

CHAPTER I

INTRODUCTION

I.1. Background of the Project

Teenage period is one phase of life that is full of both excitement and risks. It has been typical characteristics of teenagers that they start to consider themselves an adult already, and thus, can take full responsibility of whatever they say, decide or do. As a result, a lot of teenagers welcome new things as exhilarating challenges that make them worth trying. It is because at this age, teenagers tend to look for their identity and status in society and thus, they try to find the most appropriate community in the society. The community is important because they start needing peers who can accept them as they want to be and whom they can communicate with.

One thing to bear in mind, they may find the wrong community such as the community which allows them to use drugs. The teenagers themselves may know that using drugs is wrong but because of their need to be accepted by the community, they try it anyway and finally, become addicted. As stated in a website about human developmental stages, teenagers of 11-14 years old are at this stage: "Some early adolescents

can't think ahead to consequences of their actions.” (<http://www.babyart.org/teen/stages-of-adolescence.html>, 2006). They may know the effects of drugs but they do not care about it because the most important thing for them is to be accepted by a certain community.

It surely happens in Indonesia as well. The teenagers who use drugs mostly start the habit when they are 14 years old. They know about drugs through the mass media, friends or popular cultures at that time. According to the article from a national newspaper website, 70% of those who use drugs are students, aged 14-20 years old. The reasons for using drugs are varied, such as the thought that using drugs is cool, the fact that those students have personal problems or simply unintentionally. At the moment, the Ministry of National Education has done some efforts to make the students aware of the danger of drugs through workshop, piloting projects (governmental attempts to give information and consultation about drugs at school), and posters. (<http://www.tempointeraktif.com/hg/nasional/2004/07/30/brk,20040730-35.id.html>, 2006)

It is in accordance with the opinion of Dra. Dwi Yanni L. in her book entitled “Narkoba, Pencegahan dan Penanganannya”: “One way to make teenagers aware of the danger of drugs is by giving them education about drugs and the effects through family, institutions, and mass media, which can give them accurate information that is readable by society everywhere.” (Translated from Lukitaningsih, 2003:45)

I myself am concerned about the lack of information about drugs and their effects that results in students using drugs, because when they start using drugs and become addicts, they are not healthy anymore. This condition will ruin their bright future, whereas those teenagers are future generation who will determine what Indonesia would be like in the next 25 or 30 years from now.

I would like to offer a solution to the problem by making a poster to warn the students about drugs and their effects as my participation in preventing them from becoming drug addicts. I would make the poster in communicative language that represents teenagers' world and as the result, I ask the teenagers to avoid drugs. I choose posters as the media because posters can be placed in schools and hang-out places around the schools, for instance canteens, photocopy services, and book stores. I do not think electronic media such as television or radio are appropriate to use at those places, so the most suitable mass media to be placed is poster.

I.2. Project Identification

I want to make a poster that informs about the danger of drugs and the effects by using communicative language so the students will understand the information clearly. I will make it in Indonesian, mixed with the slogan "Say No to Drugs" because my target places are junior and senior high schools, in which most students use Indonesian as their daily language. I will also use the slogan "Say No to Drugs" as the main

message of the poster because this slogan has been familiar for several years so by emphasizing it, the words will linger more in the students' mind.

I.3. Objectives

1. To make a new poster that has great influence so that teenagers know about drugs and the bad effects.
2. To ask the students to avoid drugs due to the bad effects by using the poster.
3. To make the society, in general, be more aware of the danger of drugs

I.4. Layout of the Thesis

This thesis starts with the Abstract, a concise summary of the entire paper in Indonesian. This Abstract is followed by the Preface, in which acknowledgements are given to those contributing and involved in the work. After that is the Table of Contents and the Appendices, followed by its three chapters:

Chapter I is the introduction to the analysis

Chapter II contains the literary research

Chapter III deals with the performance of the innovative projects.

In the final part, the present writer presents alphabetically the Bibliography.