

Chapter I

INTRODUCTION

1.1. Background

Narcotics, Psychotropics and Other Addictive Substances or commonly called Drugs, are a collection of substances or drugs that can affect the body and brain in a long-term or even permanent health. In its use, drugs are chemicals that can be used as a method of treatment, health services, or science. However, if abused, drugs can cause dependence, addiction and cause physical, psychological, and social function disorders for users (Sholihah, 2015).

Health problems caused by drug abuse can not only cause physical health disturbances, but also the mental and emotional development of the user (Nova et al., 2024). The impact of dependency and addiction caused by improper drug consumption raises the urgency for prevention and real action to reduce the risk of abuse from an early age. According to data from the 2023 National Survey on Drug Abuse by the National Narcotics Agency of the Republic of Indonesia (BNN RI), the prevalence rate or percentage of drug users divided by the total population decreased from 1.95% to 1.73% in 2023 for the category of abusers per year of use. Meanwhile, the prevalence rate has increased from 2.57% in 2021 to 2.20% in 2023. This shows that various efforts have been made to prevent drug abuse and the cooperation of the authorities has gone well. However, these efforts do not stop at decreasing the number of drug users for one year, but continue until the next generation.

Based on the processed data in the e-book of the 2023 National Survey on Drug Abuse by Hukom et al., (2024), prevalence of drug abuse once and for a year among the age group of 15 - 24 years; 25 - 49 years old; and 50-64 years, the young age group, namely 15-24 years old, recorded relatively no decrease from 2021 to 2023, only around 0.06 for a year of use and 0.01 for never used. Meanwhile, other age groups have experienced a significant decrease. This proves that the urgency of a solution to the problem in the age range of 15 – 24 is urgently needed.

Further analysis of the data in the 2023 National Drug Abuse Survey e-book reveals concerning factors contributing to drug abuse in the final year, 2023, is quite concerning. In this e-book, the research team categorizes abuse factors into three categories: individual, family, and social. The findings on individual factors, specifically the relationship between the level of knowledge of the impact of drug abuse on respondents who abuse and non-abusers, show that the processed data shows that drug abusers are more likely to have high levels of knowledge (approximately 63.5%), moderate (25%), and low (11.5%). This suggests that having a high

level of knowledge about the dangers of drug abuse alone does not guarantee that someone will not abuse drugs.

Further findings in the 2023 National Drug Abuse Survey e-book also revealed that the primary gateway to drug abuse is friendship. Of the five primary sources of drug acquisition—siblings, relatives, friends, drug dealers, and pharmacies—friends accounted for 84.5%. The cycle of drug abuse begins with trusting friends or the desire to experiment, often with the guise of giving them free drugs to beginners or those unfamiliar with the negative effects of drugs. This was confirmed by Carine Ryan Amala S.KM., an addiction counselor from the Surabaya City National Narcotics Agency (BNN), who noted that the highest indication of drug abuse during rehabilitation was through invitations and persuasion from friends (14/11/2024).

If the friendship environment cannot be controlled, then the most important thing that needs to be fixed is to start from ourselves, namely self-awareness to avoid the influence and danger of drugs. This is in line with the book *Anti-Drug Education Module for the Community* by Johardi et al., (2017), That people need to get a "shield" that can be used to protect their group from the threat of drugs so that they need to have understanding and knowledge to protect themselves, their closest people, and ultimately their communities and groups.

The audience segmentation with the age range of 15 – 21 years includes two age groups, namely teenagers and adults. According to the Regulation of the Minister of Health of the Republic of Indonesia Number 25 of 2014, the age group of 10 - 18 years is a teenager. Meanwhile, the adult age according to the Ministry of Health starts at the age of 19-59 years. In addition, the age range of 15 – 21 years old as of 2024 according to Michael Dimock (2019) can be classified as generation Z or commonly called *Gen-Z* with a birth year range of 1997 - 2012. *Gen-Z* is known as the generation that grew up in the rapidly evolving era of technology after the spread of television, computers, and internet network technology. The ease of technology and information makes them more comfortable individuals absorbing knowledge through online sources than traditional means.

In determining design media that has novelty value in an effort to increase self-awareness about drug abuse in adolescents aged 15-21 years, game media can be one of the design media. The game in question is a digital game or video game, accessible on various devices such as PC, Android, Mac, etc. according to the initial game design plan. Although there are other media such as animated videos, books, digital comics, etc., games allow players to actively engage with the features in the game so that under certain conditions can influence the story of the

game itself (Schell, 2008). In other words, players can change the game's storyline based on the game design that has been created by the developer.

Based on an interview with Dr. Louis Krishna Suryapranata S.Kom M.TI as a Game Design lecturer at Pelita Harapan University Jakarta and the founder of Eterna Palace Games, he explained that game media is able to influence the mindset or habits of its players, as evidenced by several games circulating in the market that have entered certain agendas such as diversity (13/12/2024). This shows the potential of games as a medium in an effort to convey messages or spread awareness of a current problem issue.

1.2. Problem Identification

1. Prevalence of drug users in the age range of 15-24 years has not experienced a significant decrease from 2021 – 2023 based on data in the e-book of the 2023 National Survey on Drug Abuse.
2. The community needs to get "shield" from the threat of drugs. According to Johardi et al., (2017), people need to have understanding and knowledge to protect themselves, their closest people, and ultimately their communities and groups from the dangers of drugs.

1.3. Problem Formulation

How to design a game that increases teens' self-awareness of drug abuse?

1.4. Problem Limitations

1. The main objects of this planning are drugs in the form of drugs and illegal substances and other addictive substances that are more commonly found in the community. Other substances that exert the same effect and are rare, are not discussed in detail.
2. Game development takes a long time because there are many aspects *of development* that need to be done starting from programming, visuals, sound, and storytelling. Therefore, the output is expected to reach at least *about 10-20 minutes* of playtime.

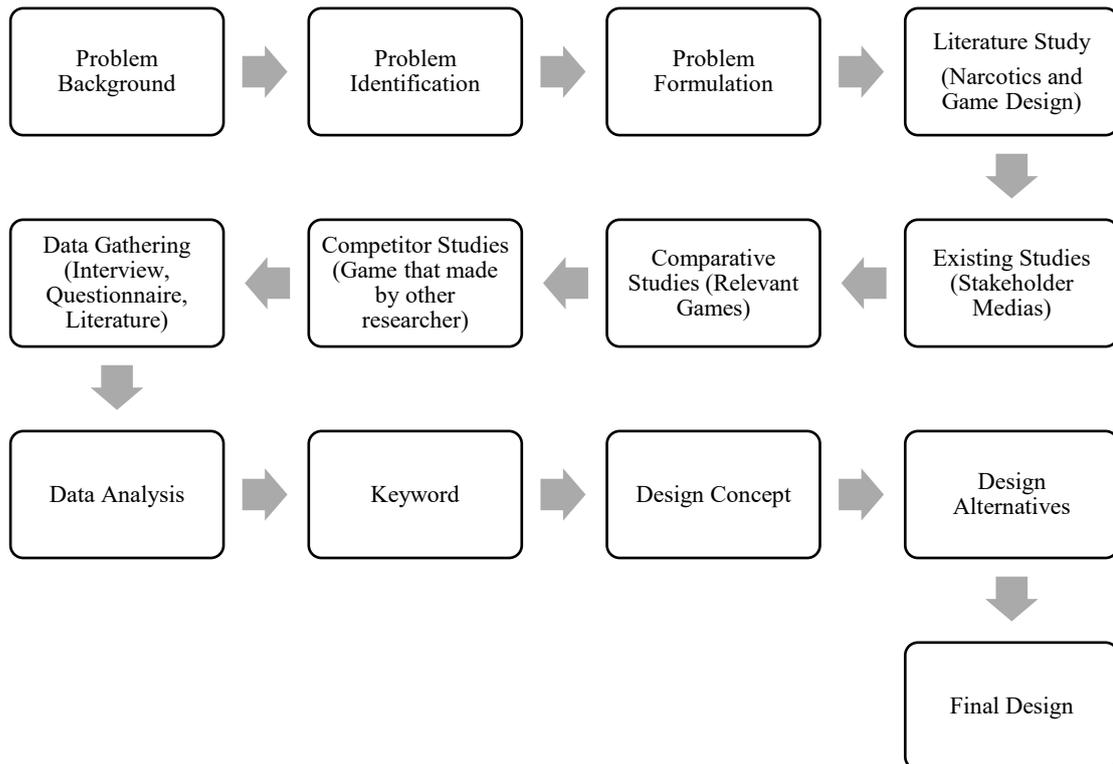
1.5. Purpose of Design

1. Increase self-awareness against drug abuse in adolescents aged 15-21 years.
2. As one of the educational efforts about drugs which is presented through narrative game media .
3. As a unique and new solution in conveying educational information through a narrative game.

1.6. Benefits of Planning Results

1. For the community, as an educational media in the form of games that can increase the self-awareness of adolescents aged 15-21 years against drug abuse.
2. For Visual Communication Design, as one of the media creations in the form of games in an effort to convey education to the public about self-awareness of drug abuse.

1.7. Design Framework



Picture 1. 1 Design Framework

(Source : Personal Documents)