

Determinan sosial budaya dalam mempertahankan kebiasaan merokok masyarakat pedesaan dan perkotaan pada daerah produsen rokok di Malang, Jawa Timur = Socio cultural determinants maintaining smoking habit in rural and urban communities in regional cigarette in Malang, East Java

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Abstrak

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Merokok adalah penyebab morbiditas dan mortalitas. Perilaku merokok merupakan perilaku yang merugikan, tidak hanya bagi individu perokok tetapi juga bukan perokok. Determinan sosial budaya terkait merokok belum dipahami secara jelas, sehingga bisa lebih bermanfaat dalam penanggulangan tembakau. Untuk itu peneliti akan menyajikan hasil determinan apa saja yang berpengaruh terhadap kebiasaan merokok di desa dan kota pada daerah produsen rokok.

Penelitian ini menggunakan metode kualitatif dengan jenis deskriptif, pengumpulan data dilakukan melalui wawancara semi terstruktur dan observasi, serta telaah dokumen. Penelitian ini menemukan bahwa faktor yang paling berpengaruh adalah, pengetahuan, sikap, keyakinan, interaksi sosial, ritual adat, dan norma masyarakat. Peneliti menyarankan kepada Kementerian Kesehatan yaitu intervensi khusus bagi perokok di pedesaan ataupun perokok yang dekat dengan industri maupun perkebunan tembakau, Penganggaran Promotif di berikan penekanan terhadap pengendalian tembakau dan juga dalam menghadapi strategi produsen rokok untuk perokok baru dan dewasa. Serta advokasi oleh pemerintah Kota dan Kabupaten Malang bagi tokoh agama dan tokoh masyarakat terkait penanggulangan bahaya rokok.

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ABSTRACT

Smoking is a cause of morbidity and mortality. Smoking behavior is behavior that is detrimental, not only for the individual smoker but also non-smokers. Socio-cultural determinants related to smoking is not clearly understood, so it could be more helpful in the prevention of tobacco. To the researchers will present the results of any determinants that influence smoking habits in villages and towns in the tobacco-producing regions.

This study used a qualitative method with descriptive data collection conducted through semi-structured interviews and observation, and document analysis. This study found that the most influential factor is knowledge, attitudes, beliefs, social interaction, ritual customs, and norms of society. Researchers suggest to the Ministry of Health is a special intervention for smokers in rural or smokers who are close to the industry and tobacco plantations, Budgeting Promotive given the emphasis on tobacco control strategies and also in the face of new cigarette manufacturers for smokers and adults. And advocacy by the government of Malang City for religious leaders and public figures related to overcome the dangers of smoking.

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