

## EFFORTS TO CHANGE CLIENTS' NEGATIVE STIGMA TO IMPROVE THE SPIRIT OF RECOVERY AT CIAMIS BNNK IN 2026

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### Abstract

Negative stigma against drug abuse clients remains a major obstacle to recovery. Judgmental public perception can undermine clients' self-confidence, motivation, and enthusiasm for rehabilitation. This study aims to examine efforts to change negative stigma and improve recovery motivation at the Ciamis Regency National Narcotics Agency (BNNK Ciamis). The method used was a qualitative approach, with data collection techniques through observation, interviews, and documentation. The results indicate that efforts include providing individual counseling. Furthermore, the role of counselors and a positive environment are crucial in rebuilding clients' self-confidence. Changing negative stigma through the right approach can increase clients' motivation and enthusiasm for optimal recovery.

**Keywords:** Negative Stigma, Clients, Recovery

### A. INTRODUCTION

According to the National Narcotics Agency (BNN), *narkoba* is an acronym for Narcotics, Psychotropics, and Addictive Substances that have the potential to cause addiction or dependence in users. Originally used in the medical field for therapeutic purposes, drugs have now become a threat with significant negative impacts on physical and mental health, especially because they are often used beyond the prescribed dosage and medical purpose (Husin et al., 2025). In addition to damaging individual health and mental development, drug abuse also has harmful effects on the social order through the increase in criminal acts resulting from the effects of these substances. Drugs are substances which, when used improperly, can cause addiction that leads to negative consequences for users' health, both physically and mentally, and also has harmful effects on the social environment (Muin T, 2025). The increase in drug abuse in society may correlate with rising rates of criminality or crime within the community. Individuals who experience drug addiction are those who have used or abused narcotics and are in a state of dependence, whether physical or psychological (Rantelaen & Huwae, 2022). This dependence drives drug addicts to do various things in order to obtain drugs. Drug addicts may be seen as individuals experiencing physical and mental health disorders due to drug addiction (Mustofa & Satiningsih, 2023). In their efforts to fulfill their narcotics needs, drug addicts are in greater need of rehabilitation and treatment than placement in correctional institutions, because there is concern that they may instead commit other

criminal acts while in prison. Thus, rehabilitation is crucial for drug addicts (Ayna Mardiah, 2025).

Drug abuse and illicit drug trafficking remain problems faced by countries around the world, including Indonesia (Sulastri L, 2024). Recently, these problems have become increasingly widespread, as evidenced by the growing number of users, arrested dealers, and illegal drug factories established in Indonesia (Maulana & Purbawati, 2025). Drug abuse outside the interests of health services or scientific development is an unlawful act, since illegal use not only violates the law but also seriously endangers human life. In efforts to combat illicit drug trafficking, which is a transnational crime, the government through security and law enforcement agencies has carried out many arrests, raids, and punishments (Sanuwar, 2013).

“Indonesia is in a drug emergency” is a slogan currently being highlighted by the National Narcotics Agency (BNN). This slogan accurately describes the drug problem being experienced by Indonesia. This is evident from the number of drug abuse cases that continue to increase day by day, starting from availability levels and the number of users to users ranging from adults and youth to children, including students. According to BNN data for the January–June 2020 period, the number of drug use cases reached 489 total suspects in drug cases and 1,708 total drug abuse patients, 85% of whom were in the productive age range of 18–35 years (Masing, 2020).

According to Article 1 paragraph 1 of Law Number 35 of 2009 concerning Narcotics, narcotics are substances or drugs derived from plants or non-plants, whether synthetic or semi-synthetic, that can cause a decrease or change in consciousness, loss of sensation, reduction to elimination of pain, and can cause dependence, which are classified into groups (Ira Helviza, 2016).

According to a report in (BNN, 2013), one major problem that still appears in the context of addiction is the persistence of negative stigma toward former drug users. This has an impact on the lack of trust given to former drug users or recovering addicts. Some facts are still easily found in everyday life, for example, if something goes missing at home, suspicion is easily directed toward the former drug user living in that house.

Negative stigma toward narcotics addicts is a serious obstacle in rehabilitation efforts. Discrimination, social exclusion, and difficulty obtaining employment after rehabilitation are some manifestations of this stigma. According to Iskandar (in Wahyudi), rehabilitation is an activity intended to help every person classified as a drug abuser or addict regain social functioning in community life and break out of the cycle of dependence (Nurmasari, 2025).

Meanwhile, in 2022, according to data compiled by the National Narcotics Agency (BNN) (Yuliana, 2025), the number of drug abuse cases in Indonesia reached 1.95% of the total population aged 15–16 years, with the majority of users being in the 15–35 age range, which is the young and productive age group. In 2023, BNN recorded that out of a total of 3.3 million drug users in Indonesia, around 12,000 were adolescents aged 15 to 24 years.

The family plays an important role in supporting the recovery process of drug abusers. The family is also a place for sharing feelings and providing emotional security. In addition, the family can understand the risks of drug use, carry out early prevention, and create a supportive environment so that clients can truly be free from dependence. This phenomenon not only shows the success of the rehabilitation process, but also the importance of social support from

family, institutions, and the community in shaping the personal resilience of former addicts. As explained in Qur'an Surah Ar-Ra'd verse 11, the condition of a people depends on their effort to change themselves. This verse provides a spiritual framework for the recovery process from addiction as part of repentance and self-transformation. Rehabilitation institutions improve competence and provide space for the self-development of counselors through ongoing training and supervision. In addition, helping clients rise from addiction provides significant emotional reinforcement and self-satisfaction, which in turn increases self-confidence (Aina Nur Syafiri, 2025).

A rehabilitation center is a place for people addicted to drugs and addictive substances who wish to return to a meaningful life. One method of communal living used in the rehabilitation process for drug addicts is the therapeutic community (TC) approach (Jusuf, 2021).

Recovery and approaches in handling drug abuse must be carried out comprehensively and integratively. Therefore, the goals of recovery include physical, psychological, social, and spiritual dimensions, because drug abusers are usually disturbed and suffer physically, mentally, socially, and spiritually (Harahap, 2024).

Several studies state that individuals with high levels of social support tend to have greater motivation to recover than those who receive less social support. This is in line with the study of Samara and Caroline (2022), which states that social support from friends, the role of counselors and social workers, and family support contribute as extrinsic motivation in the recovery process. Research by Marissa et al. (2023) also states that the desire to recover among victims of narcotics abuse does not always come from within themselves; therefore, social support is needed in the recovery process. Victims of narcotics abuse need support from family and their surroundings to avoid returning to drug use. Without family support, victims will have a higher tendency to relapse due to low self-esteem and self-confidence (Putri Natalisia Simanjutak, 2025).

## **B. LITERATURE REVIEW**

### **Stigma Theory (Erving Goffman)**

Goffman explains stigma as an attribute that causes a person to be viewed negatively as different and to experience reduced social acceptance in the eyes of society (Goffman, 1963). From this perspective, stigma is not only attached to a social label, but also affects an individual's self-identity because they feel judged, avoided, or considered less valuable. In the context of clients with a history of narcotics abuse, negative stigma may appear in the form of prejudice, suspicion, exclusion, and distrust from the surrounding environment. Such conditions often cause clients to feel ashamed, withdrawn, to lose self-esteem, and to have less enthusiasm for undergoing rehabilitation. Therefore, this theory is highly relevant for explaining that changing negative stigma is an important step in rebuilding clients' self-confidence and recovery spirit. Indicators of Stigma Theory:

- Negative labeling
- Social stereotypes
- Discrimination or exclusion
- Shame or self-stigma

- Decline in positive social identity

### **Self-Efficacy Theory (Albert Bandura)**

Bandura defines self-efficacy as an individual's belief in their ability to organize and carry out the actions needed to achieve certain outcomes (Bandura, 1997). This theory emphasizes that a person's behavior is strongly influenced by the extent to which they believe they are capable of changing, enduring, and facing challenges. In the context of recovery among narcotics clients, self-efficacy becomes important because clients who believe in their own abilities will be stronger in facing stigma, social pressure, and the difficult rehabilitation process. Conversely, clients with low self-efficacy tend to give up more easily, doubt their future, and have less spirit to recover. Thus, this theory is appropriate for explaining that increasing clients' self-confidence is one of the keys to fostering a stronger recovery spirit.

Indicators of Self-Efficacy Theory:

- Magnitude
- Strength
- Generality

### **Client-Centered Theory (Carl Rogers)**

Rogers explains that positive change within an individual is more likely to occur when the person is in a counseling relationship characterized by empathy, unconditional positive regard, and genuineness on the part of the counselor (Rogers, 1961). This theory holds that individuals basically have the potential to grow, but that potential is often hindered by experiences of rejection, negative judgment, and inability to accept themselves. In the context of clients in drug rehabilitation, a nonjudgmental approach becomes very important because many clients come with feelings of shame, doubt, and psychological wounds caused by social stigma. Through a safe and supportive counseling relationship, clients can become more open, understand themselves better, and begin to view rehabilitation as an opportunity to change. Therefore, Rogers' theory is highly relevant for explaining how individual counseling can help transform internalized negative stigma into a stronger spirit of recovery. Indicators of Client-Centered Theory:

- Empathy
- Unconditional positive regard
- Congruence
- Self-disclosure
- Self-acceptance

## **C. RESEARCH METHODOLOGY**

This study used a qualitative method with a descriptive approach. The qualitative method was chosen because the goal is to deeply understand individual experiences and the social context that surrounds them, including how meaning is formed in social interactions (Cresswell, 2014). The informant drawing technique in this study used a purposive sampling method. This technique was used to select informants who have knowledge and experience relevant to the drug rehabilitation program. Certain factors such as individuals who are considered to have the highest knowledge of what is expected of them or their position as authorities will make it easier for researchers to explore the objects or social situations being

studied (Sugiyono, 2010). This study used three main techniques in data collection, namely interviews, observation, and documentation (Nurmasari, 2025).

#### **D. RESULT AND DISCUSSION**

The results and discussion regarding efforts to change clients' negative stigma in order to increase their recovery spirit at BNNK Ciamis in 2026 show that the client with the initial W was one of the clients undergoing the recovery process from narcotics abuse, and during that process W faced a number of fairly serious obstacles. These obstacles did not come only from within himself, but also from his closest environment. From the beginning of rehabilitation, W showed a rather closed attitude toward the rehabilitation process. He appeared doubtful and uncertain about participating in the program at BNNK Ciamis. This hesitation arose because of pressure from within himself. One of the main factors affecting W's condition was shame. W felt that undergoing rehabilitation was something embarrassing, and he was afraid if other people found out about his condition. This feeling of shame became even stronger because of the negative stigma in society. W felt that narcotics users were often viewed badly, and this made him increasingly insecure. In addition, W was also afraid of other people's judgments. He worried that he would be avoided and not accepted by those around him, and these thoughts continued to burden him.

W's problems did not stop there. He also faced a lack of support from his family, and this made his situation even more difficult. W revealed that his mother did not support him in undergoing rehabilitation. This strongly affected W's emotional condition. He felt sad and disappointed because, for W, support from his mother was very important. However, when he did not receive that support, he felt he was losing his spirit, and this made him sink even deeper. W also felt that he was not understood by his family. He felt that his efforts to change were not appreciated, and this made him increasingly doubtful about continuing the recovery process. In this condition, W chose to remain silent and not talk much. He tended to keep all his feelings to himself. This attitude hindered the recovery process, as W did not have a strong enough drive to change. He had even thought about not continuing rehabilitation. Seeing this condition, the researcher approached him gradually with the aim of helping W open up.

At the beginning of counseling, W appeared very closed off. He only answered as necessary and also looked uncomfortable. The researcher did not immediately force W to tell his story because that would not have made the situation any better. Over time, W began to show changes. He started to speak, although still in a limited way, and this became a good initial step. In the counseling process, the researcher tried to understand W's condition as a whole, not only from the behavioral side, but also from the emotional side, and this was important in the qualitative approach. W then began to talk about his feelings. He expressed the shame he had long suppressed, and he also spoke about his family. When discussing his mother, W looked sad. He felt unsupported, and this became a burden of its own for him.

The researcher gave W space to express his emotions. W was given the opportunity to speak without being judged, and this made him feel more relieved. Through counseling, W began to understand himself better. He started to realize that his feelings were normal and that he was no longer alone. The researcher also provided an understanding of the importance of rehabilitation. W was told that rehabilitation is a process of becoming better, not something

shameful. This understanding was slowly accepted by W. He began to change his perspective, and he no longer saw rehabilitation as something negative. In addition, W was also encouraged to focus on his future. He began to think about a better life and found new motivation for himself.

Change did not occur instantly. W needed time to truly accept his situation. However, the process went well. W began to show a more open attitude, became more active in counseling sessions, and started to gain more self-confidence. The shame that had previously been very strong gradually decreased. W was no longer overly afraid of other people's judgments. Although support from his family was still limited, W began to find strength within himself. He no longer depended entirely on others, and this became a positive development. The researcher also continued to provide support throughout the counseling process, and this support greatly helped W in dealing with his feelings. W felt more valued.

As time went on, W's spirit began to grow. He started to show a strong desire to change, and this could be seen in his change in attitude. W began to participate regularly in rehabilitation activities, and he no longer avoided them; instead, he became more active. This change shows that counseling plays an important role. The right approach helps clients overcome psychological barriers, and this was evident in W. W also began to have a more positive view of himself. He started to accept himself and no longer felt that he was a bad person. W's self-confidence also increased. He began to believe that he could change, and this belief became very important capital in the recovery process. W no longer felt ashamed of undergoing rehabilitation; in fact, he began to see it as an opportunity to improve himself.

Although the journey is still long, W's change is already clearly visible. He is no longer at the same point as before; he has moved forward. W's experience shows that psychological support is greatly needed, especially for clients who do not receive family support, and counseling becomes one of the solutions. In addition, a gradual process also helps clients. In this context, W succeeded in passing through his difficult phase. He was able to overcome his shame and doubts. Thus, it can be concluded that the change in W occurred because of an appropriate counseling process. Although at first it was full of obstacles, W was finally able to rise, and now he has the spirit to undergo rehabilitation at BNNK Ciamis without feeling ashamed anymore.

## **E. CONCLUSION**

Based on the results and discussion, it can be concluded that the client with the initials experienced major obstacles in undergoing rehabilitation in the form of shame and lack of support from his family, especially from his mother. This shame arose from the negative stigma from society towards drug abuse, thus affecting W's self-confidence and motivation to undergo the recovery process at the Ciamis BNNK. Through a qualitative approach carried out with a gradual counseling process, it was obtained that W's psychological condition initially tended to be closed, doubtful, and lacking in self-confidence. However, after counseling with a non-judgmental and supportive approach, W began to be able to open up, express his feelings, and understand the importance of rehabilitation for his future. The results of this process showed significant changes in W, namely reduced shame, increased self-confidence, and a growing enthusiasm for undergoing rehabilitation. Although family support was still limited, W was

able to find motivation from within himself after receiving psychological support through counseling..

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