

## THE MEANING OF CAREER CALLING AMONG EMPLOYEES INVOLVED IN OUTREACH AT THE NATIONAL NARCOTICS AGENCY (BNN) IN JAMBI CITY

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<p><b>Info Article</b></p> <p>Received : 27 April 2026</p> <p>Revised : 21 Mei 2026</p> <p>Accepted : 06 Juni 2026</p> <p>Publication : 30 Juni 2026</p> <p><b>Keywords:</b> Career calling, Narcotics Education, Education Officer.</p> <p><b>Kata Kunci:</b> Career Calling, Penyuluh Narkotika, Pegawai Penyuluhan.</p> <p><i>Licensed Under a Creative Commons Attribution 4.0 International License</i></p> 	<p><b>Abstract:</b> <i>The high rate of drug abuse in Indonesia indicates that this problem remains a serious issue. One form of preventive effort undertaken by the National Narcotics Agency (BNN) is the implementation of narcotics counseling activities for the community. Of course, there are personnel involved in carrying out the counseling. This study aims to describe the meaning of career calling among employees involved in counseling at the National Narcotics Agency (BNN) in Jambi City. The method used is a qualitative approach employing Interpretative Phenomenological Analysis (IPA) through in-depth interviews. The study involved three employees of the National Narcotics Agency (BNN) in Jambi City as participants, selected through purposive sampling. The results identified seven main themes related to the meaning of career calling among employees involved in counseling: personal meaning, prosocial orientation, active participation, spiritual orientation, self-development, devotion, and providing benefits. Two supporting factors were also identified for career calling among employees involved in counseling: environmental circumstances and individual anxiety.</i></p> <p><b>Abstrak:</b> Tingginya angka penyalahgunaan narkotika di Indonesia menunjukkan bahwa permasalahan ini masih menjadi isu serius. Salah satu bentuk upaya preventif yang dilakukan oleh BNN adalah pelaksanaan kegiatan penyuluhan narkotika kepada Masyarakat. Tentunya terdapat personel yang dilibatkan untuk menjalankan penyuluhan tersebut. Penelitian ini bertujuan untuk menggambarkan makna <i>career calling</i> pada pegawai yang terlibat penyuluhan di Badan Narkotika Nasional Kota Jambi. Metode yang digunakan adalah pendekatan kualitatif dengan <i>Interpretative Phenomenological Analysis</i> (IPA) melalui teknik wawancara mendalam. Penelitian melibatkan tiga orang pegawai Badan Narkotika Nasional Kota Jambi sebagai partisipan yang ditentukan melalui <i>purposive sampling</i>. Hasil penelitian mengidentifikasi tujuh tema utama terkait makna <i>career calling</i> pada pegawai yang terlibat penyuluhan, yaitu makna personal, orientasi prososial, partisipasi aktif, orientasi spiritual, pengembangan diri, pengabdian dan memberi manfaat. Serta ditemukan 2 faktor pendukung adanya <i>career calling</i> dalam diri pegawai yang terlibat penyuluhan yaitu karena adanya situasi lingkungan dan keresahan individu.</p>
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## INTRODUCTION

The National Narcotics Agency (BNN) is a Non-Ministerial Government Agency (LPNK) authorized to carry out government affairs in the field of prevention and eradication of the abuse and illicit trafficking of narcotics, psychotropic substances, and narcotic precursors (P4GN). One of the preventive measures undertaken by the BNN is the implementation of narcotics awareness programs for the public. These activities serve as an educational medium to enhance the public's knowledge, awareness, and ability to understand the dangers of drug abuse and the importance of early prevention efforts.

Drug education is conducted in an educational and participatory manner through the dissemination of information, discussions, and anti-drug campaigns. The implementation of these activities falls under the responsibility of staff in the Prevention and Community Empowerment (P2M) division, specifically drug education officers. These officers play a strategic role in fostering behavioral change among the public by enhancing knowledge, shaping attitudes, and strengthening awareness to reject drug abuse. Therefore, the effectiveness of these outreach programs is heavily influenced by the active involvement of the officers as facilitators and liaisons between the agency and the community.

The problem of drug abuse in Indonesia remains an issue that requires serious attention. The National Narcotics Agency reported that in 2021, approximately 57% of adolescents in Indonesia were indicated to have used narcotics (Fadli, 2024). Additionally, the results of a 2023 survey conducted jointly by the National Narcotics Agency and the National Research and Innovation Agency (BRIN) showed that the prevalence of narcotics abuse reached 3.33 million people. In fact, among the working-age population (15–64 years), the number of drug abusers is projected to rise to 5.43 million people by 2025 (BNN, BRIN, & BPS, 2025). Meanwhile, the results of a national survey indicate that Jambi Province has a prevalence of drug abuse among 31,811 people (LKIP BNN Kota Jambi, 2024). These data underscore that preventive efforts through effective outreach programs remain a critical need in reducing drug abuse rates (Alallah et al., 2024).

Based on preliminary interviews conducted by the researcher with staff at the Jambi City BNN, it was found that negative stigma and public apathy are among the barriers to conducting educational outreach. Furthermore, limited staffing has led to employees outside the education division being involved in public education activities. This situation has the potential to cause emotional exhaustion, reduced work motivation, and

psychological stress for employees directly involved in conducting the education programs.

Staff involved in outreach activities also face challenges stemming from limited human resources and the public's negative stigma toward the BNN as an institution. These obstacles not only affect the effectiveness of delivering outreach materials but also impact the psychological well-being of staff, such as emotional exhaustion, decreased work motivation, and the emergence of stress in performing their duties. If not managed adaptively, these conditions have the potential to reduce the quality of outreach implementation (Chen & Zhang, 2023).

Despite facing various challenges, the educators continue to demonstrate a high level of commitment in carrying out their duties. They persist in conducting educational activities even outside formal working hours, on holidays, and even without receiving direct additional financial compensation. This phenomenon indicates the presence of an internal drive that transcends extrinsic job factors. From a career psychology perspective, this condition can be understood through the concept of "career calling"—a career orientation viewed as a life's calling, a source of meaning, and an altruistic drive to benefit others.

Findings from initial interviews also indicate that involvement in outreach programs provides inner satisfaction for employees. One informant revealed that outreach activities are viewed as aligning with their interests and providing personal enjoyment, allowing them to continue participating enthusiastically even when conducted on days off. Although fatigue is still felt, support from family and the work environment serves as a factor that helps maintain motivation and enthusiasm in carrying out outreach activities.

The resilience demonstrated by the extension workers raised a research question regarding the internal factors underlying their commitment to continue carrying out extension activities, regardless of external factors such as compensation or formal obligations. Mauno and Vianello (2024) explain that extension activities demand a significant investment of effort, time, and psychological energy, thus requiring strong intrinsic motivation. The results of preliminary interviews also indicate that some participants view extension work as an activity aligned with their personal interests. This alignment between work and personal interests generates deep inner satisfaction, leading them to perceive extension work as a life calling that continually drives them to contribute to society.

This phenomenon is relevant to examine through the lens of “career calling,” which is understood as a career orientation grounded in personal values, individual characteristics, and altruistic drives to benefit others (Praskova, Hood, & Creed, 2015). Individuals with a career calling tend to view their work as part of their life’s purpose, thereby demonstrating high levels of intrinsic motivation, work engagement, psychological resilience, and commitment even when facing various challenges. Therefore, research on career calling among BNN City of Jambi drug prevention counselors is important for understanding how they perceive their work as a career calling.

Although the concept of career calling has been extensively studied across various professions (Mauno & Vianello, 2024), research specifically examining career calling among drug prevention counselors within the BNN, particularly at the regional level, remains very limited. Therefore, drawing on Duffy and Dik (2013), this study aims to address this gap by exploring how career calling is interpreted and experienced by staff involved in outreach at the Jambi City BNN. The research findings are expected not only to contribute to the development of career psychology studies but also to serve as a scientific basis for the institution in formulating policies related to human resource strengthening, particularly regarding the required number of educators and strategies to improve the quality of drug education implementation.

## **METHOD**

This study employs a qualitative approach using the Interpretative Phenomenological Analysis (IPA) design. This approach was chosen because it aims to explore and deeply understand how individuals interpret their life experiences, particularly their experiences in conducting drug education activities within the Jambi City National Narcotics Agency. The qualitative approach allows the researcher to gain a comprehensive understanding of the participants’ subjective experiences through the narratives they share, thereby enabling the description of meaning-making processes that cannot be explained solely through a quantitative, data-driven approach.

The focus of this study is not to generalize the findings but to gain an in-depth understanding of the participants’ life experiences within the contexts they have experienced. Thus, the study seeks to uncover the meanings constructed by individuals regarding their work as drug educators through the process of interpreting personal experiences (Rahim, 2025).

## **Definition of Terms**

### *Career Calling*

Career Calling is a career orientation understood as a life calling that provides personal meaning while encouraging individuals to make positive contributions to others. Individuals with a career calling view their work not merely as a source of income, but as a form of actualizing life values, dedication, and moral responsibility. In this study, career calling is understood as employees' subjective interpretation of their work as a valuable, meaningful activity oriented toward serving the community.

### *Employees Involved in Drug Education*

Employees involved in outreach include all employees of the Jambi City National Narcotics Agency who participate in drug outreach activities for the community, whether as drug educators or employees from other fields who support the implementation of these outreach efforts. The study participants are employees who have direct experience in conducting outreach activities and are therefore able to explain their experiences and interpretations of these activities.

### *Research Participants*

Research participants were selected using purposive sampling, a technique for determining participants based on specific characteristics aligned with the research objectives (Hardani, 2020). This technique was used because the study focuses on individuals with direct experience regarding the phenomenon under investigation.

The criteria for participants in this study include:

1. Employees of the National Narcotics Agency in Jambi City.
2. Those who have been or are currently involved in drug education activities for the public.
3. Willing to participate in the study by providing informed consent.

This study involved three participants who were deemed capable of providing in-depth information about their experiences in conducting outreach activities.

## **Data Validity**

Data validity was assessed to enhance the credibility of the research findings. In this study, the researcher applied several data validity checking techniques, namely:

1. Extended observation, carried out by building good relationships with participants and delving deeper into the information through follow-up interviews when necessary so that the data obtained is more comprehensive (Sakir, 2024).

2. Source triangulation, which involves comparing information obtained from each participant to identify similarities and differences in the experiences they described.
3. Theoretical triangulation, conducted by interpreting the research results using various theoretical perspectives on career calling so that the resulting interpretation is more objective.
4. Researcher triangulation is conducted through discussions with the supervising professor and fellow researchers to obtain input on the data analysis and interpretation process, thereby minimizing the researcher's subjectivity.

### Data Analysis

Primary data were obtained through in-depth interviews with three employees of the National Narcotics Agency in Jambi City, while secondary data were obtained through document analysis and a review of relevant literature. The entire interview process was recorded, transcribed verbatim, and then analyzed using the Interpretative Phenomenological Analysis (IPA) approach.

Data analysis was conducted following the IPA stages outlined by Smith, Flowers, and Larkin, namely: (1) reading the interview transcripts repeatedly to gain a comprehensive understanding of the participants' experiences; (2) making initial notes on important information; (3) identifying emerging themes; (4) grouping these themes into superordinate themes; (5) conducting an analysis of each participant individually; and (6) integrating all themes to gain a comprehensive understanding of the meaning of "career calling" among employees involved in drug education.

Through the IPA approach, the researcher sought to understand how participants interpreted their life experiences while carrying out drug education activities. This approach allowed the researcher to gain an in-depth understanding of the meaning participants constructed regarding their work as a form of "career calling" (Ananda & Yohanis, 2018).

### RESULT AND DISCUSSION

The participants in this study consisted of 3 employees involved in outreach at the Jambi City BNN. The participant profiles are shown in Table 1 below.

**Table 1. Participant Identity**

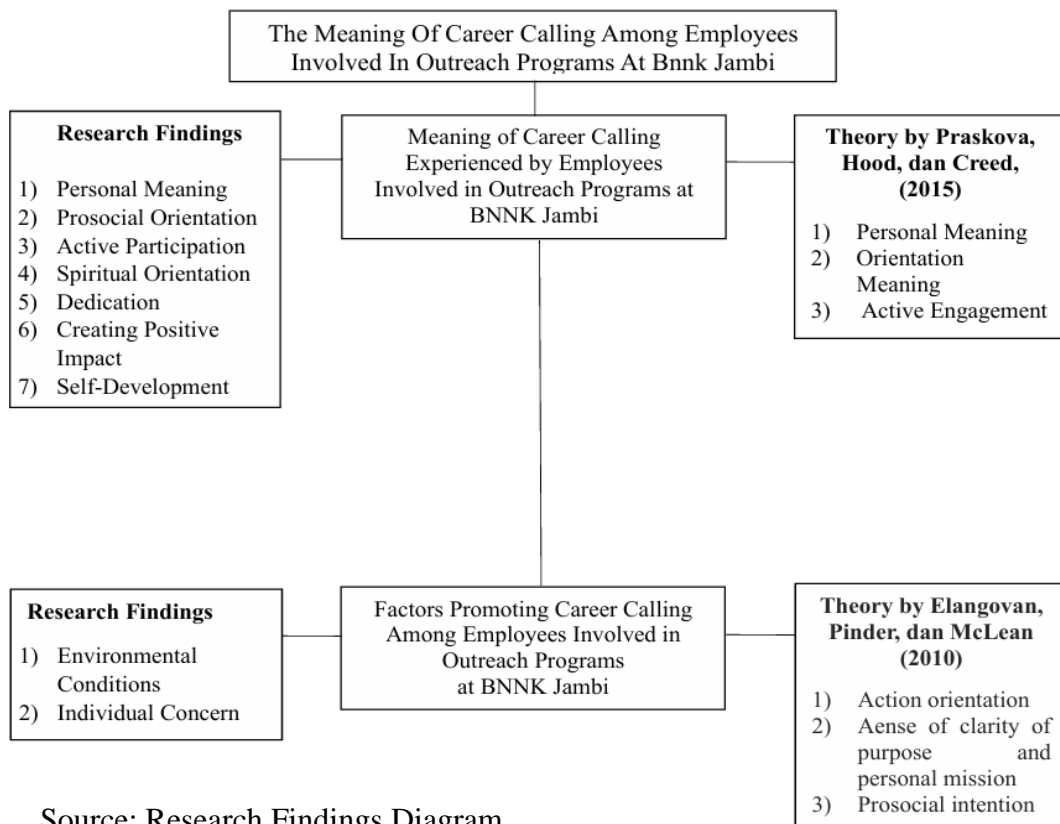
<b>Keterangan</b>	<b>Informant A</b>	<b>Informant R</b>	<b>Informant S</b>
Age	46 years	35 years	25 years
Gender	Male	Female	Male
Employment Status	Part-Time PPPK	Ahli Daya ( <i>Outsourcing</i> )	Ahli Daya ( <i>Outsourcing</i> )

<b>Keterangan</b>	<b>Informant A</b>	<b>Informant R</b>	<b>Informant S</b>
Section	General Affairs	P2M	General Affairs
Years of Service	14 Years	3 Tahun	5 Tahun

Source: Researcher interview data

After conducting interviews and analyzing the data, the research team identified various meanings associated with a “career calling,” including personal meaning, prosocial orientation, active participation, spiritual orientation, dedication, providing benefits, and self-development.

*Scheme of Findings*



Source: Research Findings Diagram

**Figure 1. Diagram of Findings**

**The Meaning of “Career Calling” Among Employees Involved in Outreach at the National Narcotics Agency in Jambi City**

*Personal Meaning*

Personal meaning in carrying out outreach activities plays a crucial role in fostering positive emotions, work enthusiasm, and a reduced perception of obstacles and burnout, which simultaneously reflects the presence of a “career calling” among the participants. Participant A emphasized that the sincerity in helping others prevents them from feeling fatigue or frustration while conducting outreach. Participant R views outreach as a form of personal commitment and prosocial behavior, so that various work challenges are not

perceived as significant obstacles. Meanwhile, Participant S highlighted the role of intrinsic motivation, reinforced by the community's positive response, in deepening the personal meaning of their involvement in outreach.

*“The impact is, well, it's just so satisfying, you know? So, besides making a living here, helping others gives you that sense of relief, right?” (A)*

*“Well, that's when they ask questions. It feels good when, for example, people ask us something and we can answer. And they understand. There's an appeal—people are curious to know. It's like that, right? So that's the effect it has.” (R)*

### *Prosocial Orientation*

Prosocial orientation serves as the primary foundation for participants' involvement in outreach activities and reflects a sense of “career calling,” where outreach is viewed not merely as a job but as an inner calling to help others and make a positive impact on society. Participant A emphasized the values of sincerity and mutual aid, which extend into personal life; R indicated that involvement in helping others is influenced by sensitivity to the environment and brings a sense of relief when others are helped; while S affirmed that a strong sense of concern drives them to remain involved even without compensation and outside of working hours. These findings indicate that a prosocial orientation grounded in sincerity, compassion, and social commitment strengthens the meaning of work, enhances engagement, and fosters sustained commitment to efforts to prevent drug abuse in the community.

*“As for me, I'm more of a helper—like preparing the equipment to bring along, and once we're there, we mostly just take notes if the counselor is present. I mean, it's not possible for a counselor to go out alone, right?” (A)*

*“So maybe the part about whispering... Maybe that's where you help out too. We'll reassure the community. Or help answer questions. ‘It's not like that, sir; it's actually like this.’ Or answer questions—for example, when someone asks something. ‘It's like this, ma'am; that's the answer.’” (R)*

### *Active Participation*

Active participation is a crucial aspect of the “Career Calling” initiative that encourages individuals to remain engaged in drug education activities. Although interpreted differently by each participant, all participants indicated that active involvement is manifested through efforts to share knowledge, assist the community, and respond to field challenges in an adaptive and consistent manner. A emphasized raising public awareness as a form of engagement capable of creating a domino effect; R viewed participation as a form of sustained contribution despite its limitations; while S demonstrated both spontaneous and professional engagement in addressing community

needs. These findings confirm that active participation grounded in a “career calling” strengthens individuals’ commitment, resilience, and prosocial orientation, thereby supporting the sustainability of drug abuse prevention efforts in the community.

*“We can set an example, right? Even if it’s just a small one, at least we can do something good for others—in other words, act as a shield for that person.” (A)*

*“It’s up to us... to respond with... a cool head. Then we have to... if possible, provide a satisfactory answer for the community. But sometimes, as humans, we’re never satisfied.” (R)*

### *Spiritual Orientation*

Religiosity, from the perspective of a “career calling,” serves as a crucial foundation for interpreting outreach activities as a life calling that embodies worship and service. The internalization of religious values—such as sincerity, devotion, and a commitment to helping others—encourages participants to view outreach as a meaningful contribution to society. Participant A interprets every act of assistance in outreach as a form of worship, while R views it as service to God as well as a source of reward. These findings confirm that the internalization of religious values strengthens individuals’ commitment, sincerity, and prosocial orientation in carrying out outreach as an effort to prevent drug abuse. Religiosity, from the perspective of a “career calling,” can be understood as the degree to which religious values are internalized, influencing how individuals perceive their work as part of a meaningful and transcendent life calling. In this context, religiosity is reflected not only through worship practices but also through the internalization of spiritual values such as sincerity, devotion, and a focus on helping others, which encourage individuals to view their work as a form of contribution with a greater purpose.

*“You could call it a form of worship, right? Even though it’s not tangible—it’s just conveying the truth—so that’s what makes it a form of worship.” (A)*

*“Maybe I’ll get some reward. So, yeah, it’s like working while seeking reward, I guess.” (R)*

### *Dedication*

Dedication in extension work, from the perspective of a “career calling,” can be understood as a form of individual commitment driven by an inner calling to make a meaningful contribution to society. This involvement is not merely viewed as a job requirement—but rather as an expression of dedication rooted in the values of sincerity, responsibility, and prosocial orientation. Through this understanding, individuals

perceive outreach activities as a means to help others, thereby enhancing the meaning of their work, inner satisfaction, and resilience in facing various challenges in the field.

*“For example, let’s say a family member of ours is using drugs. Meanwhile, we’re BNN agents. Our moral burden is already lifted. It’s like that, right? We’ve already done our part for that person. Regardless of whether that person continues to use drugs or not— that’s a personal matter. It goes back to the individual. So our moral burden is already lifted.” (R)*

*“But aside from that, outside of that context, I see my work as a form of service.” (S)*

### *Personal Development*

Personal development from the perspective of a career calling can be understood as a continuous process of enhancing one’s capacity, skills, and personal qualities in response to a meaningful professional calling. Individuals who view their work as a calling tend to actively seek out new experiences, knowledge, and learning to support their contributions to others. This process is not only oriented toward improving professional competence but also toward personal growth, thereby strengthening the meaning of work, commitment, and readiness to face various challenges in work activities.

*“More than that, we look for other ideas so it doesn’t get monotonous. Maybe our delivery is different, our approach is different—the point is to avoid monotony, right? We look for creative ideas so our approach isn’t always the same.” (A)*

*“I also learned a lot from older people—more than I did from the person who was going to become the neighborhood head at the time. So, I learned a lot, especially from the elders, about how to mobilize the community.” (S)*

### *Providing Benefits*

From the perspective of a career calling, making a positive impact can be understood as an individual’s orientation toward using their work as a means of making a tangible contribution to others and the environment. Individuals who view their work as a calling tend to prioritize positive impact as their primary goal, so every work activity is directed toward helping, empowering, and improving the well-being of others. This orientation not only strengthens the meaning of work but also enhances inner satisfaction, commitment, and sustained engagement in professional activities.

*“It turns out we can actually make a difference for people. So we participate in outreach sessions. For example, by asking questions. Like in cases like that. While answering questions. While engaging in small interactions.” (R)*

Seven findings were identified that align with the aspects of “career calling” according to Praskova, Hood, and Creed (2015), and the following table summarizes the relationship between these findings and previous research:

**Table 2. Theoretical Perspectives and Field Findings**

Aspects of Career Calling (Praskova, Hood, and Creed, 2015)	The Meaning of Career Calling Among Employees Involved in Counseling at the National Narcotics Agency in Jambi City
<p><i>Personal Meaning</i> This aspect has several implications, including: Meaningfulness of work, inner satisfaction, a sense of pride, sincerity, a sense of responsibility, a sense of being useful to the community, and spiritual meaning.</p>	<p><i>Personal Meaning:</i> In these findings, personal meaning consists of several emerging themes, including: A sense of relief and joy, sincerity, emotional challenges, prosocial meaning, prioritizing commitment, and commitment even when working overtime.</p> <p><i>Spiritual Orientation:</i> The findings on spiritual orientation emerged through several themes, including: Working as a form of worship, devotion to God, a source of merit, and the pursuit of merit.</p> <p><i>Self-Development:</i> This theme is derived from several findings combined under the umbrella of self-development, namely: Refreshing diversion, job retention, enthusiasm for innovation, self-development, exploration of experiences, curiosity, striving for productivity, building new relationships, self-appreciation, passion for work, expanding one’s network, on-the job socialization, better recovery, and the growth mindset principle.</p>
<p><i>Orientation toward Helping Others (Orientation Meaning)</i> This aspect encompasses several implications, namely: The desire to help the community, concern for others, the urge to protect, the motivation to be of benefit, commitment, feelings of empathy, and a sense of social significance.</p>	<p><i>Prosocial Orientation:</i> In these findings, the orientation emerged from several themes, namely: Mutual aid, work sensitivity, accommodating community perspectives, developing concern, selflessly helping, striving to help one another, sensitivity toward helping colleagues, mutual sensitivity toward work, optimism while working, prosocial actions, a sense of relief from helping others, efforts to assist in responding to the community, creating a positive impact, efforts to coordinate outreach, sincerity and mutual care, compassion that transcends ego, and a sense of care for the residents of Jambi.</p> <p><i>Community Service:</i> Findings on the theme of community service revealed several emergent themes that form the overarching theme of community service; these emergent themes are: Service as a form of ongoing charity, fulfilling moral responsibilities, workaholic tendencies, maximizing effort, overcoming access</p>

Aspects of Career Calling (Praskova, Hood, and Creed, 2015)	The Meaning of Career Calling Among Employees Involved in Counseling at the National Narcotics Agency in Jambi City
	<p>challenges, service to the nation, dedication and work ethic, enthusiasm for field challenges, working without compensation, willingly working overtime and without compensation, persistence in service, and fighting spirit.</p> <p><i>Providing Benefits:</i> Regarding the theme of providing benefits, it is undeniable that this theme is formed from emergent themes, which include: Benefiting future generations, social utility and significance.</p>
<p><i>Active engagement:</i> This aspect has several implications, including: Willingness to help beyond one’s duties, consistency, initiative, enthusiasm for interaction, willingness to make sacrifices for positive causes, resilience, and loyalty.</p>	<p><i>Active Participation:</i> In active participation, there are several emergent themes that form the basis of active participation, namely: Raising awareness, providing education, sharing information, sharing knowledge, striving to anticipate issues, addressing denial, persuading people, never giving up, facing social challenges, dealing with direct public backlash, providing education, sharing knowledge, tackling work challenges, boosting the audience’s morale, demonstrating professionalism in responses, managing public reactions, striving to address social challenges, clarifying objectives, and acting professionally.</p>

Source: Researcher’s data analysis.

Based on the table above, the following is a description of the themes identified in the study on the Meaning of Career Calling among Employees Involved in Outreach at the National Narcotics Agency in Jambi City.

The first finding indicates that personal meaning serves as the primary foundation for the formation of a career calling among extension workers. Extension work is not merely viewed as a job duty but also as an activity that holds deep meaning through sincerity, commitment, and intrinsic motivation. This aligns with the view of Bryan J. Dik and Ryan D. Duffy (2009), who state that a career calling is a transcendent calling that drives individuals to pursue their work with an orientation toward life’s purpose and meaning. This personal meaning then evolves into a spiritual orientation that reinforces the interpretation of work as a form of worship and devotion. Extension work is viewed as a means of earning ongoing charitable deeds, practicing religious values, and benefiting others. This finding supports the view of Puffer, Brooks, and Davis (2023)

that religiosity and spirituality contribute to the formation of a career calling through the search for life meaning and a greater purpose in work.

Spiritual orientation and the meaningfulness of work subsequently drive the process of self development during involvement in outreach. Interaction with the community requires individuals to improve their communication abilities, social skills, and readiness to handle field situations. These findings align with the views of Ryan D. Duffy, Bryan J. Dik, Douglass, England, and Velez (2018), who state that individuals with a career calling tend to experience continuous personal growth and competency development. The resulting personal development subsequently strengthens individuals' prosocial orientation. Employees view outreach as a means to help the community and prevent drug abuse, rather than merely for personal gain. This finding aligns with the view of Dobrow and Kharas (2011) that a career calling is linked to the drive to create positive impact and social meaning through one's work.

This prosocial orientation evolves into a form of service that is deeply ingrained in the individual. Outreach is viewed as a form of service to God, society, and the nation, as evidenced by the willingness to remain actively involved even when working outside regular working hours without expecting additional compensation. This aligns with the view of Elangovan, Pinder, and McLean (2010) that a career calling motivates individuals to dedicate themselves through work oriented toward social service. The dedication demonstrated by individuals ultimately aims to benefit society. Employees believe that the education and assistance they provide can have a positive impact in preventing drug abuse. This finding supports the view of Hart and Hart (2023), who state that a "career calling" is associated with prosocial values and an orientation toward benefiting others through one's work.

The entire process of meaningfulness, spirituality, self-development, prosocial orientation, dedication, and the desire to benefit others is ultimately realized through active participation in outreach activities. Employees not only perform administrative tasks but are also directly involved in education and responding to community needs. This aligns with the view of Peter A. Creed, Kjoelaas, and Hood (2016), who state that active engagement is positively associated with the development of a career calling and an individual's consistency in fulfilling their career role.

### **Factors Driving Career Calling Among Employees Involved in Outreach**

The findings regarding the factors supporting the development of a career calling among staff involved in drug education at the National Narcotics Agency in Jambi City include Environmental Conditions and Individual Concerns; the following is a description of the themes related to these supporting factors for career calling among staff involved in drug education at the National Narcotics Agency in Jambi City.

Environmental circumstances serve as an external factor that plays a crucial role in fostering a sense of career calling among employees involved in drug education. The high risk of drug abuse, social unrest in the community, and the real need for education and prevention encourage individuals to view their involvement in outreach as a meaningful contribution. In addition, social support from the work environment and the community helps strengthen individuals' sense of responsibility and commitment to actively participate in outreach. These findings align with the views of Elangovan, Pinder, & McLean (2010), who state that a "career calling" is related to a prosocial action orientation that motivates individuals to make meaningful contributions to their social environment. Thus, the environmental context serves as a factor that reinforces the emergence of a personal calling to engage in efforts to prevent drug abuse.

The impetus arising from the environmental context then evolves into a sense of unease that further reinforces the meaning of a career calling in drug education efforts. Concerns about the prevalence of drug abuse, the threat to the younger generation, and personal experiences within the surrounding community foster a moral awareness that one should not remain passive in the face of prevailing social conditions. These feelings develop into a sense of concern, responsibility, and a drive to help the community through outreach activities. Furthermore, the limited number of outreach personnel also sparks a desire among individuals to contribute so that prevention efforts can be carried out more effectively. This situation reinforces the statement by Chen, May, Schwoerer, & Augelli (2018), who explain that individuals with a "career calling" demonstrate high levels of engagement and concern toward social conditions as well as work they consider meaningful. An individual's concern is not merely an emotional response to the environment but also serves as a powerful driver in the formation of a "career calling," which is realized through active involvement in drug education.

## CONCLUSION

This study shows that a career calling among employees involved in outreach activities at the National Narcotics Agency in Jambi City is interpreted as a life calling that transcends the performance of formal duties. This interpretation is reflected through seven main themes: personal meaning, spiritual orientation, self-development, prosocial orientation, dedication, making a positive impact, and active participation. These seven themes illustrate that involvement in outreach is driven not only by job demands but also by intrinsic motivation, moral and spiritual values, and a desire to make a positive contribution to society.

This study also identified two factors that support the formation of a career calling: environmental circumstances and individual concerns. The high vulnerability of the community to drug abuse, coupled with concern for its consequences, fosters a sense of moral responsibility, empathy, and a commitment to actively participate in outreach activities. Thus, the career calling among outreach workers is influenced not only by internal factors—such as the meaning they ascribe to their work—but also by external factors that reinforce the drive to dedicate themselves to the community.

The findings of this study contribute to the development of career psychology research, particularly regarding the interpretation of “career calling” among drug education officers within the National Narcotics Agency. Furthermore, the results are expected to serve as a foundation for institutions in designing strategies to strengthen human resources, develop the competencies of education officers, and enhance organizational support to maintain commitment and ensure the sustainability of education activities as part of efforts to prevent drug abuse.

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