

ABSTRACT

This study aims to analyze the implementation of the Narcotics Prevention, Eradication, Abuse and Illicit Trafficking (P4GN) Program by the Jambi City National Narcotics Agency (BNN), as well as identify obstacles faced during the implementation process. A descriptive qualitative approach was used to deeply understand the implementation of the program based on the four main variables of George C. Edwards III's policy implementation theory, namely communication, resources, and communication. Edwards III, namely communication, resources, disposition, and bureaucratic structure. The research method used was descriptive qualitative, with data collection through interviews and documentation. Data analysis uses the analysis model from Milles and Huberman starting from the data reduction, data presentation and conclusion drawing stages. The results showed that BNN Jambi City has implemented the P4GN program through effective communication strategies, cross-sectoral coordination, and community empowerment. However, the implementation of this program facing several obstacles, including limited human resources, supporting facilities, and negative public perceptions of rehabilitation. As an improvement effort, it is recommended to increase budget allocations, strengthen collaboration with various parties, and intensify socialization campaigns to change the negative stigma related to rehabilitation programs. This research is expected to serve as a reference to strengthen the effectiveness of P4GN policy implementation, especially at the regional level.

Keywords: Implementation, Policy, Eradication of Drugs, Abuse.

INTISARI

Penelitian ini bertujuan untuk menganalisis implementasi Program Pencegahan, Pemberantasan, Penyalahgunaan, dan Peredaran Gelap Narkotika (P4GN) oleh Badan Narkotika Nasional (BNN) Kota Jambi, serta mengidentifikasi kendala yang dihadapi selama proses implementasi. Pendekatan deskriptif kualitatif digunakan untuk memahami secara mendalam pelaksanaan program tersebut berdasarkan empat variabel utama teori implementasi kebijakan George C. Edwards III, yaitu komunikasi, sumber daya, disposisi, dan struktur birokrasi. Metode penelitian yang digunakan adalah kualitatif deskriptif, dengan pengumpulan data melalui wawancara dan dokumentasi. Analisis data menggunakan model analisis dari Milles and Huberman mulai dari tahap reduksi data, penyajian data dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa BNN Kota Jambi telah menjalankan program P4GN melalui strategi komunikasi yang efektif, koordinasi lintas sektoral, dan pemberdayaan masyarakat. Namun, implementasi program ini menghadapi sejumlah kendala, termasuk keterbatasan sumber daya manusia, fasilitas pendukung, dan persepsi negatif masyarakat terhadap rehabilitasi. Sebagai upaya perbaikan, direkomendasikan peningkatan alokasi anggaran, penguatan kolaborasi dengan berbagai pihak, serta intensifikasi kampanye sosialisasi untuk mengubah stigma negatif terkait rehabilitasi. Penelitian ini diharapkan dapat menjadi referensi untuk memperkuat efektivitas implementasi kebijakan P4GN.

Kata Kunci: Implementasi, Kebijakan, Pemberantasan Narkoba, Penyalahgunaan.