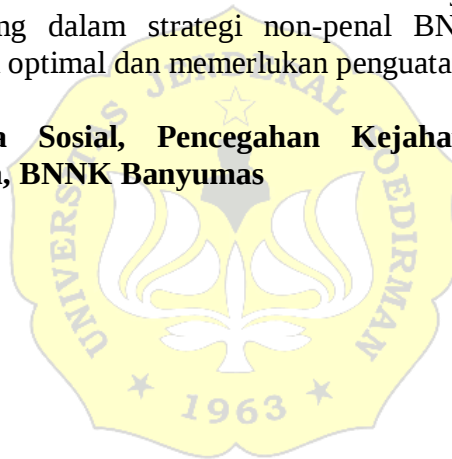


ABSTRAK

Peredaran gelap narkoba di Indonesia merupakan ancaman transnasional yang semakin kompleks, termasuk di Kabupaten Banyumas yang menempati peringkat ketiga kasus narkoba di Jawa Tengah. Media sosial, selain berpotensi dimanfaatkan jaringan narkoba, juga digunakan oleh Badan Narkotika Nasional Kabupaten (BNNK) Banyumas sebagai sarana pencegahan dan penanggulangan. Penelitian ini bertujuan menggambarkan pemanfaatan media sosial oleh BNNK Banyumas serta hambatan yang dihadapi. Metode yang digunakan adalah sosio-legal dengan pendekatan kualitatif melalui wawancara dengan aparat BNNK Banyumas dan studi kepustakaan. Hasil penelitian menunjukkan bahwa media sosial digunakan untuk edukasi publik, kampanye bahaya narkoba, interaksi masyarakat, pengaduan, dukungan intelijen, deteksi dini dan alternatif penyadapan. Kendala yang muncul meliputi keterbatasan sumber daya manusia, minimnya anggaran, kurangnya fasilitas pendukung, rendahnya literasi digital masyarakat, serta maraknya hoaks dan akun anonim. Penelitian ini menyimpulkan bahwa media sosial berperan penting dalam strategi non-penal BNNK Banyumas, tetapi pemanfaatannya belum optimal dan memerlukan penguatan lebih lanjut.

Kata kunci: Media Sosial, Pencegahan Kejahatan, Penanggulangan Kejahatan, Narkoba, BNNK Banyumas



ABSTRACT

The illicit drug trade in Indonesia is an increasingly complex transnational threat, including in Banyumas Regency, which ranks third in drug-related cases in Central Java. Social media, while potentially exploited by drug networks, is also utilized by the Banyumas Regency Narcotics Agency (BNNK) as a tool for prevention and mitigation. This study aims to describe the utilization of social media by the Banyumas District Narcotics Agency and the challenges faced. The method used is socio-legal with a qualitative approach through interviews with BNNK Banyumas officials and literature review. The results of the study indicate that social media is used for public education, drug awareness campaigns, community interaction, complaints, intelligence support, early detection, and alternative surveillance. The challenges encountered include limited human resources, insufficient budget, lack of supporting facilities, low digital literacy among the public, and the prevalence of hoaxes and anonymous accounts. This study concludes that social media plays a crucial role in the BNNK Banyumas' non-criminal strategy, but its utilization is not yet optimal and requires further strengthening.

Keywords: *Social Media, Prevention of Crime, Control of Crime, Narcotics, BNNK Banyumas*

