

## **ABSTRACT**

*This study uses the Elaboration Likelihood Model (ELM) theory. The purpose of this study was to determine the effect of the anti-drug campaign of ideologically or cause oriented type carried out by the National Narcotics Agency of West Java Province consisting of the contents of the message and the credibility of the communicator towards the attitude of Telkom University students consisting of aspects of cognition, affection and psychomotor.*

*This researcher uses quantitative methods with data analysis techniques using Spearman Rank correlation test. Samples taken using propotionate stratified random sampling. The data collection technique used came from two sources, namely the premiere obtained through a questionnaire by collecting 99 respondents' data. While secondary data obtained through observation, library studies and interviews.*

*The results of Linear Regression analysis showed that the change campaign variable had a positive and significant effect on the attitude of Telkom University students in the t-count probability (2,416) <Level of Significant (0.10) with X calculated value (2,416)> ttable (1,666) ... This can be interpreted the results of this study indicate that there is a strong influence between the drug campaign program conducted by the National Narcotics Agency of West Java Province (X) with the attitude of students of Telkom University (Y). Based on the coefficient of determination it can be that the anti narcotics and drug campaign has an influence of 73.4%*

*Keywords: Elaboration Likelihood Model (ELM), Drug Abuse Campaign, Attitudes*