



## The Influence of the 5 A's Intervention towards Teenagers Attitude in Consuming Liquor at Kupang City



Christine Ekawati <sup>a</sup>

Agustina <sup>b</sup>

Olga Dukabaen <sup>c</sup>

Albina Bare Telan <sup>d</sup>

### Article history:

Received: 9 June 2017

Accepted: 30 August 2017

Published: 30 September 2017

### Keywords:

attitude;

ethanol;

intervention;

liquor;

teenagers;

### Abstract

Liquor was an alcoholic beverage consist of Ethanol. The liquor effects changed the teenager's behavior and could be occurred a disease that was harmful to our body. The 5 A's interventions could be conducted to change attitudes. Regarding three domains i.e. cognitive domains, affective domains and conative domains. The research type was an experiment quasi with randomized pre-test post-test control group design. The sample was taken from 20 respondents for the conventional group and 20 respondents for the 5 A's intervention group. The results stated that the 5 A's intervention group was able to change attitudes on the 3 domains those were cognitive, affective, and conative.

2454-2261 ©Copyright 2017. The Author.

This is an open-access article under the CC BY-SA license

(<https://creativecommons.org/licenses/by-sa/4.0/>)

All rights reserved.

### Author correspondence:

Christine Ekawati,

Doctoral student at Udayana University,

Udayana University, Jalan P.B. Sudirman, Denpasar, Bali, Indonesia

Email address: [christinerohi888@gmail.com](mailto:christinerohi888@gmail.com)

### 1. Introduction

Liquor is an alcoholic beverage or a volatile white liquid, has a distinctive odor, a burning sensation, flammable with a blue blaze and not smoky (Wresniwiro, 2007). The liquor that is commonly consumed by NTT societies is liquor which is processing from home industry. In Sikumana Kelurahan (village), there are more than 40 households who have a business in processing the sap to be liquor. The teens to adults who consume liquor initially just want to try (Irmayanti, 2015). They for the first consume a little liquor and low alcohol levels. The more often consume liquor, the amount and level will be increasing (Azwar, 2007). An alcoholism has a negative effect towards the behavior and health. It can be caused by an accidents, fights, household violence, etc. The negative behaviors for the health included brain defective, nerve disorder, cancer, cirrhosis, etc.

<sup>a</sup> Udayana University Denpasar, Bali, Indonesia

<sup>b</sup> Environmental Health Department of Kupang Health Polytechnic

<sup>c</sup> Environmental Health Department of Kupang Health Polytechnic

<sup>d</sup> Environmental Health Department of Kupang Health Polytechnic

## 2. Materials and Methods

The method that is employed in lowering liquor included counseling and the 5 A's interventions. With the counseling is expected to increase knowledge, skills, and attitudes. The observation is hoped increases our knowledge from nothing to be something. The skills increase when there is a change from not being able to be able. The attitude is stated changing when there is a change from not wanting to be willing (Azwar, 2007). An attitude according to Secord & Backman in Azwar (2012) is a certain regularity in terms of feeling (affection), thinking (cognitive), and action person predisposing (cognition someone in the surrounding environment (Azwar, 2007). The attitude characteristics are being from birth but it is formed throughout the life, attitudes can change, not stand alone but always have a certain relationship to an object and attitude has aspects of motivation and facets of feeling (Purwanto, 2011). Thus, one's attitude toward liquor depends on the environment in which a person is.

The 5 A's intervention is a method that is used to stop or reduce the liquor consumption. It consists of Assess, Advice, Agree, Assist, and Arrange (follow-up) (Glasgow, 2002). There is some questions for the respondents about the type of beverage consumed, the amount, it's level and frequency. Then, advise them that consuming liquor will have a negative impact, especially on their behavior and health. They agree to change and the researchers help them by making changes in their social environment, family, and workplace that support the program. We change their mindset on sports activities or other activities they like.

The 5 A's Intervention is a very good model applied for teenagers until adults in Kupang city due to teenagers are given counseling about liquor therefore, they will get away from it. This has been applied to teenagers smokers (Rahayu, 2010). In terms of this intervention, is to assess the respondents the extent which they consume liquor, advise them with religious figures and society leaders, in order to make an agreement between religious figures, public figures, and respondents, for helping them break away from liquor and develop youth coaching programs in the village. The goal of this study is to prove that the 5 A's interventions can change the cognitive, affective and conative attitude for the youth in Kupang City.

### *Research Design and Research Variables*

The type of research is experiment quasi with randomized pre-test post-test control group design which aims to know the influence of the 5 A's Intervention to the attitude in consuming liquor in Kupang City.

### *The Research of Time and Place*

This research was conducted in Kotaraja Subdistrict, Kupang City, East Nusa Tenggara Province, on January - April 2017

### *Population and Sample*

The population in the present study is all the youths in Kupang City, East Nusa Tenggara Province, who had been consumed a liquor. The sampling technique applied is simple random sampling (a simple sampling technique that is done randomly). The sample in the present study is 40 respondents divided into 2 groups, namely the intervention group and the control group. The intervention group (treatment group) is 20 respondents and the conventional group (control group) is 20 respondents. In determining the sample is required to meet the criteria of inclusion and exclusion.

### *Data collection*

The attitude of consuming liquor is the readiness to stop drinking. In this case, it is measured by the scale attitude in the questionnaire form that has been tested its validity and reliability. The measurements included:

- a) Cognitive change is a change of mind or belief from previous consuming liquor considered positive one to be negative after the intervention is measured with the scale stop consuming liquor of pretest and posttest.
- b) Affective change is a change of feeling from the previous disbelief after intervention into believing and understanding about the bad consequences of consuming liquor for health, measured by the scale stopped consuming liquor of pretest and posttest.
- c) Conative change is a tendency and readiness to behave not to consume liquor. It is measured by the scale of consuming liquor of pretest and posttest.

The primary data is obtained from the observation at the beginning of the research conducted by pretest, then conducted the 5 A's intervention for treatment and conventional group for the control group. Next, the post-test is conducted.

#### *Data analysis*

The univariate analysis is done to get a general description of the research problem by describing each variable used in the present research i.e. looking at the description of the frequency distribution as well as the single percentage related to the research aims.

### **3. Results and Discussions**

#### *3.1 Result*

The result of univariate analysis depicts the respondent's distribution based on respondent's characteristic i.e. age and duration of consuming liquor as follows:

Table 1  
Respondents Characteristic Description of Consuming Liquor

Variable	Characteristics	Control		Treatment	
		F	%	F	%
Age	17	3	15	3	15
	18	3	15	3	15
	19	1	5	2	10
	20	-	-	-	-
	21	1	5	2	10
	22	2	10	2	10
	23	2	10	1	5
	24	2	10	1	5
	25	2	10	2	10
	26	2	10	2	10
	27	-	-	1	5
	28	1	5	1	5
	29	1	5	-	-
Drinking period	1	-	-	1	5
	2	2	10	2	10
	3	3	15	1	5
	4	1	5	1	5
	5	4	20	3	15
	6	2	10	3	15
	7	1	5	3	15
	8	2	10	2	10
	9	2	10	-	-
	10	-	-	2	10
	11	1	5	-	-
	12	1	5	1	5
	13	-	-	-	-
	14	1	5	-	-
	15	-	-	1	5

The analysis result of respondent characteristics in Table 1. shows that the respondent's majority in the intervention class and non-intervention (conventional) classes are aged 17 and 18 years old about 3 people or 15% respectively.

Whereas, they consume alcohol in the intervention group is 5-7 years about 3 person (15%) and in the conventional group is 5 years about 4 people (20%).

Table 2

The descriptive analysis towards cognitive, affective and conative attitudes to the conventional groups and the 5 A's intervention

	N	Minimum	Maximum	Mean	Std. Deviation
Cognitive control before intervention	20	1	2	1.20	.410
Cognitive control after intervention	20	1	2	1.15	.366
Cognitive treatment before intervention	20	1	2	1.25	.444
Cognitive treatment after intervention	20	1	3	1.80	.696
Affective controls before intervention	20	1	2	1.25	.444
Affective control after intervention	20	1	2	1.30	.470
Affective treatment before intervention	20	1	2	1.25	.444
Affective treatment after intervention	20	0	3	1.70	.733
Conversion control before intervention	20	1	2	1.20	.410
Conative control after intervention	20	1	2	1.30	.470
Conative treatment before intervention	20	1	2	1.30	.470
Konatif treatment after intervention	20	1	3	1.75	.639
Valid N (listwise)	20				

The mean score of attitudes in the highest control group before the intervention, it was conventionally in affective attitudes is 1.25 (sd = 0.444) and after the intervention is affective attitude as well as 1.30 (0.470). Whereas, in the treatment group before the intervention, a conative attitude is 1.30 (sd = 0.470) meanwhile, after the intervention of 5 A's i.e. on cognitive attitude is 1.80 (0.696). In terms of this means that in the intervention group there is an increase in among of cognitive, affective, and conative attitudes.

Table 3  
The wilcoxon test of 5 a's intervention and conventional towards cognitive, affective, and conative attitudes of liquor consumer in Kupang City

	Cognitive controls after intervention - Cognitive controls before intervention	Cognitive treatment after intervention - Cognitive treatment before intervention	Affective control after intervention - Affective control before intervention	Affective treatment after intervention - Affective treatment before intervention	Conative control after intervention - Conative control before intervention	Conative treatment after intervention - Conative treatment before intervention
Z	-.577 <sup>a</sup>	-3.051 <sup>b</sup>	-.577 <sup>b</sup>	-2.714 <sup>b</sup>	-1.414 <sup>b</sup>	-3.000 <sup>b</sup>
Asymp. Sig. (2-tailed)	.564	.002	.564	.007	.157	.003

a. Based on positive ranks.

b. Based on negative ranks.

c. Wilcoxon Signed Ranks Test

For cognitive, affective, and conative attitudes in the intervention group, i.e. *p-value* is 0.001 for cognitive, 0.0035 for affective, and 0.0015 for conative. In term of this means that there is a significant difference between the youth cognitive attitude before and after the intervention  $p < \alpha$  (0.05), there is a significant difference between the youth affective attitude before and after intervention  $p < \alpha$  (0.05), and there is a significant difference between the youth conative attitude before and after intervention  $p < \alpha$  (0.05).

### 3.2 Discussion

The results of this study stated that 5 A's intervention (influence, advise, agree, assist, and arrange) have a significant influence on the behavior changes in alcohol consumption including cognitive, affective, and conative domains. This means that a person attitude is not static but may change according to the environmental changes [5]. The attitude changes depend on how to manipulate or control the factors that influence the attitudes development. The 5 A's intervention is conducted by controlling the factors that influence the form of alcoholic drinking behavior itself through the message conveyed about what is liquor, its effect on the behavior change and the health until the subject is acceptance understanding on it. This 5 A's intervention is repeated over a small group therefore, the results are affective.

This attitude studies based on three domains included cognitive, affective and, conative. This domain develops a person's attitude. This 5 A's intervention affects the attitude of stopping consuming liquor on the cognitive domain, in the form of the knowledge how bad consuming liquor, the affective domain in the form of dislike of liquor and the conative domain is the readiness to behave not to consume liquor.

## 4. Conclusion

Based on the research results is obtained that the 5 A's intervention group is able to change an attitude from three domains i.e. cognitive domain, affective domain, and conative domain are compared to the conventional group.

### *Conflict of interest statement and funding sources*

The author(s) declared that (s)he/they have no competing interest. The study was financed by the authors.

### *Statement of authorship*

The author(s) have a responsibility for the conception and design of the study. The author(s) have approved the final article.

---

*Acknowledgments*

The authors would like thanking Bapak Lurah (the nickname of village leader) and Kotaraja, Kupang City, Kotaraja youth who have assisted the researchers in conducting the research in Kotaraja Subdistrict.

**References**

- Azwar, S. (2007). Sikap manusia. *Teori dan Pengukurannya, Pustaka Pelajar, Yogyakarta*.
- Cardinal, R. N., Parkinson, J. A., Hall, J., & Everitt, B. J. (2002). Emotion and motivation: the role of the amygdala, ventral striatum, and prefrontal cortex. *Neuroscience & Biobehavioral Reviews*, 26(3), 321-352. [https://doi.org/10.1016/S0149-7634\(02\)00007-6](https://doi.org/10.1016/S0149-7634(02)00007-6)
- Glasgow, R. E., Emont, S., & Miller, D. C. (2006). Assessing delivery of the five 'As' for patient-centered counseling. *Health Promotion International*, 21(3), 245-255. <https://doi.org/10.1093/heapro/dal017>
- Irmayanti, S. (2016). Pembelajaran dengan menggunakan system web blog untuk meningkatkan motivasi belajar siswa jurusan akuntansi di SMK YPKK 2 Sleman tahun 2015/2016. *Fakultas sains dan teknologi UIN Yogyakarta*.
- Purwanto, A., Widiyandari, H., Ogi, T., & Okuyama, K. (2011). Role of particle size for platinum-loaded tungsten oxide nanoparticles during dye photodegradation under solar-simulated irradiation. *Catalysis Communications*, 12(6), 525-529.
- Rahayu, R. N. B. (2010). *Pengaruh metode 5As terhadap sikap merokok* (Doctoral dissertation, Universitas Sebelas Maret).
- Sarwono, S. W. (1999). *Psikologi Sosial Kelompok dan Terapan* (No. 5030). PT Balai Pustaka.
- Sarwono, S. W. (2010). Pengantar psikologi umum. *Jakarta: Rajawali Pers*.
- Syaiful Bahri, D. (2011). Psikologi Belajar.
- World Health Organization. (2008). *Social determinants of health* (No. SEA-HE-190). WHO Regional Office for South-East Asia.
- Wresniwiro, M., Sumarna, A. H., Wira, P., Sunandar, A., & Permana, D. (1999). Masalah Narkotika Psikotropika dan Obat-Obat Berbahaya. *Jakarta: Mitra Bintibmas*.

### Biography of Authors

	<p>Christine J K Ekawati, S.Si., M.Si. is a doctoral student at Udayana University. She is from Kupang, NTT. Her home base is on Environmental Health Department of Kupang Health Polytechnic. Her research interests are related to the liquor consumption by the teenagers and youth in Kupang city due to the influence of various factors. He currently is doing her dissertation regarding liquor in Kupang City.</p> <p>Email: <a href="mailto:christinerohi888@gmail.com">christinerohi888@gmail.com</a></p>
	<p>Agustina, S.Km., M.Kes. is a Senior Lecturer at Environmental Health Department of Kupang Health Polytechnic.</p>
	<p>Olga Dukabaen, S.ST., M.Kes. is a Senior Lecturer at Environmental Health Department of Kupang Health Polytechnic.</p>
	<p>Albina Bare Telan, S.ST., M.Kes. is a Senior Lecturer at Environmental Health Department of Kupang Health Polytechnic.</p>