



SYNERGIZING EDUCATION, FAMILY, AND COMMUNITY IN EMPOWERING *KAMPUNG KB* FOR DRUG ABUSE PREVENTION AMONG YOUTH IN ACEH

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Abstract

The abuse of narcotics and other addictive substances poses a serious threat to the sustainability of human resource development, particularly in Aceh Province, where adolescents are highly vulnerable. This study aims to analyze the implementation of the Family Planning Village (*Kampung KB*) empowerment program in fostering a drug-free generation by emphasizing the synergy among education, family, and community roles. This qualitative research was conducted in Banda Aceh and Bireun, utilizing data collected through interviews, focus group discussions (FGDs), and program documentation. The findings indicate that active involvement of schools, families, youth groups, and community leaders in the *Kampung KB* program has fostered a social environment conducive to drug abuse prevention. Youth-driven campaign innovations, integration of anti-drug education into formal curricula, and participation of religious and traditional leaders have been effective in strengthening community resilience. However, the program faces challenges, including limited family participation, intersectoral coordination barriers, and social stigma. This study recommends strengthening family and cadre capacity, enhancing cross-sector collaboration, and conducting regular monitoring and evaluation to ensure the effectiveness of community-based drug prevention interventions.

Keywords: *education, Family Planning Village, drug prevention, youth, Aceh*

A. Introduction

The abuse of narcotics, psychotropic substances, and other addictive drugs (NAPZA) has long posed a significant threat to the fabric of national life, particularly in relation to the sustainability of human resource development. Beyond its adverse effects on health, drug abuse also generates far-reaching social, economic, and security issues, thus requiring a comprehensive and sustained response from all elements of society (Brown, 2001; Botvin & Griffin, 2006). This challenge is even more pressing considering that young people, as the nation's most valuable asset, are among the most vulnerable groups exposed to the negative influence of drugs.

At the national level, the Indonesian government's concern over the drug emergency is reflected in a range of policies and direct directives from the President, calling for active involvement from both government bodies and society in the prevention

and eradication of drug abuse. In Aceh, the problem of narcotics is not merely a public health issue but has escalated into a serious threat requiring multisectoral engagement (BNN, 2018; Nirzalin & Nazaruddin, 2017). Data from the National Narcotics Agency (BNN) indicates a rising trend in drug abuse in Aceh, affecting various social strata, from school students and university students to civil servants and law enforcement officers. This is further supported by correctional institution records showing that more than half of all inmates in Aceh are incarcerated for drug-related offenses (BNN, 2018).

Geographically, Aceh is strategically located along international trade routes, making it not only a transit point but also a region known for the cultivation of cannabis. This contributes to high rates of narcotics distribution and abuse in the province (United Nations Office on Drugs and Crime [UNODC], 2016). A national survey conducted by BNN in collaboration with the University of Indonesia's Center for Health Research (Puslitkes UI, 2016) revealed that cannabis remains the most widely abused substance in Indonesia, including Aceh. This situation is exacerbated by the increasing prevalence of drug abuse among students and adolescents, highlighting the critical need for focused interventions within the education sector (BNN & Puslitkes UI, 2016).

Numerous studies have confirmed that education—both formal and informal—plays a central role in building individual and community resilience against the threat of drug abuse (Botvin, 2000; Coggans, 2006). Schools serve a strategic function in delivering education and character development, while families and the broader community form the closest environments that determine the success of prevention efforts. Consequently, community- and family-based empowerment approaches are highly relevant for Aceh, considering its strong social cohesion and deeply rooted familial values (Nirzalin & Nazaruddin, 2017).

To address the need for a comprehensive, community-based intervention model, the government—through the National Population and Family Planning Board (BKKBN)—initiated the Family Planning Village (Kampung KB) program. This program is a strategic innovation designed to support the national agenda on Population, Family Planning, and Family Development (KKBP), emphasizing the importance of synergy between institutions and the active participation of families, schools, and communities in the empowerment process (BKKBN, 2021). Kampung KB serves as a platform for integrating various priority programs, including drug abuse prevention.

However, the implementation of Kampung KB in Aceh continues to face multiple challenges. One major obstacle is the suboptimal synergy among sectors, particularly between education, health, and law enforcement (Nirzalin & Nazaruddin, 2017). In many Kampung KB locations, drug prevention initiatives are often limited to ad-hoc awareness campaigns, while the integration of drug education into school curricula and the strengthening of family-based education remain inadequate. Other barriers include limited human resource capacity, insufficient training for educators and community leaders, and a lack of systematic monitoring and evaluation—factors that hinder the development of a drug-resistant younger generation.

In the Acehese context, the success of community empowerment programs is greatly influenced by the involvement of religious leaders, customary leaders, and educational institutions, all of which command significant influence within the social structure. Previous research has shown that collaboration among schools, families, and communities is key to strengthening youth resilience to drug abuse (Brown, 2001; Botvin, 2000). Integrated interventions—combining formal, non-formal, and informal education and incorporating local values—have been proven to be more effective and sustainable in drug prevention efforts.

Based on this context, the present article aims to provide an in-depth analysis of the strategies and challenges in implementing the Family Planning Village (Kampung KB) empowerment program in Aceh, with a focus on shaping a drug-free generation and highlighting the central role of education as the foundation of prevention. The analysis maps cross-sectoral synergies, identifies the roles of educational institutions and families, and examines both supporting and inhibiting factors in the community-based drug prevention program. The findings of this study are expected to serve as a reference for policy development and the practice of community empowerment, particularly in strengthening the resilience of Acehese youth through education and family values.

B. Method

This study employed a qualitative approach to gain an in-depth understanding of the implementation of the Family Planning Village (Kampung KB) empowerment program in fostering a drug-free generation in Aceh, with a particular emphasis on the role of education and community involvement. The research was conducted purposively in two regions that represent the implementation dynamics of Kampung KB in Aceh Province: Banda Aceh City and Bireun District. These locations were selected based on their active Kampung KB programs and the diverse challenges they face in community-based drug prevention.

The research participants consisted of a range of stakeholders, both directly and indirectly involved in the program, including Kampung KB managers at the village (gampong) level, representatives from the National Population and Family Planning Board (BKKBN), the National Narcotics Agency (BNN), the Health Office, village heads (keuchik), religious leaders, education figures, and local residents. Informants were selected purposively, based on their involvement, knowledge, and experience in program implementation and drug prevention activities in Kampung KB.

Data collection combined several techniques: semi-structured interviews, focus group discussions (FGDs), and documentation review. Semi-structured interviews were conducted to explore the experiences, perceptions, and strategies of key informants in drug prevention based on education and family. The FGDs aimed to map problems and reach consensus regarding obstacles and opportunities in the implementation of the program at the community level. Additionally, documentation of various reports, activity records, local policies, and Kampung KB outreach materials was analyzed to strengthen the validity of the research data.

All data gathered through these methods were analyzed interactively using the Miles and Huberman model, which involves data reduction, data display, and drawing conclusions or verification. The analysis was conducted iteratively from field data collection through to the reporting stage, employing triangulation of sources and methods to ensure the validity and reliability of the findings. Any crucial information was cross-checked with primary informants and verified through document analysis. Throughout the research process, the researchers adhered to ethical principles, such as respecting informant confidentiality, obtaining informed consent for all interviews, and maintaining objectivity and transparency in data reporting and interpretation.

C. Results and Discussion

1. Results

This section presents the main findings regarding the implementation of the Family Planning Village (Kampung KB) empowerment program for building a drug-free generation in Aceh. All data were obtained through interviews with stakeholders, focus group discussions (FGDs) with community and youth groups, and documentation of activities conducted in Banda Aceh and Bireun.

Implementation of the Kampung KB Program in Drug Prevention

In Gampong Mulia, Banda Aceh, regular monthly meetings serve as a platform for raising awareness about the dangers of drug abuse. These meetings are attended by local residents, KB cadres, and village officials. As Mr. Ridwan, the head of Kampung KB, explained: "Every month, we hold family gatherings, and one of our main agenda items is socializing the dangers of drugs. We also involve youth and religious leaders to ensure the message reaches every segment of society" (Interview, Head of Kampung KB, Banda Aceh, 2022).

The implementation of this outreach is also supported by partnerships with local schools and teachers. According to Ms. Sulastri, a teacher at SD Negeri 7 Banda Aceh: "Our school collaborates with the Kampung KB organizers to provide drug education to students. We often organize special classes and invite health workers and community leaders to share experiences and information directly with the children" (Interview, Teacher at SDN 7, Banda Aceh, 2022). Youth have their own space for participation. Aditya, head of the Gampong Mulia Youth Anti-Drug Group, noted: "We formed a youth anti-drug group. Every month, we run small campaigns, like making posters, distributing leaflets, and organizing discussions with members. Sometimes, we speak at village meetings to share stories about the dangers of drugs" (Interview, Youth Group Leader, Banda Aceh, 2022).

Documentation compiled by the Kampung KB team recorded at least eight awareness-raising activities about drug dangers held in Gampong Mulia throughout 2022. Each event was attended by an average of 30–40 participants, including families, youths, and community leaders (Documentation, Gampong Mulia, 2022). In another study site, Cot Mane (Samalanga, Bireun), a similar program was found. As Ms. Nurhayati, head of

Kampung KB Cot Mane, stated: "We involve various parties—BNN, the Health Office, and school teachers—to lead outreach and training sessions in our village. The outreach is not only held in the community center but also in the local schools" (Interview, Head of Kampung KB, Bireun, 2022).

During FGDs with youth groups and village officials in Cot Mane, Azizah, one participant, shared: "These outreach activities help us as young people to better understand how to avoid drugs, and we can remind our friends not to get involved" (FGD, Youth, Cot Mane, 2022). Besides awareness campaigns, Cot Mane also initiated the creation of banners, pamphlets, and other visual materials placed at strategic locations in the village. Activity reports showed that in 2022, four anti-drug education sessions and two youth-led campaign media workshops were held, each attended by around 25 participants (Documentation, Cot Mane, Bireun, 2022).

Family Involvement and Challenges in Program Implementation

In addition to the involvement of schools and youth, the role of families remains a primary focus within the Kampung KB program for drug prevention. Interviews with parents in Gampong Mulia, Banda Aceh, revealed that most families recognize the importance of early education about drug dangers at home. As Ms. Mariana, a local mother, explained: "I always remind my children at home not to be easily influenced by friends or their environment when it comes to drugs. We often discuss the dangers of drugs together after attending Kampung KB meetings" (Interview, Parent, Banda Aceh, 2022).

Despite this awareness, family participation in the program faces several obstacles. Some parents expressed difficulty monitoring their children's social interactions outside the home. As Mr. Zainal, a father, noted: "It's very hard to supervise children once they're outside, especially as they become teenagers. All we can do is remind them and pray" (Interview, Parent, Banda Aceh, 2022). Another challenge identified is the lack of parental understanding about new methods of drug distribution within the community. At the community level, village officials and KB cadres also identified barriers to implementation. Ms. Nurhayati, head of Kampung KB in Cot Mane, stated: "Not all families can be active in every activity. Sometimes they are prevented by work or other commitments. There are also families who still feel it is taboo to discuss drugs openly with their children" (Interview, Head of Kampung KB, Bireun, 2022).

FGD data from Cot Mane showed that some community members continue to stigmatize families who participate in anti-drug campaigns. One participant, Mr. Syamsul, shared: "There are people who worry that if they are active in anti-drug activities, others might assume someone in their family is involved with drugs. But their real intention is only to help with prevention" (FGD, Resident, Cot Mane, 2022). Program documentation noted that, on average, about 60% of invited families in Gampong Mulia attended each awareness activity, while participation in Cot Mane averaged around 50%. This indicates the need for further efforts by program managers to increase active family

involvement going forward (Documentation, Gampong Mulia, 2022; Documentation, Cot Mane, 2022).

Cross-Sectoral Synergy and Coordination Challenges

The findings reveal that the implementation of the Kampung KB program for drug prevention in Aceh involves multiple stakeholders from various sectors, such as the National Narcotics Agency (BNN), the Health Office, educational institutions, and village administrators. In Gampong Mulia, Banda Aceh, collaboration between Kampung KB organizers and BNN and Health Office officials is reflected in routine joint awareness sessions. As Mr. Ridwan, Head of Kampung KB Gampong Mulia, explained: "We often invite BNN and health officers to deliver information directly to residents, especially about new types of drugs and how to avoid them" (Interview, Head of Kampung KB, Banda Aceh, 2022).

Schools' involvement is seen in their regular participation in awareness events. Ms. Sulastri, a teacher at SDN 7 Banda Aceh, shared: "Our school is frequently the venue for awareness sessions, both for students and parents. Typically, speakers from BNN and the Health Office are invited to provide firsthand information" (Interview, Teacher at SDN 7, Banda Aceh, 2022). Despite these efforts, cross-sectoral coordination continues to face practical challenges. For instance, Mr. M. Yusuf, a village official in Cot Mane, noted: "Sometimes the schedules of BNN or the health office do not match the village's agenda, so events have to be postponed or merged. Occasionally, information from one agency does not immediately reach others, resulting in overlapping activities" (Interview, Village Official, Cot Mane, Bireun, 2022).

FGD participants in Cot Mane also reported that communication between agencies is not always efficient. As stated by Ms. Siti Rahmah, a KB cadre: "We often struggle to contact the school or government offices when planning joint activities. Sometimes we rely solely on WhatsApp messages, which do not always get a prompt response" (FGD, KB Cadre, Cot Mane, 2022). Documentation indicates that over the past two years, at least six cross-sectoral meetings were held in Gampong Mulia and four in Cot Mane, involving coordination meetings or joint awareness activities (Documentation, Gampong Mulia, 2022; Documentation, Cot Mane, 2022).

Innovations and Best Practices in Drug Prevention Programs

This study identified a number of innovations and best practices developed in the implementation of the Kampung KB program related to drug abuse prevention. In Gampong Mulia, Banda Aceh, the youth anti-drug group independently produced and screened a campaign video titled "Healthy Living Without Drugs," which was shown during village meetings and published on the village's social media platforms. As Aditya, the youth group leader, described: "We made our own short video about the dangers of drugs and asked the village officials to help share it on the village WhatsApp groups and Facebook page" (Interview, Youth Group Leader, Banda Aceh, 2022).

In addition to videos, the youth group regularly created educational posters displayed in schools, community halls, and local coffee shops. According to

documentation, at least ten different posters were produced in 2022, with all content developed by the youth members themselves (Documentation, Gampong Mulia, 2022). These posters conveyed simple messages and visuals designed to be easily understood by both young people and the general public. In Cot Mane, Bireun, another best practice involved the active participation of religious and traditional leaders in every awareness session. Ms. Nurhayati, Head of Kampung KB Cot Mane, noted: "We invite the *teungku* (religious leaders) to include anti-drug messages in religious lectures, especially during youth study groups" (Interview, Head of Kampung KB, Bireun, 2022). One FGD participant, Sulaiman, added: "When anti-drug messages are delivered by religious or traditional leaders, people really pay attention and it becomes a topic of conversation in the community" (FGD, Resident, Cot Mane, 2022). The documentation also highlighted the "Role Model Family Against Drugs" program in Cot Mane, where each month, one family is selected for their active participation in outreach and is recognized as a role model for other families (Documentation, Cot Mane, 2022).

2. Discussion

The findings of this study underscore the significance of the Family Planning Village (Kampung KB) empowerment program in Aceh as a strategic effort to build a drug-resistant younger generation. Empirical evidence from Banda Aceh and Bireun demonstrates that active engagement of families, schools, youth groups, and community leaders at every stage of the program has helped foster a social environment conducive to drug abuse prevention at the community level. Regular awareness campaigns, the integration of anti-drug materials into school curricula, and the formation of youth anti-drug groups that independently develop campaign materials are tangible examples of community-based innovations and best practices observed in the field.

The synergy between formal education, families, and communities within the Kampung KB program is consistent with prior research emphasizing education as a primary means of shaping anti-drug knowledge, attitudes, and behaviors among youth (Botvin, 2000; Coggans, 2006; Brown, 2001). This study confirms that participatory and collaborative approaches—where schools, families, and community leaders reinforce each other's roles—can enhance the effectiveness of anti-drug messaging. These findings also support the argument that integrated intervention models—combining formal, non-formal, and informal education, and tailored to local values and social contexts—are more relevant and sustainable for drug prevention, as recommended by previous community-based research (Nirzalin & Nazaruddin, 2017; Hecht & Krieger, 2006).

Nevertheless, several challenges remain in practice. This research highlights that family involvement is not yet optimal, with some parents limited by time constraints, lack of understanding regarding new drug distribution methods, and the presence of social stigma toward participation in anti-drug programs. These findings reinforce international studies that recognize the decisive role of families in prevention, but also the ongoing need for education and capacity building (Tobler et al., 2000; Brown, 2001). Varying rates of family attendance at outreach events and continued reluctance among some

communities to openly discuss drug issues point to the need for more intensive strategies to foster open communication between parents, children, and the wider community.

From an institutional perspective, the study demonstrates ongoing efforts at cross-sectoral synergy involving BNN, the Health Office, schools, and village officials—through joint awareness sessions, cadre training, and collaborative activities at the village level. However, challenges persist in coordination, scheduling, and limited human resources at the local level. These challenges are echoed in the findings of Nirzalin and Nazaruddin (2017), which emphasize the need to refine mechanisms for inter-agency communication and coordination to prevent program overlap and increase effectiveness. While the spirit of joint action is evident, it must be bolstered with enhanced communication capacity and more systematic monitoring of participation.

Local innovations emerging in both research locations provide strong evidence that community empowerment can drive creativity and the adaptation of programs to community needs. Practices such as producing anti-drug campaign videos, designing educational posters, involving religious and traditional leaders in outreach, and the “Role Model Family Against Drugs” initiative in Cot Mane illustrate how local participation can significantly broaden the reach and acceptance of anti-drug messaging. These results further validate arguments found in Botvin and Griffin (2006), which suggest that the development of educational materials by local stakeholders can increase message appeal and uptake, particularly in socially and religiously cohesive communities.

Overall, this study demonstrates that the Kampung KB empowerment model, with its strong integration of education, family, and community engagement, can serve as an effective approach for drug prevention in Acehnese communities. However, further strengthening of family and cadre capacity, and improvements in cross-sectoral coordination, are required to maximize and sustain program impact. Limitations identified during implementation—such as fluctuating family participation, social stigma, and communication barriers—should be addressed as priorities in future policy and program development. The study also highlights the importance of continuous monitoring and evaluation to document, replicate, and scale up successful practices in other communities with similar social characteristics.

D. Conclusion

This study confirms that the empowerment of Family Planning Villages (Kampung KB) in Aceh has become a strategic model for fostering a generation resilient to drug abuse. The synergy between education, family, youth, and community leaders has proven effective in creating a social environment that supports prevention efforts. Empirical evidence highlights the importance of active school and family participation, innovative youth-driven campaigns, and the involvement of religious and traditional leaders as key factors in strengthening community resilience to drugs. While numerous best practices have emerged in the field, program implementation still faces several challenges, including limited family participation, difficulties in cross-sectoral coordination, and persistent social stigma that hinders open discussions about drug issues.

in the community. Program success is strongly influenced by local adaptation strategies, increased human resource capacity, and consistent communication among key stakeholders at the village level. Therefore, the empowerment of Kampung KB can be recommended as a comprehensive approach for drug prevention, especially in regions with social characteristics similar to Aceh. The sustainability and expansion of best practices, stronger coordination, and regular program monitoring are crucial to ensuring the long-term effectiveness of community-based interventions aimed at building youth resilience to drugs.

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