

# Prevention of Smoking Behavior In Homes In The Buri' Lembang Rembon District of Tana Toraja Regency

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## ABSTRAK

Smoking behavior has become a common thing we encounter in our daily lives, even though the more often we are exposed to cigarette smoke, the higher our risk of various diseases. Smoking behavior is not only dangerous for smokers but also has a negative impact on the health of those around them or who are often referred to as passive smokers. This study aims to analyze the relationship between providing motivation using IEC media with changes in attitudes and self-confidence in the form of no-smoking intentions at home. This research uses a qualitative method with a case study approach. Informants in this study were 10 people. Data obtained through in-depth interviews, document review and observation. Data analysis was performed by content analysis. The results showed that after giving motivation using IEC media, there was a change in the attitude and self confidence of informants in the form of no-smoking intentions at home. The conclusion is that there is a relationship between the use of IEC media as motivation with changes in attitudes and self-confidence. It is recommended to smokers not to smoke in the house to keep family members from the danger of exposure to cigarette smoke.

## INTRODUCTION

The Cigarettes are cylindrical tobacco wrapped using leaves or various kinds of paper with a size of 70mm to 120mm and a diameter of 10mm while smoking is the activity of using a cigarette to suck smoke from cigarettes either directly or using a pipe (Gallus et al., 2016).

The phenomenon of smoking behavior is indeed very difficult to be

eliminated because there are many factors that influence it, even health workers who are expected to become role models in non-smoking behavior are actually very often found smoking (Rukmy et al., 2018).

In one cigarette is like a chemical factory, because it contains 4000 toxic and dangerous chemicals and 69 of them are casinogenic, some of which include nicotine, tar and carbon monoxide



(Noriani et al., 2013). From preliminary data searches in Rembon Sub-district, Tana Toraja District, the informant showed a rejection when it was recommended not to smoke and said that smoking behavior in the house was a normal thing to do. This is in line with information obtained from the health staff of the Batusura Public Health Center ' which says that the community has not considered smoking behavior as a problem.

The prevalence of the number of smokers in Indonesia is still very high and even tends to increase every year, The Tobacco Atlas in 2015, released data that 66% of men in Indonesia are smokers, this certainly will potentially increase the risk of the number of people with non-communicable diseases in Indonesia such as heart disease , stroke, cancer, diabetes and kidney failure, which of course will be a burden for health problems in Indonesia (Mbulo et al., 2015)

Basic Health Research (2013) states that seven out of ten families in Indonesia have expenses for cigarettes. WHO notes that 80% of smokers in the world live and live in countries with middle and poor incomes, even 226 million smokers in the world are categorized as poor or poor (Kegler et al., 2015). The most worrisome thing is that the dangers of smoking behavior not only affect smokers, but also adversely affect the people around these smokers or who are often referred to as passive smokers who although not smoking but also inhaling cigarette smoke (Mustolih et al., 2015). Cigarette smoke inhaled by passive smokers is one of the main causes of the incidence of lung

cancer in people who do not smoke (Lam et al., 2016).

Smoking is still the biggest cause of death that we can actually avoid, smoking can significantly affect fetal development, increase the risk of cancer, heart attack, stroke, and worsen the condition of people with diabetes (Timbayo et al., 2017). WHO says implementing smoking ban regulations at home is difficult. An important step that can be taken is to encourage parents to protect their children from cigarette smoke.

World Health Organization (2011) states that 17% of 18 million deaths due to heart attacks are triggered by smoking and 890 thousand people are reported to have died from inhaling cigarette smoke even though they are not smokers (passive smokers). The more we are exposed to cigarette smoke, the higher our risk for various diseases, then the only way to do this is to distance yourself and your family from cigarette smoke by asking family members who smoke to stop their smoking habits or at least so that they No smoking around you and your family (Almizi et al., 2018).

According to Skinner behavior is an individual response to stimuli that come from outside or better known as the Stimulus - Organism - Response theory, this theory is known as the "S-O-R" theory (Notoatmojo, 2014). Advocacy consists of two forms, formal and informal. The formal form is usually called negotiation while the informal form is called lobbying. The lobbying process is not bound by time and place, and can be carried out continuously over a long period of time while negotiations are not, negotiations are bound by time and place. Negotiation is a



bargaining process by negotiating to reach a mutual agreement between two or more parties. Negotiations can also be interpreted as a process of communication between two or more parties in an effort to reach mutual agreement with the principle of mutual benefit.

Based on the explanation above it can be concluded that the long-term goal of the negotiation process is problem solving. While the short-term goal is to offer an alternative solution that can be mutually agreed to solve a problem. Attitudes are influenced by affective responses, behavioral tendencies, and cognition. Affective responses are physiological responses that express an individual's preference for something. While behavioral tendencies are verbal indications of an individual's intentions, and cognitive responses are cognitive evaluations of an attitude object. Most individual attitudes are the result of social learning from the environment (Surhayanta et al., 2018)

Self-confidence is a person's feelings about how easy or difficult someone is to be able to do or manifest a certain behavior (Ajzen, 2005). This can change depending on the situation and type of behavior that will be done, so that it will be greatly influenced by self-efficacy. The performance of a behavior depends not only on the motivation to do it but also sufficient control over the behavior carried out. Thus the perceived behavioral control can influence behavior indirectly through intention, and can also predict behavior directly.

This study aims to analyze the relationship between providing motivation using IEC media with changes in attitudes

and self-confidence in the form of no-smoking intentions at home.

## **METHOD**

### ***Research Design and Location***

This This research was carried out in Lembang buri ', Rembon District, Tana Toraja Regency. The research method used in this study is a qualitative research method with a case study approach to determine the relationship of motivating through IEC media to changes in attitudes and self-confidence in the formation of intentions and commitments to not smoke in the home.

### ***Population and Sample***

The population is the people in Lembang Buri who have smoking behavior at home. Sampling in this study using purposive sampling technique where sampling is determined based on criteria determined by researchers by taking into account the representation of aspects of education level, social strata, gender and type of smokers. Total informants in this study were 10 people consisting of: 9 men and 1 woman, 2 people with heavy smokers, 3 moderate smokers and 5 light smokers, from social strata: 3 upper social strata , 3 middle social strata and 4 lower social strata, from the educational level: 2 people with a tertiary education, 5 people with a secondary education (high school) and 3 people with an elementary school education.

### ***Data Collection***

Data collection techniques in this study were divided into 2 categories, the first using primary data obtained directly through observation using observation



sheets and in-depth interviews using interview guidelines. Furthermore, it uses secondary data obtained by researchers through a review of documents obtained by researchers from the health promotion section of Batusura Public Health Center, and literature reviews originating from print and electronic media.

### **Data Analysis**

Data and information obtained through field notes, in-depth interviews and the results of subsequent observations are made in the form of narratives (transcripts) and classified and made in the form of a matrix to facilitate content analysis and data interpretation. The matrix that has been made is then summarized and searched for themes and patterns then expressed as a reduction or conclusion. The conclusions that have been there are then reviewed again into an emic concept (based on informant information) in accordance with the dimensions of research and then compare

the concept of emics (informant information) with ethical concepts (existing theories) related to the research dimension.

### **RESULTS**

Matrix 1. Shows the characteristics of the informants where the age range of informants is from the age of 36 years to 65 years, with an elementary school level of 3 people, a secondary level of 5 people and an informant with a high level of education (strata one) of 2 people. From the aspect of social strata there are 3 informants with upper class social strata, 3 informants with middle class social strata and 4 informants with lower social strata, from the aspect of smoker types there are 2 heavy smoker informants, 3 moderate smoker informants and 5 mild smokers' informants, then the representative of the gender informants there are 9 informants male sex and 1 person female sex.

Matrix 1. Characteristics of informants

<b>Initials</b>	<b>Age</b>	<b>Education</b>	<b>Sex</b>	<b>Job</b>	<b>Smoker Type</b>	<b>Socio-Economic Strata</b>
YKT	50	Primary School	Male	Farmer	Heavy Smoker	Lower
PT	65	Bachelor Degree	Male	Retired Civil Servants	Moderate Smoker	Upper
MD	36	Primary School	Male	Farmer	Light Smoker	Lower
PST	54	Bachelor Degree	Male	Civil Servant	Heavy Smoker	Upper
MT	43	Senior High School	Male	Honorary	Moderate Smoker	Middle
LSK	60	Senior High School	Male	Farmer	Light Smoker	Lower
YR	61	Primary School	Female	Farmer	Light Smoker	Lower
JP	52	Senior High School	Male	Entrepreneur	Light Smoker	Middle
SS	41	Senior High School	Male	Entrepreneur	Moderate Smoker	Middle
JPT	64	Senior High School	Male	Retired Army	Light Smoker	Upper



Matrix 2. Shows the relationship of motivation using media kie with changes in attitudes and self-confidence in the form of no-smoking intentions in the home. Motivation using IEC media aims to change the informants' attitudes and self-beliefs so that the intention is not to smoke in the house. The results of in-depth interviews with informants showed that the informant's smoking behavior had become a habit for dozens of decades so that wherever the informant wanted to smoke it would immediately burn his cigarettes in the place both inside and outside the home. The socio-cultural

community also plays a role in shaping the informant's smoking habit where cigarettes are a common thing provided for entertaining guests. On the other hand information about the dangers of smoking behavior obtained by informants is still lacking because in general informants obtain information on the dangers of smoking only from the cigarette packs they smoke. After motivation using IEC media, there has been a change in the attitudes and self-confidence of informants in the form of an intention not to smoke in the house.

Matriks 2. Relationship of Motivation Using IEC Media with Changes in Attitudes and Self-Confidence in the Form of Intentions

Initials	Motivation	Intention Not To Smoke In The House
YKT	1. Cognitive Aspects The content of toxic and dangerous chemicals in cigarettes • Information on the dangers of smoking in the home for passive smokers • Economic losses due to smoking behavior • Ease of smoking behavior at home	Already
PT		Already
MD		Already
PST		Already
MT		Already
LSK		Already
YR		Already
JP		Already
SS		Already
JPT		2. Affective Aspects • The danger of cigarette smoke for family members in the home • The behavior expected by family members from the informant • The need for assertiveness in order to protect our loved ones from the dangers of cigarette smoke.

**DISCUSSION**

Based From the results of the study showed that after giving motivation using IEC media, there has been a change in the attitudes and self-confidence of informants in the form of no-smoking intentions at home.

Individual attitudes towards the formation of intentions are influenced by

cognitive processes and affections in individuals, including knowledge, values and the understanding of the surrounding environment about a particular behavior or briefly referred to as behavioral beliefs (Behavioral belief). Someone will be difficult to bring up the intention especially for certain behaviors if his knowledge of



the benefits and or disadvantages of a behavior is still lacking means that individuals will find it difficult to judge whether the behavior has positive or negative consequences. Attitude towards behavior here is defined as the level of assessment of individuals whether a behavior is positive or negative (Ajzen, 2006).

From the results of this study the results obtained that the information about the dangers of cigarette smoke obtained by informants from health workers is still lacking even the majority of informants said that they have never received counseling about the dangers of cigarette smoke from health workers, and information about the dangers of cigarette smoke only they obtained from the cigarette packs they suck. In addition, the informant's smoking behavior has been carried out for a dozen to decades, this causes the informant to have a dependency on the nicotine contained in cigarettes that has an addictive effect so that if the informant does not get nicotine intake through the cigarette he smokes, the informant will experience symptoms of drug withdrawal such as dizziness, anxiety and the mind becomes uneasy.

The results of this study also showed that most informants actually felt that spending for cigarettes was quite large even though it could be used for something that was more beneficial for informants and their families, for example it could be used for their children's schooling needs or to improve the family's economy. But this is not enough to motivate the informant to stop his smoking habit or at least to have the intention to be able to stop his smoking habit.

Lack of information about the dangers of cigarette smoke, especially smoking behavior in the home received by the informant, including the benefits if the informant stops smoking both from the health aspect and from the economic aspect for himself and his family becomes a matter of consideration for researchers in motivating the informant in order to change the informant's attitude so that it can appear intention not to smoke in the house. In addition, the researcher also emphasized the aspects of affection or emotions and feelings of the informant in the motivation provided where the researcher emphasized the dangers of cigarette smoke for family members of informants who were in the house if the informant continued to carry out his smoking habit at home.

This is quite effective in motivating informants to change informants' attitudes that are manifested in statements of intention by informants not to smoke in the house. The informant stated that he agreed with the suggestion to not smoke in the house and was willing to not smoke in the house to protect his family members who were loved ones and were considered important by the informants to avoid the danger of exposure to cigarette smoke.

Self-confidence is defined as a function based on control of belief, namely how an individual believes that a behavior will be easy or difficult to do. This belief can be obtained by individuals from previous experience of a behavior. The information provided to individuals becomes motivation which can increase an individual's confidence in an behavior that is easy or difficult to implement. The more supporting factors and the less inhibiting



factors, the greater the perceived control in the behavior and vice versa (Ajzen, 2006).

The results of this study indicate that the majority of informants still have low self-confidence about their ability to prevent smoking behavior at home because of the prevailing habits in the environment around informants who consider smoking behavior inside or outside the home is common. Informants' knowledge about the dangers of smoking behavior in the home which is still lacking is also one of the things that concern researchers.

The informant assumed that his smoking habit in the house would not have a bad impact on his family members because the cigarette smoke in the house would disappear by itself if blown by the wind. This is a wrong opinion because some research results show that cigarette smoke even though in plain sight is not visible but the toxic and dangerous substances from cigarette smoke can stick to household furniture in the house so it is very likely to be inhaled by family members who lives in the house.

Socio-cultural factors that make smoking as something that is commonly prepared for guests, as well as courtesy ethics to prohibit guests from smoking in the house is one of the inhibiting factors in increasing the confidence of informants. This is in line with research conducted by Intarut et al (2016) and firmness in prohibiting smoking behavior in the home have a significant effect in creating a smoke-free home.

Motivation conducted by researchers by using IEC media which contains the dangers of cigarette smoke for family members of informants who live in the house, where researchers explain to

informants that even though the cigarette smoke is invisible, it turns out that toxic and dangerous substances from cigarette smoke are still attached to furniture that is in the house and is very likely to be inhaled by family members of informants so that it will be very dangerous for the health of family members.

In addition, the researcher also motivated the informant by showing the ease of carrying out the recommendation of not smoking in the house because basically the informant did not need to stop smoking but simply moved where the desire to smoke arises by walking out of the house to smoke so that his family members he loved could avoid the danger of exposure cigarette smoke.

## CONCLUSION AND SUGGESTION

Based on the results, it can be concluded that there is a relationship between providing motivation using IEC media with changes in informants' attitudes and self-beliefs so that no-smoking intentions are formed at home.

It is recommended that smokers no longer smoke inside the house in order to keep family members they care about avoiding the danger of exposure to cigarette smoke, as well as to health workers in order to increase counseling about the dangers of cigarette smoke using IEC media as motivation to the community in preventing smoking behavior.



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