

Strategies of Youth Anti-Drug Activists in Promoting National Drug Prevention Programs to Mitigate Substance Abuse Among Influencers

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Abstract - The purpose of this study is to ascertain the tactics, chances, and difficulties that the Bengkulu City National Narcotics Board has faced when educating the younger generation (Gen Z) about P4GN. The concept of the Berlo SMCR communication model is employed in this study's descriptive qualitative analysis to describe the tactics, possibilities, and difficulties faced by PUPAN Bengkulu in spreading P4GN information. The study's informants were chosen using the snowball sampling approach. Techniques for gathering data included recordkeeping, interviews, and observation. The strategies employed in data analysis include data reduction, data visualisation, and conclusion drawing. PUPAN Bengkulu uses a communication strategy that is carried out through the creation of strategic plans, their implementation, evaluation, and management. Prior to distributing P4GN material, PUPAN Bengkulu first identifies and selects the resource person. It next ascertains the intended recipient of the P4GN material and composes the message in accordance with the recipient. The media and communication channels that PUPAN Bengkulu uses to spread P4GN information are selected based on the kind of media that the general public accesses most frequently. PUPAN Bengkulu has a number of obstacles, including a shortage of manpower, inadequate facilities and infrastructure, geographic limitations, and difficulties mobilising large numbers of people during the epidemic.

Keywords: Communication Strategy; Berlo SMCR; P4GN; younger generation

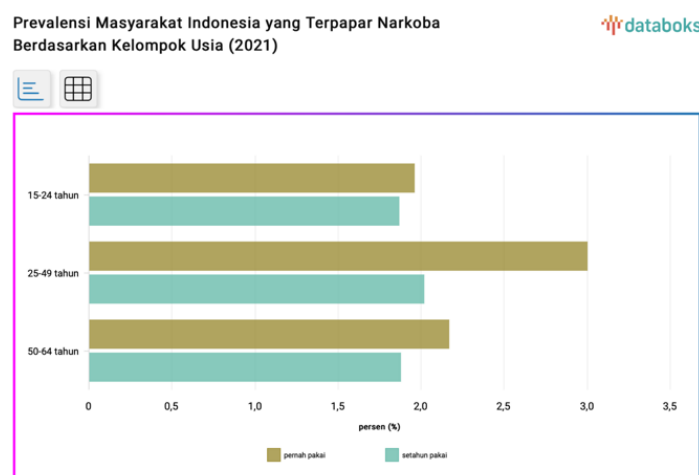
INTRODUCTION

Drug abuse is a rampant problem that occurs in almost all circles. This has also become a concern for the Government in overcoming it. This is because currently drug abuse does not only target adults and teenagers. But it has also targeted children. These problems can potentially damage human resources, especially Indonesia's young generation, anytime and anywhere. Drugs themselves stand for narcotics, psychotropic substances, and other addictive substances. Narcotics are substances or medications that are either derived from plants or non-plants, which are natural, synthetic, or semisynthetic to cause a loss in consciousness, hallucinations, and a sense of excitation, according to Article 1 Paragraph 1 of the Narcotics Law Number 35 of 2009. If these substances are taken in excess, addiction may result. The younger generation in Indonesia is becoming more and more addicted to drugs. This behaviour deviation could pose a threat to the country's future generations because someone addicted to drugs will experience addiction (sakau), which can cause extreme pain and discomfort in the body (BNN, 2019).

It is really concerning to see how the drug usage and illegal trafficking issues in Indonesia are developing. The Republic of Indonesia's president, Joko Widodo, has acknowledged that the

country is experiencing a drug emergency. Drug misuse cases are visible through news reports from print and online media, which nearly weekly provide details on the disruption and arrest of drug trafficking organisations. Regarding the Indonesia Drugs Report 2022, the National Narcotics Agency (BNN) divides drug users into three age groups that are considered vulnerable in its katadata (2023). These age groups are the 15–24-year-old, 25–49 year old, and 50–64 year old ones. In terms of those who have used, the highest incidence for the 25–49-year-old group is 3% in 2021. In the meantime, the prevalence of drug users for a year was 2.02%. The 50–64 age group comes in second with 1.96% and 1.87% of users having done so for a year. Lastly, of the group aged 15 to 24, 1.96% had used and 1.87% had done so for a full year.

Chart 1. Prevalence of People in Indonesia Exposed to Drugs By Age Group (2021)



Source: Databoks Katadata (2023)

The National Police Headquarters and the National Narcotics Agency (BNN) have repeatedly dismantled drug networks, seized tons of illicit goods, and arrested the perpetrators. However, the smuggling of illicit drug trafficking remains rampant. According to the results of a survey on drug abuse by BNN and the Center for Research on Society and Culture - LIPI in 2019 in 34 provinces in Indonesia, the national prevalence rate is 240 out of 10,000 Indonesians aged 15 - 64 years with a percentage of 2.40% or an estimated 4,534,744 people have used drugs and 180 out of 10,000 Indonesians aged 15 - 64 years with a percentage of 1.80% or an estimated 3,419,188 people a year use drugs. Liputan6.com was informed by Komjen Pol Heru Winarko, Head of the National Narcotics Agency (BNN) of the Republic of Indonesia, that drug trafficking increased by 0.03 percent in 2019 compared to 2018. An analysis of 3 million users revealed that most of them were between the ages of 15 and 65 (Chaniago, 2019).

He continued, citing information from BNN (2022's Indonesia Drugs Report 2022) that the most used drug categories in Indonesia include ganja (41.4%), methamphetamine (25.7%), nipam (11.8%), and dextro (6.4%). Certain drug types cause people to experience a decline in their ability to think clearly and learn, which can have an influence on brain function down the road. Drug addiction directly affects the heart, bones, blood vessels, skin, lungs, and other vital organs. It also increases the risk of contracting serious infectious diseases like AIDS, Herpes, TB, hepatitis, etc. Its immediate psychological effects include the potential for mental illnesses, suicide, criminal behaviour, and violent acts. Drug use has the unintended consequence of making a person socially isolated and removed from supportive environments. It will also have an impact on the user's family because they will have to deal with the guilt and will miss out on a learning opportunity if the school or college finds out.

Chart 2. Types of Drugs Most Used in Indonesia

Types of Drugs Most Used in Indonesia			
Ganja	Sabu	Nipam	Dextro
41,4%	25,7%	11,8%	6,4%

Source: Indonesia Drugs Report 2022 in BNN (2022)

Bengkulu Province has a 1.3% population rate of drug usage, or 19,698 people, according to Koran Bengkulu Daily, which cited the Bengkulu City Media Centre. In the meantime, Bengkulu City is home to 5,670 drug addicts. Alexander S. Soeki, the head of Bengkulu City's National Narcotics Agency (BNN), told Daily Koran Bengkulu that drug users had reached an emergency level, making it a major worry to handle and requiring more forceful treatment. Given the facts above demonstrating the prevalence of drug misuse and illegal drug trafficking in Bengkulu City, measures for preventing and combating drug addiction as well as the eradication of illicit drug trafficking are imperative. This is because drug abuse and illicit drug trafficking are acts that have violated the Law of the Republic of Indonesia Number 35 of 2009 concerning Narcotics.

In addition to violating the Law of the Republic of Indonesia, this problem is also included in the category of social diseases. This is because drug abuse focuses more on behavior that does not only involve one party or a particular person, but will affect other parties. Drug abuse is usually not done by just one party, but there will be a cause and effect. For example, drug abuse can be seen from trial and error, or ignorance of the user. This will have a negative impact on others, this behavior will spread from people who do not know to know and people who have never been. This problem is an activity or behavior that will cause social problems and will cause negative effects and impacts from drug abuse.

With the appropriate approach, the issues of drug usage and illicit drug trafficking can be resolved. The National Narcotics Agency (BNN) is an organisation that can plan for the prevention and management of drug misuse issues as well as initiatives to end illicit drug trafficking. The National Narcotics Agency (2020) states that BNN is an Indonesian Non-Ministerial Government Institution with the authority to carry out government duties in the areas of drug abuse, illicit drug trafficking, and the prevention and eradication of drug abuse, psychotropic substance abuse, precursors, and other addictive materials, with the exception of alcohol and tobacco addiction materials.

In the pre-research interview, it was explained that the data on the success of the Pemuda Pemudi Pegiat Anti Narkoba (PUPAN Bengkulu) in implementing the *Pencegahan, Pemberantasan, Penyalahgunaan, dan Peredaran Gelap Narkoba*/Prevention, Eradication, Abuse, and Illicit Drug Trafficking (P4GN) program can be seen from the programs that have been implemented such as socialization, mobile Educational Information Communication (KIE), Virtual Educational Information Communication (KIE) and the formation of anti-drug volunteers, anti-drug activists and anti-drug Teen Peers (RTS). In addition, BNN Bengkulu City has launched the shining village program in 3 villages, namely: Sidomulyo Village on August 27, 2019, Padang Serai Village on March 8, 2021 and Pasar Bengkulu Village on March 23, 2021 (Syaiful, 2021).

Researchers are interested in examining the Bengkulu City National Narcotics Board's strategy in campaigning for P4GN information to the people of Bengkulu City, especially the younger generation (Gen Z). This is because the strategy implemented by PUPAN Bengkulu under the auspices of the Bengkulu City National Narcotics Board is significant. Researchers are therefore left with a number of issues as a result of this, including how well is PUPAN Bengkulu's campaign to spread P4GN knowledge among Bengkulu City residents, particularly the younger generation (Gen Z), working under the direction of the Bengkulu City National Narcotics Board? Because of this, researchers are interested in learning more about PUPAN Bengkulu, which is working under the auspices of the Bengkulu City National Narcotics Board to spread P4GN information to the younger generation (Gen Z). The goal of this research is to ascertain the

opportunities and challenges that PUPAN Bengkulu is facing as it works to spread P4GN information to the younger generation (Gen Z).

THEORETICAL FRAMEWORK

According to Cangara, H (2004: 44), Complete communication elements can be found in David K. Berlo's S-M-C-R communication theory model. The sender of the message, also known as the source, the message, also known as the message, the channel, also known as the communication medium or channel, and the recipient of the message, also known as the receiver, make up the elements of communication in the S-M-C-R theory. The presence of feedback, or what is known as feedback, the impact, and the setting of the communication process are the companion aspects to the four primary factors.

The primary component of communication is the presence of a communicator, also known as a source, who transmits the information that the communicant will record. Sources or communicators might be either individuals or groups. The message or message, which is put together by the communicator and comprises knowledge intended for the communicator, is the second component of the communication process. Both spoken and nonverbal language can be used to convey messages, which are typically done through in-person interactions or connected media like current communication tools.

The channel or media, which is the third component of the communication process, is how messages are conveyed. It can take the shape of written, spoken, or electronic communication tools. In the presence of media, messages are transmitted to link communicators and communicants. The communicant, or message recipient, is the fourth component in the communication process. Message recipients, also known as communicants, can be either people or organizations. A crucial and primary component of the communication process are communicators, whose job it is to convey messages.

MATERIAL AND METHODOLOGY

This research strategy employs a qualitative research methodology with a descriptive research type that tries to characterize a scenario or phenomena as it is the subject of the study. Research that aims to describe circumstances or events is known as descriptive research (Azwar, 2003). The descriptive research approach is employed, whereby the goal of the study is to provide a description of a particular scenario (Moleong, 2012). The snowball sampling research technique is used to recruit informants. A methodology for locating, picking, and sampling within a network or chain of ongoing relationships is called snowball sampling. While participant observation, interviews, and documentation are used in data gathering approaches. Data presentation, reduction, and conclusion drafting are the methods of data analysis that are used.

Triangulation of data sources is used in this study data validity test. The process of verifying data that has been gathered from multiple sources and methods of data collecting is known as triangulation of data sources. Data from these diverse sources are characterized, grouped, and shown which viewpoints are common to these many sources and which are unique to them. The researcher then conducts an analysis of the data to draw a conclusion.

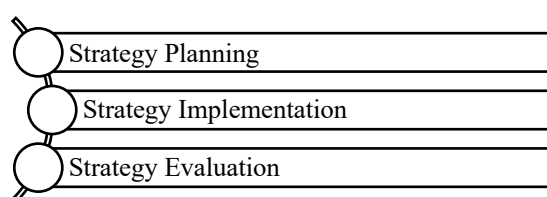
RESULT AND DISCUSSION

Effendy (2008:10) defines communication as the process by which communicators convey messages to other communicators via media that have certain effects. Dwijowijoto (2004:72) asserts that the goal of communication is to establish a shared understanding or alter attitudes and even actions. According to Effendy (2009), communication strategy serves as a roadmap for communication planning and management in order to accomplish predefined objectives. Then added the communication strategy according to Rogers as quoted by Cangara, namely as a transfer of new ideas on a larger scale designed to change human behavior (Cangara, 2014). Furthermore, according to Middleton in Pangesti, "communication strategy is the best combination of all communication elements ranging from communicators, messages, channels

(media), recipients to influences (effects) designed to achieve optimal communication goals” (Pangesti, 2018). It takes a plan to reduce the likelihood of misunderstandings.

The term “communication strategies” describes tactics used to increase mutual understanding between speakers. Strategy has 3 (three) components that cannot be missed in the planning to be achieved: 1) Strategic Planning: planning is the initial stage in setting the vision and mission accompanied by in-depth analysis of internal and external factors and setting goals which are then used as a reference to achieve predetermined goals. 2) Strategy Implementation: implementation is a step where the strategy through identification begins to be applied or implemented in intensive policies where each division and functional collaborates and works according to their respective tasks and policies. 3) Strategy Evaluation: evaluation is the final stage after the strategy is applied in real practice to assess its effectiveness against expectations and achievement of predetermined goals (Fred, R, 2010).

Chart 3. Components of Strategy in Planning



Source: Processed by myself in Fred, R (2010)

Effective communication strategies are those that are designed and executed so that the message may both affect the audience and grab the recipient's attention. PUPAN Bengkulu uses language that is easily understood and tailored to the intended recipient of the message. The information in the message is presented in an appealing manner. To ensure that the communication process runs well and meets its objectives, strategies for its preparation must be created with the appropriate stages. PUPAN Bengkulu followed these procedures for organizing communications:

(1) Select and assign resource persons. Under the direction of the Bengkulu City National Narcotics Agency, PUPAN Bengkulu will choose and ascertain the resource person who will be the speaker in the information dissemination activity prior to sharing information on P4GN. The BNN team has considerations before choosing a resource person such as looking first at who will be the participants, seeing what topics will be discussed, seeing the flying hours of the person in conveying information and adjusting between the themes to be discussed with the person's field or expertise. After considering several aspects, BNN Bengkulu City will determine the resource person, the BNN team in determining the resource person has two choices. First, people who come from within the City BNN such as young expert drug instructors, first expert drug instructors, BNN psychologists, and even the head of the Bengkulu City National Narcotics Agency take part in becoming resource persons in P4GN information dissemination activities. Secondly, the BNN team will bring in external parties such as Kesbangpol, Social Service, Health Service, DPRD, NGOs, or Anti-Drug Activists. Sometimes, BNN Bengkulu City also invites victims of drug abuse who have undergone rehabilitation and are willing to share their experiences during the rehabilitation process;

(2) Set target goals. Additionally, the target audience will be identified and mapped by PUPAN Bengkulu, which operates under the direction of the Bengkulu City National Narcotics Board. When Bengkulu City BNN distributes P4GN material, the entire community children, adolescents, adults, and the elderly is specified as a target audience. BNN Bengkulu City, however, focuses primarily on teenagers. This is due to the fact that teens are more prone to drug misuse instances since they are still very impressionable and have a high level of curiosity. Teenagers are also the primary target of drug traffickers due to their extended and easily influenced productive periods;

(3) Message structuring techniques. After determining the target audience, PUPAN Bengkulu under the auspices of BNN Bengkulu City will compile the message to be conveyed. PUPAN Bengkulu under the auspices of BNN Bengkulu City already has an SOP in compiling messages, whether it is disseminating information directly or through media intermediaries. The SOP discusses what material must be delivered according to the target audience. The initial step taken in compiling the message is that the PUPAN Bengkulu under the auspices of the Bengkulu City BNN will find out and analyze the phenomena that occur in society. Furthermore, the BNN team will determine the theme to be conveyed, after that make the material to be conveyed, then make the animation or image that you want to display when delivering the message so that it can attract the attention of the recipient. In addition, the Bengkulu City BNN team also determines what methods will be used when delivering information to the public;

(4) Selecting media and communication channels. Selecting the media and communication channels that will be utilised to tell the public about P4GN is the final phase in the communication planning process done by PUPAN Bengkulu, which operates under the direction of the Bengkulu City National Narcotics Board. In order for the message to be conveyed to eventually reach its intended audience, the media and communication channels that are used must pay attention to the content and purpose of the message to be conveyed. They must also analyse the types of media that are widely owned and observe the types of media that are widely accessed by the public. YouTube, Facebook, Twitter, and Instagram are some of the media platforms that are utilized;

(5) Selection of PUPAN Bengkulu. Steps taken to campaign for P4GN are also carried out by holding the selection of PUPAN Bengkulu which can be followed by generation Z youth as representatives of Bengkulu youth who will later provide information and campaign for P4GN owned by BNN;

(6) Nourish and educate. Under the sponsorship of BNN Bengkulu City, PUPAN Bengkulu also employs the tactic of actively attending and taking part in a number of P4GN socialisations in settings such as schools and the community. In addition, PUPAN Bengkulu visits a number of governmental and non-governmental organisations to carry out cooperative work. Additionally, PUPAN Bengkulu accepted invites from other provincial ambassador groups. In addition, information and material are regularly shared on social media.

Chart 4. Communication Planning of PUPAN Bengkulu

Steps taken by PUPAN Bengkulu in Communication Planning
Select and assign resource persons
Setting the target audience
Message drafting techniques
Selecting media and communication channels
Selection of PUPAN Bengkulu
Sharing and Education Giat

Source: Personalized

The implementation of the P4GN information strategy is carried out in collaboration with various parties such as inviting academics, activists, social services, social services and related parties to become resource persons in socialization activities, technical guidance, FGDs, and talk shows in order to jointly discuss and provide information from different points of view according to their respective fields and expertise. PUPAN Bengkulu under the auspices of the Bengkulu City BNN in carrying out direct activities, the team together with related parties visit schools, children's recitations and orphanages, social homes or nursing homes to carry out joint P4GN-based activities such as joint gymnastics, storytelling, and so on. While the indirect method of disseminating information involves using media like PUPAN Bengkulu's official social media accounts on Facebook, Instagram, Twitter, Youtube, and the company's website, as well as placing banners in public spaces and producing P4GN-based posts. All of these activities are done under the sponsorship of the Bengkulu City BNN.

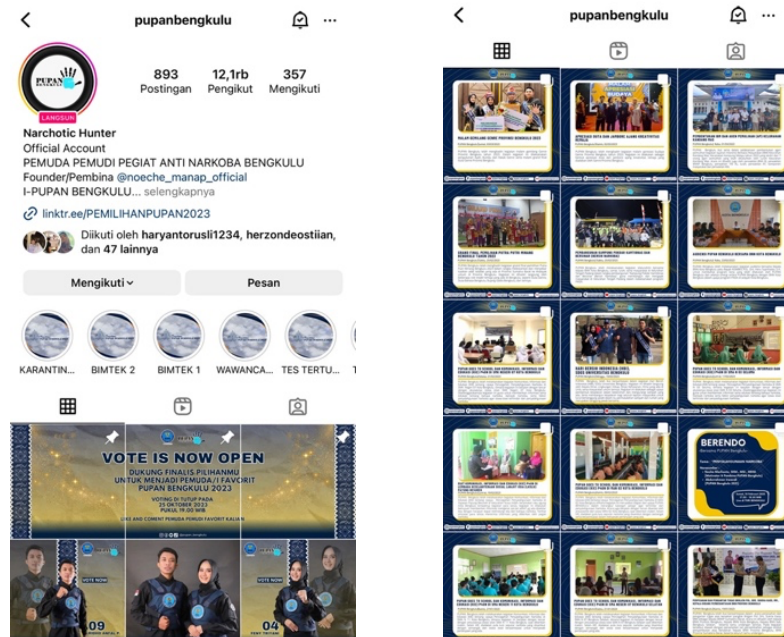


Figure 1. Social Media and Content of PUPAN Bengkulu
Source: Instagram @pupanbengkulu, Personal Operation

Following the completion of the planned strategy's implementation, PUPAN Bengkulu under the sponsorship of BNN Bengkulu City regularly conducts evaluations with the team to discuss the degree of success of the plan that has been created and put into action. They also look for areas that need improvement in order to carry out additional activities that will be maximised to meet the established goals. The meeting held to evaluate the strategies planned by PUPAN Bengkulu under the auspices of BNN Bengkulu City has set a schedule. The evaluation is conducted after every activity, weekly evaluation, monthly evaluation and annual evaluation. The head of the division, the head of the Bengkulu City National Narcotics Agency, and the planning and implementation team attend the review.

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Figure 2: Activities of PUPAN Bengkulu in Campaigning for P4GN
Source: Instagram @pupanbengkulu, Personal Operation

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Campaigns are communication activities aimed at influencing others so that they have insights, attitudes and behaviors in accordance with the will or desire of the disseminator or giver of information (Cangara, 2011). Campaign according to the Big Indonesian Dictionary (KBBI) is a simultaneous movement (action) (to fight, organize action and so on). Meanwhile, the definition of campaigning is conducting a campaign, organizing activities to introduce someone or something.

The campaign is basically an activity of delivering messages from the source to the recipient. The message is delivered through direct socialization such as counseling, talk shows, FGDs, technical guidance, educational information communication and so on. In addition, the process of delivering messages can also be done through intermediaries such as using flyers, posters, banners, billboards, and through social media such as YouTube, Facebook, Instagram, Twitter and so on.

There are numerous means for PUPAN Bengkulu, operating under the Bengkulu City National Narcotics Board, to disseminate P4GN information to the general public. PUPAN Bengkulu, operating under the Bengkulu City BNN's auspices, looks for ways to easily engage the community before executing information dissemination activities. Under the direction of BNN Bengkulu City, PUPAN Bengkulu researches social trends in order to use them as a tool for educating the public about P4GN. People today, from children to adults, spend a lot of time accessing social media such as Facebook, YouTube, Instagram, and TikTok to find entertainment. In fact, currently social media users can be said to be the most widely used media in society. The media is also used by the community to find information.

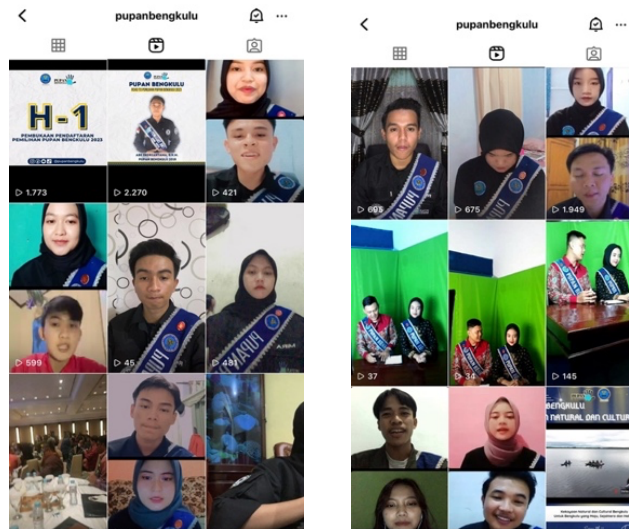


Figure 3. Live Session Activity of PUPAN Bengkulu in Campaigning P4GN
Source: Instagram @pupanbengkulu, Personal Operation

Naturally, the Bengkulu City National Narcotics Board takes advantage of the present social phenomenon to promote P4GN awareness. Public service announcement videos based on P4GN information are created and distributed via YouTube; virtual education via Facebook; distribution of posters and pamphlets via Instagram; and creation of content containing P4GN information through applications that are currently very popular with the public, specifically the TikTok application. On International Anti-Drug Day (HANI), PUPAN Bengkulu, operating under the sponsorship of the Bengkulu City BNN, also hosted a P4GN-based TikTok competition. The goal of this competition was to encourage the public to work together to promote P4GN information in order to increase the reach of information recipients.

The implementation of P4GN information dissemination carried out by PUPAN Bengkulu under the auspices of BNN Bengkulu City often encounters various kinds of obstacles such as lack of human resources (HR), limited facilities and pre-facilities, distance difficulties, geographical location such as the road to access the location is not suitable for the vehicle used, then during the pandemic BNN Bengkulu City had difficulty gathering the masses so it was difficult to run face-to-face programs. These are the challenges faced by PUPAN Bengkulu under the auspices of the Bengkulu City BNN in implementing the P4GN information campaign to the community.

P4GN is a program launched by the government through BNN in the 2011-2015 phase. The main objective of the P4GN program is to empower all the potential that exists at all levels of society to consciously make a movement to oppose/reject drug abuse and illicit trafficking. The P4GN program is not only a prevention of the dangers of drug abuse, but includes law enforcement activities for drug abusers and rehabilitation activities for victims of drug abuse (Sholihah, 2013).



Figure 4. Data on Drug Use and Preventive Appeal Drugs among Young People (Gen Z) Source: BNN, LIPI, KPAI in Antaranews (2019)

P4GN is a program launched by the government through the National Narcotics Agency with the aim of controlling drug abuse and illicit trafficking. This program is implemented to make Indonesian people sensitive to the problems of drug abuse and illicit drug trafficking that occur in the surrounding environment. In addition, this program is also implemented for Indonesian people who are involved in drug abuse so that they gradually get rehabilitation services, both medical rehabilitation and social rehabilitation services. The P4GN program empowers the potential that exists in various layers of society so that they are aware and moved to take concrete action against and reject the abuse and illicit drug trafficking that occurs in the surrounding environment.

Berlo SMCR communication theory is a dynamic communication model in the communication process that includes elements that are more than just materials in order to transmit messages from sources to recipients (Permadi, 2017). The process of delivering information carried out by the PUPAN Bengkulu team has the same basic components as the application of the Berlo SMCR Communication Model. When creating a communication strategy, the Bengkulu City BNN team constantly applies the fundamental elements. The BNN team uses the following fundamental elements:

S = Source. Source refers to a material or source. People or things with messages are sources or materials. This section examines the communicator/speaker's identity as a source of P4GN information. The source of the message will be someone who is knowledgeable about all P4GN resources, whether they are volunteers, activists, or members of the anti-drug task force that the Bengkulu City BNN has supported. PUPAN Bengkulu, which is run by BNN Bengkulu City, also includes academics, government organisations, and private organisations as sources

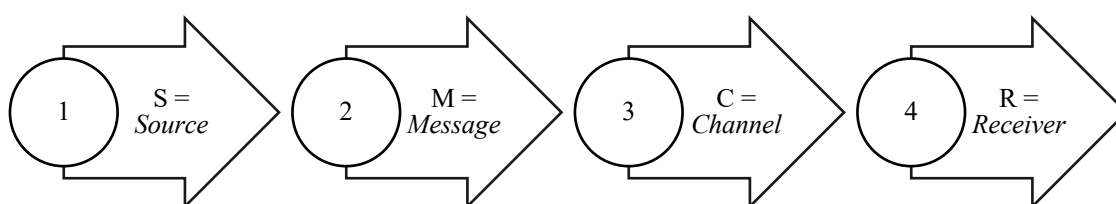
who would offer differing viewpoints based on their specialised disciplines. Furthermore, PUPAN Bengkulu, operating under the sponsorship of BNN Bengkulu City, invites a former drug user to testify about his experiences both before and after his rehabilitation.

M = Message. Everything that the source intends to tell the recipient is contained in the message. This section examines the information that will be shared with the community to help the P4GN programme achieve its goals. The P4GN programme guidelines serve as the foundation for the message that PUPAN Bengkulu, operating under the Bengkulu City BNN, would be spreading. As for the outline of the information that must be conveyed according to the P4GN program, there are two aspects, first, providing information related to how to prevent from using such as providing a definition of drugs, types of drugs, the dangers of drug abuse, the impact of drug abuse, and sanctions for drug abusers according to the legal basis. Second, providing information related to how the solution if someone has used such as providing information on rehabilitation programs and informing what the procedure is if you want to join a rehabilitation program.

C = Channel. Channels are all means or media used to transmit P4GN information. The channels used are personal (interpersonal communication), then the communication media used are the five senses or using telephone, telegram, cellphone media, where the media is personal. While communication that is mass (mass communication), can be through print media such as newspapers, newspapers, magazines etc. While electronic media can use the internet, television, television, and electronic media. While electronic media can use the internet, television, and radio.

R = Receiver. The receiver is the person or target intended to receive the message from the source. The intended targets according to the P4GN program are 4 pillars. First, the community environment, the recipient of this information is aimed at the surrounding community or the general public. Second, the educational environment, the recipient of this information is aimed at private and public educational environments, be it elementary, junior high, high school to university. Third, the government environment, recipients of this information are aimed at regional agencies, OPD, including vertical agencies in Bengkulu City. Fourth, private institutions, the recipients of this information are private companies, entrepreneurs, or companies that are engaged in collecting or having many employees.

Figure 5. Berlo SMCR Communication Model in Bengkulu PUPAN Implementation



Source: Personalized

The development of a sound and successful communication strategy is greatly influenced by the Berlo SMCR communication model. The Bengkulu City National Narcotics Board has developed a communication strategy to reach its target audience, which is the younger generation (Gen Z) and the inhabitants of Bengkulu City, by taking into account the fundamental elements of the Berlo SMCR communication model.

CONCLUSION

The PUPAN Bengkulu communication strategy is executed through the following stages: planning, executing, assessing, and overseeing all prepared plans. PUPAN Bengkulu will first identify and select the resource person before deciding on the target audience to be reached with P4GN information. Next, messages will be compiled based on the target audience, and lastly, the media and communication channels used to promote P4GN information will be chosen based on the media types and platforms that the general public accesses the most.

Before conducting P4GN information dissemination activities, PUPAN Bengkulu observed opportunities to easily reach the community. Currently, people spend a lot of time accessing social media, be it Facebook, Instagram, Twitter, TikTok or YouTube. This social media is utilized by PUPAN Bengkulu to reach the community.

The implementation of P4GN information dissemination carried out by PUPAN Bengkulu often encounters obstacles such as lack of human resources (HR), limited facilities and infrastructure, distance difficulties, geographical location such as the road to access the location does not match the vehicle used, then during the pandemic, PUPAN Bengkulu had difficulty gathering the mass so it was difficult to run face-to-face programs.

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