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## COMMUNITY SERVICE BUILDING YOUTH'S AWARENESS OF NARCOLEMA (Narcotics through the Eyes) THROUGH SOCIALIZATION AND EDUCATION

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### ARTICLE INFO

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### ABSTRACT

*The development of digital technology has had both positive and negative impacts on society, especially teenagers. One of the emerging threats is Narcolemma (Narcotics Through the Eyes), namely exposure to negative content through digital devices that can influence teenagers' thought patterns and behavior. Content that promotes narcotics, free lifestyles and destructive actions is increasingly easily accessed via social media and the internet without adequate supervision. Therefore, Ekasakti University and its team carry out community service activities with the aim of increasing youth awareness and understanding regarding the dangers of narcotics and building digital resilience. The method used in this activity is digital literacy-based counseling and education. Some of the activities carried out include seminars and interactive discussions, training for parents and educators, creating educational media, and establishing Digital Anti-Narcolemma Ambassadors. The results of the activity show that teenagers have become more aware of the negative impacts of dangerous digital content and are able to filter information more wisely. Apart from that, the participation of parents and teachers also contributes to creating a safer environment for teenagers when using technology. The sustainability of this program is realized through collaboration with various parties, including educational institutions, youth communities and government agencies. With this activity, it is hoped that the younger generation will be smarter, wiser and more responsible in facing the digital era and distance themselves from the negative influence of Narcolemma.*

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### INTRODUCTION

Drug abuse has become a serious problem that threatens the future of the young generation in Indonesia. Various studies and reports show that teenagers are a group that is vulnerable to the abuse of narcotics and other addictive substances. One form of abuse that is increasingly developing is Narcolemma (Narcotics Through the Eyes), namely exposure to negative content via Android devices or

smartphones which can indirectly influence teenagers' thought patterns and behavior.

Negative content that is widely spread through social media, internet-based applications, and irresponsible sites often displays promotions of narcotics use, free lifestyles, and various actions that damage the morals and mental health of teenagers. With increasingly easier internet access, teenagers are becoming more vulnerable to exposure to this kind of content without adequate supervision from parents and educators. As a result, they can be influenced to try and consume dangerous substances, and even become involved in drug trafficking networks.

This phenomenon is increasingly worrying considering teenagers' lack of awareness of the dangers of negative content they consume digitally. Ekasakti University, as a higher education institution, has a social responsibility to participate in building digital awareness and resilience for teenagers so that they can filter information more wisely and distance themselves from the bad influence of narcotics through their eyes.

Several main factors that are the root of the problem of drug abuse among teenagers include:

1. **Lack of Digital Education:** Many teenagers do not have sufficient understanding of how to filter information on the internet and differentiate between positive and negative content.
2. **Vulnerable Social Environment:** Peer pressure, influence from irresponsible digital celebrities or influencers, as well as the lack of family role in monitoring technology use can encourage teenagers to access and imitate unhealthy lifestyles.
3. **Ease of Access to Negative Content:** With the development of technology, teenagers can easily access sites or applications that promote narcotics and a free lifestyle, without the strict filters of digital platforms.
4. **Lack of Family and Educational Role:** Parents and educators often do not have sufficient understanding to provide direction regarding healthy digital literacy for teenagers.
5. **Lack of Digital Regulation and Supervision:** The absence of strict regulations regarding the spread of negative content on the internet makes its circulation increasingly widespread and difficult to control.

As an effort to overcome this problem, Ekasakti University and its team will carry out a series of outreach and educational activities aimed at increasing teenagers' awareness and understanding of the dangers of narcotics. This activity includes:

1. **Socialization of the Dangers of Narcolemma:** Holding seminars and counseling in schools and youth communities to provide comprehensive information about the influence of negative content, its impact on mental and physical health, and how to avoid it.
2. **Digital Literacy Education:** Providing discussion and simulation-based training to help teenagers recognize dangerous content, how to filter healthy information, and build critical thinking skills in dealing with digital information.
3. **Workshop for Parents and Teachers:** Provide understanding to parents

and educators about strategies in guiding and supervising the use of technology among teenagers.

4. **Creation of Educational Media:** Developing material in the form of pocket books, infographics and short videos that can be used as references by teenagers, parents and educators in understanding healthy digital literacy.
5. **Establishment of Digital Anti-Narcolemma Ambassadors:** Involving youth representatives as agents of change who will disseminate information about the dangers of Narcolemma through digital platforms, so that educational messages can be conveyed more effectively.
6. **Collaboration with Related Parties:** Collaborating with government agencies, community organizations and experts in the technology sector to support efforts to increase awareness and digital literacy for teenagers.

Through this approach, it is hoped that this community service activity can have a significant impact in increasing teenagers' awareness of the dangers of Narcolema and building a wiser mindset in dealing with digital content. With collaboration between academics, society and other stakeholders, we can create a safer and healthier digital environment for the younger generation.

## **IMPLEMENTATION METHOD**

In carrying out this activity, the method used is **counseling and presentations** which consists of several main stages:

### **1. Material Preparation**

- 1) Preparing educational materials in the form of presentations, short videos and infographics that are interesting and easy for teenagers to understand.
- 2) Creation of a module or guidebook about the dangers of Narcolemma and how to avoid the negative influence of digital content.

### **2. Implementation of Extension**

- 1) Direct outreach to teenagers in schools and communities by presenting competent resource persons in the fields of digital literacy and drug abuse prevention.
- 2) Delivery of material in the form of interactive presentations, group discussions, and question and answer sessions to ensure participant understanding.

### **3. Simulations and Case Studies**

- 1) Provide real examples of the negative impacts of Narcolemma through relevant case studies.
- 2) Simulate how to filter and report dangerous content on social media and how to use the internet healthily.

### **4. Evaluation and Follow-up**

- 1) Conduct surveys and evaluate program effectiveness through questionnaires before and after activities.
- 2) Building a digital community that supports healthy digital

literacy by involving participants as agents of change.

With this counseling and presentation method, it is hoped that participants will be able to better understand the dangers of Narcolemma and have the skills to protect themselves from the negative influence of harmful digital content. This activity also aims to increase the participation of families and the educational environment in building adolescent awareness of the importance of healthy digital literacy.

## **RESULTS OF ACTIVITIES**

After implementing this activity, several results were achieved including:

### **1. Increasing Adolescent Awareness**

- 1) Participants demonstrated a better understanding of the dangers of Narcolemma and its impact on their mental and social health.
- 2) There is a change in mindset in responding to digital content, where teenagers are more selective in accessing information.

### **2. Increasing Digital Literacy**

- 1) Participants are able to identify and filter negative content circulating on the internet.
- 2) Teenagers are becoming more active in reporting harmful content and spreading positive information.

### **3. Parent and Teacher Participation**

- 1) Parents and teachers better understand how to guide teenagers in using technology wisely.
- 2) Establishing better communication between teenagers and their educational environment regarding digital literacy.

### **4. Establishment of the Digital Anti-Narcolemma Ambassador**

- 1) A number of participants selected to become digital ambassadors are committed to spreading positive information through social media and their communities.

With this achievement, it is hoped that this community service activity can continue to develop and provide wider benefits for the younger generation in the future.

## **OVERVIEW OF IMPLEMENTATION**





Figure 1. Atmosphere of Narcolemma Socialization and Education

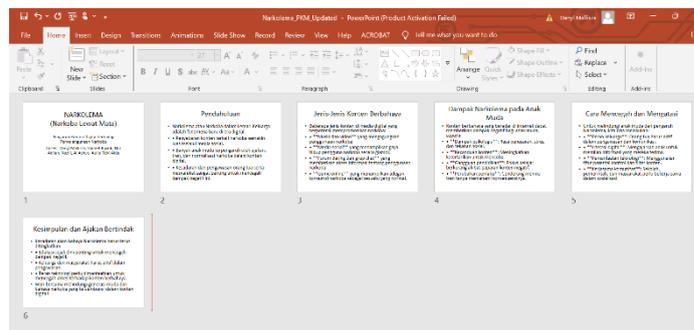


Figure 2. Narcolemma Socialization and Education Materials

## CONCLUSION

This community service activity has had a significant impact in increasing awareness and digital literacy among teenagers regarding the dangers of narcotics. Through socialization, education and training, teenagers now understand better how to filter information in the digital world and avoid the negative influence of content circulating on the internet. Apart from that, the involvement of parents and educators in this program also makes an important contribution in creating a safer and more supportive environment for teenagers.

The formation of Digital Anti-Narcolemma Ambassadors is also a strategic step to ensure the sustainability of this program, with the hope that they can become agents of change who spread positive information in their communities. With collaboration between universities, schools and other related parties, it is hoped that this program can continue to develop and provide long-term benefits for the younger generation in facing the digital era more wisely and responsibly.

## THANK-YOU NOTE

We would like to express our deepest gratitude to all parties who have contributed to the success of this community service activity. To the community leaders who have provided support and facilities in organizing this activity, we really appreciate the involvement and care given in efforts to increase youth awareness of the dangers of Narcolemma.

We also express our deep gratitude to Ekasakti University College, especially to the leadership, lecturers and educational staff who have fully supported in

organizing this activity. Academic participation and contribution from Ekasakti University is an important factor in the success of this program. Not to forget, we appreciate the activity participants, namely teenagers, parents, teachers, and all parties who have actively participated in every socialization and education session held. Enthusiasm, involvement, and passion in understanding and implementing healthy digital literacy are the main keys to the success of this activity.

We hope that this collaboration can continue and develop further to create a younger generation who is smarter, wiser and has strong digital resistance to the negative influences of the current technological era.

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