

 ISSN NO. 2320-5407	Journal Homepage: - www.journalijar.com INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR) Article DOI: 10.21474/IJAR01/12308 DOI URL: http://dx.doi.org/10.21474/IJAR01/12308	 INTERNATIONAL JOURNAL OF ADVANCED RESEARCH (IJAR) ISSN 2320-5407 Journal Homepage: http://www.journalijar.com Journal DOI: 10.21474/IJAR01
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RESEARCH ARTICLE

THE CHANGES IN INDONESIAN POLICE ORGANIZATIONAL COMMUNICATION PATTERNS IN INCREASING COMMUNITY PARTICIPATION THROUGH THE QLUER REPORTING SYSTEM

(A PHENOMENOLOGY STUDY ON DRUG UNIT OF SOUTH JAKARTA METRO POLICE)

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Manuscript Info

Manuscript History

Received: 10 November 2020

Final Accepted: 12 December 2020

Published: January 2021

Key words:-

AIDDA, Diffusion of Innovation, Elaboration Likelihood Theory, Qluer Application, Persuasive Communication, Drugs

Abstract

South Jakarta Metro Police for Drug Investigation Unit is an agency that has a firm duty to investigate and combat drug cases in the South Jakarta area. The use of the Qluer application through the program "Dare to Eradicate Narcotics Based on IT" is an innovation initiated by the South Jakarta Police Narcotics Unit in collaboration with Qluer Performa Indonesia Corporate in an effort to provide a drug-free area. This study examines Qluer as a social media for the community to participate in fighting the dangers of drugs. The research method used is a qualitative approach with descriptive methods. The paradigm used is the constructivist paradigm and is based on the Diffusion of Innovation theory, AIDDA, and the Elaboration Likelihood Model and also community participation theory. The technique of collecting data is done by in-depth interviews, observation, and documentation. The data analysis technique used was data triangulation with the case study method. The results of this study indicate that the Narcotics Unit of the South Jakarta Police has accepted the adoption of Qluer technology as a media for reporting drug abuse and buying and selling. The key remains in Indonesia Police which is proactive in building communication bridges which according to the Elaboration Likelihood Model theory involves peripherals. In order to attract a response from the community, the South Jakarta Metro Police for Drug Investigation Unit uses more peripheral routes after considering the behavior of the people of South Jakarta. The persuasion messages used by this institution are made so simple and entertaining for the community using routine events involving the public at large, and this is in accordance with the principle of interpersonal discrimination theory where the sender tries in such a way that the receiver can be believed that the information or message received is not false information or news.

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Introduction:-

Humans are social creatures who need other people to live side by side to meet the needs of life. Fellow humans need help in all things, including clothing, food, and shelter. Along with the time today we live in the modern era, where the world is experiencing fairly rapid development. Times have also influenced people's lives. Today's social life is very competitive. This can be seen from the high level of community activity, high levels of mental illness, reduced family harmony, and activities that are carried out indefinitely.

The development of communication technology raises new problems. Dissemination of information nowadays can be done quickly and can reach the wider community. Anyone can be a communicant and communicator in modern times. People who are easily provoked will assume the information they receive is the truth without wanting to find out the source and data of the information accurately. The circulation of information that is not clear from the source of the truth can harm the community. If this information triggers a dispute, there will be debate among the public. Disputes that occur can divide society and cause problems such as insecurity in social life.

Social problems occur in society due to social interactions between individuals to meet their needs or interests in life. Social interaction is a dynamic relationship that brings people with people, groups with groups, and people with groups of people. The form is not only cooperative but also in the form of action, competition, dispute, and the like. In the social life of society, we witness the circulation and abuse of drugs very clearly.

Drug cases are not a new problem that occurs in Indonesia, especially in Jakarta. Drug abuse is a case that is troubling to the public because currently, it has ensnared various groups ranging from students, officials, businessmen, and even law enforcement officials. Generally, the first time drug users occur is due to offers, persuasion, or pressure from a circle of friends. Driven by curiosity, wanting to try, finally accepted the offer to use drugs continuously. The result of this addiction is the emergence of various negative behaviors such as stealing, killing, being a narcotics dealer, and others. Drugs have side effects that cause various dangerous diseases such as lung cancer, HIV AIDS, hepatitis, and even death.

Quoting from the journal Zainab Ompu Jainah. Currently, drug abuse and circulation have become a regional, national, and even transnational crime problem. Until now, the drug problem is never-ending. Drug trafficking is like a chain of ecosystems that keep turning and whose roots are unknown. Even in Indonesia, as a developing country, it has become a potential target for drug trafficking to survive, especially supported by the increasing technological development.

Drug abuse and trafficking in Indonesia are currently controlled by national and international networks. Drug traffickers are easy to carry out their activities because of the lack of supervision of drug trafficking transactions. According to Erwin Mappaseng, narcotics can be generally divided into three interrelated parts, namely illicit drug production, illicit traffic, and drug abuse. Drugs are an acronym for narcotics, psychotropic substances, and other addictive substances which are a group of drugs, which affect the body's work, especially the brain. On the one hand, drugs are drugs or substances that are useful in the fields of medicine, health services, and scientific development. However, on the other hand, it can cause dependence if it is used without control. The history of drug abuse in the world shows a sharp increase from time to time anywhere in the world.

Drug crime is a serious transnational crime, organized crime, which can affect and threaten every country and nation and can have massive negative impacts. Therefore, Indonesia determines narcotics crime as an extraordinary crime with the threat of punishment for traffickers is the death penalty. According to statistics, drugs have spread to more than 200 countries in the world, the value of drug trafficking worldwide each year reaches 800 billion to trillion US dollars, and groups of drug addicts tend to be young. To stem the abuse and illicit drug trafficking, the international community has made persistent efforts, on 17-25 June, 1987 has outlined the Comprehensive Multidisciplinary Outline (CMO) as a global commitment to eradicating drug abuse and illicit drug trafficking and proposes to set a date for June 26 every year as International Anti-Narcotics Day, to invite the attention of various countries to jointly fight the threat of drugs.

To overcome drug trafficking in the country, the Government of Indonesia has regulated it through Law No. 35 of 2009 on Narcotics. Through this Law, the government aims, among others, to ensure the availability of

narcotics for the benefit of health services and/or the development of science and technology; prevent, protect and save the Indonesian people from narcotics abuse; eradicate illicit narcotics trafficking, and guaranteeing the arrangement of medical and social rehabilitation efforts for narcotics abusers and addicts.

Despite having clear legal rules on drugs, drug trafficking in Indonesia still occurs. From year to year, drug trafficking problems in Indonesia continue to occur. In 2010, ecstasy seizures in the East and Southeast Asia region accounted for more than 1.7 million tablets, of which 94% were in China and Indonesia (UNODC, 2012). Based on the results of the 2011 National Narcotics Agency's research, it is known that the prevalence rate of drugs has reached 2.2% of the total population (aged 10-60 years) or around 3.8 - 4.3 million people. This data shows an increase of 0.21% when compared to the previous year (UNODC, 2012).

The problem of drug abuse and trafficking has become a crucial problem in various countries, including Indonesia. Indonesia is a strategic and potential area for the world drug market because Indonesia is not far from the golden triangle area (Laos, Thailand, and Myanmar) and the Crescent (Iran, Afghanistan, and Pakistan) which is the largest opium-producing region in the world. . Research results from the National Narcotics Agency (BNN) in collaboration with the University of Indonesia noted that in Indonesia in 2008 the prevalence rate (abusers) of drugs was 1.99%, around 3.3 million people, in 2011 it increased to 2.2% around 3.8 million people. and in 2012 an increase of about 4 million people, mostly at the age of 20-34 years. If it is not minimized immediately, in 2015 the prevalence rate is projected to continue to attract up to 28% around 5.1 million people.

The massive circulation in the widest Indonesian territory is not matched by the number of personnel or law enforcement officers in the field of drug abuse crimes. Budi Waseso, head of the BNN for the 2015-2018 period, admits that the number of BNN personnel is still far from ideal. During Waseso's period, the number of BNN personnel only reached around 4,600 people. The ideal number of personnel that a country as large as Indonesia should have, BNN personnel should be 74,000.

Given the wide range of illicit drug trafficking, the National Police and the National Narcotics Agency need the involvement or participation of the community, including NGOs and other social organizations to participate in helping the related officials. Public participation by at least reporting everything related to activities related to drug abuse in their environment. To facilitate public participation, the National Police has been actively promoting messages and calls to report to the police when they see drug abuse activities. The National Police also includes numbers and addresses that can be contacted so that the public is not confused when they want to report. However, this reporting pattern of course indirectly endangers the safety of the reporter, because drug syndicates certainly do not want their activities to be tracked and known by the authorities. Drug criminals are even more creative so that they are not tracked by the authorities and society so that their crimes are not easily detected. Like a thief, always smarter than the general public. Besides, this pattern of reporting also adds to the task of the Police because it must protect the safety of the soul of the reporter and keep his identity secret. This is serious because drug abuse is a complex problem caused by three factors, namely: individual factors, environmental/social factors, and availability factors, indicating that effective drug abuse prevention requires an integrated and comprehensive approach. Any approach taken without taking these three factors into account is futile.

Drug abuse and trafficking have had a very broad impact on various aspects, including welfare, economy, social, political, and security. Therefore, as a concrete step to stem the abuse and illicit drug trafficking, it is necessary to have a concrete manifestation of the joint commitment of all components of society, the Nation, and the State of Indonesia to unite to create an "Indonesia Drug-Free Country".

For this reason, the National Police together with the National Narcotics Agency in the jurisdiction of DKI Jakarta Province carries out appropriate persuasive communications to the anti-drug-building community that drugs are the enemy of all mankind and therefore their abuse must be eradicated. The police take advantage of the development of information technology to facilitate the persuasion process to the public and all parties who are called to save future generations from falling into the dangers of drugs. The contribution of information technology has made it easier for the National Police to reduce the rate of drug distribution and abuse. As distributors and users have used IT-based applications, the National Police has also adopted an online-based application, namely Qlue.

Qlue is a smartphone-based application that can be downloaded via the Google Playstore and Appstore developed by the private sector and in collaboration with the DKI Jakarta government. Qlue is a social media application that can be used by the public to report social problems to the authorities. Qlue has many positive benefits for the community, including the South Jakarta Metro Police Drug Research Unit.

Quoting from CNN Indonesia, the South Jakarta Police Narcotics Unit chose the Qlue application as a complaint booth for South Jakarta residents that can be used to report suspected drug use in the surrounding environment. They choose the online application channel to protect the identity of the reporter when they find indications of drug trafficking. "People no longer need to worry about reporting drug violations in their environment because the identity of the reporter is kept secret and we protect it". Through the Qlue application, it is hoped that community participation to hinder drug trafficking can be realized.

In implementing Qlue as a means of reporting drug abuse and trafficking, it cannot be taken for granted. The process of implementing the Qlue Application for drug eradication carried out by the Jakarta Metro Police Narcotics Research Unit is a difficult process. Many things must be done to implement the Qlue application "Report Combating Drugs" as a means of eradicating Drugs that can be known, accepted, and used by the community, such as counseling conducted by the South Jakarta Metro Police Resnarkoba using the hashtag #BeraniBerubah and the word "Fight Again Drugs".

The focus of this research is police organizations that persuade the public to maximize the role of new media to jointly build an anti-drug society. The persuasive element played by the police officers is to encourage the public and all stakeholders in the field to actively participate in fighting all forms of drug abuse in the community. Previously, the National Police only relied on oral/verbal reports using conventional communication media, in the era of the new technological revolution, the National Police implemented organizational communication patterns by adjusting to new situations and conditions. This includes the Police also maximizing public services including handling drug abuse from analog to digital, which is based on new media.

Through the use of new media in the era of information technology, the South Jakarta Metro Police Narcotics Unit tries to become a drug eradication laboratory in Indonesia. The National Police as the party responsible for persuading society to build an anti-drug society is a phenomenon that needs to be developed so that the pattern of the policing community that has developed in other countries can be applied in Indonesia. With this pattern, it is phenomenologically understood that to change behavior patterns, it is necessary to begin by changing the mindset of the Police to follow the times.

The phenomenon that the police have not yet developed a change in the persuasive communication pattern of the South Jakarta Metro Police Resnarkoba in building an anti-drug society has prompted the Police to think about and implement a good, correct and applicable strategy. The challenge and opportunity for the officers of the Sat Resnarkoba at the South Jakarta Metro Police are to persuade the public to be called voluntarily to report various forms of drug abuse in their environment by using a new application that is safe and friendly and comfortable. For this reason, Indonesian Police officials need to equip skilled officers using the Qlue reporting application so that it is easy to teach it to the public as Indonesian Police partners. This partnership built with a humanistic approach is one way to form a policing community as is commonly applied in developed countries.

Review Of Related Literatures:-

Research on community participation with the Police in dealing with anti-drugs has been conducted by researchers including: Reporting Crime to the Police: Trends & Issues in Crime and Criminal Justice (1997), Good Practices in Building Police-Public Partnerships (2008), Explaining the Effectiveness of Community-Based Crime Prevention Practices (2016), Citizen participation in the police domain: The role of citizens' attitude and morality (Journal of Community Psychology (2018), Community Policing: a descriptive overview (2004), Using social media to warn potential victims, and encourage youths to denounce crime and violence in Jamaica (2016), An Exploratory Study on the Relationship Between Involvement and Attitude Towards TV Advertisements With Islamic Symbols and Purchase Intent (Malaysian Journal of communication, Universiti Kebangsaan Malaysia, Vol. 32 , No.2, 2016: 817-831 (2016), Persuasion Strategy of Anti-Corruption Values Against Youth in a Film entitled "Our Story: (Journal of State Financial Governance and Accountability, 2015: 191-205 (2015), Message Framing, Source Credibility, and

Consumer Risk Perception with Motivation as Moderating Variable in Functional Food Advertisement. (American International Journal of Contemporary Research, Vol. 4 No. 1 January 2014: 193-206) (2014), Socialization of the Program for the Prevention, Eradication, Abuse and Illicit Narcotics for Students in Bandung City (Journal of Education Technology, Vol. 16, No.3, 2017: 348-361) (2017).

Based on the tracing of the study above, it can be concluded that the community needs to be a party that is easily involved in maintaining mutual order and security. The most decisive party to build a harmonious partnership, including in combating drug abuse, is the police. For this reason, the police need to be proactive in implementing persuasive communication patterns that involve two central and peripheral routes, generally aimed at shaping behavior change, changing thoughts or opinions, changing attitudes, and social changes. Thus ontologically the Elaboration Likelihood Model theory has a strong influence and persuasion power to encourage change. Meanwhile, from the epistemological point of view, this theory can be identified through tracing and exploration of the benefits or the role of central and peripheral routes in delivering information. Furthermore, axiologically, this theory can be justified morally that persuasion efforts done well and paying attention to the situation experienced by communicators and communicants will produce an understanding of the common good. This means that in general this theory can be applied in the context of research on Changes in Persuasive Communication Patterns of the Police to Build an Anti-Drug Society between the South Jakarta Metro Police and Community and all stakeholders in South Jakarta

Innovation Diffusion Theory

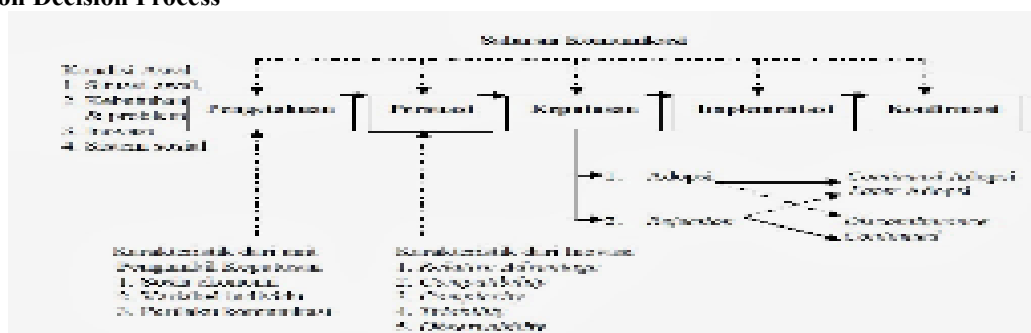
The diffusion of innovation is a communication theory that is widely used in various studies, especially in matters relating to the socialization of new ideas. Literally, in the Big Indonesian Dictionary (KBBI) diffusion means the spread or seepage of something (culture, technology, ideas) from one party to another. whereas innovation is a new invention that is different from what already exists or what has been previously known (ideas, methods, tools).

The diffusion of innovation consists of two words, namely diffusion and innovation, Rogers his book Diffusion of Innovations defines diffusion "Diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system," (diffusion as a process where innovation is communicated through certain channels within a certain time among members of a social system). That is, diffusion is a type of communication where messages concentrate on the spread of an idea or new things.

"An innovation is an idea, practice, or object that is perceived as new by an individual or other unit of adaption". Innovations are ideas, practices, or objects that are considered new by individuals or other adoption units. Based on these definitions, the researcher concludes that the diffusion of innovation is the spread of a renewal of ideas, ideas, tools, and technology from one party to another.

The diffusion theory of innovation was first introduced in 1962 by Everett M. Rogers, which describes how to recognize and adapt a communication. According to Rogers, the media becomes the initial reservoir in delivering information, then innovation is adopted by a small group of people (initial adapters), then studied by opinion leaders from early adopters and trying for themselves, then it is decided whether the innovation is useful or not then invite others to adapt. . This is also emphasized by Rogers and Shoemaker that media has an important role in development related to the promotion of diffusion and adoption of social and technical innovations that are important for modernization. (Santoso, 2014: 394)

Innovation Decision Process



Rogers (1983) Diffusion of Innovation Concept

The basic concept of innovation decisions is a mental process in which individuals or organizations go through a series of stages, from initial knowledge of an innovation to forming an attitude towards the innovation. Individuals will seek information at various stages in the innovation-decision process to reduce uncertainty and find out the impact of innovation. The innovation-decision process is a theoretical model of the stages of decision making about the adoption of a new technological innovation that underlies the social psychology approach explaining changes in attitudes and behavior.

The innovation-decision process is made through a cost-benefit analysis where the biggest obstacle is uncertainty. Individuals or organizations will adopt an innovation if they feel they believe that innovation will meet their needs. So what is important is that the innovation must provide a relative advantage so that individuals and organizations can believe that it is appropriate to replace the old thing.

AIDDA theory

In this study, the authors also compared the problems under study with one of the effective communication theories described by Wilbur Schramm. Effective communication is called the “A-A procedure” or the “from attention to action” process. Namely in this process, the communicator must first try to awaken the communicant’s awareness. When the awareness has risen, the communicator must also try to make the communicant’s attention (interest), so that the communicant wants to make a decision and then the action will take place.

The concept of AIDDA is a psychological process from the audience. Based on the AIDDA concept, for the public to take action, they must first raise awareness as the beginning of successful communication. If the communicant’s awareness has been awakened, it should be followed by efforts to raise attention (interest). Desire is a continuation of attention which is the starting point for a decision to do an activity that the communicator expects. There is only desire in the communicant, for the communicator it does not mean anything because it must be followed by a decision, namely a decision to take action as expected by the communicator.

AIDDA’s communication planning model is linear and widely used in extension activities and commercial marketing. The AIDDA model stands for Awareness, interest, desire, decision, and action.

Awareness is the first step that a marketing or counseling person must make to the target audience. The awareness here is focused on the products, goods, or ideas that are offered. The extent to which the target avoids the benefits of the goods offered. For this reason, a marketer or extension officer must be able to show the usefulness of the goods being offered to the target audience (consumers).

Attention (interest) is the emergence of the interest of the target (audience) to own the goods offered by marketers. This concern may arise because what is being offered is something that has not been seen before. Apart from its benefits, it could also be because the items offered are in attractive packaging so that potential buyers are interested in owning them.

Desire is a process that occurs after the attention of the prospective buyer or target for the goods being offered. At this stage, the buyer has a desire to own after weighing the benefits or uses. business marketers try to give potential buyers a psychological touch in more persuasive ways so that the desire to have them or follow their teachings is more likely to arise if what is being offered is the idea of an instructor.

Elaboration Likelihood Model of Persuasion (ELM) Theory

Elaboration Likelihood Theory (ELT) or often referred to as the theory of the possibility of elaboration, namely a theory that pays attention to problems, this theory is included in the socio-psychological tradition. The theory of elaboration is likely to explain that decisions are made depending on the path taken in processing a message. This theory was first developed by Richard E Petty and John T. Cacioppo, persuasive communication experts from Ohio State University, USA, in 1980.

The assumption underlying this theory is that people can process persuasive messages in different ways. In one situation, someone evaluates a message deeply, carefully, and with critical thinking, but in other situations, someone judges the message casually without considering the arguments underlying the message. The likelihood of understanding persuasive messages in depth depends on how a person processes the message. Thinking of the

Elaboration Likelihood Theory (ELT) or Elaboration Likelihood Model (ELM) developed by social psychologists Richard Petty and John Cacioppo. ELT is a persuasion theory because it attempts to predict when and how individuals will and will not be persuaded by messages. The possibility of elaboration (elaboration likelihood) is a possibility that individuals will evaluate information critically. The possibilities for elaboration depend on how the person processed the message.

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This message is received and transmitted through two different routes, namely the central route and the peripheral route. When someone processes information through the central route, they will actively and critically think about and weigh the contents of the message by analyzing and comparing it with the knowledge or information someone already has. In general, people with high education or status as opinion leaders tend to use central routes in processing persuasive messages. Meanwhile, people with low education tend to use the peripheral route where factors beyond the content of the message or non-argumentation are more influential for those concerned in determining actions. If a person seriously processes the persuasive messages he receives by not only focusing on the content of the message he receives but paying more attention to the attractiveness of the messenger, product packaging or other peripheral aspects, then he is seen as using a peripheral route.

Routes for Receiving Information

When the individual processes information via a central route, he thinks about arguments actively and responds with caution. If the individual changes, it leads to a relatively permanent change, which may affect how he actually behaves. The amount of critical thinking applied to an argument depends on two factors of motivation and individual abilities. When a person is highly motivated, he may use central route processing and when motivation is low, the processing taken is more likely to be on the peripheral route. Motivation consists of at least three things, namely personal involvement or relevance to the topic, differences of opinion, and individual personal tendencies towards critical thinking. It doesn't matter how motivated the individual is, but he cannot use central processing unless he also knows about the issue.

The central route involves the elaboration of messages. Elaboration is "the extent to which a person carefully thinks about the issue-relevant argument contained in a persuasion communication". In an attempt to process new information rationally, people take the central route to scrutinize an idea/thought, trying to find its benefits and implications. Just like Berger's Characterization of Strategic Message Plans, Elaboration requires a high cognitive level. According to Kotler and Keller, the formation or change of attitude on the central route includes a lot of thinking and is based on a diligent rational judgment about the most important product information.

Petty & Cacioppo, 1986 emphasized the importance of understanding the audience that will be the target before choosing the route of delivering the message, but besides that understanding, the target audience is also important in developing/elaborating the arguments to be conveyed. There are 3 types of arguments in ELT:

Strong Arguments

The arguments that create a positive cognitive response in the mind of the recipient of the message also positively influence their beliefs with the views of the argument giver or invitee. Strong arguments can instill in audiences against resistance and mostly change long-term behavior towards predictable behavior.

Neutral Arguments

An argument that produces a non-committal/partial/choosing cognitive response from the recipient of the message or the person invited. In other words, no change in behavior takes place and as a result, the recipient of the message may turn to the edge or shortcut path.

Weak Arguments

Arguments that produce negative cognitive responses to persuasive messages. This negative response will not only prevent behavior change but may have a backfire effect, thereby reinforcing resistance to views

The elaborated likelihood theory proposes a "side route" in which people are influenced by things like repetition, highly credible spokespersons, or even by real rewards. Public relations practitioners often take this route in designing their messages. For example, candidates for parliament cannot meet all voters in discussing an issue, so they take the side route and cover the city with various kinds of banners. Repetition of messages gives voters a sense of familiarity with the candidate's name and banners in various places indicating that many voters are actively supporting the candidate. People who are not politically active usually don't care about the issues presented by candidates; they choose usually more because of a candidate's popularity.

ELM model

The elaboration likelihood model proposes two distinct routes for information processing: a central route and a peripheral route. ELM argues that there are many specific change processes on the "elaboration continuum" from low to high. When the process of operating at the lower end of the continuum determines attitude, persuasion follows a peripheral route. When the operating process at the top of the continuum determines attitude, persuasion follows the central route.

Central Route

The central route is used when the recipient of a message has the motivation and ability to think about the message and topic. When people process information centrally, cognitive responses, or elaboration, are much more relevant to that information, whereas when processing peripherally, individuals can rely on heuristics and other rules of thumb when deciphering messages. Being at the top end of the elaboration continuum, people assess object-relevant information in terms of the schemas they already have and arrive at informed reasoning. It is important to consider two types of factors that influence how and how much a person will describe a persuasive message. The first are factors that influence our motivation to elaborate, and the second are factors that affect our ability to describe. The motivation to process messages can be determined by a personal interest in the subject of the message, or by individual factors such as the need for cognition.

However, if the recipient of the message has a strong negative attitude towards the position proposed by the message, a boomerang effect (the opposite effect) is likely to occur. That is, they will reject the message and possibly move away from the proposed position. Two advantages of the central route are that changes in attitude tend to last longer and are more predictable in behavior than changes from peripheral routes. Overall, when people's motivation and ability to process messages and develop elaboration decrease, the peripheral cues present in the situation become more important in processing the message. When people process information via a central route, people become active and critical. Meanwhile, the peripheral route is used to process information. When people have low motivation, people tend to use peripheral pathways to process information. Motivation, among others, consists of involvement, diversity of arguments, and individual predispositions related to critical thinking (Littlejohn & Foss, 2008: 109).

Meanwhile, if through the central route, the motivation to process messages is high and involves a critical thinking process. This critical thinking activity is influenced by motivation and ability, if someone has a strong motivation will choose the central route, conversely, if the motivation is weak he will choose the peripheral route. Motivation in ELM theory itself consists of 3 things (Littlejohn, 2009: 109). The central route is more stable, less impressionable, and consistent.

Messages sent via the persuasion center route must be straight-forward and complete. The central route consists of "thoughtful consideration of the arguments (ideas, content) in the message" (Benoit et al., 2001). The possible central route results from one's careful and thoughtful consideration of the true benefits of the information presented in support of advocacy (eg quality of argument) (Petty and Cacioppo, 1986). If changes in consumer attitudes and

beliefs occur through a central route, consumers will be more careful about the messages they receive. If they can process information, then they will generate several cognitive responses to communication. If beliefs change, then they will experience a change in attitude. When changes in beliefs and attitudes occur via the central route of persuasion, consumers are said to be applying central cues when evaluating messages. Central cues are ideas and supporting data that directly support the quality of the arguments developed in the message. Attitude changes that occur via this route are long-term (Mowen and Minor, 2002: 360-361)

The results of the central route will produce two possibilities, whether the audience judges persuasive communication to expose beneficial or detrimental. If the audience perceives the message they received as beneficial, they will respond positively to the communicator. Conversely, if the audience thinks the message received is considered unfavorable, they will give a negative reaction.

Peripheral Route

Peripheral routes are used when the recipient of a message has little or no interest in the subject and/or has less ability to process the message. Being on the lower end of the follow-up circuit, the recipient doesn't thoroughly check the information. With the peripheral route, they are more likely to rely on general impressions (eg "This feels right/good"), the beginning of the message, their moods, positive and negative cues from the persuasion context, etc. Because people are "cognitively erring people," looking for ways to reduce mental effort, they often take peripheral routes and therefore rely on heuristics (mental shortcuts) when processing information. When an individual is not motivated to centrally process a problem because they are less interested in it, or if the individual does not have the cognitive ability to centrally process a problem, then this heuristic can be very persuasive.

Besides, credibility can also be used as a heuristic in peripheral thinking because when a speaker is seen as having higher credibility, the listener might believe the message more. Credibility is a lowly and somewhat reliable attempt to give us answers about what to decide and/or believe without having to work hard to think about it. Peripheral route processing involves a low level of elaboration. The user does not research the message for its effectiveness.

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The results of the central route will produce two possibilities, whether the audience judges persuasive communication to expose beneficial or detrimental. If the audience perceives the message they received as beneficial, they will respond positively to the communicator. Conversely, if the audience thinks the message received is considered unfavorable, they will give a negative reaction.

If these peripheral influences go completely unnoticed, message recipients are likely to retain their previous attitude toward the message. If not, the individual will temporarily change his attitude toward him. This change in attitude can be long lasting, although lasting changes are less likely than the central route. On the peripheral route, motivation to process messages is low. Peripheral persuasion cues include factors such as the source or communicator's attractiveness and expertise. Potential voters do not hesitate to vote and vote based on what other people see or recommend, there is no critical path he has taken to find out the further credibility of the governor candidate concerned.

Peripheral routes are more likely to occur as a result of some simple cues in the context of persuasion (eg, interesting sources) that induce change without requiring monitoring of the true usefulness of the information presented (Petty and Cacioppo, 1986). When consumers engage in low-involvement information processing, they move through peripheral routes. It is in these circumstances that cognitive responses are less likely because people do not pay close attention to the pros and cons of the issues. Additionally, they use peripheral cues to determine whether to

accept or reject messages. Peripheral persuasion cues include factors such as the attractiveness and expertise of the source of the message, the number of arguments presented, and positive or negative stimuli that shape the context in which the message is presented (e.g. pleasant music). Attitude changes that occur through this route are short-term (Mowen and Minor, 2002: 361). The peripheral route is the process of evaluating messages by someone only by paying attention to the attractiveness of the message delivery.

Peripheral pathway information processing known as edge path is a state in which the decision results in cognitive processes arise from less profound thinking processes. In Peripheral Path information processing, consumers tend not to pay attention to the content of messages (Andri, 2012, in Devitarani, 2013)

The peripheral route is a technique used to persuade the target recipient of messages who does not have high attention to the idea or issue that is discussed. The message of persuasion that is conveyed does not immediately focus on the content of the message, but rather focuses on making the target interested in the message or idea being offered. According to Cialdini (Dainton & Zelly, 2005, in Kriyantono, 2014), a way to attract the attention of message recipients is called "peripheral cues". Peripheral cues can be in the form of presenting public figures in advertisements or people who have high credibility, messages of rewards such as gifts or bonuses, or messages of persuasion that are repeated continuously. Peripheral cues are not focused on the content of the message material, but components or other things that can make the message more attractive to the audience or message recipient.

The types of peripheral paths according to Cialdini (1994) in Dainton identify 7 common pathways as a sign of using peripheral messages:

Authority (power)

The messenger uses the perception of power to convince the audience to accept the conviction or message conveyed.

Commitment (commitment)

Commitment is used to emphasize a person's dedication to a product, group, political party, and so on.

Contrast

Communicants can use a contrast effect or the opposite meaning of the message. This requires something that can be used as a comparison.

Liking

The message "liking/liking" is emphasized on a person, place, or object.

Reciprocation

The message conveyed tries to influence the audience by emphasizing a take-and-give relationship or symbiotic mutualism. Seller usually uses reciprocation to attract buyers.

Scarcity

The message is conveyed by emphasizing people's concern about scarcity or deficiency.

Social Proof (social proof)

This path of persuasion messages occurs in the pressure of peers/peers in the surrounding environment.

These seven peripheral paths occur everywhere and can identify a person. However, it is important to recognize that these peripheral messages emphasize emotional responses and mostly do not create long-term / temporary change. One's involvement in the elaboration and the extent to which individuals are involved depends on self-motivation, ability, and opportunity to process a message. Collectively, these three factors (motivation, opportunity, and ability, abbreviated as MOA) determine the likelihood of individual elaboration on a message. The possibility of low elaboration (elaboration likelihood) is possible when the MOA factor is also low and vice versa.

When individuals process information via peripheral routes, it is less critical. Whatever changes occur, they may be temporary and have little effect on how he acts. However, because the tendency for elaboration is a variable, the individual may use both routes to some extent, depending on how personal the issue is to the individual. The formation or change of attitude on the peripheral route involves much less thinking and is a consequence of associating the brand with positive or negative surrounding cues. Examples of peripheral cues to audiences are

celebrity messages/endorsements, trusted sources, or any object that evokes positive feelings. Robert Cialdini's *Principles of Social Influence* (1984), which includes commitment, social proof, scarcity, countermeasures, authority, and liking the person who persuades you, are some examples of heuristics that are often used.

Community Participation

Participation means taking part, participating, or taking part in someone in an action or activity. Participation in a broader context always involves the community. Community participation in any case is classified into several levels. Participation can be divided into two, namely vertical and horizontal participation. Vertical participation occurs because in certain conditions the community is involved or takes part in a program of another party where the community is in a lower position, while horizontal participation occurs when the community can do business with their skills. Each member of the community group participates horizontally with one another, which means carrying out collaborative activities with other parties.

This participation can show that society can develop independently. Robert Chambers (2005) divides the types of participation into three main models. Meanwhile, Arnstein sorted participation into eight levels, although VeneKlasen and Miller classified participation into seven levels. Apart from the various types or classifications of participation that involve individuals in society, there is one definite final goal, namely the growth of self-reliance in oneself to control or mobilize oneself. Participation as the last point requires consistent efforts both from the internal and external aspects of a person or society. Of the three descriptions of community participation as stated, none of them guarantees that the most standard and authoritative level can guarantee the expected results.

As stated by Ach. Wazir Ws., Et al. (1999: 29) participation is the involvement of a person consciously into social interactions in certain situations. In that context, a person can participate if he finds himself with or in a group, through various processes of sharing with others in terms of values, traditions, feelings, loyalty, obedience, and shared responsibility. Participation presupposes community participation in the process of identifying problems and potential in society, selecting and making decisions about alternative solutions to address problems, implementing efforts to overcome problems, and community involvement in the process of evaluating changes that occur. To illustrate the importance of participation, the views of Mikkelsen (1999: 64) which divide participation into 6 (six) definitions can be used as a reference for every communicator, including the institutions that are the focus of this research, namely:

1. Participation as a voluntary contribution from the community to the project without participating in decision making;
2. Participation is "sensitizing" (sensitizing) the community to increase willingness to accept and the ability to respond to development projects;
3. Participation in the voluntary involvement of the community in changes that they determine themselves;
4. Participation is an active process, which means that the person or group involved takes the initiative and uses their freedom to do so;
5. Participation is the strengthening of dialogue between the local community and staff who carry out preparation, implementation, monitoring to obtain information on the local context and social impacts;
6. Participation is community involvement in the development of themselves, their lives, and their environment.

Referring to the three experts who reveal the definition of participation above, it can be concluded that participation is the active involvement of a person, or a group of people or the community consciously to voluntarily contribute to the development program and be involved in planning, implementing, monitoring to the evaluation stage.

In short, participation is very important in order of community life. Concerning this, Conyers (1991: 154-155) outlines the importance of participation, namely: first, community participation is a tool to obtain information about the conditions, needs, and attitudes of local communities, which without the presence of development programs and projects will fail; second, that the community will trust the project or development program more if they feel involved in the preparation and planning process because they will know more about the project and will have a sense of belonging to the project; third, that it is a democratic right if people are involved in the development of their society.

Research Methodology:-

This research was conducted using the constructivism paradigm. A constructivism paradigm is an approach that is theoretically used for communication activities and was developed in the 1970s by Jesse Deli and his friends.

According to this theory, individuals interpret and act according to various conceptual categories in their minds. The originators of the theory mentioned above emphasized that reality does not show itself in its crude form, but must first be filtered through how a person sees things (Morissan, 2009: 107)

On this basis, constructivism rejects the positivism view that separates the subject and object of communication. Because of this school, language is no longer seen only as a tool to understand objective reality alone and is separated from the subject as a messenger. Constructivism places the subject as a central factor in communication activities and their social relationships.

The origin of constructivism theory was built on the previous theory, namely personal construction or personal construct by George Kelly. It is said that people understand their experiences by classifying events according to their similarities and distinguishing things by their differences. With this perspective, a constructivist paradigm has developed, in which the truth of social reality is seen as a result of social construction, and the truth of social reality is relative. This constructivism paradigm is in the perspective of interpretivism (interpretation) which is divided into three types, namely symbolic, phenomenological, and hermeneutic interactions. The constructivism paradigm in social science is a criticism of the positivism paradigm. According to the constructivism paradigm, the social reality that is observed by a person cannot be generalized to everyone, as positivists usually do. The concept of constructionism was introduced by interpretive sociologists, Peter L. Berger with Thomas Luckman.

Based on the above considerations, this study uses a constructivist paradigm that views social science as a systematic analysis of meaningful social action, through direct and detailed observation of social actors in natural daily settings. The reality referred to in this study is the organizational communication activities of the National Police with the public using new media to support the effectiveness of communication. The realm of life and the meanings of specific situations which are the general object of research are seen as constructs of social actors. That is certain actors, in a certain place, at a certain time, present the meaning of various events and phenomena through a long and complex process of social interaction involving history, language, and action.

The current communication patterns between the community and the National Police have not been effective and efficient in building an anti-drug attitude. Therefore, through this research, a new cybernetic communication pattern is built that is more effective and efficient in terms of time, personnel, and costs as well as the impact that will be obtained. With this perspective, individuals try to understand the world in which they live and work. They develop a subjective meaning of their experiences — meanings that lead to certain objects or things. Constructivists or interpretivism believe that to understand this world of meaning one must interpret it.

Researchers must explain the processes of meaning formation and explain how these meanings are contained in the language and actions of social actors. The means or processes that lead researchers to the interpretation of human action, as well as the end or goal of the process, are called *verstehen* (understanding).

However, according to Smith (1989) in Denzin and Lincoln (2009), the method cannot eliminate the researcher's subjectivity, it can only reduce. Cresswell (2009), Liliweri (2018) add that researchers must position themselves in such a way while admitting humbly that their interpretations can never be separated from their own personal, cultural, and historical experiences.

The researcher wants to reflect on the social reality following the appreciation of the related subjects in the reality itself. This is because research departing from the constructivist paradigm emphasizes empathy and dialectical interaction between researcher-responders to reconstruct the reality under study, through qualitative methods such as participant observation. Given the reality which, when viewed from the ontologism side, is a social construction. The truth of reality is relative, applies under the specific context that is considered relevant by social actors. From an epistemological perspective, in the constructivist paradigm, the understanding of reality or the findings of a study is a product of the interaction between researchers and those under study. This constructivism is interpretive to be able to find out the understanding of the police officers of the South Jakarta Metro Police on the persuasive communication process carried out to the community to build an anti-drug society.

As qualitative research, the researchers conducted interviews with 10 community leaders, religious leaders, media practitioners, public figures, and members of the politics of the South Jakarta drug investigation. Also, researchers conducted participatory observations to ensure the implementation of handling reports from the public. Observations

were made in the field where police officers followed up on community reports. Then all existing data were analyzed using a phenomenological study mindset. This research with the title Persuasive Communication Research to Build Common Awareness in Combating Drug Abuse: A Phenomenology Study on the Drug Unit of the South Jakarta Metro Police using the DKI Jakarta administrative area as a research location which was carried out from September 2019 to May 2020.

Result and Discussion:-

Qlue is an application that residents can use to report events that occur in Jakarta, such as floods, crime, fires, and so on. Through this application, reports or complaints from citizens will be responded to by the local government to be followed up. Qlue is part of the Jakarta Smart City program launched by the governor on December 15, 2015. For this reason, the South Jakarta Metro Police Narcotics Unit took the initiative to use the Qlue application as a breakthrough on drug handling through the "IT-Based Narcotics Eradication Report" program. This method is considered very effective and hits each individual to directly interact with drug problems in their area in making pre-emptive, preventive, repressive, curative, and rehabilitative efforts as well as making each work together with the drug police of the South Jakarta Metro Police to eradicate drugs in the jurisdiction of South Jakarta.

The trend of the development of crime or drug abuse from time to time shows an increasing trend, even the cases revealed by the Indonesian Police are only an iceberg phenomenon, of which only a small part is visible on the surface while the depth is not measurable. This increase occurred due to the influence of technological advances, globalization, and the rapid flow of information. Narcotics crime has also become a global problem organized by using a high mode of operation, sophisticated technology, and has been supported by a wide network of organizations. The prevention of drug abuse in Indonesia is currently not optimal, not integrated, and not comprehensive (holistic) and has not achieved the expected results.

Efforts to tackle drug abuse comprehensively are through the Harm Minimization approach, which is broadly grouped into three main activities, namely Supply control (controlling suppliers), Demand Reduction (demand reduction), and Harm reduction (efforts to overcome) which are carried out in an integrated manner between related agencies and other non-governmental organizations, comprehensive from pre-emptive (appeal), preventive (prevention before it occurs), repressive (prevention after it occurs), curative (treatment), and rehabilitative (recovery) efforts as well as on an ongoing basis. These efforts are efforts made by individuals to prevent something unwanted from happening, meaning it comes before or anticipates or prevents something from happening. The task of preventing and eradicating drugs is not only the task of the government, police, state apparatus but also the duty of all levels of Indonesian society, starting from the smallest components, namely the family, Rukun Tetangga (RT) and Rukun Warga (RW). Drugs are very damaging to the future generations of the nation, the Indonesian state which is currently in a state of drug emergency, of course, this is a very serious threat to the nation's future, if not prevented it can have fatal consequences, because "Prevention is Better than Cure" of course. Now what can be done is to prevent and control the problem so that the problem does not spread and does not harm the future of the nation, because of the decline in the quality of human resources, especially the younger generation. The jurisdiction of South Jakarta, with the results of data on the disclosure of drug cases every year has increased quite a lot, for this reason, various ways of vigilance are carried out by prioritizing pre-emptive, preventive, repressive, curative, and rehabilitative efforts. So that efforts to overcome drug abuse can achieve the expected targets.

How to use Qlue



Qlue registration

Source: Researcher Qlue Application.

In the picture above, there are several screenshots obtained from one of the research sources, namely the Qlue application which explains the use of the application. The first image shows that the Qlue application can be downloaded via the Playstore and AppStore. After downloading Qlue, what you have to do next is login if you already have a Qlue account, but if you don't have an account, you can do the create account stage. The steps taken during the registration process are filling in your email - creating a username - entering a password - choosing a gender - and entering the zone for the region you are in.

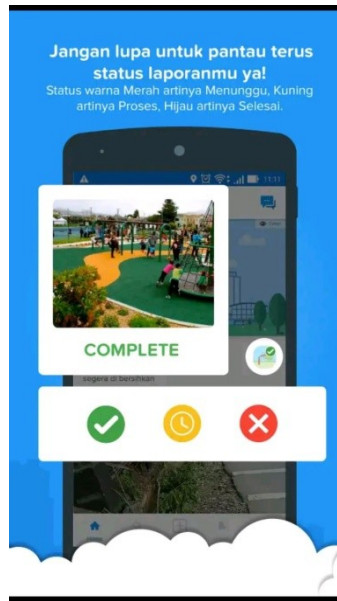


Reporting Procedures Using the Qlue Application.

Source: Researcher Qlue Application.

When they see events that are considered odd or events that violate the law, the public can make a report or complaint through the Qlue application. The ways that can be done are:

1. Click the report on the thumbnail of the Qlue menu.
2. Choose to report general problems / review the place/post to residents. If you want to report illegal actions, then choose to report general problems.
3. Take a photo of the incident you want to report, and pin the location of the incident.
4. Select the report label (no smoking, fallen trees, congestion, flood disaster, flood prevention, beggars, drugs, crime, IMB services, fire, RPTRA, fogging DHF, taxes, terrorists, etc.). This research discusses drug cases, so select the category "drugs" when making the report.
5. Write a brief description of the reported case.
6. The details of the report you created will appear, if all data has been inputted, a map of the location of the incident will appear, photos, and a description of the report.



Qlue Report Status
Source: Qlue application

The reporter gets information on follow-up developments through color changes on the Qlue application on a smartphone. UU no. 35 of 2009 concerning drugs underlines the role of society that has the widest opportunity in helping to Prevent and Eradicate the Abuse & Illicit Narcotics and Narcotics Prekursors.

Qlue has become an application that can help deliver public services, deliver jobs, which will be created in the future. Assisting government programs, and all that is done through mobile devices by the community. Qlue has a high potential to continue to be developed in other cities in Indonesia, which will be because, from the point of view of mobile internet usage, the numbers in Indonesia also show a very high increase. This of course will be a supporting factor because the range of users aged 25-44 has the opportunity to access this application only through a cellular phone. This is what Gustafsson & Schwarz expressed in (Sukahya, 2017: 45) that convergence is a digital platform product that physically integrates two or more digital platform technologies. This of course refers to the joining of several services that were previously separated from one device, namely a mobile phone with internet access.

Qlue as social media itself plays an important role in influencing and creating changes in people's lives as audiences. DKI Jakarta residents are consciously unconscious and inevitably experiencing the effects of the development of the medium due to collective intelligence and even becoming actors who play a role in it through a culture of participation. All these things have been made possible by changes in technology which have influenced the form of the medium of human creation and its effects both on a macro and micro level.

Qlue as New Social Media for DKI Residents

In Jakarta, the smart city concept that has been built has six characteristics following what Chourabi stated, namely Smart Governance, Smart People, Smart Living, Smart Mobility, Smart Economy, and Smart Environment. (Adelina, 2017, p. 6). In seeing the effect of media convergence, especially new media such as Qlue on the public, it is also necessary to borrow Pavlik and Dennis' thoughts in (Nurlatifah & Prajarto, 2012, p. 49) that fundamentally, contact and changes in information transactions are special identifiers to distinguish between new media and typical of the previous mass media. Besides, the main characteristic of new media is the interconnectedness of its access to individual audiences as message recipients and senders, its activity, its various uses as an open character, and its ubiquitous nature. (McQuail, 2011, p. 43).

Qlue itself is an application in the form of social media that can be downloaded by the people of DKI Jakarta for free, like Twitter, Line, and Path. This social media application refers to the strategic development plan contained in the Regional Medium-Term Development Plan (RPJMD) of the DKI Jakarta Provincial Government for 2013-2017. (DKI, 2017). This Qlue offers benefits in the form of a communication channel between the public and the government or parties with public interests. Qlue has emerged as a public space, a democratic space, or a vehicle for community courses, where Jakartans, in particular, can express their opinions, complaints, and input directly online. It is not surprising that Qlue is a platform that is utilized not only by DKI residents but by DKI government officials who are spread across various sub-districts and sub-districts to supervise Jakarta's public facilities (Ryza, 2016).

The new thing that then becomes an added value for Qlue is that citizens can freely choose the category of reports according to the problems they want to convey. The categories provided by Qlue are congestion, garbage, floods, violation of rules, fire, damaged roads, beggars, illegal street vendors, criminal acts, public facilities, illegal parking, violation of building permits, 3 in 1 chef, no smoking areas, unlicensed advertisements, non-hygienic food, Transjakarta reports, potential terrorists, dengue fogging, drugs, boarding house tax, flood prevention, child-friendly integrated public spaces.

If the report to be submitted is not included in the category, the residents can select the category that is closest to the type of report. Apart from that, for each report that is uploaded, there must be a photo, description, and location where the reporter can provide the report. A special feature that has been embedded in Qlue makes users unable to create fake reports. (Putera, 2016). Social media itself is an application as a form and forum for public participation in the digital era. Public participation in public services can vary, one of which is a complaint or complaint. According to Miewald and Comer (Purwanto, 2008, p. 28) that complaining can be interpreted as a form of direct relationship between citizens or society with the government to rectify a situation that is perceived as a problem.

Starting from the use and benefits of social media, as well as the Qlue application, where users of this application can submit various complaints and reports about what is happening in their environment. Complaints in the form of congestion, environmental cleanliness, public facilities, infrastructure, transportation, and others can not only be expressed in writing but can also be included with supporting photos as attached evidence. This process is of course also very easy to do, just as users download photos on other social media.

As stated by Gerry Mangenta in (Novianti & Syahi, 2016: 92) that the presence of Qlue was originally in DKI Jakarta Province to increase the role of the community as well as social media users/audiences that, "Qlue was taken from the word" way out or directions "Or now it tends to be mocked as" complaints ". Qlue is used to realize the vision of Smart City Jakarta that is transparent and involves public participation. Qlue is an application that contains all kinds of information related to Jakarta, including complaints related to services provided by city managers. Qlue, which can be accessed by residents, facilitates citizens to not only participate in reporting things related to services that have not been maximized but also provide space for residents to take the initiative and play an active role in producing information in order to make changes or improvements to the lack of services by carrying out community movements "

Source: (Novianti & Syahi, 2016: 92)

With the contribution of the community in a mechanism for submitting a report or complaint that is good and systematic, of course, it can improve public services that were previously low, the quality of life of the community has increased, and problems in the community that was previously not accommodated. Qlue becomes a discourse space for various citizens' anxieties as well as taking a role to be actively involved. This complaint will also be followed up by the local village, if the complaint is not followed up, this application can also find out whether the citizen's reports have been followed up or ignored. There are three approaches in viewing audience shifts through the Qlue application as a new social media, namely changes in audience characteristics, new audience dimensions, and changes in information flows.

Qlue is a New Dimension of Changing Audience Characteristics

Apart from that, in terms of the character of new media, it is called novelty, namely computing and information technology, communication networks, digitalized media, and information content, and convergence. (Flew, 2005, p. 2). Qlue has a content of information that is constantly moving, especially if it has been followed up, the dimensions of information are constantly changing, even though this is substantially the same, namely new media as "old wine in new bottles". (Preston, 2001, p. 43).

A new media approach based on social media such as Qlue also changes the characteristics of DKI residents as an active audience. First, the engaged character where social media and the internet give birth to changes in the audience to become message recipients become involved in the message production process, and not only consume previously created content (Fisher, 2015, p. 51). When joining the Qlue application, the audience takes the role not only as the recipient of messages but also actively producing messages. By posting photos and articles, including participating in forums and petitions in the application. Qlue is also equipped with a feature where we can also monitor the extent to which our reports have been followed up. This feature serves as an indicator to measure the extent to which the DKI Jakarta government takes information and complaints.

The second is the Expressive element, that is, when messages are created and distributed on the internet, the audience can directly comment freely. Jenson, Ford, and Green (Picone, 2017, p. 386) argue that social media helps audiences to express themselves. The forums in the Qlue application make the audience free to submit comments. The third is Collaborative, in that social media provides space and opportunities for audiences to experiment with a wider and more varied collaborative activity. (Hermida, Fletcher, Korel, Logan, & Korell, 2012, p. 816) The audience not only creates content or messages but also plays a role in the process of disseminating and re-production of these messages (Picone, 2017, p. 384). Qlue is also connected to several features that allow users to browse freely.

As stated by Philip in the book Audience Evolution New Technologies and The Transformation of Media Audiences, the audience, which in this case is the user of the Qlue application, uses digital devices to change their habit of looking for information to become a source of that information. Several dimensions according to (Napoli, 2011: 89-91) that the audience of Qlue users have passed are as follows: **First**, awareness where the audience consciously decides to engage and participate in the Qlue application by installing the program on their cell phones. Then after the program is installed the audience will start studying the Qlue application until they decide to continue using it.

Second, at this stage, the audience feels the interest to find out what features are in the application, how to operate it. The **three** stages of public exposure have found a community forum in the Qlue application that is in accordance with its characteristics, both social activities, health, and public order. **Fourth**, engagement where the audience begins to join the community and provide comments or when the audience sees the many potentials and opportunities to develop Qlue information then uploads the information and reports it to the relevant Government.

Fifth, when they are in this dimension, the audience will enter the stages of attentiveness & loyalty, appreciation & emotion, and recall & attitude. For example, there is a discussion that always becomes a news feed on the Qlue page, then it is used as the main discussion by the audience, so users can immediately comment and then will actively open the application to monitor developments in the news feed. The sixth or the last dimension is behavior, wherein this dimension, the audience is more active in responding, even at the level of the social movement. There is even a kind of petition in this application that allows someone to mobilize other groups of Qlue members to protest or support something related to services or other forms of public facilities.

Policy direction in order to achieve priority targets

Drug abuse is a serious problem in the Jakarta Province, especially South Jakarta City. The city of South Jakarta is a strategic area in drug trafficking. This is due to the fact that the background of the socio-economic conditions of the community is quite open to the ability of the drug business to be very profitable. The ability to buy drugs in large quantities and at high prices has become one of the traffickers looking for targets in the distribution of narcotics in South Jakarta. The target that is sought by big narcotics dealers and dealers depends on the class of society. If the community comes from the upper class, the target is elite places such as hotels, big malls, cafes, and nightclubs, while for the lower class people they target in rented places, alleys, narrow, poorly controlled roads. This is evidenced by the fact that there is still the spread of narcotics that is experienced by the community, not only adults but has spread to adolescents who have become addicts and drug dealers. If the spread of narcotics in South Jakarta continues to increase, the impact will threaten security and public order, especially if teenagers are already in contact with drugs, productivity as the nation's successor will be lost in the future.

Prevention and prevention of drug abuse is the responsibility of all components of society and is expected to participate in fighting drug abuse in the surrounding environment. The Indonesian National Police is the party that is given the authority to enforce the law, protect and serve the public. The South Jakarta Police, which is part of the

Indonesian Police Corps in this context, is obliged to carry out their duties as eradicating drugs that occur in their area. Over time, technology develops rapidly following the era of development. The development of communication technology did not escape the way the South Jakarta Police were involved in drug eradication efforts. Utilizing communication technology-based applications, the South Jakarta Police carry out drug eradication by socializing with the public to play an active role in reporting drug abuse through the use of the Qlue application.

One of the important focuses on achieving the priorities of the South Jakarta Metro Police is the prevention and eradication of drug abuse. Disclosure of Drug Cases to Break the Chain of Illicit Drug Circulation Networks, thereby Reducing Drug Abuse by the Community "namely: carrying out investigations and investigations of drug crimes. To realize this policy direction, the strategies that will be carried out are:

1. Increase the ability of the Police in handling drug abuse and trafficking;
2. Improve the settlement of non-criminal drug use cases through investigations and investigations into drug crimes;
3. Developing drug abuse cases to eradicate illegal drug trafficking networks;
4. Cooperating with the National Narcotics Agency (BNN) and other relevant agencies as well as bilateral, multilateral cooperation with the Police/law enforcers of other countries.

The reporter gets information on follow-up developments through color changes on the Qlue application on a smartphone. UU no. 35 of 2009 concerning drugs underlines the role of society that has the widest opportunity in helping to Prevent and Eradicate the Abuse & Illicit Narcotics and Narcotics Prekursus. Qlue has become an application that can help deliver public services, deliver jobs, which will be created in the future. Assisting government programs, and all that is done through mobile devices by the community.

Qlue has a high potential to continue to be developed in other cities in Indonesia, which will be because, from the point of view of mobile internet usage, the numbers in Indonesia also show a very high increase. This of course will be a supporting factor because the range of users aged 25-44 has the opportunity to access this application only through a cellular phone. This is what Gustafsson & Schwarz expressed in (Sukahya, 2017, p. 45) that convergence is a digital platform product that physically integrates two or more digital platform technologies. This of course refers to the joining of several services that were previously separated from one device, namely a mobile phone with internet access. Qlue as social media itself plays an important role in influencing and creating changes in people's lives as audiences. DKI Jakarta residents are consciously unconscious and inevitably experiencing the effects of the development of the medium due to collective intelligence and even becoming actors who play a role in it through a culture of participation. All these things have been made possible by changes in technology which have influenced the form of the medium of human creation and its effects both on a macro and micro level.

Innovation and change management at the Sat Resnarkoba Polres Metro South Jakarta based on information technology (IT) known as Qlue. Previously, the pattern of work and handling of public complaints regarding drug abuse was carried out conventionally and at a high cost and involved a lot of human resources in addition to the resolution time which took quite a long time. In general, it can be explained that Qlue is a social media application for reporting city problems to the government, the private sector or to share information with other residents in the environment around you for the creation of a Smart City. Citizen reports that enter through the Qlue application will be forwarded to related parties and their progress can still be monitored in the Qlue application and on the city. qlue.id dashboard. The South Jakarta Metro Police Narcotics Unit practices innovation in the prevention of drug abuse The Qlue application is an example of the media used by the South Jakarta Metro Police Headquarters in increasing the participation of the people who are aware of drugs. In the 4.0 era, changes in the information dissemination process (dissemination) have occurred significantly in all areas of life, including in the field of counseling or socialization. The socialization that is usually carried out is that of drug extension agents using face-to-face methods by presenting or signing several audiences in a place, which has now turned into the utilization of network facilities and internet cyber areas. Reports on drug abuse in the South Jakarta area increased by 80% from 2017 to 2018, while the number of reports from 2018 to 2019 also increased by 40%. Through this data, Budi Sartono as the Head of South Jakarta Police to urges the public to continue to be able to participate in reporting suspected drug abuse in the surrounding environment. One of the paragraphs in article 106 of Law 35/2009 states that the public has the right to receive services in providing information about suspected drug abuse to law enforcers. Also, the public also has the right to get answers to questions about the reports they submit to law enforcement. The Qlue application is one of the efforts made by the South Jakarta region to enforce Law No.25 of 2009 on Narcotics. Discusses the practice of Diffusion of Innovation carried out by the Sat Resnarkoba of the South Jakarta Metro Police in increasing the participation of the community aware of drugs through the Qlue application

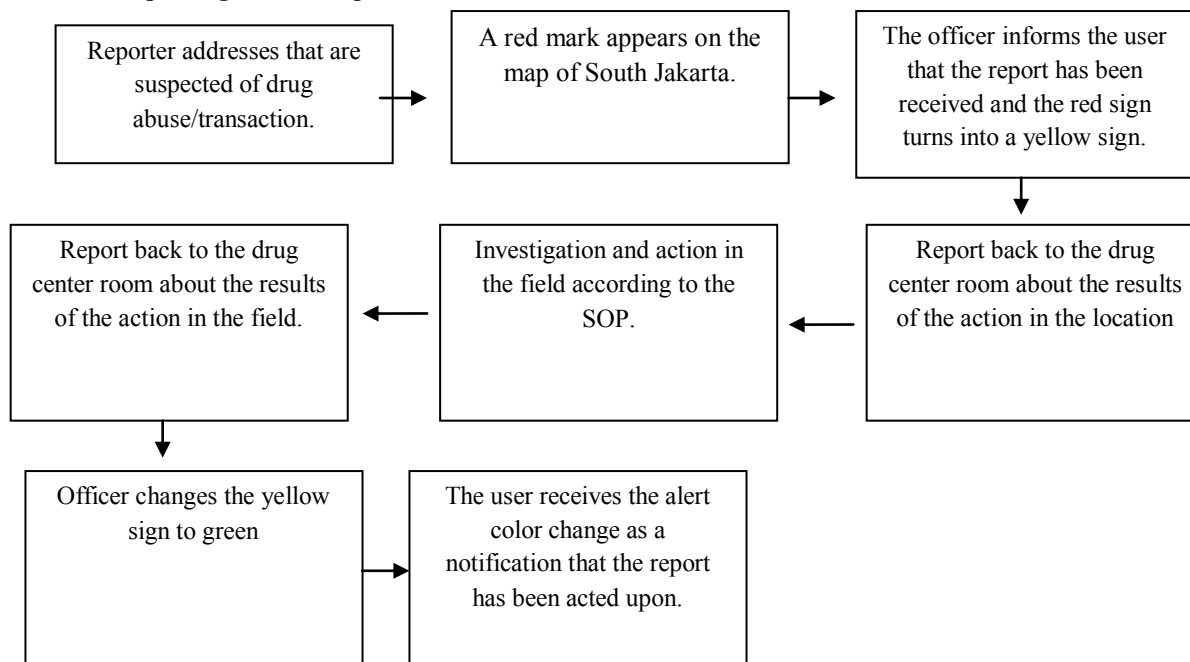
that offers a reporting process solution to help bridge the community to provide reports to the government or police officers. So far, the Qlue application has been used by the government of DKI Jakarta, Trenggalek, Manado, Cilegon, Tomohon, Bitung, and Gorontalo.

The availability of existing facilities in the Qlue application to communicate equally opens wide opportunities for individuals, especially those from alternative streams to voice their opinions. Computer-based communication and interaction as a media for reporting such as Qlue have revolutionized the way of life of individuals today. In certain situations, such as distance and time constraints, communication through the Diffusion of Innovation is the best choice. However, Diffusion of Innovation is still not the best practice for communication, perhaps until the media can facilitate the senses of taste, smell, and other things that are currently difficult. expressed online.

Not only as a reporting medium, but this Qlue application also has a chat feature that serves to unite residents who initially don't know each other but have the same thoughts to make their city even better. This chat feature can also be used as a forum for open discussion with the sub-district when reports are not completed. Like group chat on other social media, such as WhatsApp and LINE, every Qlue user will automatically enter into a chat group based on the village of residence. The difference is, the urban village chat feature in Qlue displays the identity of each user anonymously, without their cellphone number so it's safe. The user identity is replaced with an avatar and a username of his choosing.

The visual culture carried out by the application user community is part of the need to build Jakarta which has many challenges to face. In the use of communication technology in the form of cell phones/devices that occur through the socialization of interaction between users and their environment. The following are the Innovation Diffusion communication patterns using the Qlue application as follows:

Qlue Reporting Action Sequence Chart



Through the Qlue application, there is personal communication, in which hyperpersonal communication is carried out with internet media which according to the social community is more attractive when compared to face-to-face communication. Hyperpersonal communication occurs when a person feels comfortable expressing themselves in a communication channel through the media rather than direct communication.

Qlue application socialization through the IT-Based Drug Eradication Program

In this study, the Qlue application as a media for reporting drug handling in the IT-based drug eradication program is relatively new in society. The South Jakarta Police Narcotics Unit was the first to initiate and use Qlue as a social

media application that can be used by the public to report suspected drug use and drug-buying and selling transactions. After going through a process of strong consideration and preparation for implementing the Qlue application as a social media for community reporting, finally, Qlue was officially used by the South Jakarta Police Drug Research Unit in December 2020.

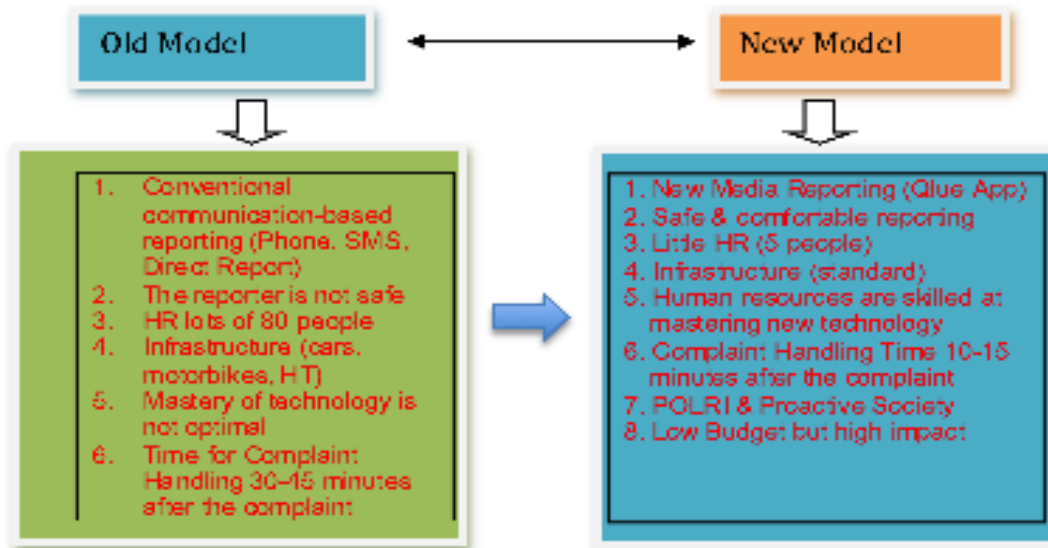
The focus of this research is a change in the communication pattern of the Sat Resnarkoba at the South Jakarta Metro Police. Maximizing the role of the community is an important key to the success of preventing abuse that has resulted in the widespread of drugs. Whereas in the previous communication patterns, Sat Resnarkoba relied on searching and taking action at target points at certain times, it turned out that there were many obstacles and the results were not optimal. The old work pattern was done manually by the community through direct reports, by telephone or analog communication patterns caused its problems. People are reluctant and indifferent, followed by fear of having to report to the police. As a result, the police only relied on active reports coupled with unannounced visits to targets suspected by the police. One-sided suspicion did not bring maximum results.

The motivation for the Sat Resnarkoba at the South Jakarta Metro Police to continue to arouse a public who tends to be passive to report drug abuse needs to be increased simultaneously to build internal and external individual fortifications. These efforts must continue to be carried out so that people have a comprehensive and concrete understanding of the effects of drugs. Apart from harming oneself, family, society, and the state, drugs can disrupt national security.

Maximizing the role of the community is an important key to the success of preventing abuse that has resulted in the widespread spread of drugs. Whereas in the previous communication patterns, Sat Resnarkoba relied on searching and taking action at target points at certain times, it turned out that there were many obstacles and the results were not optimal. The old work pattern was done manually by the community through direct reports, by telephone or analog communication patterns caused its own problems. People are reluctant and indifferent, followed by fear of having to report to the police. As a result, the police only relied on active reports coupled with unannounced visits to targets suspected by the police. One-sided suspicion did not bring maximum results.

The old model of handling requires a lot of Indonesian Police personnel, large costs and long handling time. Along with the development of technology in general and the revolution in information technology supported by the presence of new media, the Sat Resnarkoba of the South Jakarta Metro Police also made an IT-based innovation. The National Police builds organizational communication patterns and interpersonal communication with the community. The decision to apply analogue communication patterns to digital communication, from conventional communication to digital communication, has many benefits and advantages and has consequences for reducing the number of police personnel, response speed and volume of messages and real time handling. The key remains with the National Police to be proactive in building communication bridges according to the theory of the Elaboration Likelihood Model involving central and peripheral routes. In order to attract a response from the community, the South Jakarta Metro Police Narcotics Unit uses more peripheral routes after considering the behavior of the people of South Jakarta. The message is made in such a simple and entertaining way that the community takes advantage of routine events involving the public at large, and this is in accordance with the principle of the interpersonal perception theory in which the sender tries in such a way that the receiver can be believed that the information or message received is not information or fake news.

Comparison of the benefits obtained from the new communication pattern with the old pattern is expected to bring about a more humane situation and condition in handling drugs. For that purpose, the following is a new model of public complaint communication management with the aim of persuasive communication developed by the Sat Resnarkoba of the South Jakarta Metro Police which can be described in the following table:



Comparison between the Old and New Models of Community Reporting

Author Processed Data, 2020

From the picture above, it can be explained that if the Police continue to rely on old communication patterns, the Police will still face obstacles from the internal and external sides. Internally, the Police lack human resources while the number of drug abuse continues to increase from year to year. By relying on a limited number of human resources, with limited supporting infrastructure, the Indonesian Police will still be seen as an institution that is unable to play a role in fighting drug abuse. This is exacerbated by the limited mastery of information technology and will surely be defeated by distributors who are one step ahead of controlling their business based on new information media. Externally, the National Police cannot rely on standard capabilities such as it currently has. The police will lose out quickly to the movement of drug users because they have more sophisticated tools and modes to outwit the authorities. All of the above is of course high cost and takes a long time to solve a drug case.

The things that are communicated to all stakeholders are solely aimed at forming awareness and willingness of all members of the community to report all forms of drug abuse in their environment and those closest to them. In this process, the persuasive communication theory is applied to build awareness to report any suspicious forms. Reporters do not need to feel afraid and threatened when reporting because their identity and message content will be guaranteed and confidential. Of course, to achieve these high goals and hopes, many parties need to be involved, namely community leaders, religious leaders, activists or drugs, in this case, the National Narcotics Agency (BNN) and no exception to public figures who are called to save humanity from the grip of drugs.

Changes in communication patterns to the public were carried out strategically to reduce public suspicion. The Sat Resnarkoba of the South Jakarta Metro Police opens itself and provides the widest possible opportunity for the people of South Jakarta to participate in reporting any incidents related to social security in their neighborhood. The form of openness shown by the Police is responsive in responding to every report that comes into the digital information service center of the South Jakarta Metro Police Resnarkoba Sat Resnarkoba. The handling of drug abuse must be carried out holistically and comprehensively by involving various strategies and all elements of society. The dealers have implemented new circulation and transaction strategies as well.

Prevention applied in an environment is balanced and parallel with eradication and rehabilitation for users. This means that if in one place counseling and training are being carried out, in that place rehabilitation and investigation (eradication) efforts are also carried out to reveal the operating network. Because human life can be analogized as an organism and nervous system, whatever happens in an environment must be related to outsiders from the environment. Once again, if there is a harmonious relationship between family and social environment, togetherness in fighting against disturbing situations will be easily carried out. However, if each member in an environment is closed off to each other and is indifferent and individualistic, then togetherness as a neighborhood will not be

formed. As a result, what overflows the ward members becomes the responsibility and personal problems of the person concerned. This becomes a separate obstacle in breaking the chain of social problems including drug abuse.

Based on the explanation above, it is emphasized that everything is packaged in a community empowerment forum. Until now, the Sat Resnarkoba of the South Jakarta Metro Police has provided a large portion of drug abuse prevention activities by involving other agencies and the community, prioritizing shared responsibility and integrated principles (balance between prevention and eradication). The police will not be able to walk and work alone without cooperating with all aspects of community life, especially those who have the emotional closeness to the community, namely religious and community leaders.

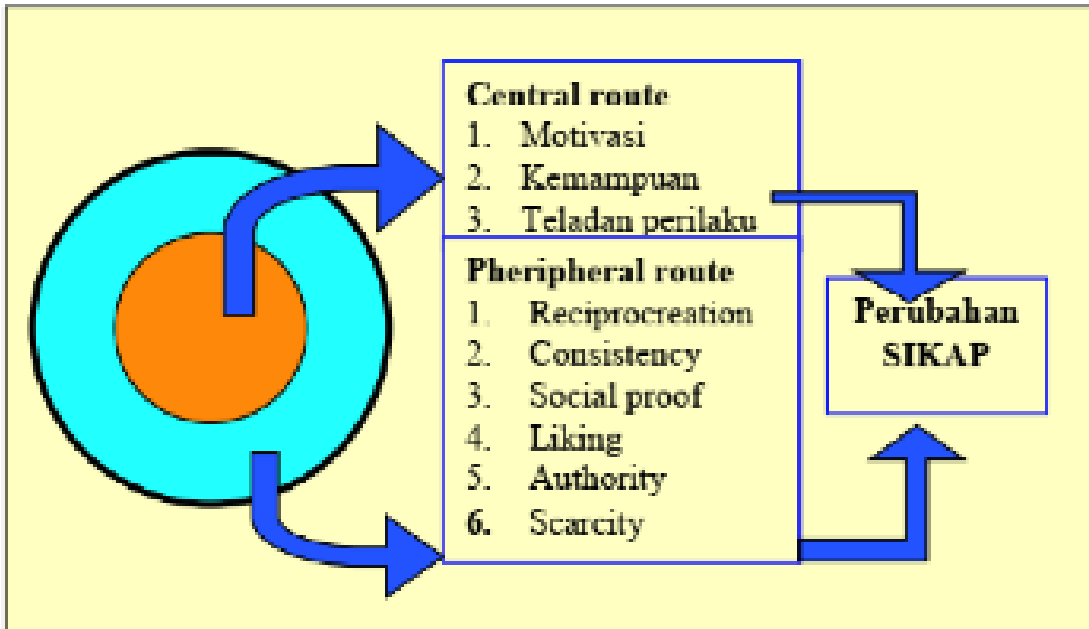
The Sat Resnarkoba of the South Jakarta Metro Police routinely assists so that knowledge about drugs is important so that they know what to talk to the people around us. This knowledge will be transferred to the children. Information about drugs can be obtained from everywhere, including pamphlets, BNN websites, seminars, and social media that connect each person.

The reporting system through the Qlue application allows reporters to ensure that their reports are followed up. Every report captured on our monitor screen will appear in red on the map of South Jakarta. The red sign will turn yellow after the cell phone receives an answer, "Thank you for participating. If further information is needed, you will be contacted by the call center of the South Jakarta Metro Police Narcotics Unit. "

The receiving officer will immediately report to the team leader to immediately investigate according to the SOP (Standard Operating Procedure). Members were immediately gathered and action was prepared. Each member involved in the investigation operation will be provided with various letters as a valid sign of their assignment. Besides, they will also carry several types of equipment including a valid urine test kit, bulletproof vests, handcuffs, and weapons. All results obtained will be documented in the form of pictures or videos and reported back to the Resnarkoba Central Room. After reporting, the officer will change the color yellow to green, as a sign that the Qlue user report has been followed up

Petty and Cacioppo (1981) describe their theory in The Elaboration Likelihood Model for understanding the persuasion process. They argue that there are two paths to changing attitudes; namely channel (1) Central route; and (2) Peripheral route. For the audience, the main information is through the main channel (central channel), while additional information in the framework of decisions is in the peripheral flow. Based on this theoretical assumption, changes in the attitude of South Jakarta community members to report drug abuse in their environment with the Qlue application depend on how the Sat Resnarkoba at the South Jakarta Metro Police explains why people need to report drug abuse in their environment at any time, how is his ability to explain, and examples of reports that are followed up by the Police.

The community will decide to change their attitude when the information from the main lines above is supported by religious and community leaders who routinely report forms of drug abuse in their environment, understand the benefits of reporting made, and pay attention to people who are caught in the dangers of drugs. So organizationally, the Indonesian Police does not rely on top-down communication patterns but is conveyed persuasively by involving various elements of society. Regarding the message conveyed will have the power to influence or not from the participants depending on the central and periphery roads. The chart and expected results from ELM can be described as follows:



ELM route process

Central Route

Message processing on the central route (central route) is characterized by the existence of cognitive elaboration, the emergence of careful message recipients (audience) with deep thought and caution about persuasion messages. Persuasion message processing on this route also has the characteristics of a systematic message processing route and full consideration of the message elements given by the communicator. In other words, on this route someone will process the message received centrally and be more careful to evaluate the message conveyed or even to contemplate the impact of the message conveyed by the communicator. Audiences who process messages with the central channel tend to be audiences who have the motivation, opportunity and ability to process the messages they receive, therefore it is not uncommon for audiences who use this path to think critically in understanding information or persuasive messages.

Petty and Cacioppo (1986) also explain that this route is characterized by the ability to process messages that are systematic, accurate, critical thinking about and weighing the contents of the persuasion messages received and analyzing and comparing them with previous knowledge or information. Central routes can be implemented and will be easier to persuade if the person is able to parse the message extensively. If when the recipient of information processes a message using central route information processing, then the recipient is said to be involved in high elaboration (Petty and Cacioppo, 1986). High elaboration can also be seen from the high or low motivation of a person in processing a persuasion message. This motivation consists of three things, namely personal involvement or relevance to the topic, differences of opinion, and individual personal tendencies towards critical thinking (Littlejohn & Foss, 2008: 72-73).

The presence of Qlue has created a new spirit for the South Jakarta Metro Police Resnarkoba in eradicating drugs. With the presence of Qlue, the public can participate in eradicating drugs with a sense of security without fear of being involved in legal cases that ensnare users, dealers, and producers of these prohibited items. The Sat Resnarkoba of the South Jakarta Metro Police ensures the safety of the reporter. The more rampant drug trafficking in the South Jakarta Police area, the active role of the community is needed. This is because the community is closest to the environment and their attention is needed. With the increasing number of public reports that have entered the South Jakarta Metro Police Resnarkoba Unit, it illustrates how to activate the community in assisting the performance of the police in combating drug trafficking, especially in the South Jakarta area.

In this study, the central line is the initial route used by several informants to process persuasion messages given by the Sat Resnarkoba of the South Jakarta Metro Police. Although not immediately the persuasion messages conveyed

by the communicators can change the attitude of the informants to follow the directions and expectations of the communicators, in this case, the South Jakarta Metro Police Headquarters Campaign for Anti-Narcotics and use the Qlue application as an IT-based reporting tool.

Conclusions:-

If in the previous era the Indonesia Police approach to society was deemed inhuman and tended to violate human rights, including in communication patterns, the Indonesian Police in the reform era also reformed the bureaucracy in its body and built a persuasive communication pattern. In this case, the Sat Resnarkoba at the South Jakarta Metro Police conducted an innovation based on the Diffusion of Innovation, especially Web 2.0 to increase the participation and collaboration of the drug conscious community. Forms and reporting models that were previously carried out conventionally and tended to be high cost and less effective and efficient, now the communication by the National Police is to encourage the public to maximize the use of the Qlue application to build synergy between the National Police and the community in handling drug abuse.

Efforts to build new habits/habits initiated by the South Jakarta Metro Police's Narcotics Unit in increasing the participation of the public who are aware of drugs through the Qlue application have found obstacles or obstacles both from within the National Police itself and from within the community itself. Changing mental and behavior takes time and a winding process. It takes the involvement of figures who have competence and capability as well as moral strength and the right strategy to encourage community participation. The feeling of being called to jointly build a healthy society both physically and mentally without drugs has encountered steep holes that must be faced with various forces and strategies. The Indonesian Police changes its internal communication pattern before inviting the public to be equally involved in saving lives and the quality of the younger generation for a better future.

To overcome the obstacles faced by the Sat Resnarkoba, the South Jakarta Metro Police implemented a strategy to build community participation, strengthen the quality and capacity of communicators, the process and implementation of persuasion, and involve qualified elements of society in social, religious, and professional fields and positions to jointly encourage The people of South Jakarta should participate through the use of the Qlue application to facilitate the National Police and the community to combat drug abuse.

Based on the research results, findings and conclusions that have been put forward, academic and practical suggestions/ recommendations that can be given are as follows:

Academic Suggestions:-

First, research on the National Police has been carried out by both internal and external parties, as well as research on Drugs and their dangers. However, research based on theoretical studies and communication science needs to be further developed by further researchers. Considering the communication patterns that have been played so far during top down, rigid and bureaucratic, communication research based on ethical values of communication still needs to be developed based on perspectives and paradigms that tend to develop following the dynamics of the times.

Second, this research may seem non-objective and not independent considering that the researcher is an active Indonesian Police member and deals with drug problems, but the triangulation carried out by the researcher when conducting analysis and discussion related to persuasive communication patterns by involving figures from various disciplines and professions is expected to be able to giving weight to the objectivity and neutrality of the researcher. Researchers are welcome to verify and falsify this research in order to get more validity and reliability in persusive communication patterns so that public participation is increasing day by day to help the performance of the Sat Resnarkoba Police of the South Jakarta Metro Police.

Third, no study is perfect. Follow-up research involving different methodologies and theories can be carried out to improve or consider the results of this research. Because openness and willingness to be criticized and reviewed are the entry points to seek deeper, more accepted and accountable truth. Thus the results of this study can be accounted for ontologically, epistemologically and axiologically.

Practical Suggestions

First, bureaucratic reform towards a professional, modern, and reliable Police should not only be a slogan but must be ensured at various levels of the Indonesian Police services. The decay of institutional professionalism generally does not come from outside. The biggest enemy comes from internal institutions. Therefore, it is hoped that the National Police in the future will display a humanist and communicative face when serving the wider community.

Second, drugs have now become the enemy of the state and the new generation. The country is already in a state of drug emergency. The approach to prevention and eradication is no longer relevant using the old pattern. Soft power should be further strengthened through family, religious and social institutions. The social environment may be a fortress, but the main thing is family and religion which teach the noble values of life. Fear of God and the strength of conscience must be the basis for which every human should hold. Only in this way can drugs be prevented and eradicated. The National Police needs to equip officers who carry out drug eradication tasks with extraordinary knowledge and skills.

Third, the Indonesian Police apparatus entrusted with the task of the South Jakarta Metro Police Narcotics Unit must be a person with high and strong integrity and an elected person who has a personality above the average Indonesian Police apparatus. For this reason, a special selection is needed with tools that touch the personal qualities of members of the National Police so that they are not tempted to get involved in the misuse of illegal goods that destroy human life.

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