



ABSTRACT

Josephien Vivick Tjangkung (5520811-0003), *Social Marketing Communications Strategic of Kampung Bebas Narkoba (Free Drug Village) by Badan Narkotika Nasional (National Narcotics Board)*

Key Word : Social Marketing, Kampung Bebas Narkoba, Case Studies

This research focused on Social Marketing Communications Strategic of Kampung Bebas Narkoba (Free Drug Village) with case study approach. Kampung Bebas Narkoba Programme develops ideas about the dangers of drugs submitted to change the Kampung Ambon into safe, comfortable and free of drug circulation area. Indeed, it's also reduced resistance and negative image of police among the public.

This study sought to reveal the drivers and inhibitors and the efforts of the National Narcotics Board to overcome existing barriers in line with the concept of social marketing for community development.

The study is designed with a case study approach that focuses reveal program design, communication patterns, the process of implementation, quality of communications, and program development process conducted the National Narcotics Board.

The results showed that the idea of marketing communication strategies in Kampung Ambon using several stages, ie, identification of entry points, trust building, a search agent of change, and sustain the program. Although public participation has been put forward, but there is a trend of top-down approach is still used. The success of identifying entry points and building trust are two major factors that drive the success of the program. Meanwhile, despite funding constraints become a problem, but was overcome by involving the private sector in supporting the development needs of Kampung Ambon.

It was found that the perspective of social marketing can be a reference implementation of community empowerment evaluation. In particular, the recommended strategy is community empowerment strategies in interactive communications with more involving and accommodating the needs of the community.