

THE BEHAVIOUR OF WOMAN CIGARETTE CONSUMEN (*QUALITATIVE STUDY OF WOMAN ACTIVE SMOKER*)

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Abstract

Indonesia is one of developing country having high cigarette consumption and production level. Although researchs showed smoking have health effect, the smoker is increas every year, especially woman smoker. Smoking is the simbols of modern, sexy, glamour, mature and independent women. They are potential target of tobacco industry. This study aims to analyze smoking behaviour (process become smoker, aged started smoking, reasons beeing smoker, level of cigarette consumption, the characteristic of cigarette consumed, the place to smoke) on woman active smoker. It was a qualitative exploration involved informants aged 17-25 years, have been active smoker in last six mounts, with purposive sampling in Jember City. Data was collected by indepth interview and they're analyzed by thematic content analysis. The result of this study showed that all informan became smoker since children age from smoker family. They're active smoker since at junior or senior high school. The reason why they became active smoker because of sexy image, peer influence and stress decreasing effort . They prefer consumed white cigarette contented special taste (cappucino, chocolate, mint) because it content low tar and nicotine, 6 stem until 2 packs in a day.They smoke on their own house, cafe of night pub, and on their friend's house. They never smoke on public area, because it acrossed the norms.

Keywords : *behaviour, consumen, woman active smoker*

Introduction

The World Health Organization (WHO) said that smoking has become an important health problem of society in the world since the last decade [1]. Indonesia is one of the developing countries that have high levels of cigarette consumption and cigarette production. WHO (2008) published statistics data on the number of smokers estimates 1.35 billion people, based on it, the largest cigarette consumption in the five countries were : China around 390 million smokers (29%), India have got 144 million smokers (12.5%) , Indonesia aruond 65 million smokers (28%), Russia's 61 million smokers (43%), and USA about 58 million smokers (19%).

Based on the data of WHO above, Indonesia has been the third country with the largest cigarette consumption after India and China and above Russia and USA. In fact, from the population, Indonesia is the 4th position after China, India, and the United States.Smoking rates have decreased in USA, but in Indonesia increasing since last 9

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years. The Indonesia cigarette develop in the period 2000-2008 was 0.9% per year. Based on the statistics of smokers in Indonesia, the WHO report in 2008 estimated that 34% of smokers are adult, 63% of smokers are man, and 4.5% of smokers are women. Eventhought the number of women smokers is low, but peridictabel will be increase in the future. They are potential market for the tobacco industry. While, 13.5% of smokers are young and adolescents, consist of 24.1% are male and 4.0% are female.

On the other hand, smoking is something familiar in the population of Indonesia. Smoking is a very common habit and widespread in the society. Although some experts has been researched and proven the effect of smoking is bad for body's healthy, including special effects for female smokers. Smoking for women is the leading of health problems such as infertility and reproductive disorders of pregnancy and the fetus [2]. However, the number of female smokers grow from year to year continually. Many women smokers said that smoking was difficult habit to leave for several reasons behind it. Some female smokers think that smoking is a symbol of the modern woman, sexy, glamorous, mature and independent [3].

From the explanation above, shows that the phenomenon of women who smoke has been found in many communities. On the one hand, the impact of smoking for women is very large especially for health, both physical health and the aesthetic appearance of women. Because of it so important to understand how behavior of female who smoke: the process of becoming smokers, age started smoking, reasons to be smokers, cigarette consumption levels, the characteristics of cigarettes consumed and where the respondent is commonly used for smoking.

Research Methods

This study aims to analyze the behavior of female smokers which include: the process of becoming smokers, age started smoking, reasons to be smokers, cigarette consumption levels, the characteristics of cigarettes consumed and where the respondent is commonly used for smoking. The research was conducted in Jember on January-February 2012, used qualitative exploration methods with a phenomenological approach. Data collection techniques have done by depth interview on the informant, taken purposive sampling, aged 17-23 years, for reasons still active and productive sexually. This research used themathic content analyst.

Results and Discussion

The Process of Becoming Smokers

Smoking is a behavior can be able to learn. The learning process begins in childhood, while the process of becoming smokers begins in adolescence. Learning or socialization process can be done through vertical transmission from the previous generation, from parent to child [4].

From the results of the reserach showed that all respondents are familiar with cigarettes already since childhood. Their average age 7-10 years and they are common to see people smoking nearby. They know smoking by family as father, brother or sister of the parents (grandparents, aunt and uncle). This was expressing of some respondents in the following studies:

“My father is a heavy smoker. I often see my father geting smoke in the house. I think it’s good ... it makes me desire to try ... “(TA, 23 years)

“I have two elder brothers. All of them are smokers. They teached me how to smoke... “(DS, 21 years)

Conditions where the parent or brother inone house as a smoker, makes a child learning about smoking. Although not as a stage actor who does the job of smoking, the kids learn something by what they see. This condition make easier someone to be a smoker in the future.

Basically, smoking behavior is learning behavior of the vertical socialization process between parents to the kids. Permissive smoking behaviour of parents, 38.4% contribute on someone be smoker [4]. Family of smokers greatly contribute to children's smoking behavior than non-smokers with a family [5].

On the other hand, female smokers, especially the young, has a negative stigma from the society. Our society thinks young women who smoke are not good people, and identified with women's naughty or are under stress. Person's tendency to behave as a smoker is more visible in young girls when their mothers smoked than his father's smoking [3]

The Age of Being Smoker

Commonly, Indonesian people begin consume cigarette on young age. That is 41.5% on 15-22 years old; 31.0% is on 10-17 years old and 11% is under 10 years old [1]. The average age of respondents of smoker active is on SLTP or SLTA, which is about 14-17 years old. According to respondents’ interview:

... I had brave to smoke cigarette was on SMA. There was my friend who had smoke cigarette too.... I smoked in her boardinghouse...(VA, 19 years old)

... My first time smoke cigarette was SMP. My friends are punk, they have music band too..... In punk society, women smoke cigarette is common.... (DS, 21 years old)

This case is same with the survey result that said women begin smoke cigarette in young age. According to the leader of Asosiasi Untuk Indonesia Sehat Firman Lubis, the girl teenager begun smoke cigarette was on 14-15 years old. Survey was conduct to 3.040 students of SMP, SMA and university student in Jakarta and South Sumatra. There is 88,78% confess that they had smoked cigarette about 1-10 stick in their life [3]. The age of 11-13 years old was their first time to smoke cigarette and they were smoke cigarette before 18 year old [6].

The Reasons of Being Smoker

Some research results about the behavior of men cigarette said that there are some reasons why someone does cigarette behavior. The percentage of teenagers' cigarette reasons showed 79,7% is because their habit. 72,4% is because to get enjoyment, 60,2% is because prestige, 48,8% is because to reduce their nervous and 14,6% is because addiction [7]. The different condition found on women smoker is related to smoke cigarette habit. Research result shows that their reason is so various. Few of them say that their reasons smoke cigarette is to express their freedom, hobby, and the way to attract the boy's attention. Just few of them that say the reason smoke cigarette is to reduce stress. This thing is just like one of respondents say:

... When I smoke cigarette, I fell relax... my problems are gone. If I didn't smoke cigarette in one day , I will have bad temper. But if I have already smoked cigarette, I feel free.... Finally I have time to smoke.... (AT, 23 years old)

Based on some reasons that said by respondents, there some are interesting reasons to investigate related to female gender as smoker, that is consider taboo in our society. Their reasons to be smoker is as an appreciation of freedom expression as an individual who does not controlled by rule neither family life nor society. This thing is just like one of respondents say:

...If I smoke cigarette, I feel free, free from my parents' rule and free from society discrimination that say women smoke cigarette is not good.....(DD, 21 years old)

This phenomenon is caused by girl teenagers' psychological condition. A teenager era is ambivalence era to change. Where is each individual want and demand of freedom, but they often afraid to responsible with the consequence that will happen [8]. Meanwhile, the respondents' reason who smoke cigarette is to attract girl/boy's attention, said:

...If a girl smokes cigarette is different, cool...Boys will curious with a girl who smokes cigarette...(VA, 19 years old)

Teenager era is era to find their identity. One of ways to show their identity is using status symbol that easy to see such as fashion, lifestyle (smoke cigarette), and etc. This way is to gain attention and respected by other people [8].

The Level of Consumption Cigarette

According to Leventhal & Clearly said that there are 4 phase in behavior of smoke cigarette to be smoker, they are: (1) *Prepatory* phase, someone get good description about smoke cigarette from listening, watch, or article, so it will make interest to smoke. (2) *Initiation* phase is a path that someone will continue or stop to smoke behavior. (3) *Becoming a smoker* phase, if someone has consumed cigarette 4 stick a day. So he/she has tendency to be smoker. (4) *Maintenance of Smoking* phase, in which smoke cigarette is become one of self-regulating and smoke cigarette is done to get enjoyment psychological effect [9].

The result of research showed that all respondents have became active smoker because in one day they have consumed 6 stick to 2 packs a day. Refer to behavior Phase above, so whole respondents are on the smoker (active smoker). Leventhal & Clearly said that teenager who smoke cigarette more than 4 stick e day is categorized as smoker [10]. This thing is just like one of respondents say:

... Sometimes, I smoke cigarette 2 packs a day, but... if I didn't hang out with my friends, I just spend a half pack (6 stick).... (DD, 21 years old)

The reasons that said by respondents when they decide to be smoker (active smoker) is various. That is from following friend to gain men attention until to get calm when they have problem. This thing is just like one of respondents say:

...If we gather in boardinghouse or rent house, it is not common if everybody smoke cigarette and I am not... (VA, 19 years old)

...When I smoke cigarette, I fell relax... my problems are gone. If I didn't smoke cigarette in one day, I will have bad temper. But if I have already smoked cigarette, I feel free.... Finally I have time to smoke.... (AT, 23 years old)

Condition above is same with research result that conducted by the leader of Asosiasi for Indonesia Sehat on 3.040 women smoker that in teenager age. The reason to smoke cigarette is various, pretext of reduce stress is the most reason that is 54,59%, reason to relax is 29,36%, adapt men habit is 12,8%, because of friends' behavior is 2,29% and to be accepted in a group is 0,92% [3]. Another research about smoker satisfaction said that the reasons to smoke cigarette is because of emotional aspect such as enjoyment (38,29%), satisfaction (15,96%) and feel relax (12,17) [4].

Characteristics of Favorites Cigarettes

Cigarettes are generally divided into three groups; there are cigarette, clove cigarette, and cigars. Cigarette contains 14-15 mg of tar and 5 mg of nicotine. The content of tar and nicotine are lower than clove cigarette (20 mg of tar and 4-5 mg of nicotine). The low content of nicotine gives value trade of cigarette, because there are health issues in cigarette. Cigars are generally shaped like a submarine that have larger and length size than general cigarettes, consists of dried tobacco leaves that were rolled into a fat cylinder and then it is glued. The influence of tar and nicotine content of cigar are greater than other types of cigarettes [11].

Based on the result of the research are showed that most of respondents smoke some cigarettes type (such as Marlboro, Djarum, and Surya Brand). They are interested to Marlboro brand cigarette because there are some choice of flavours (chocolate, menthol/mint and mocha). It is said by one respondent below :

... I most like cigarettes, Miss... Usually, girls smoke cigarette and the lighter level than cigarette... Such as Sampoerrna, A-mild, LA or Jarum Black... because there are cloves and make the taste of the cigarette is sweet... (VA, 19 years old)

From the result of the interview above showed that woman's favorite cigarettes are the cigarette that has nicotine and tar levels are quite high (14-15 mg of tar and 4-5 mg of nicotine), the price is quite expensive, ranging from IDR 10,000 up to IDR 15,000 per pack. For cheaper cigarettes are around IDR 5,000 as a kind of clove cigarettes (Sukun, Tali Jagat, and Topas) are not interested by woman's smoker. They assume that cigarettes are the cigarettes consumed by the parents.

This condition is consistent with another research that the percentage of cigarettes types that was smoked by teenager shows 70,73 % of smoker smoke cigarette, 15,44 % of them smoke cigarettes combination (those are cigarette and clove). 13,00% smoke clove cigarettes, and 0,18% smoke cigars [7].

Popular Place to Smoke

Result of research about the place that used male adolescents to smoke are at home, school, and mall. It is contrast with women smokers who use private places, and avoid smoking in public areas. Because our society still have a stigma to women smoker.

The place that usually used by respondents to smoke are in the toilet, in a room, in the boarding house or rented friends and in discotheques. This was expressed by one of the following respondents:

... In Warning Closet (WC)..., in the room when I am alone. I do not dare when I am in public areas. Because many people say that, if the women smoke, she is bad girl or bad woman, or naughty girl... (AT, 24 years old)

One thing that became common among young men and women to smoke because they are away from parental supervision. In addition, usually, for female smokers avoid public places to smoke. This was expressed by all respondents who think that people still have negative stereotypes of women who smoke are identified with naughty girls who used to sell yourself (as a commercial sex worker). Our society still have perception that woman smoker means accrossed the norm.

Conclusions

All respondents came from a family of smokers, and they have been known about the cigarettes since they were children. They are active smokers at the time of attending junior or senior high school. The respondents reasons were smokers such: freedom expression, hobby, attract the opposite sex and to decrease the stress. Currently they are spending 6 stems until 2 packs per day. As usual cigarette consumption is the type of cigarettes that have tar and nicotine levels are quite high.

The usual place to smoke are: toilet, own house (in the bedroom), in discotheques, boarding house friends. They are afraid to smoke in public place because there are still worrying about public negative judgment in women smokers. Because Our society still have perception that woman smoker means accrossed the norm.

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