

Institutional Development as a Government Partner in the *Cekat Nyenyek Bersinar* Tourism Village Innovation in Tulang Bawang Regency

ABSTRACT

The problems that plague society in Indonesia seem to have never been resolved. One of the problems often encountered is drug abuse. Drug abuse is one of the main problems in Lampung Province and Tulang Bawang Regency with a fairly large young population and a number of areas (villages) classified as dangerous for drugs and on high alert. Based on data from the National Narcotics Agency (BNN) of Lampung Province, overall, 31,000 users in Lampung Province, 30 percent of students are registered as drug users, in addition to 3 private communities and also ASN in the government environment, meaning there are around 2700 students who use drugs in Lampung Province. The aim of the research is to form an institution in the form of a shining village organization which will be a partner of the local government in supervising the community against drug abuse practices. The method used to achieve the objectives of this research is the socialization and mentoring method, in partnership with the DPD Granat Lampung Province. The implementation location is Cekat Nyenyek Village, Menggala, Tulang Bawang Regency, with the target being the village government and MSMEs. The results obtained are increasing the knowledge of the village government and MSME actors and the formation of community leadership as government partners.

Keyword: Village Government, Shining Village, Institutional Formation

INTRODUCTION

Social issues in Indonesia appear to remain unresolved, with drug abuse being one of the most persistent and pressing problems. In Lampung Province, particularly in Tulang Bawang Regency, drug abuse has become a major challenge especially given the significant youth population. Young people are generally at a higher risk of becoming involved in drug abuse compared to other age groups.

This situation can result in substantial losses, as its impact is not limited to the physical, social, and economic well-being of drug users but also places a heavy burden on the community and the region at large. The rise in drug abuse

cases is closely related to social changes, including the decline of family and community interaction, increasing unemployment rates, and the weakening of local cultural values. Furthermore, the issue is often linked to growing violence and criminal behaviour, reduced labour productivity, and a greater demand for healthcare and rehabilitation services (Cartwright, 2008; Peacock et al., 2018).

Research conducted in Thailand revealed that youth are highly vulnerable to the initiation of methamphetamine use, driven by several contributing factors such as perceived social norms, school dropout, family problems, and poor economic conditions. Other significant factors include low self-esteem, positive expectations related to methamphetamine use, and the ease of access or availability of drugs. Many teenagers who engage in methamphetamine use come from economically and educationally disadvantaged backgrounds both of which are key factors influencing their initial drug use. With limited educational attainment, they often have few viable job options (Chomchoei et al., 2019).

According to data from the National Narcotics Board (BNN), approximately 2.2 million adolescents in 13 provinces across Indonesia were identified as drug abusers, with an increase of 24–28% in 2019. In Lampung Province, there are an estimated 31,000 drug users, with 30 percent of them being students. This means around 2,700 students in Lampung are reported to be involved in drug use, in addition to individuals from the private sector and civil servants within the government.

Village environments, with their diverse social conditions, also play a crucial role in analysing drug abuse trends within communities. The presence of social capital and mutual care among residents is essential, as these serve as informal norms that help control drug use. Adolescents who live in poorly organized social environments and have low levels of social capital are more vulnerable to drug abuse. An unsupportive (disorganized) social setting is one of the triggering factors for drug misuse (Ford et al., 2017).

Referring to social control theory and village-level risk behaviour, the conceptual framework can be illustrated in the following diagram:

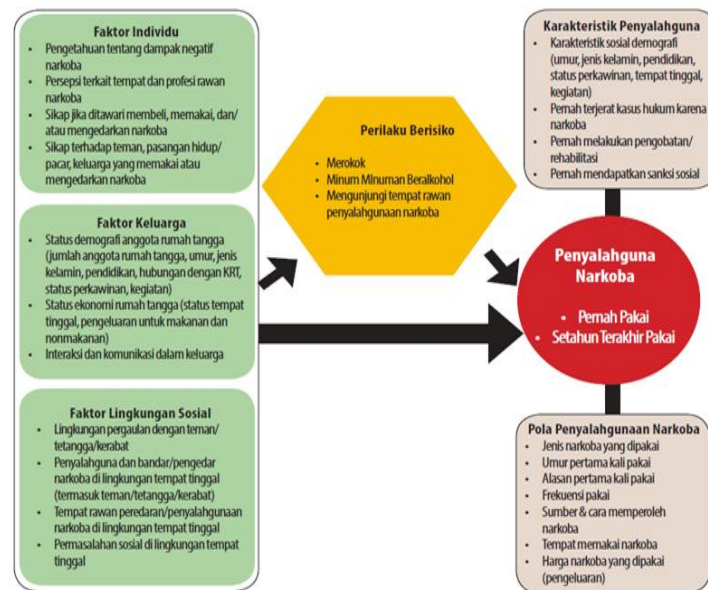


Figure 1. Village-Level Drug Abuse Management Model

Due to the high rate of drug abuse in Lampung Province and Tulang Bawang Regency, several areas have been classified as drug-prone villages, based on the number and frequency of drug-related cases discovered in specific regions. The widespread presence of drug abuse in these villages is evident through the identification of areas known as “*drug villages*” (BNN and PMB LIPI, 2018). The term “*drug village*” refers to places where drug users appear to freely engage in drug transactions and abuse without significant deterrents.

The emergence of drug villages in various regions has paralleled the growing prevalence of drug abuse at the village level. This phenomenon reflects the seemingly unrelenting demand for narcotics, as more individuals become involved in drug use for various reasons. One of the most commonly cited reasons is simply the desire to try this initial curiosity often becomes the gateway to addiction if not quickly curtailed. While such reasoning may seem cliché, it is a frequently observed reality in the field (BNN and PMB LIPI, 2018).

Unbeknownst to many first-time users, this initial experimentation is often exploited by drug dealers who are ready to supply the demand. Eventually,

this can trap individuals into addiction. Once someone becomes a drug addict, the urge to use drugs transforms into a persistent need one that is difficult to abandon or even delay.

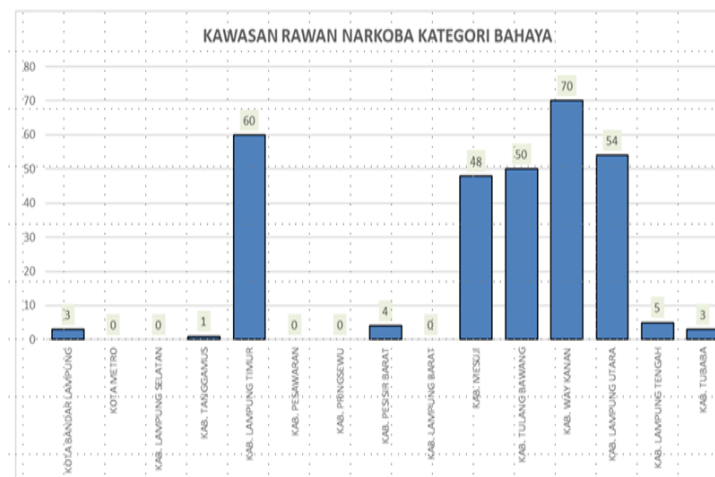


Figure 2. Number of Areas/Villages Classified as “Drug Danger Zones” in Tulang Bawang Regency

The existence of drug-prone areas and the labelling of certain regions as “drug villages” in various locations reflect the ongoing and seemingly unending issue of drug abuse. Despite consistent media coverage highlighting the adverse consequences of drug misuse such as health deterioration, the spread of infectious diseases like HIV and hepatitis C, and premature death (UNODC, 2020) this issue persists.

The negative impact of drug abuse has become a serious threat to the Indonesian nation, particularly concerning human security (Muhamad, 2015), as it poses the risk of damaging future generations. Drug abuse significantly affects socio-economic development, not only for the individuals involved but also for their families, communities, and the state (Eric, 2017).

According to Eric, a society predominantly composed of youth cannot be considered healthy and progressive if many of its members are trapped in drug abuse. These individuals lose the potential to contribute to positive societal

activities due to the harmful consequences they experience ranging from health deterioration to social and economic setbacks with many ultimately facing premature death.

RESEARCH METHOD

This Community Service Program (PKM) was carried out through a series of socialization and mentoring activities involving lecturers from the Public Administration Study Program, Faculty of Social and Political Sciences; counselors/facilitators from the DPD Granat of Lampung Province; village government officials; and MSME groups. The PKM activities took place in Menggala Village, East Menggala Subdistrict, Tulang Bawang Regency, which is known as the *Cekat Nyenyek* tourism village.

The methods used in this PKM included two main approaches: outreach/socialization and mentoring. The outreach/socialization approach was implemented by providing information on the prevention and eradication of drug abuse in Menggala Village, Tulang Bawang Regency. The technology used in the activities included devices such as computers and LCD projectors for delivering materials, as well as cameras for documenting the events.

The implementation procedure supporting the application of science and technology/methods in this PKM consisted of several steps: 1) Preparation Stage, which included: a) Proposal drafting for submission to the Faculty of Social and Political Sciences, University of Lampung; b) Prioritizing participants from village government officials and MSME groups; 2) Implementation Stage, involving outreach and mentoring activities; 3) Evaluation Stage, conducted at the end of the sessions to identify strengths and weaknesses, aiming to improve the sustainability of the program; 4) Expected Outputs included increasing awareness of the dangers of drug abuse and encouraging the emergence of dignified village officials and MSME actors who uphold moral values.

The PKM implementation was evaluated through two types of assessments: process evaluation and impact evaluation. Process evaluation aimed to measure participants' assessments of the program implementation, including evaluations of the materials delivered, analysis demonstrations, time allocation, and the tools or media provided. This evaluation was conducted through questionnaires.

In addition, pre-tests and post-tests were also conducted during the PKM. The pre-test was administered prior to the main PKM activities, especially before the training session, in order to assess the participants' prior knowledge, understanding, and skills before receiving the materials. The post-test, conducted after the training, aimed to measure the effectiveness of the socialization and training activities in enhancing participants' understanding and skills. The results of the post-test served as an indicator of the effectiveness of the interventions provided to the PKM partners.

To measure the success of the PKM, several key performance indicators were established: 1) 100% participant attendance; 2) 80% of participants succeeded in forming institutional structures.

RESULTS AND DISCUSSION

The Community Service activity titled *“Institutional Development as a Government Partner in the Innovation of the Cekat Nyenyek Bersinar Tourism Village in Tulang Bawang Regency”* was conducted offline in a one-day session on Thursday, September 5, 2024, from 08:00 to 17:30 WIB. To achieve the predetermined objectives, this program was designed based on relevant core materials and implemented through lectures and discussion methods.

The evaluation of this activity was carried out using pre-test and post-test instruments to assess the participants' level of understanding. The pre-test was administered before the socialization session began, aiming to measure

participants' prior knowledge or understanding before the materials were delivered by the service team. Meanwhile, the post-test was conducted after the socialization to evaluate how well the activity succeeded in improving participants' understanding.

Additionally, the post-test served as an indicator of the effectiveness of the socialization and mentoring efforts in supporting institutional development at the village level. An overview of the pre-test and post-test results is presented in the following table:

Table 1. Distribution of Scores and Percentage Results of Pre-Test and Post-Test in the Socialization Activity

Distribution	Pre-Test	Post Test
0-20	0	0
21-40	7	0
41-60	19	0
61-80	4	12
81-100	0	18

Table 2. Improvement in Pre-Test and Post-Test Results of the Socialization Activity

Distribution	Increasing
0-10	0
11-20	9
21-30	4
31-40	7
41-50	10

Overall, the activity titled “*Institutional Development as a Government Partner in the Innovation of the Cekat Nyenyek Bersinar Tourism Village in Tulang Bawang Regency*” demonstrated a measurable improvement in participants’ fundamental competencies. The lowest level of improvement up to 20% was achieved by 9 participants, while the highest level of improvement was recorded by 10 participants. Approximately 4 participants began with relatively high pre-test scores (ranging from 61 to 80), and their post-test results still showed significant improvement.

Based on the analysis conducted by the community service team, participants who achieved high scores in both the pre-test and post-test were generally associated with higher educational attainment, prior research experience, and greater involvement in academic or community-based research.

Through this activity, participants gained a general understanding of drug prevention strategies and the formation of institutional partnerships for drug abuse control at the village level. However, there remains a need for continued assistance and targeted reinforcement on these matters. Therefore, follow-up actions in the form of strengthening programs initiated by the Tulang Bawang local government are necessary to sustain and expand the impact of this initiative.

CONCLUSION

The activity “*Developing Innovation of the Cekat Nyenyek Bersinar Tourism Village (Drug-Free) Through Institutional Formation as a Government Partner in Tulang Bawang Regency*” has successfully enhanced the participants’ fundamental competencies. Through this program, participants gained essential understanding regarding drug prevention and the establishment of institutional partnerships for drug abuse mitigation at the village level.

However, further mentoring and targeted capacity strengthening are still required. Therefore, this initiative should be followed by continued

reinforcement programs supported by the Tulang Bawang local government to ensure sustainability and broader impact.

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