

ABSTRAK

Penyalahgunaan narkoba masih menjadi ancaman serius di Indonesia, termasuk di Banyumas yang menempati peringkat ketiga kasus tertinggi di Jawa Tengah tahun 2023. Menyikapi hal ini, BNN Kabupaten Banyumas melaksanakan Program Ketahanan Keluarga Anti Narkoba sebagai upaya preventif. Penelitian ini bertujuan mengetahui strategi komunikasi persuasif BNN dalam mensosialisasikan program tersebut. Metode yang digunakan dalam penelitian adalah kualitatif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Analisis dilakukan menggunakan teori komunikasi persuasif Carl I. Hovland dengan lima tahapan: perhatian, pemahaman, pembelajaran, penerimaan, dan penyimpanan. Hasil penelitian menunjukkan bahwa strategi komunikasi BNN efektif: (1) Perhatian ditarik melalui media visual, slogan persuasif, isu relevan, dan pendekatan budaya; (2) Pemahaman diperkuat dengan bahasa komunikatif, media interaktif, dan simbol visual; (3) Pembelajaran terjadi melalui internalisasi pesan, audiovisual, serta post-test evaluasi; (4) Penerimaan dipengaruhi kredibilitas sumber dan relevansi pesan; (5) Penyimpanan didukung tindak lanjut berupa grup komunikasi, media cetak, dan pengingat visual. Kesimpulannya, strategi BNN telah berjalan efektif dan berkontribusi pada peningkatan ketahanan keluarga terhadap bahaya narkoba.

Kata Kunci: Strategi Komunikasi, BNN, Persuasif, Ketahanan Keluarga, Narkoba.

ABSTRACT

Drug abuse remains a serious threat in Indonesia, including in Banyumas, which ranks third for the highest drug cases in Central Java in 2023. In response, the Banyumas National Narcotics Agency (BNN) implements the Family Resilience Against Drugs Program as a preventive effort. This study aims to identify and analyze BNN's persuasive communication strategies in promoting the program. The research uses a qualitative approach with data collected through interviews, observation, and documentation. Analysis is based on Carl I. Hovland's persuasive communication theory, which consists of five stages: attention, comprehension, learning, acceptance, and retention. The findings reveal that BNN's strategies are effective: (1) Attention is captured through visual media, persuasive slogans, relevant issues, and cultural approaches; (2) Comprehension is strengthened by communicative language, interactive media, and visual symbols; (3) Learning occurs through message internalization, audiovisual content, and post-test evaluations; (4) Acceptance is influenced by source credibility and message relevance; (5) Retention is supported by follow-up actions such as communication groups, printed media, and visual reminders. In conclusion, BNN's persuasive communication strategy effectively supports family resilience and raises public awareness to prevent drug abuse.

Keywords: *Communication Strategy, BNN, Persuasion, Family Resilience, Drugs*