

Implementing the Tobacco Control Policies Properly and Correctly

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Abstract: Tobacco control, if not implemented, can be a health problem both in developed countries and in developing countries like Indonesia. The number of cases of citizens who consume cigarettes is very large and this can adversely affect health to the point of causing premature death. Tobacco control policies in Indonesia should be optimised and further enforced, including further details on the Regional Regulations on Non-Smoking Areas (KTR) and the prohibition of the advertising and promotion of cigarettes. This includes the empowerment of people who love the latest information which can be about the dangers of cigarette content, the impact of cigarette content that can cause damage to the health of the body and encouraging the movement of people to the creation of an Indonesia free from smoke. This will minimise the citizens of Indonesia who consume cigarettes. Later, they will understand that their health is more important and more will think to apply the existence of good tobacco control.

1 INTRODUCTION

Indonesia has a very high prevalence of smoking in the community, most of which became active smokers from an early age and continued through to adulthood. Active smokers from year to year has increased more than ever, and not only men. More women are now among the many who have become active smokers. This can be bad for the health, whihc involves an increased risk of death. The Global Youth Tobacco Survey states that the population of Indonesia 15 years and over who has been smoked has an annual increase of 34.2% in 2007 and increased in 2013 by 36.2% until 2014 reaches 50.6% of active smokers 15 years and over. Tobacco control, if not implemented, can be a health problem both in developed countries and in developing countries like Indonesia. The Government issued a Joint Regulation with the Minister of Health and Minister of Home Affairs No.188 / Menkes / PB / I / 2011. 7 Year 2011 About No Smoking Area Guidelines. A No Smoking Area (KTR) is a place or room where it is prohibited to engage in smoking activities and to promote or sell tobacco products. No Smoking Areas (KTR) are one way to control and reduce the bad habit of smoking in public places. In Surabaya, the Regulation of Non-Cigarette Regions in some areas has been implemented but many have not achieved

implementation. According to Perda No.5 of 2008 on Non-Smoking Areas states that non-smoking area facilities include health facilities, teaching and learning places, arenas where there are children's activities, places of worship and public transportation. Non-compliance with established non-smoking regional regulations can be a major problem that will impact public health, especially the increasing prevalence of active smokers. The purpose of this research study is to get more information about the implementation of the No Smoking Regions Policy (KTR) in Indonesia, especially in Surabaya.

2 METHODS

The type of research methodology used in this study is descriptive using a quantitative approach which is intended to describe and analyse the implementation of the regulations to do with cigarette areas. This article has also used methods of research analysis and reporting. The data collection was conducted by using data articles, journals, and books that have been published later on in the analysis by the author.

3 RESULTS AND DISCUSSION

3.1 Non-Smoking Area Regulations that are not yet equally distributed in Indonesia

The enactment of Regulations for Non-Smoking Areas is very important and influential for the future. It can minimise the number of active smokers who smoke in various places that do not think about their surrounding conditions, which can adversely affect the health of active smokers and passive smokers alike. According to the data from Indonesia Health Profile 2012, pusdatin Kemenkes RI 2013, it states that there are still many provinces that have not implemented the Regulation of No Smoking Areas. It is important to keep in mind that if there are no policies, then the number of active smokers in Indonesia will increase year to year. Non-Cigarette Regional Regulations should be further enforced in various areas that have not established a Joint Regulation with the Minister of Health and Minister of Home Affairs No.188/Menkes/PB/I/2011.7 to do with No Smoking Area guidelines.

3.2 Areas Without Cigarettes that are not Effective

From several research results that have been analysed and presented by the researcher, it can be concluded that the implementation of regulations for Non-Smoking Areas is still not running effectively yet. The implementation of Perda No.5/2008 for Non Smoking Area and Limited Area Smoking in the Joyoboyo Terminal area of Surabaya City issued by Surabaya City Government has not yet been fully achieved. From the results of this research, it proves that there are still many who have not implemented the regulations properly. There need to be firmness from the Government to put more emphasis on the severe sanctions that will be enforced on people who violate the regulation of No Smoking Areas so the violation of the regulation is not a preferable or neutral action.

3.3 Low compliance with the Rules

Indonesian society has a low standard when it comes to complying with regulations provided by the Government. Lots of rules have been established, not only the Regulation of Regions without Smoking, but are still violated. This is due to the lack of strict sanctions from society and a lack of

knowledge. One example is a researcher named Iswanti who examines compliance with smoking regulations in Surabaya. Supervision on the implementation of Local Regulation No.5 / 2008 concerning Non-Smoking Area and Limited Area Smoking in Joyoboyo terminal of Surabaya City is not done as stated in Regulation No.5 / 2008. Law enforcers also never sanction against perpetrators of violation of Regulation No.5 / 2008, especially in Joyoboyo terminal of Surabaya City. Although the UPTD terminal Joyoboyo Surabaya City has tried as much as possible, but still found many smokers who smoke free in the terminal Joyoboyo Surabaya. It can be concluded that the awareness and compliance of community law in Surabaya Joyoboyo terminal is still low.

From the results of Reno Renaldi's research analysis in 2013, there is a significant relationship between the implementation of KTR policy and the knowledge of KTR policy. The researcher also stated the results of the data analysis obtained from society which was influenced by environment associations who, at risk, were 17 times more likely not to execute KTR policy. This research is in accordance with results of the research conducted by Puswitasari in 2012 stating the existence of a relationship between the influences of the environment with the level of compliance. An analysis of the results of research from both sides has previously been in conformity with Imelda's research in 2012, stating the relationship between cigarette attitudes and KTR policies with the participation of non-smoking areas.

3.4 Cigarette Advertisement Ignored

Society in Indonesia, especially in Surabaya, indicates that many are indifferent to the ad campaigns that have been made by related parties. Many people actually understand about the content or meaning of the content contained in the ad. But they are indifferent because no one forbids if smoking does harm to public health. It needs a new marketing strategy or ad campaign that generates more attention.

4 CONCLUSIONS

The implementation of non-smoking areas in Indonesia, especially in Surabaya, has not fully run optimally as a whole because the Regulation of No Smoking Area is not evenly distributed in Indonesia and there is less community for existing regulations.

There needs to be firm action in the form of sanctions for those who violate the Regulation of No Smoking Areas. Related parties can create promotions or enforce the latest model of tobacco control on Non-Smoking Areas (KTR). Most Indonesians love the latest information with the latest technology involved; this could be utilised. This will minimise the number of citizens in Indonesia who consume cigarettes. Those who gradually follow the process will come to understand that health is more important and more will begin to apply good tobacco control and encourage the movement of society to create an Indonesia that is free from smoke.

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