

ABSTRAK

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**Dengan Judul Skripsi : Strategi Pemasaran Sosial Badan Narkotika Nasional
Propinsi Daerah Istimewa Yogyakarta Terkait Pencegahan Narkoba di
Kalangan Mahasiswa Tahun 2016**

Tahun Skripsi : 2018 + 111 Hal + 9 Table + 3 Gambar

Daftar Pustaka : 13 Buku + 3 Skripsi + 2 Sumber Internet + 1 Dokumen Instansi + 3 Wawancara

Tahun 2016 terdapat data pernah pakai penyalahgunaan narkoba pada pelajar dan mahasiswa di Provinsi DIY menduduki peringkat tertinggi dengan prevalensi 6,6%, angka prevalensi setahun pakai penyalahgunaan narkoba pada pelajar dan mahasiswa di Provinsi DIY tahun 2016 menduduki peringkat kedua setelah DKI Jakarta dengan prevalensi 2,8%. (Puslitdatin BNN RI). Metode penelitian deskriptif kualitatif dengan mengumpulkan data melalui wawancara, observasi, dokumentasi. Hasil penelitian ini menunjukkan bahwa BNNP menggunakan strategi pemasaran sosial dengan konsep 4P yang dikenal dengan *marketing mix*, diantaranya *product* (Stop narkoba), *price* (anggaran biaya) , *place* (Tempat pelaksanaan program) , dan *promotion* (promosi program menggunakan berbagai media)” penambahan 2P yaitu *parthnership* (mitra kerja) dan *policy* (kebijakan pelaksanaan program). Strategi dalam pengimplementasian program kegiatan dilakukan dengan 2 cara, secara deseminasi informasi P4GN melalui karya seni, melaksanakan sosialisasi, kampanye, penyuluhan terhadap mahasiswa, sedangkan advokasi P4GN melaksanakan pembentukan kader, satgas anti narkoba, jambore penguat kerjasama terhadap kader mahasiswa. Menggunakan media langsung (*face to face*) seperti pentas seni, pameran, sosialisasi peserta dari 20 kampus, pembentukan kader, satgas anti narkoba, jambore. Media elektronik melalui TV lokal (Reksa Birama TV, Jogja TV), Radio Lokal (Yasika FM, Sasando FM, Global FM). Media Massa (Koran Bernas Jogja). Media Sosial (facebook, Tweeter, Instagram) dibantu dengan atribut seperti baliho, pamphlet, stiker stop narkoba. Peneliti menyimpulkan hasil penelitian bahwa strategi pemasaran sosial dilihat dari media sosial kurang efektif dan efisien karena informasi yang di share ke facebook maupun instagram hanya mebagikan foto pelaksanaan kegiatan sehingga kurang mendapat perhatian dari khalayak.

Kata kunci : Strategi Pemasaran Sosial, Pencegahan Narkoba

ABSTRACT

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With Thesis Title : Social Marketing Strategy of the National Narcotics Agency of the Special Region of Yogyakarta Related to the Prevention of Narcotics in Students in 2016

Thesis Year: 2018 + 111 Pages + 9 Tables + 3 Pictures

Bibliography: 13 Books + 3 Thesis + 2 Internet Resources + 1 Institution Document + 3 Interviews

According to the head of the National Narcotics Board of the Republic of Indonesia, in 2016, drug abuse among students in DIY Province ranked highest with a prevalence of 6.6%. prevalence in a year for drug abuse in students in DIY Province in 2016 was ranked second after DKI Jakarta with a prevalence of 2.8%. This research uses descriptive qualitative method by collecting data through interviews, observation, documentation. The results of this study indicate that BNNP uses social marketing strategies with the 4P concept known as the marketing mix, including product (Stop drugs), price (budget), place (place of program implementation), and promotion (program promotion using various media) "additions 2P namely parthnership (work partner) and policy (program implementation policy). The strategies in implementing the program are carried out in two ways, through the dissemination of P4GN information through works of art, conducting socialization, campaigns, counseling to students, while the P4GN advocacy implements the formation of cadres, anti-drug task force, jamboree to strengthen cooperation with student cadres. Direct media used are (face to face) such as art performances, exhibitions, socialization of participants from 20 campuses, formation of cadres, satgas anti-narkoba and jamboree. while the electronic media used is local TV (Mutual Birama TV, Jogja TV), Local Radio (Yasika FM, Sasando FM, Global FM). Mass Media (Jogja Bernas Newspaper). The use of Social Media (Facebook, Tweeter, Instagram) is assisted with attributes such as billboards, pamphlets, stop drug stickers. The researcher concludes the results of the study that social marketing strategies seen from social media are less effective and efficient because the information shared with Facebook and Instagram only distributes photos of the implementation of activities so that they receive less attention from the public.

Keywords: Social Marketing Strategy, Prevention of Drugs