

SMOKING CESSATION AND NON-SMOKING PUBLIC AREA: A CASE STUDY IN BANTUL, YOGYAKARTA

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ABSTRACT

BACKGROUND: Smoking is a habit detrimental to health. According to World Health Organization, tobacco smoking killed one person every second. Approximately there were 4.9 million smoking related deaths occurred annually worldwide. About 70 percent of this figure occurred in developing countries. Therefore smoking habit should be stopped and prevented. This study aimed to examine smoking cessation behavior in a non-smoking public area.

SUBJECTS AND METHOD: This was a qualitative study with case study approach, conducted in Bantul, Yogyakarta. A sample of 7 key informants was selected by snowball sampling for this study. The data were collected by interview and observation.

RESULTS: Two of the main reasons for smokers to quit smoking were economic factor and health state. The supporting factors for quit smoking were strong will, family and neighborhood support, and the existence of non-smoking public area. Healthy behavior model based on resident convention had a strong influence on the formation of collective behavior. Inhibiting factors of stop smoking were tobacco addiction, smoking friends, and bad neighborhood. Some smokers curbed smoking by drinking mineral water, doing daily activities, and sport.

CONCLUSION: Strong will, economic factor, health state, family and neighborhood support, and non-smoking public area, are the driving forces to quit smoking. Tobacco addiction and smoking friends inhibit the process of quit smoking.

Keywords: behavior, smoking cessation, non-smoking area