at school (Kurniawan, 2018). The success of health workers in performing the role of adolescent health promotion is also related to the competencies of the health workers in the use of promotion media. Research on the use of educational media of adolescent health by health workers in East Kalimantan has been done with the purpose of comparing the effectiveness of the use of printed media and audiovisual media. Results of this research showed that the use of audiovisual media in health promotion events was effective in improving the knowledge of the targets. Health workers are recommended to improve their competencies on the strategy of selecting media that are innovative, according to the development of technology (Ifroh *et al.*, 2019).

CONCLUSION

Students and parents had the same interests and opinions on the need for a method of promotion of NAPZA abuse prevention, which was through direct events and movies. The preferred promotion media were audiovisual media and social media, especially through the television broadcast. Students had their home and school and the locations for promotion events, while parents still chose it to be held at school. Both students and parents chose health workers as the information providers in the events of NAPZA abuse prevention with the frequency of 2-3 times a year. Factors that became the causes and impacts of NAPZA abuse would be the most important material of education to be relayed through health promotion events according to students and parents in Bima. Results of this research are expected to be a recommendation for the development of a promotion program for the prevention of adolescent drug abuse in Bima.

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