



Language and culture in social workers' persuasive approach to drug abuse victims at social rehabilitation institution

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Abstract

This study investigates the significant role of language and culture in the persuasive approaches employed by social workers in rehabilitating victims of drug abuse in Bengkulu. By using a qualitative descriptive method, this research examines the experiences of social workers, rehabilitation center staff, and drug abuse victims through in-depth interviews. The study aims to understand how social workers incorporate local languages, cultural norms, and values into their communication strategies, thus enhancing the effectiveness of rehabilitation efforts. Findings indicate that language and cultural sensitivity are critical in establishing trust, rapport, and a safe environment between social workers and their clients. Victims of drug abuse are more likely to engage in and complete rehabilitation programs when their cultural identity is acknowledged and respected in the counseling process. The study also reveals that culturally tailored communication strategies, including the use of local languages and culturally relevant examples, significantly improve the victims' understanding of the rehabilitation process, motivating them to actively participate in their recovery. Moreover, the research highlights the importance of social workers being trained in cultural competence, which not only strengthens their relationships with clients but also promotes more effective interventions and positive recovery outcomes. The study's findings suggest that integrating language and cultural elements into rehabilitation programs is essential for addressing the complexities of drug abuse and achieving better results in the rehabilitation of drug abuse victims, especially in culturally diverse regions like Bengkulu. This research contributes to the growing body of knowledge on the intersection of language, culture, and social work in drug abuse rehabilitation, offering practical implications for policy makers and practitioners.

Keywords

drug abuse rehabilitation, language and culture, persuasive communication, social workers

Introduction

Drug abuse has evolved into one of the most pressing and complex social challenges worldwide, attracting widespread attention from a wide range of circles, including governments, non-governmental agencies, and civil society. This phenomenon not only impacts the individuals involved, but also creates a detrimental domino effect for families, communities, and even the country as a whole (Utomo, 2020). According to the latest data released by the United Nations Office on Drugs and Crime (UNODC) in 2023, it is estimated that around 296 million people worldwide are involved in drug abuse (Lukman et al., 2022). This figure reflects a significant increase of 23% compared to the previous decade, signaling that the problem is not just a temporary trend, but an increasingly widespread and complex crisis.

This increase in the number of drug users suggests that various factors, such as accessibility of illicit drugs, changes in social behavior, and lack of awareness of the dangers of drug abuse, contribute to this situation (Susiyanto et al., 2020). In addition, the negative effects of drug abuse are wide-ranging, encompassing physical and mental health problems, increased crime rates, as well as significant economic losses to society (Utomo, 2020). In Indonesia, the situation is no less alarming. The National Narcotics Agency (BNN) reported in 2022 that about 4.8 million residents between the ages of 15 and 64 are indicated to use drugs. This figure highlights the fact that drug abuse has penetrated into different walks of life and is a real threat, not only to the individuals involved, but also to the social, economic and family structure stability in the country (Ashari et al., 2023).

Drug abuse exerts a significant burden on national health and economic systems. According to the Ministry of Health, in 2023, healthcare costs due to drug abuse in Indonesia reached Rp5.6 trillion (Sani Susanti et al., 2024). These expenses include direct costs for treatment and rehabilitation, loss of productivity, law enforcement costs, and long-term societal impacts. The complexity of addressing this issue is further compounded by Indonesia's cultural diversity, as different ethnic groups may have distinct perspectives and approaches to handling drug-related issues.

To address this challenge, a comprehensive and collaborative approach is required, involving governments, communities, and various stakeholders. One crucial aspect of this approach is the role of social workers in rehabilitation efforts. Social workers serve as frontline agents in recovery programs, employing various strategies, including persuasive communication, to influence and change victim behavior (Vseteckova et al., 2022). The effectiveness of this approach depends not only on communication skills but also on the ability of social workers to integrate victims' language and cultural backgrounds into intervention processes.

Research indicates that culturally and linguistically responsive approaches yield more effective rehabilitation outcomes. Piippo et al (2022) emphasize that culture-based interventions enhance victim engagement, increasing the likelihood of program completion by 40%. Similarly, López-Morales et al., (2021) found that using a victim's native language strengthens emotional connections and improves adherence to

rehabilitation programs by 35% compared to standard approaches. However, studies specifically exploring the integration of language and cultural elements in persuasive approaches among social workers in Indonesia remain scarce. Given Indonesia's vast diversity comprising over 1,300 ethnic groups and 718 regional languages (BPS, 2024), this research gap is significant. The lack of context-specific studies hinders the development of rehabilitation strategies tailored to Indonesia's multicultural society.

This study aims to fill the research gap by examining how social workers at the National Social Care Institution in Bengkulu can effectively utilize local languages and cultural elements in their persuasive approach to drug abuse victims. Despite Indonesia's rich linguistic and cultural diversity, limited research has specifically explored the role of language and cultural integration in social work interventions within rehabilitation settings.

By addressing both theoretical and practical aspects, this research seeks to enhance social workers' competencies in designing culturally responsive interventions tailored to the unique needs of victims in Bengkulu. Furthermore, the findings are expected to assist governments and related agencies in formulating more inclusive and effective rehabilitation policies. Through an integrative approach, this study aspires to offer applicable strategies to address rehabilitation challenges in Indonesia's diverse society, with a particular focus on the local context of Bengkulu.

Method

This study uses a qualitative approach with a descriptive method. According to Sinaga (2023), qualitative research is a research procedure that produces descriptive data in the form of written or spoken words of people as well as observed behaviors. Moleong (2017) explains that this method aims to describe phenomena that occur in a context in depth. Therefore, this method is particularly suitable to be used to understand and explain how social workers utilize language and culture in persuasive approaches to victims of drug abuse (Susiyanto et al., 2020). The study was carried out for two months, that is, in May to June, with the time chosen to allow sufficient space in comprehensively understanding the phenomenon. The research location is located at the National Social Care Institution (PESONA), which is located at Jalan Gunung Bungkok No. 33, RT 03 RW 02, Tanah Patah Village, Ratu Agung District, Bengkulu City.

This study employed multiple data collection techniques, including library research, participatory observation, in-depth interviews, and documentation. Library research involved an extensive review of scholarly literature, including books, journals, reports, and institutional documents relevant to persuasive communication, cultural influences, and social work interventions for drug abuse victims, serving to establish the research context and identify existing gaps. Participatory observation was conducted through direct engagement with social workers and victims at the PESONA Institute to examine the interplay between language, culture, and persuasive communication within the rehabilitation process. In-depth interviews were carried out face-to-face with key informants, namely Program Coordinator Sulaiman Agus Arianto, S.Sos., Social Worker Dinia Perdana Putri, S.Sos., and four drug abuse victims selected using purposive

sampling. This technique was employed as respondents were chosen based on specific criteria relevant to the research objectives, namely individuals with direct experience in the rehabilitation process and interactions with social workers, ensuring the collection of in-depth and contextually rich data. Documentation is also carried out to supplement the research data, by collecting activity records, daily reports of institutions, photos of activities, as well as archives related to rehabilitation and educational programs.

The study uses descriptive-analytic analysis techniques according to Miles and Huberman in Moleong (2017), which consist of three main stages: data reduction, data presentation, and conclusion drawing. In the data reduction stage, researchers perform data selection, simplification, and grouping of data relevant to the research focus, while irrelevant data will be eliminated. Relevant data are then presented in narrative form to facilitate understanding regarding the relationship between language, culture, and persuasive communication strategies used by social workers (Azzahroo & Susilowati, 2020). Conclusions are drawn after a process of verifying the data that has been analyzed, using an emic approach to ensure that the research findings correspond to the perspectives and field realities of the main sources. Thus, this research method is expected to provide an in-depth picture of the role of language and culture in the persuasive approach of social workers towards victims of drug abuse at PESONA Bengkulu institute.

Results and Discussion

The role of language in persuasive approaches

The findings of this study indicate that the function of language in persuasive methodology plays a significant role in social work practice, particularly in building effective relationships with individuals affected by substance abuse. Field observations and interviews with social workers revealed that the strategic use of language contributed significantly to fostering trust and reducing the stigma and shame often experienced by victims. The use of compassionate and easy-to-understand language creates a supportive environment, making it easier for individuals to accept help and actively engage in their recovery journey (Aditia & Hektanti, 2023).

The results of the study also showed that the effectiveness of non-judgmental language in facilitating open communication would be more easily accepted by victims of substance abuse. Social workers who consciously avoided stigmatizing terminology and instead used empathetic and non-discriminatory language observed higher levels of client openness and reduced defensiveness. Victims who initially showed resistance to intervention gradually became more comfortable in expressing their experiences and concerns. This shift was especially evident when social workers incorporated familiar everyday language into their interactions, including the use of local dialects and colloquial expressions.

Interviews with victims further reinforced the importance of linguistic familiarity. All four respondents reported feeling more comfortable and understood when social workers communicated using the local Bengkulu language. The use of culturally appropriate

language not only eased victims' anxiety but also strengthened their sense of belonging and trust. For example, rather than using clinical terminology that may seem distant or intimidating, social workers who used familiar expressions found that victims were more willing to engage in dialogue and share their struggles without fear of being judged (Maghfiroh, 2022).

The results also identified that the use of local language positively influenced victims' self-perceptions. Rather than feeling like marginalized individuals burdened by societal judgment, victims who engaged in conversations using their mother tongue felt a stronger connection with social workers and, as a result, higher motivation to participate in the rehabilitation program. These findings underscore the idea that language is not just a medium of communication but serves as a bridge that facilitates deep and meaningful interactions that ultimately contribute to the recovery and empowerment of individuals affected by drug abuse.

Cultural influence in persuasive communication

The findings of this study suggest that local cultural components, such as community norms, traditional beliefs, and preferred communication styles, directly shape how social workers structure their persuasive messages and intervention strategies when addressing substance abuse cases. This phenomenon arises from the fact that each individual or group of society has its own unique norms, values and traditions, which must be recognized by social workers to ensure that the messages sent are received effectively (Widiyanti et al., 2024). The values and norms prevailing in local communities serve as a basic framework for social workers, allowing them to adapt their communicative strategies to be more in tune with the expectations and understandings of the affected individuals (Oyibo & Toyonaga, 2024).

In an interview with Sulaiman Agus Arianto, as Program Coordinator at the National Social Care Institution (PESONA), he explained the importance of a culture-based approach in the persuasive communication strategy carried out by the institution.

"The culture-based approach is our main strategy in persuasive communication. We always pay attention to the cultural background of each client, as each region has a different way of speaking and symbols. If we use an inappropriate style of communication, our message can be difficult to understand or even reject. For example, in a region with a tradition of figurative communication, we use metaphors familiar to them. We also often engage respected public figures to increase the credibility of the message. By understanding local values and norms, we can build stronger relationships and ensure messages are well received."

This shows how important it is for social workers to recognize existing cultural values, so that the persuasive messages conveyed fit the way of thinking and expectations of the local community.

This culture-based approach involves not only language, but also symbols and metaphors familiar to victims. In local cultures, symbols and metaphors are often easier to understand because they are part of everyday life. For example, in persuasive

communication with victims of drug abuse, social workers at PESONA often use symbols or similes familiar to victims to describe the consequences of drug abuse or the benefits of rehabilitation. "We often use parables like 'keeping the garden fruit' when we talk about rehabilitation. It was our way of illustrating how that positive change should be done gradually and with consistent care," added Dinia Perdana Putri, S.Sos., a social worker at PESONA.

This method has proven effective in improving the understanding and reception of messages from social workers. Most victims show a more positive response when they are spoken to using symbols or metaphors they are familiar with from their daily lives. The use of these symbols not only makes communication easier to understand, but can also evoke feelings and encourage victims to be more open to the rehabilitation process. As one of the victims said, in an interview:

"At first, I didn't really understand what rehabilitation was or what it truly meant for someone like me. It all felt so abstract and distant, like something that didn't quite apply to my situation. But then, they started explaining it in a way that I could relate to—using examples from everyday life. One of the workers talked about caring for a plant that had withered, how it needed water, sunlight, and the right environment to thrive again. That image stayed with me. I began to see myself as that plant, something that needed nurturing and attention. Slowly, I realized that I had to take care of myself in the same way—to grow stronger, to heal, and to start moving toward a healthier and better version of myself."

By utilizing local culture and familiar symbols, social workers manage to overcome communication barriers that can arise due to differences in understanding or incongruence between the language used by social workers and victims. This suggests that persuasive communication based on local culture not only enhances understanding, but also strengthens the relationship between social workers and victims. As a result, this approach can accelerate the process of changing victims' behavior, as they feel valued and better able to understand the importance of rehabilitation in the context of their lives.

Cultural factors also influence the way social workers design persuasive messages that build awareness. Social workers at PESONA always strive to convey a message that focuses not only on the negative impact of drug abuse, but also on the positive potential that can be obtained through rehabilitation, taking into account local cultural principles that prioritize the balance between body and soul. This is in line with the opinion of one of the victims interviewed:

"I found it more receptive to their suggestions because they talked about overall change, not just about removing drugs from my life. They make me feel important, not just as a victim, but as someone who can grow back."

The results of this study suggest that cultural factors have a significant influence in the persuasive communication carried out by social workers towards victims of drug abuse. The use of empathetic language, familiar symbols, and an understanding of local cultural norms and values can strengthen the effectiveness of persuasive messages, improve understanding, and improve relationships between social workers and victims. This

proves that an approach that values and accommodates aspects of victim culture is critical in creating more effective communication, as well as speeding up the rehabilitation and recovery process for victims of drug abuse

Persuasive communication strategies used by social workers to victims of drug abuse

Social workers at PESONA institute use a variety of effective persuasive communication strategies to assist victims of drug abuse in undergoing the rehabilitation process. One technique they apply is an approach that involves both the rational and emotional aspects of the victim. The rational approach focuses on providing a logical explanation of the adverse effects of drug abuse and the importance of rehabilitation. Social workers put forward clear facts and data about the dangers of drugs, for example through discussions about how drugs can damage physical and mental health, as well as limit the future potential of victims (Meilani et al., 2024). By providing this rational understanding, victims are expected to realize the importance of making better decisions for their lives.

The emotional approach focuses more on building an emotional bond with the victim. Social workers use empathy techniques to sense what the victim is experiencing and relate the victim's personal experience to the rehabilitation process. This allows social workers to express concern and support sincerely, so victims feel valued and understood, rather than judged or punished. In the interview, Dinia Perdana Putri, a social worker at PESONA, revealed that,

“The emotional approach plays a very important role in building effective relationships with victims. Using this approach, we seek to create an atmosphere in which victims feel fully accepted as individuals, without fear of judgment or judgment. This is the basis for them to feel comfortable to talk and open up, which is a very important first step in the rehabilitation process. We have always stressed that our presence here is to help them find solutions and provide support, not to judge or blame them for what has happened. Through empathy and patience, we hope to show that they are not alone in this struggle, and there are people who sincerely want to help them to get back on their feet and live a better life.”

This approach is particularly effective in increasing victims' motivation to commit to the rehabilitation process, as they feel emotionally supported and valued as individuals. Social workers also implement a two-way communication approach that engages victims in every discussion and decision-making process. Social workers not only give instructions or orders, but also listen to the opinions, feelings, and concerns of victims. Thus, victims feel they have an active role in their rehabilitation process. This approach helps victims feel more responsible for their actions and increases their sense of self-control. Sulaiman Agus Arianto, Program Coordinator at PESONA, added,

“We strive to not only talk, but also really listen to what they feel and think. In each interaction, we try to create a space where their voices can be heard and fully understood. When victims are actively involved in discussions and decisions relating to their recovery process, they feel valued as individuals who have control over their own lives. This approach not only helps build trust, but also provides a powerful motivational boost for them to make

positive changes. By engaging them, we show that they are an important part of the solution, not simply an object in the rehabilitation process."

The results of this two-way communication approach have a positive impact on changing the victim's behavior. They not only follow orders or instructions, but also feel they have an understanding and commitment to the decisions taken. By discussing common rehabilitation goals, as well as gaining perspectives from social workers and fellow victims, the recovery process becomes more meaningful and effective (Peter & Simatupang, 2022). One of the victims interviewed, stated, "I feel more confident because I'm co-speaking in decisions about the programs I'm on. I feel more responsible to undergo rehabilitation." This suggests that giving victims the opportunity to be actively involved in the rehabilitation process not only changes their outlook, but also leads to increased motivation and commitment to live a better life.

This suggests a combination of rational, emotional, as well as two-way communication approaches has been shown to be effective in motivating drug abuse victims to change. Social workers who are able to combine these various techniques make a significant impact in increasing awareness, understanding, and motivation of victims to be actively involved in rehabilitation, which in turn will speed up their recovery process.

Discussion

Implications of using language in a persuasive approach of social workers to victims of drug abuse

The use of language in the persuasive methodology used by social workers in their interactions with victims of substance abuse exerts considerable influence on the rehabilitation process. An important determinant of the efficacy of this methodology is the judicious selection of terminology, which must be tailored to reflect the unique background and circumstances of each individual victim (Cozzio et al., 2021). It is essential for social workers to demonstrate the ability to modify their linguistic expressions, thus facilitating communication with victims who often come from a variety of social, educational, and cultural contexts. The language used by social workers goes beyond mere communication; it serves as a vital channel that fosters relationships with victims (Mirawati, 2021). Differences in linguistic usage, such as the spread of overly formal or technical jargon, can pose major barriers to communication. Such barriers can cause the victim to experience feelings of alienation or disconnection, which can consequently reduce the effectiveness of the message conveyed.

In circumstances characterized by heightened sensitivity, such as drug abuse rehabilitation, the experience of alienation can prove particularly detrimental, as it can impede the victim's capacity for trust and honesty during the healing process. On the contrary, the use of simpler, familiar, and easily accepted language is essential for fostering a constructive relationship between social workers and victims. When victims sense that the language used resonates with their cognitive framework and life experiences, they are more likely to feel valued and embraced. This results in an environment more conducive to open and sincere communication, which is very

important in the rehabilitation process (Triyanto et al., 2022). As a result, the capacity of social workers to modify the language used goes beyond mere techniques, emerging as an important factor in the formation of emotional connections and the planting of trust, which may ultimately increase the likelihood of successful rehabilitation outcomes for individuals grappling with drug abuse (Fahrezi et al., 2020).

Empathetic and non-judgmental language becomes a very important aspect in building a positive relationship between social workers and victims. This approach dispels the impression that the victim is a marginalized or ill-judged person. Conversely, by using inclusive language, social workers can create a more welcoming and supportive atmosphere. This will reduce the anxiety or fear often experienced by victims who feel trapped in situations of drug abuse. When victims feel accepted without judgment, they will more easily disclose the problems they face and are better prepared to go through the rehabilitation process with greater confidence.

Communication that adopts inclusive language has a very important role in creating an environment that supports equality between social workers and victims (Alqahtani et al., 2022). By applying an empathetic approach, the intertwined interactions become more collaborative and mutually rewarding. In this context, the victim is no longer viewed as a passive object in the rehabilitation process, but rather as an active subject who has a voice and an important role in their recovery journey. The use of language that invites victims' participation in discussion and decision-making not only increases their sense of confidence, but also gives them the opportunity to express their experiences and needs.

When victims feel recognized and valued, they are more likely to actively participate in the rehabilitation process. This creates a strong sense of belonging to the process, which in turn can increase their motivation to engage more deeply. This approach helps build stronger relationships between social workers and victims, where both collaborate to achieve desired rehabilitation goals. Thus, the use of inclusive language is not only a communication option, but also a foundation that supports a more holistic and effective recovery process. Victims feel treated with dignity, which is crucial in building trust and openness in these relationships, as well as encouraging them to contribute actively to their recovery journey.

The use of empathetic and inclusive language has a positive impact in speeding up the rehabilitation process. When victims feel accepted and valued, they tend to be more open to the guidance and support provided by social workers (Sibagariang et al., 2024). The use of appropriate language can accelerate changes in victims' attitudes and behaviors, as they feel more supported in the face of their problems, rather than feeling shunned or judged. In the rehabilitation process, victims who feel understood tend to show more significant progress, as they feel more comfortable in sharing personal experiences and problems that are at the root of drug abuse.

Social workers who use language that is easy to understand and full of empathy can reduce communication barriers that are often a problem in therapy and rehabilitation. Social workers play not only the role of an informant, but also as a good listener, who is ready to provide emotional support (Ashari et al., 2023). This creates stronger and more

open relationships, which strongly support success in the rehabilitation of victims of drug abuse. In addition, the use of inclusive and empathetic language will accelerate the victim's acceptance of the message conveyed, since they feel valued and treated in the same way, without any discrimination or negative judgment.

The role of culture in strengthening the persuasive communication social workers make to victims of drug abuse

The importance of culture in the enhancement and strengthening of persuasive communication cannot be overstated, as it is fundamentally important due to the fact that local cultural elements play an important and important role in shaping and influencing the way in which victims respond to the various messages conveyed to them by social workers dedicated to their rehabilitation and support. Each different society is characterized by its own unique set of norms, values, and traditions, which collectively influence how individuals in that society interact with each other, communicate effectively, and ultimately understand the complex world that surrounds them in their daily lives.

Ethically considering the specific context of rehabilitation of victims suffering from drug abuse, it becomes clear that social workers who have the skills and abilities to adapt their communication strategies according to the prevailing values and norms existing in local communities will undoubtedly find themselves in a stronger position to effectively establish meaningful relationships with victims, as well as successfully influence and drive positive changes in their behavior over time (Baird et al., 2022). Social workers not only need to communicate in a language that victims can access and understand, but they must also use approaches and methods that are highly relevant and resonate with the cultural context from which the victim comes, thus fostering greater understanding and connection.

Social workers who are sensitive to the cultural values of the local community may use symbols, metaphors, or cultural references familiar to victims to communicate persuasive messages. The use of these cultural elements can take the form of depictions of stories, proverbs, or traditional values that are widely understood within the local community. This makes the message conveyed more easily accepted and understood, as it is closely linked to the experiences and cultural background of the victim. When social workers use known cultural references, victims feel the message conveyed is more relevant and profound, which allows them to be more open and ready to accept the proposed changes (Tagesson & Gallo, 2022).

In a society that strongly upholds the values of kinship and togetherness, social workers can use these values in their approach to approaching victims. By associating recovery with the concept of family togetherness and support, social workers are able to reinforce the rehabilitation message they convey (López-Morales et al., 2021). It also allows social workers to build a closer relationship with victims, as they feel that the message is not only coming from a professional, but is also rooted in the values they espouse in everyday life.

The use of local culture in persuasive communication can increase emotional closeness between social workers and victims. When social workers demonstrate an understanding of the culture and values held by the victim, the victim feels more valued and understood. This creates a deep sense of trust, which is the basis of effective therapeutic relationships. With the emotional closeness created, victims are more receptive to the behavioral changes necessary in the rehabilitation process, as they feel personally involved and supported, rather than simply treated as objects of therapy.

Social workers who understand the role of culture in persuasive communication are also able to reduce potential communication barriers that often arise due to differences in cultural values or norms (Meilani et al., 2024). For example, in a more conservative or traditional society, an overly direct or modern approach to communication could be considered insensitive or even offensive. Therefore, an adjustment in the way the message is delivered according to local values will minimize the risk of rejection from the victim, which ultimately increases the effectiveness of the rehabilitation process.

The use of cultural elements in persuasive communication has a significant impact, not only in terms of facilitating the understanding of the message conveyed, but also in accelerating the rehabilitation process for victims. When messages are delivered taking into account the cultural background, values, and norms espoused by individuals, they tend to feel that the message is more relevant and has greater depth (Utomo, 2020). This happens because culturally based communication is able to forge stronger emotional connections, so victims can feel that the message is directly related to their life experiences and the beliefs they hold. Thus, the cultural element serves not only as a tool for conveying information, but also as a bridge connecting personal experience with the healing process, which can ultimately increase the effectiveness of the rehabilitation efforts carried out.

Influence of social environment in response to persuasive approaches

The influence of the social environment on the victim's response to persuasive approaches in the context of rehabilitation is enormous. The social environment, which includes family, friends, and community, exerts a significant influence on an individual's mindset and behavior, including in the recovery process from drug abuse. In this regard, social workers must be aware that victims are not only dealing with internal problems, but are also influenced by various external factors that are around them. Therefore, the success of the persuasive approach applied by social workers is inseparable from the conditions and dynamics of the victim's social environment.

A positive and supportive social environment can strengthen the efforts of social workers in motivating victims to participate actively in the rehabilitation process. Conversely, unsupportive social environments, such as promiscuity with friends who are still involved in drug abuse or families who do not understand the rehabilitation process, may inhibit desired behavioral changes (Baird et al., 2022). For example, a victim who comes from a family that has a permissive attitude toward drug abuse may find it more difficult to accept persuasive messages conveyed by social workers. Therefore, social workers need

to pay attention to these external factors and strive to create a social environment conducive to the rehabilitation process.

Effective social workers not only work directly with victims, but also seek to establish cooperation with victims' families and communities. By involving families in the rehabilitation process, social workers can create stronger and sustainable support for victims. Families involved in rehabilitation can provide the emotional support victims desperately need, as well as help strengthen their commitment to the recovery process. In addition, families who understand the importance of rehabilitation will more easily direct victims to avoid social environments that can lead to drug abuse (Oyibo & Toyonaga, 2024).

In addition to family, friends and communities with which victims interact also play an important role. If the victim has supportive friends and is not involved in drug abuse, then this can speed up the recovery process (Piippo et al., 2022). On the other hand, if the victim is in a social environment full of negative influences, social workers need to work with that community to create a more supportive atmosphere for the rehabilitation process. For example, through group activities that involve victims and more positive community members, social workers can help create the sense of solidarity and social support that victims need to change their behavior.

Social workers should consider variables such as social stigma that victimized individuals may face in their social environment. The detrimental stigma associated with drug users can hinder the rehabilitation process, as these individuals may experience feelings of isolation or exclusion from their social environment. As a result, it is critical for social workers to seek to reduce this stigma by providing knowledge to family members, friends, and the wider community regarding the importance of rehabilitation and the trajectory of recovery, as well as providing support to victims to ensure their reintegration into their social environment is facilitated.

Conclusion

The conclusion of this study reveals that drug abuse is a complex and evolving social issue in Indonesia, requiring the attention and collaborative efforts of various stakeholders. By using an approach based on local language and culture, the role of social workers in rehabilitating drug abuse victims can be strengthened. Understanding the language and culture used by victims has been shown to enhance the emotional bond between social workers and victims, thereby improving the effectiveness of rehabilitation interventions. This is crucial, considering Indonesia's rich cultural and linguistic diversity, which influences the way people view and respond to rehabilitation programs.

The study also emphasizes the importance of a persuasive communication strategy that is sensitive to cultural and linguistic contexts in drug abuse rehabilitation efforts. The findings indicate that integrating cultural and local language elements into the approach positively impacts the success rate of rehabilitation. Victims who feel that their culture and language are respected tend to become more involved and have a greater chance

of completing rehabilitation programs successfully. This suggests that cultural diversity must be a key consideration when designing effective rehabilitation programs in Indonesia.

This research provides not only theoretical insights but also practical solutions that can be applied in drug rehabilitation programs in Indonesia. It is expected that the findings will guide the government and related institutions in formulating more inclusive and effective rehabilitation policies, contributing positively to the creation of a healthier society free from drugs.

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