

Research Article

Motivation and Negotiation of Smoking Behavior Prevention inside the House of Buri Village, Rembon District, Tana Toraja Regency

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Abstract: Smoking behavior is not only harmful to the health of smokers, but also has a negative impact on those around them or who are often referred to as passive smokers. This study aims to analyze changes in attitudes, perceptions and self-confidence of informants in the form of intentions and commitments to not smoke in the house after providing motivation and negotiation using Information and Education Communication (IEC) media. 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 providing motivation and negotiation using IEC media, there were changes in the attitudes, perceptions and confidence of informants in the form of intentions and commitments to not smoke in the house. In conclusion, there is a relationship between motivation and negotiation using IEC media with changes in informants' attitudes, perceptions and confidence in the form of intentions and commitments. It is recommended to smokers not to smoke in the house in order to keep family members away from the dangers of exposure to cigarette smoke and for health workers to increase counseling using IEC media as motivation to the community in efforts to prevent smoking behavior.

Keywords: Smoking in the house, attitude, perception, self-confidence, motivation, negotiation.

INTRODUCTION

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 even found smoking in public places. In fact, although there are many known dangers of cigarette smoke, we still encounter many smoking behaviors around us, in fact there are still many smokers who smoke in the house, as if they do not care about the risk of health problems that threaten their families due to cigarette smoke. 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.

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. In one cigarette is like a chemical factory, because it contains 4000 toxic and dangerous chemicals and 69 of them are carcinogenic, some of which include nicotine, tar and carbon monoxide. The most worrisome thing is that the dangers of smoking behavior not only affect smokers, but also adversely affect people around smokers.

The results showed that the number of cigarette consumption in poor families is greater than the amount of cigarette consumption in families with middle and upper income, this will further aggravate poor families to meet the nutritional needs of their children (Almizi, *et al.*, 2018). The high number of smokers has a wider impact because even though they are economically difficult to meet their basic needs, they still have expenses to buy cigarettes.

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Indonesia ranks first for the percentage of passive smokers according to the Global Adults Tobacco Survey (GATS) in 2011 which amounted to 78.4%. Cigarette smoke inhaled by passive smokers is one of the main causes of the incidence of lung cancer in people who do not smoke. Besides cigarette smoke can also cause bone loss, breast cancer in women, and pregnancy disorders and can harm the fetus in the womb (Noriani, *et al.*, 2015).

The danger of cigarette smoke also targets children's health which can increase the risk of various diseases including acute respiratory infections, chronic cough, cancer, sudden asthma attacks and for pregnant women the danger of cigarette smoke can cause premature babies, babies born with disabilities, severe low birth body, even fetal death in the womb (Wardani, *et al.*, 2015; Wulandari *et al.*, 2017; Anggraini *et al.*, 2018).

World Health Organization (WHO, 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). This is in line with research conducted by Anggraini, *et al.*, (2018) which shows that there is an increased risk of heart disease by 11.78% for passive smokers when compared to people who are not exposed to cigarette smoke.

Human behavior is a group of actions or activities that are owned by humans and are influenced by customs, attitudes, ethics, power, persuasion and or genetics, both those that can be directly observed or those that cannot be directly observed by outsiders (Notoatmojo, 2014). 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).

Since 2016, the Ministry of Health has started to launch a program of healthy living community movements (GERMAS) in order to anticipate shifts in epidemiological patterns of disease in Indonesia. But it is unfortunate because the priority activities in the GERMAS program have not focused on how to control tobacco use in smoking behavior.

Smoking behavior in the house without realizing it has become a habit of smokers, even though the smoke from the cigarettes they smoke will not just disappear from the house because some will settle or stick to objects and furniture in the house. In countries where there are rules about smoking bans in public places, children and women remain exposed to cigarette smoke at house. Children who are exposed to secondhand smoke will have a higher risk of developing

ear infections, pneumonia, asthma, and sudden death syndrome in infants.

Motivation is the driving force that has become active, and activated by the need to achieve certain goals and especially when the need to achieve these goals is felt very urgent (Boekaerts and Niemivirta, 2000). McLellan & Woodworth (2014), revealed that behavior occurs due to motivation or drive that directs individuals to act in accordance with their interests or goals to be achieved. Because without that urge there will be no force that directs the individual to a mechanism of behavior.

Negotiations may be short and simple but they can also be long and require a long process through repeated meetings and in formal or informal situations (Barge and Craig, 2009). Negotiation actually involves three main things called the negotiation Triangle, which consists of heart (personal character or what is inside us), head (the method or techniques that we use in negotiating), hands (our habits and behavior in negotiating). In negotiations it is not enough to negotiate only on formal matters, policies and procedures, or techniques in negotiations, but it is necessary to use these three components, namely: character, method and behavior. But what is often forgotten in the negotiation process are things that are not visible, such as the desires, desires, feelings, values and beliefs held by individuals involved in conflict or those involved in the negotiation process. It is very important to understand that negotiation as a process with a starting and ending point, when the negotiation process takes place all parties must realize when the process begins and when the process must be completed.

Attitude is a number of affections (feelings) felt by someone to accept or reject an object or behavior that places individuals on a two-pole evaluative scale, for example good or bad, agree or reject, and others (Fishbein and Ajzen, 2010). Attitudes are obtained from human learning outcomes, so attitudes can be grown and developed through the learning process. Attitude has a relationship with aspects of motivation and feelings or emotions (Gerungan, 2000).

Someone will have the desire to behave specifically towards an object if he is influenced by the people around him to do it or he believes that the environment or people around him want or support what he does (Ajzen, 2005). Beliefs that underlie these subjective norms are called normative beliefs, in other words, they need encouragement in the form of social pressure as motivation for themselves when deciding to conduct a behavior. Subjective norms are individual perceptions about whether others will support or not the realization of these actions. Hogg and Vaughan (2005), provide an explanation that subjective norms are the

product of individual perceptions about the beliefs of others.

Self-confidence is a person's feelings about the ease or difficulty of being able to perform or manifest a certain behavior, (Ajzen, 2005). This study aims to analyze the relationship between motivation and negotiation using the Information and Education Communication (IEC) media with changes in attitudes, perceptions and self-confidence in the form of intentions and commitments to not smoke in the house.

METHODOLOGY

Research Design

This research was conducted in Buri Village, which is one of 11 Villages in Rembon District, Tana Toraja Regency. The study was conducted in April 2019 until May 2019. This study used a qualitative research method, with a case study approach, to determine the relationship of motivation through IEC media to changes in attitudes, perceptions and self-confidence in the formation of non-smoking intentions and commitments at house.

Population and Sample

The informants in this study are individuals who have smoking behavior in the house chosen by purposive sampling technique by paying attention to aspects of the representation of informants from gender, type of smoker, level of education and socio-economic strata. The informants consisted of 9 men and 1 woman, there were 2 informants with a high education level, and 5 informants with a secondary education level (high school), and 3 informants with an elementary school education level.

RESULTS

Table1. Characteristics of informants

Code / Initial	Education	Gender	Occupation	Smoker Type	Socio-economic strata
YKT	Elementary school	Male	Farmers	Weight	Lower strata
PT	Bachelor	Male	Retired civil servant / teacher	Medium	Upper strata
MD	Elementary school	Male	Farmers	Light	Lower strata
PST	Bachelor	Male	Civil Servants / Teachers	Weight	Upper strata
MT	High school	Male	Village Officials	Medium	Middle strata
LSK	High school	Male	Farmers	Light	Lower strata
YR	Elementary school	Female	Farmers / IRT	Light	Lower strata
JP	High school	Male	Entrepreneur	Light	Middle strata
SS	High school	Male	Entrepreneur	Medium	Middle strata
JPT	High school	Male	Retired Army	Ringan	Upper strata

Source: primary data, 2019.

Table1. Shows the characteristics of the informants where the informants with the level of primary school education as many as 3 people, the level of secondary education as many as 5 people and the informants with the level of higher education (strata one) as much as 2 people. From the aspect of social strata there are 3 informants with upper class social

Types of smokers in accordance with the WHO 2013 criteria there are 5 informants with criteria for mild smokers, 3 informants with criteria for moderate smokers and 2 informants with criteria for heavy smokers. From the socioeconomic strata there are 3 informants from the upper social strata, 3 informants with the middle social strata and 4 informants with the lower social strata.

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, using secondary data obtained by researchers through the study of documents obtained by researchers from the health promotion section of Batusura Public Health Center, and literature review originating from print and electronic media.

Data Analysis

Data and information obtained through field notes, in-depth interviews and subsequent observation activities 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 the concept of EMIC (based on informant information) in accordance with the dimensions of the study and then compared with the ethical concepts (existing theories) related to the dimensions of research.

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 light smokers informants, then the representative of the gender informants there are 9 informants male and 1 person female.

Table2. Relationship of Motivation Using IEC Media with Changes in Attitudes and Self-Confidence in the Form of Intentions

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

Source: primary data, 2019.

Table 2. Shows the relationship of motivation using IEC media with changes in attitudes, perceptions and self-confidence in the form of no-smoking intentions at house. Motivation using IEC media aims to change the informants' attitudes, perceptions and self-beliefs so as to form intentions and commitments to not 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 house.

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 and negotiation about the dangers of cigarette smoke by using IEC media that focuses on cognitive aspects (knowledge, understanding and assessment) and affective aspects (feelings, emotions and values of a family), there has been a change in attitudes, perceptions and beliefs self-informant in the form of intentions and commitments not to smoke in the house.

DISCUSSION

Attitudes are developed in three models, namely cognition, affection and behavioral tendencies. Attitudes also have a relationship with aspects of motivation and feelings or emotions (Gerungan, 2000). Normative beliefs and motivations to follow the opinions of others will determine the informants' perceptions so that there can be an intention to do or not do certain actions (Hogg and Vaughan, 2005).

Attitudes, perceptions and self-beliefs are psychological conditions that are not just formed and are not permanent, but can change depending on the situation and conditions around them that influence it. The formation of attitudes, perceptions and self-

confidence starts from stimuli in the form of messages or information that get attention and cause understanding to finally be accepted by individuals.

Changes in attitude, perception and self-confidence are very dependent on ways to control and manipulate the factors that influence it. Motivation and negotiation carried out in this research are carried out by controlling the factors that influence it in the aspects of knowledge (cognitive) and aspects of feelings (affective).

Interpersonal motivation will be more effective than standard education given to large groups, because attention from the target will be more focused on what is delivered because of the lack of distractions that can divert the focus of attention from the target. From the results of research conducted showed that after motivation and negotiation using IEC media, there have been changes in the attitudes, perceptions and self-confidence of informants in the form of intentions and commitments to not smoke in the house.

CONCLUSION

Based on the results of this study it can be concluded that there is a relationship between providing motivation using IEC media with changes in the attitudes, perceptions and self-confidence of informants in the form of intentions and commitments to not smoke in the house. It is recommended to smokers not to smoke in the house in order to keep family members that they care about avoid the danger of exposure to cigarette smoke, as well as to health workers in order to increase counseling using IEC media as motivation to the community in preventing smoking behavior.

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