EVALUATION OF THE COMMUNITY EDUCATION PROGRAM OF THE CLEAN VILLAGE FROM DRUG (BERSINAR) AT THE NATIONAL NARCOTICS AGENCY OF CIMAHI CITY USING THE CIPP MODEL

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Abstract

Drug abuse among the community is currently a serious problem. The crime of drug abuse not only threatens in terms of health, but also threatens in terms of the resilience and security system of a country. The problem of drug abuse in Indonesia is one of the reasons behind the existence of the National Narcotics Agency (BNN). The National Narcotics Agency is one of the efforts made by the government to reduce crimes arising from drug abuse in Indonesia. Now, the National Narcotics Agency is holding a program that seeks to reduce people in drug abuse, especially in Cimahi City. The program is the Kelurahan Bersih dari Obat (Bersinar) program. The Bersinar village program involves various parties, both government, ministries, agencies, legal institutions and community stakeholders. The shining village program includes activities in the fields of prevention, eradication, community empowerment and rehabilitation. To find out the running of the Kelurahan Bersinar program, it is necessary to evaluate the community education program. The evaluation of community education programs used is the Context, Input, Process, Produkct (CIPP) program evaluation model.

Keywords: Evaluation, community education, clean from narcotics

Abstrak

Penyalahgunaan Narkoba di kalangan masyarakat saat ini menjadi permasalahan yang serius. Tindak kejahatan penyalahgunaan narkoba tidak hanya mengancam pada segi kesehatan, namun juga mengancam pada segi sistem ketahanan dan keamanan dari suatu negara. Permasalah penyalahgunaan narkoba di Indonesia menjadi salah satu yang melatarbelakangi adanya Badan Narkotika Nasional (BNN). Badan Narkotika Nasional merupakan salah satu upaya yang dilakukan pemerintah guna mengurangi tindak kejahatan yang ditimbulkan dari penyalahgunaan narkoba di Indonesia. Kini, Badan Narkotika Nasional tersebut mengadakan suatu program yang berupaya untuk mengurangi masyarkat dalam penyalahgunaan narkoba, khususnya di Kota Cimahi. Program tersebut adalah program Kelurahan Bersih dari Narkoba (Bersinar). Program kelurahan bersinar tersebut melibatkan berbagai pihak, baik pemerintahan, kementrian, kedinasan, lembaga hukum dan stake holder masyarakat. Program kelurahan bersinar mencakup kegiatan bidang pencegahan, pemberantasan, pemberdayaan masyarakat dan rehabilitasi. Untuk mengetahui keberjalanan dari program Kelurahan Bersinar tersebut diperlukan adanya evaluasi program pendidikan masyarakat. Evaluasi program pendidikan masyarakat yang digunakan yaitu model evaluasi program Context, Input, Process, Produkct (CIPP).

Kata kunci: Evaluasi, pendidikan masyarakat, bersih dari narkoba

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INTRODUCTION

The increase in the number of Indonesian people who abuse drugs is growing very rapidly. This increase has become the main problem for the Indonesian government, and the Indonesian government has even determined that drug abuse is a national and international problem. Based on Law Number 35 of 2009 concerning Narcotics, Article 1 Paragraph (6) states that the illicit trafficking of narcotics and narcotic precursors is any activity or series of activities carried out without rights or against the law which is determined as a narcotics and narcotic precursor crime (Government of Indonesia, 2009).

Currently, Indonesia is a country in a state of drug emergency. This shows that the Indonesian population who abuse and distribute drugs is very worrying. This can be seen from the number of deaths of drug addicts which reaches 30 people per day, and state losses have reached 84.7 trillion rupiah. So based on this, currently in Indonesia there is no place that is safe from the influence of drug trafficking because not only in urban areas, drug trafficking has also spread to rural areas.

Furthermore, based on the results of the National Survey conducted by the Data and Information Research Center (Puslitdatin) of the National Narcotics Agency of the Republic of Indonesia in collaboration with the Indonesian Institute of Sciences (LIPI) in 2019, it showed that 1.80% (3,419,188 people) of the Indonesian population aged 15-64 years used drugs in the past year.

Looking at the phenomenon of drug trafficking in Indonesia today, the young generation of Indonesia today is also not free from being caught in drug abuse cases. Many young Indonesians are addicted to drugs and on average these young Indonesians fall into it because of curiosity and lack of information about the risks of drug use. Therefore, from this case, it should be a lesson for the government to provide counseling and socialization about the dangers/risks of drugs. So that society will not fall into drugs because of curiosity and lack of information about drugs.

METHODS

The CIPP evaluation model is one of the evaluation models that uses a management-oriented evaluation approach (Mahmudi, 2011:118). The CIPP evaluation model is also referred to as a form of program management evaluation (evaluation in program management).

The CIPP model believes that the most important purpose of conducting a program evaluation is to improve, and not to prove. The CIPP model is categorized as an improvement-oriented evaluation approach or a form of development evaluation. The CIPP model is often used by a company or organization in order to support organizational development and help the leaders and staff of the organization to obtain and use input systematically so that they are able to meet important needs or at least work as well as possible using existing resources.

The CIPP program evaluation model consists of 4 elements, namely:
1. Context
Context evaluation is an evaluation that emphasizes the identification of the strengths and weaknesses of an organization/institution and as a provision of input for further organizational improvement (Mahmudi, 2011: 120).

Context evaluation aims to assess the overall condition of the organization, identify weaknesses, inventory its strengths so that they can be used to cover weaknesses, diagnose problems faced by the organization and find solutions.

Context evaluation is carried out by starting with a conceptual analysis in identifying and formulating the domain to be assessed, then followed by an empirical analysis of the aspects being assessed, through surveys, and tests (Siregar, 2021: 17).

In the next section, involving both methods (conceptual analysis and empirical analysis) in order to find the main problems in the aspects being assessed. Context evaluation is carried out to answer the question of what needs to be done. This evaluation identifies and assesses the needs underlying the preparation of a program. Context Evaluation is a situation or background that influences the type of program objectives and strategies (Siregar, 2021:18). The purpose of conducting a context evaluation in the CIPP model is to assess whether the previously set goals and priorities can meet the needs of the parties targeted by the organization or program.

2. Input
Input evaluation is an evaluation that aims to help determine a program to make the necessary changes (Mahmudi, 2011: 120). Input evaluation consists of activities to find obstacles and potential from available resources.

The purpose of conducting input evaluation is to help in assessing alternatives related to organizational needs and organizational goals. Thus, input evaluation is an evaluation that aims to help organizations/institutions avoid innovations that will be used in vain or are expected to fail and waste existing resources.

3. Process
Process evaluation is an evaluation related to the review of the organization's plan and previous evaluations to identify important aspects of the organization that must be monitored. Process evaluation seeks to find answers to questions about whether the program is being implemented.

Process evaluation seeks to access the implementation of the plan to assist program staff in carrying out activities and then help a wider user group assess the program and interpret the benefits (Siregar, 2021:18). The process is likened to a machine that processes raw materials into something so that it is in a cooked state.

Process evaluation aims to ensure the implementation of the process and provide input to assist the organization in running a program so that it is in accordance with the plan or there are modifications to the plan that are considered good or bad. Process evaluation is the most vital source of evaluation because the core of a program is in the implementation of the process.

4. Product
Product evaluation is an evaluation used to measure, interpret, and assess the achievement of a program. Product evaluation aims to assess the success of the program in meeting the needs of the program's targets. Assessments of the success of a program or organization are obtained from people involved in the program or organization, both individually and in groups, which will then be analyzed.

Product evaluation begins with an assessment of organizational performance based on needs that have been diagnosed or analyzed previously. In addition, product evaluation is also related

to examining the impacts of the program, whether in accordance with the program's objectives or not. The impact of the program analyzed in product evaluation will also be assessed on its short-term and long-term impacts.

Thus, product evaluation is used to determine whether the program or organization being run needs to be continued, repeated and/or developed in different places or whether the program is stopped.

RESULTS AND DISCUSSION

1. Context
• *Program Suitability with Community Needs*
Based on the results of the questionnaire, data was obtained that the Kelurahan Bersinar program is in accordance with the needs of the community. This suitability is seen from the aspect of support and active roles from community stakeholders. The support and roles of these stakeholders are in various P4GN activities related to the Kelurahan Bersinar program. The support and roles of community stakeholders are seen in various P4GN fields, namely prevention, eradication, community empowerment and rehabilitation.

• *Legal Basis*
Based on the results of the questionnaire, data was obtained that the Kelurahan Bersinar program is based on
- Law of the Republic of Indonesia Number 35 of 2009 concerning Narcotics.
- Presidential Regulation Number 23 of 2010 concerning the National Narcotics Agency
- Presidential Instruction Number 06 of 2018 concerning the RAN P4GN and Narcotics Precursors
- Regulation of the Head of the BNN RI No. 03 of 2015 concerning the Organization and Work Procedures of the Provincial BNN and the City and District BNN.

2. Input
• *Human Resources*
Based on the results of the questionnaire, data was obtained that the BNN institution in implementing the Kelurahan Bersinar program collaborates with various parties who have interests. The parties involved in the Kelurahan Bersinar program are the central government, provincial government (West Java), district/city government (Cimahi city government), law enforcement agencies, community groups, local publication media, various family parties in Cimahi city, and educational institutions such as schools.

• *Funding*
Based on the results of the questionnaire, data was obtained that the BNN institution in implementing the Kelurahan Bersinar program obtained funding from various interests, namely the central government, the Cimahi City government, and the Cimahi City BNN institution.
Then based on the results of the interview to follow up on the results of the questionnaire, the BNN employee who was the resource person stated that the funding obtained by the BNN institution to implement the Kelurahan Bersinar program was obtained in various forms. For the central government, funding is received in the form of the APBN, local governments and BNN institutions are received in the form of money that is directly distributed to various Kelurahan Bersinar program activities in Cimahi City.

Furthermore, the allocation system for the Kelurahan Bersinar program funds is carried out according to the needs of the activity fields in the Kelurahan Bersinar program. For each P4GN activity that occurs in the Kelurahan Bersinar program, it is not divided equally for each activity field.

• *Facilities and Infrastructure*
Based on the results of the documentation, the facilities and infrastructure owned by the BNN to support the Kelurahan Bersinar program are said to be quite complete. This can be seen based on the facilities and infrastructure owned by the BNN. The facilities and infrastructure owned by the BNN to support the Kelurahan Bersinar program are:
1) Public complaint room/post
2) Medical room such as examination and treatment room
3) Medical equipment
4) Laboratory room
5) Medicines
6) Health workers
7) Transportation such as cars, buses, ambulances, and motorbikes
8) Integrated development room
9) Transportation access
10) Drainage channels and gutters
11) Drinking network and absorption wells
12) Lighting sources

3. Process
• *Coordination Meeting and Audience*
Based on the results of the interview, the implementation process of the shining village program in Cimahi City began with coordination and socialization regarding the shining village. The coordination carried out includes the areas of prevention, eradication, community empowerment and rehabilitation to various stakeholders in the community.

The coordination carried out includes coordination related to family resilience with the village and school; coordination related to anti-drug activist activities; and coordination related to community empowerment with the village. Then for the socialization, it is in the form of socialization about drugs and their risks/dangers. This drug socialization was carried out to 5 villages in Cimahi City.

Furthermore, the implementation process carried out is related to the implementation of community-based interventions (IBM) in 5 villages in Cimahi City. And the next implementation process is to hold a work meeting (raker) with 5 villages in Cimahi City and other related stakeholders. This work meeting was carried out in the context of synergy for the shining village program which is actively empowered.

• *Implementation Process*
Based on the results of the interview, the implementation process of the shining village program in Cimahi City began with coordination and socialization regarding the shining village. The coordination carried out includes the areas of prevention, eradication, community empowerment and rehabilitation to various stakeholders in the community. The coordination carried out includes coordination related to family resilience with the village and school; coordination related to anti-drug activist activities; and coordination related to community empowerment with the village. Then for the socialization, it is in the form of socialization about

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4. Product

Based on the results of the interview, the impact on the community from the implementation of the shining village program in Cimahi City is that the BNN program targets all elements of society starting from the smallest such as families and the largest government.

The impact felt by the community from the shining village program can be seen from the increasing awareness of families, especially parents who report drug abuse in their family environment or in the community around the family. In addition, other impacts are also seen in the large amount of support and active roles from community stakeholders in the implementation of the shining village program in Cimahi City. The support and active role of the community are the keys to the success of the shining village program.

Then, the next impact is for the government and the BNN institution. For both the central and regional governments, the shining village program in Cimahi City has a significant impact on reducing the number of Cimahi City residents who are caught up in drug abuse. And for the BNN institution, the shining village program is a good achievement for the institution.

CONCLUSION

The results of the discussions above regarding the evaluation of the Shining Village program at the BNN Cimahi City with the CIPP evaluation model, the following conclusions can be drawn:

1. In the context evaluation which includes aspects of the suitability of the program to the needs of the community, it can be said to be appropriate or relevant, which is relevant to the context of the Shining Village program in Cimahi City. This suitability can be seen from the large amount of support from various parties who help in implementing the shining village program. In addition, the support from various parties is also inseparable from the existence of a binding legal basis for the shining village program.

2. In the input evaluation which includes aspects of human resources, funding and infrastructure. The three aspects are said to be quite good, because all three are completely available and in accordance with what is needed by the shining village program.

3. In the process evaluation which includes aspects of coordination meetings and audiences and also the implementation process of the shining village program. In running the shining village program in Cimahi City, it was carried out quite well. The implementation of the program can be seen from the existence of coordination meetings and audiences with various related parties. In addition, the implementation process also went well. Community stakeholders were directly involved in the implementation of the Kelurahan Shining program.

4. In the evaluation of products/results that include the impacts generated by the Kelurahan Shining program for the people of Cimahi City. The impacts/results obtained from the Kelurahan Shining program show changes experienced by the people of Cimahi City. These

changes can be seen in the increasing public awareness of drug abuse. This public awareness arises because the Kelurahan Shining program targets various parties from the smallest to the largest units.

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