

LOCAL POLITICAL DYNAMICS IN EMPOWERING PKK AND PREVENTING NARCOTICS AMONG YOUTH: AN ANALYSIS OF THE COMMUNITY SERVICE (KKN) PROGRAM OF UINSU MEDAN IN SERAPIT VILLAGE

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ABSTRACT

Article history:

Received :

Accepted :

Published :

Available online

<http://aspublisher.co.id/index.php/perspektif>

E-ISSN: 3063-3494

How to cite:



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This study analyzes the influence of local political dynamics on the empowerment of the Family Welfare Development program (PKK) and its role in preventing narcotics abuse in Serapit Village, Langkat Regency. The purpose of the research is to identify the relationship between village politics, community participation, and the effectiveness of community-based social programs. The study employs a descriptive qualitative approach, using primary data obtained through observation, interviews, and documentation during the KKN program of UIN Sumatera Utara. The findings show that participatory political support strengthens PKK empowerment and increases community awareness of the dangers of narcotics. Collaboration among university students, PKK members, and village authorities creates an effective and sustainable model of social empowerment. The study concludes that local politics can serve as an instrument of social transformation when managed inclusively and grounded in community collaboration.

Keywords: Local Political Dynamics, Narcotics Prevention, PKK Empowerment

1. INTRODUCTION

The phenomenon of narcotics abuse among adolescents in Indonesia has become an urgent and complex social issue, as its impact not only harms individual health but also disrupts social stability and national development (Rifqi & Bangun, 2020). Data from the National Narcotics Agency (BNN) indicate a significant increase in drug abuse cases among productive-age groups, suggesting that prevention efforts at the family and community levels remain weak (Lestari, Supriadi, & Waseh, 2022). On the other hand, local political dynamics that influence the implementation of empowerment programs such as the Family Welfare Development (PKK) often become crucial factors in determining the success or failure of narcotics prevention efforts in villages (Adzmy & Disyacitta, 2018). Serapit Village in Langkat Regency serves as a concrete example where PKK programs and student activities through the Community Service Program (KKN) of UIN Sumatera Utara actively conduct anti-narcotics outreach, yet their effectiveness depends on political support and community participation (Samidah & Susiati, 2021). Therefore, the integration between village political dynamics, PKK empowerment programs, and community involvement becomes a central issue in understanding the root causes of the social problems that emerge.

The literature indicates that family empowerment through the PKK has long been a national strategy to improve community welfare, yet it continues to face challenges related to neutrality and effectiveness within the context of local politics (Fatah, 2020). Several studies show that bureaucratic structures and patronage culture at the local level can influence the direction and outcomes of PKK programs (Adzmy & Disyacitta, 2018). In addition, recent research on the role of PKK in stunting prevention highlights the success of PKK cadres in health education, but there is still limited discussion regarding their contribution to other social issues such as narcotics abuse among adolescents (Ningtias, Kustanti, & Sukes, 2024). This reveals a research gap between the focus on family empowerment and the increasingly complex contemporary social problems. Theoretically, the community empowerment approach emphasizes the importance of active participation and local leadership in addressing social issues, yet it has not been fully implemented within village political contexts that are often hierarchical and influenced by elite interests (Hendrarti et al., 2024).

The primary objective of this research is to analyze the influence of local political dynamics on PKK empowerment and its role in preventing narcotics abuse among young people, using the Community Service Program (KKN) of UIN Sumatera Utara in Serapit Village, Langkat Regency, as a case study. This study also aims to evaluate the effectiveness of collaboration among university students, PKK members, and village authorities in raising community awareness about the dangers of narcotics, as well as to identify political and social barriers that affect the sustainability of community empowerment programs (Cahyani & Lubis, 2020). Therefore, this research is expected to provide academic contributions by enriching the literature on the relationship between local politics, community empowerment, and drug prevention strategies at the village level. Practically, the findings are anticipated to serve as a foundation for policymakers in strengthening synergy between community-based social institutions, village authorities, and higher education institutions to create a healthy and drug-free social environment (Lestari et al., 2022).

This research is essential because the relationship between local political dynamics and PKK empowerment in the context of narcotics prevention has rarely been examined in depth, even though political factors greatly influence the effectiveness of social programs in villages (Adzmy & Disyacitta, 2018). From a community development perspective, participatory and inclusive politics can create a social environment conducive to family empowerment, including efforts to reduce narcotics abuse among adolescents (Samidah & Susiwati, 2021). The central argument of this study is that PKK empowerment supported by a responsive village political system will strengthen family- and community-based narcotics prevention efforts. Therefore, this research not only offers theoretical analysis but also provides a strategic foundation for local governments and educational institutions in developing more effective socio-political collaboration models for sustainable village community development (Hendrarti et al., 2024).

2. RESEARCH METHOD

Research Object

The object of this research focuses on the social phenomena occurring in Serapit Village, Sirapit District, Langkat Regency, which are related to the impact of local political dynamics on the empowerment of the Family Welfare Development program (PKK) and efforts to prevent narcotics abuse among the younger generation. This phenomenon arises from social conditions in which gaps remain between village policy planning and the level of community participation, particularly in the implementation of social programs involving the PKK institution. Political dynamics at the village level often determine the direction and success of empowerment programs, including those aimed at increasing awareness of the dangers of narcotics. In this context, students participating in the Community Service Program (KKN) of UIN Sumatera Utara (UINSU) act as social agents who seek to integrate academic activities with community empowerment through a participatory approach. Therefore, the object of this research encompasses not only formal institutional activities but also patterns of social interaction, political involvement, and the effectiveness of outreach strategies implemented at the community level.

Type of Research and Data

This study employs a descriptive qualitative approach, aimed at providing an in-depth depiction of the social phenomena occurring without direct intervention in the research object. This approach

is chosen because it is suitable for understanding the meanings behind community actions, experiences, and perceptions related to the implementation of PKK empowerment programs and narcotics-prevention efforts. The types of data used include both primary and secondary data. Primary data were obtained directly through observation, interviews, and field documentation during the KKN activities in Serapit Village. Meanwhile, secondary data were obtained from PKK activity reports, village government archives, scholarly literature on local political dynamics, and village policies related to drug-prevention programs. This approach enables the researcher to capture social realities comprehensively and assess the extent to which local political roles and community institutions influence the effectiveness of the social programs implemented.

Sources of Information or Data

The data sources in this research consist of several key groups: village community leaders, PKK members, village government officials, the youth of Serapit Village, and UINSU KKN student participants. Community leaders and village officials serve as primary informants for understanding aspects of local politics, including decision-making processes, policy support, and leadership dynamics that influence the implementation of social programs. Meanwhile, PKK members act as essential data sources for understanding the concrete forms of empowerment carried out in social, economic, and family health contexts. The village youth constitute an important group of informants for identifying their level of understanding, attitudes, and behaviors related to the dangers of narcotics. In addition, KKN students function both as subjects and field observers who provide reflective perspectives on social interactions during program implementation. By integrating these diverse data sources, the study is able to explore the interconnected social and political dimensions that shape the dynamics of community life in Serapit Village.

Data Collection Process and Techniques

The research process was carried out over 30 days during the UINSU KKN program in Serapit Village, covering stages of observation, social interaction, and the implementation of outreach and seminar activities. The data collection techniques used included participatory observation, in-depth interviews, and field documentation. Through participatory observation, the researcher became directly involved in various community activities such as PKK meetings, communal work (gotong royong), and a seminar titled "Community Concern for a Drug-Free Environment." Interviews were conducted with key informants, including the PKK chairperson, the village head, community members, and KKN students, with the aim of exploring their perspectives on the relationship between local politics, community empowerment, and narcotics-prevention efforts. Documentation was used to gather visual and administrative data, such as activity photos, village activity reports, and seminar notes. Triangulation was applied to ensure the validity of the data by comparing interview findings, observational notes, and relevant documents, ultimately producing a comprehensive and reliable understanding of the research context.

Data Analysis Techniques

The data analysis technique used in this study is thematic qualitative analysis, which aims to identify patterns, themes, and relationships among social variables based on the empirical data collected in the field. The analysis was carried out through three main stages: data reduction, data presentation, and conclusion drawing. In the data reduction stage, all information from observations, interviews, and documentation was selected and categorized according to the focus of the research, namely local political dynamics, PKK empowerment, and narcotics prevention. The data presentation stage involved constructing descriptive narratives that systematically explained the interconnections among the findings. Meanwhile, the conclusion-drawing stage was conducted by interpreting the meaning of the analyzed data to answer the research questions. The validity of the results was strengthened through source and method triangulation, as well as critical reflection on the researcher's field experiences during the KKN program. Through this approach, the study produces an analysis that is not only factual but also interpretative, illustrating the dynamic relationship between local political forces, social empowerment, and narcotics-prevention efforts at the village community level.

3. RESULT AND DISCUSSION

RESULT

Local Political Dynamics

Based on field observations conducted during the KKN program in Serapit Village, Sirapit Subdistrict, Langkat Regency, it was found that local political dynamics have a significant influence on the effectiveness of community empowerment programs. The village government acts as the main actor in determining policy direction and support for programs implemented by the Family Welfare Development (PKK). Interviews with village officials revealed that political interests among different community groups often affect the implementation of social activities, including those focused on preventing narcotics abuse. Several planned PKK activities experienced delays due to a lack of coordination between village administrators and PKK cadres. However, when there was strong political support from the village head and related officials, the implementation of activities became more effective, as reflected in the successful "Drug-Free Environment Awareness" seminar initiated by KKN students in collaboration with the local PKK. This indicates that local political support plays a crucial role in building public trust in village empowerment programs.



Figure 1. The contribution of KKN students to the development of the PKK garden

Local Political Dynamics

Analysis of the field findings shows that the relationship between the village's political structure and community participation is reciprocal. When village leadership and policymaking are open and communicative, the community demonstrates higher levels of participation in PKK activities. Conversely, when local politics are marked by conflicting interests and the dominance of certain elites, community participation declines, and social programs stagnate. These findings indicate that political openness and governmental transparency are key determinants of social program success. In this research context, KKN students served a mediating role by helping bridge the relationship between the community and village authorities. Through discussions and community forums, the students strengthened two-way communication, allowing PKK programs to function optimally. Thus, local political dynamics are not merely external factors; they constitute an integral part of the grassroots empowerment process.

Relationship Between Local Political Dynamics and Social Reality

The relationship between the descriptive and explanatory data shows that local politics in Serapit Village has two faces: as an opportunity and as a barrier. When managed through participatory approaches, political dynamics can strengthen synergy between the village government, PKK, and community members; however, when managed in a closed manner, politics becomes a major obstacle to social program implementation. This phenomenon illustrates a broader reality: the success of community empowerment programs depends heavily on the political stability of the village. Programs such as PKK training and drug-prevention outreach

become effective only when supported by political will and social legitimacy from village authorities. Therefore, local political dynamics cannot be separated from the social and cultural context of the community, as they determine the direction of citizen participation and the effectiveness of community-based development policies.



Figure 2. Presentation of Seminar Material by the Speaker

PKK Empowerment

PKK empowerment in Serapit Village is carried out through various activities aimed at strengthening family capacity, particularly among women. Field documentation shows that the main PKK activities include health education, household skills training, and anti-drug campaigns targeting adolescents. During the KKN program, students from UIN Sumatera Utara collaborated with PKK cadres to expand these activities by organizing healthy lifestyle training and group discussions on narcotics dangers. Interview findings reveal that student involvement increased the motivation and enthusiasm of PKK members to participate more actively in community activities. Furthermore, the KKN program facilitated cross-sector collaboration, enabling PKK to work closely with village officials and local educational institutions. These data show that the PKK functions as a central driving force for family empowerment and the prevention of social problems in the village.

PKK Empowerment

Analysis of the field results indicates that the effectiveness of PKK empowerment depends heavily on two main factors: community participation and institutional support. Community participation increases when programs address their daily needs, such as income-generating activities or child and youth health education. Meanwhile, institutional support arises from strong coordination between PKK cadres, the village head, and related agencies. Collaboration with KKN students also proved effective in expanding PKK educational outreach, particularly in informing young people about the dangers of narcotics. Thus, PKK operates not only as a women's social organization but also as a change agent in local social development. PKK empowerment represents a social collaboration model that integrates education, participation, and local leadership into a sustainable empowerment system.

Relationship Between PKK Empowerment and Social Reality

The relationship between the descriptive and explanatory data shows that PKK empowerment in Serapit Village serves as a social mechanism to strengthen collective awareness and community solidarity. In this context, PKK is not merely an administrative arm of the village government but also a platform that enhances women's roles in strengthening family social resilience. Field findings

demonstrate that improved PKK capacity in health education and drug awareness influences community behavior positively. Collaborative programs implemented with KKN students foster a sense of ownership and social responsibility among villagers. This confirms that PKK empowerment is closely linked to building a participatory culture and social awareness, which serves as the foundation for community development.

Narcotics Prevention

Research data indicate that narcotics abuse among adolescents in Serapit Village remains a concerning social problem. Interviews with villagers and local officials reveal that some adolescents have limited knowledge about drug dangers and that stigma toward drug abuse victims persists. In response, UINSU KKN students and PKK initiated a seminar titled "Community Concern for a Drug-Free Environment." The event was attended by various community elements, including police officers and religious leaders. Participants received education on types of narcotics, their medical and social impacts, and family-based prevention strategies. Documentation shows a high level of public enthusiasm, with participants actively engaging in discussions and sharing personal experiences.

Narcotics Prevention

Based on observations and evaluation, the drug prevention programs—seminars and outreach activities successfully strengthened community awareness of narcotics dangers. Participants gained a better understanding of early detection strategies and the importance of family roles in prevention. Additionally, community members initiated plans to independently continue similar activities at the hamlet level. KKN students played a key role by facilitating the educational process through communicative and participatory approaches. PKK also actively supported follow-up activities, such as establishing a group called "Mothers Concerned About Drugs." These findings illustrate that community- and family-based prevention strategies effectively strengthen social resilience against narcotics abuse in the village.

Relationship Between Narcotics Prevention and Social Reality

The relationship between the descriptive and explanatory data shows that narcotics prevention efforts in Serapit Village create dual effects on social change. Directly, seminars and outreach activities improve community literacy about narcotics dangers. Indirectly, these activities strengthen social networks among PKK, village officials, and educational institutions, which help foster a supportive and drug-free environment. This relationship demonstrates that narcotics prevention is not solely an individual responsibility but the outcome of collective interaction between social institutions and local politics. The findings affirm that successful drug-prevention programs at the village level are strongly influenced by political support, social empowerment, and active community participation.

DISCUSSION

The findings of this study indicate that the relationship between local political dynamics, PKK empowerment, and narcotics prevention in Serapit Village is both synergistic and complex. The success of social programs is highly influenced by political legitimacy and community participation. When the local political system is open and inclusive, PKK empowerment can operate effectively, particularly in disseminating social values related to health, education, and drug prevention. However, when village politics are marked by patronage and elite interests, the empowerment process becomes slow and exclusive. Meanwhile, collaboration between KKN students and PKK cadres creates new spaces for the community to understand their sociopolitical roles in narcotics prevention. Thus, this study confirms that political, social, and educational factors function as an integrated unit that determines the effectiveness of community-based empowerment in addressing social issues at the village level.

The findings of this study expand upon the discourse previously established by Adzmy and Disyacitta (2018), who highlighted that PKK programs are often hindered by non-neutral local political dynamics (Adzmy & Disyacitta, 2018). Unlike their study, this research demonstrates that local politics are not always an obstacle; rather, they can become a form of social capital when village governments prioritize collaboration and open public communication. This also confirms the results of research by Latif and Febrian (2022), who found that collaborative governance can serve as a solution to resolve conflicts of interest in social policy (Latif & Febrian, 2022). Thus, this

study provides a conceptual contribution by showing that PKK empowerment is not merely a women's institutional issue but an effective instrument of social politics when integrated with community participation and academic support such as the KKN program.

The purpose of this study was to analyze the influence of local political dynamics on PKK empowerment and narcotics prevention among young people, and the findings reveal strategic benefits for strengthening community empowerment in rural areas. Reflection on field data shows that student involvement through KKN enhances the community's capacity to independently manage social programs without excessive dependence on village bureaucratic structures. In addition, cross-actor collaboration demonstrates that synergy between academia, government, and community groups can establish a sustainable empowerment system. This reflection reinforces the relevance of the research objectives to societal needs—namely, developing a village development model grounded in political collaboration and social education. In other words, the study indicates that genuine community empowerment cannot be separated from democratic political dynamics and participatory education that raise community awareness of their role as agents of social change.

The implications of this study show that the success of PKK empowerment and drug prevention efforts not only produces behavioral changes within the community but also reshapes perceptions of local politics as a participatory arena. In the broader context of social development, these findings imply the need for more participatory and transparent village policy-making processes. Village governments can utilize collaborative models involving the PKK, KKN students, and local residents to strengthen the effectiveness of social programs. Practically, the findings also offer direction for higher education institutions in designing KKN programs that function not only as academic activities but also as instruments of social transformation. Another implication lies at the institutional level, where the PKK can transform from a traditional household-based organization into a sociopolitical actor that plays a strategic role in building social resilience against narcotics and other community issues.

The demonstrated success of collaboration among village government, the PKK, and KKN students in narcotics prevention can be explained through participatory and contextual approaches. The openness of local political dynamics creates egalitarian spaces for social interaction in which community members feel responsible for program success. Furthermore, the educational approach used in KKN activities strengthens the community's collective awareness regarding the dangers of narcotics and the importance of family resilience. Another explanatory factor is the presence of moral and symbolic support from local political actors, which legitimizes the programs in the eyes of the community. When social programs receive strong political backing, their implementation becomes more socially acceptable. Thus, the results of this study are not coincidental but represent the logical consequence of combining participatory political structures with socially grounded approaches rooted in the communal value of *gotong royong*.

Based on the findings, several strategic actions must be taken to strengthen the effectiveness of PKK empowerment and narcotics prevention in the village context. First, village governments should establish a sustainable collaboration system between social institutions, educational institutions, and local communities to ensure program continuity. Second, the PKK needs to expand its program focus beyond family welfare to include contemporary social issues such as adolescent mental health, digital literacy, and family resilience against drug abuse. Third, universities through KKN programs should develop community-based learning models that integrate research, community service, and social advocacy. Finally, long-term political commitment is required to position community empowerment as a priority in village development agendas. These actions will strengthen the village's social structure and ensure that narcotics prevention efforts are not merely temporary activities but part of a sustainable social system that adapts to changing times.

4. CONCLUSION

The most surprising finding of this study is that local politics often perceived as an obstacle can actually become a catalyst for community empowerment, particularly in strengthening the role of the PKK as a social agent in narcotics prevention at the village level. Participatory and open political dynamics create new social spaces where residents, village officials, and institutions such as the PKK can collaborate productively. This study demonstrates that when village leadership is

inclusive and communicative, the community becomes more active in social activities and drug-prevention efforts. This overturns the common assumption that village politics is always full of interests and conflicts, because in the context of Serapit Village, politics instead functions as an instrument for empowerment and for enhancing the social capacity of families. With collaborative support from KKN students, the PKK, and the village government, the study reveals that cross-sector synergy is capable of creating a social system that is adaptive and resilient to narcotics-related challenges and other forms of social dysfunction.

The added value of this study lies in its conceptual and practical contributions to the development of social sciences and public policy. Theoretically, the study enriches the literature on the integration of local political dynamics and community empowerment by emphasizing that village politics is not merely a site of power competition, but a participatory instrument that can be utilized for social development. This research introduces a new concept of "empowerment politics," referring to political interaction patterns that promote collaboration and equality in the implementation of social policies at the local level. Practically, the study provides a collaborative model that can be replicated in other villages namely, a partnership between village governments, PKK institutions, and higher education institutions to enhance the effectiveness of social programs, especially on strategic issues such as drug prevention. These findings also offer guidance for academics and practitioners in designing community-based programs oriented toward the synergy of participatory politics, social education, and family empowerment.

The limitations of this study lie not in its scope but in its timeframe and location, as it focuses on a single village within the limited duration of the KKN program. This condition means that the study primarily highlights ongoing social processes rather than the long-term outcomes of empowerment and drug-prevention programs. However, these limitations present significant opportunities for broader future research. Subsequent studies may expand the research area to include several villages with different political characteristics to examine variations in how political dynamics influence the effectiveness of community empowerment. Moreover, a longitudinal approach could be applied to assess the long-term impact of the collaborative model involving the PKK, village governments, and KKN students on community social resilience. With such an expanded direction, future research will be able to deepen the understanding of how local politics can be reconstructed into an inclusive and transformative social force for village-level community development.

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