

Analysis of Implementor Behavior in The Implementation of Regional Regulation of Lampung Number 8 Year 2017 no Cigarette Region

Delima Rahayu Istiqomah¹, Bagoes Widjanarko² dan Sutopo Patriajati³

^{1, &2}Master of Health Promotion , ³ Master of Public Health Sciences

Faculty of Public Health, Diponegoro University of Semarang

delimarahayu94@gmail.com

Abstract

The Provincial Government of Lampung issued Local Regulation number 8 of 2017 on Non-Smoking Area. Universities are required to apply Non-Smoking Areas in accordance with Provincial Regulation Number 8 of 2017. The purpose of this study is to analyze the readiness of implementors in implementing Non-Smoking Areas on the faculty and study programs Public Health at the college of all Bandar Lampung based on regulation of the region Lampung Province No 8 Year 2017. This research is a qualitative research. The main informants in the study are the deans / vice deans, the chairman of the institute of Health Science / vice chairman of the institute of Health Science, the director of the study program, and the security coordinator while the triangulation informant consists of lecturers, employees, and community health students of Bandar Lampung. Data analysis using Content Analysis. The result of the implementation of Non-Cigarette Area shows that the faculty and the health department of Bandar Lampung society do not have a Decree of the Dean related to the application of non-smoking areas and the absence of Non-Cigarette Area funding, guidance, supervision and sanctions Non-Smoking Area. In terms of sales of cigarettes, cigarette advertisements, cigarette sponsors, infrastructure and media promotion Non-Smoking Area both have been applied quite well but there are still some things that must be fixed. Based on L. Green theory which consist of predisposing factor of Faculty of Public Health Malahayati and Public Health Education Program mitra already have good appraisal and attitude, based on enabling factor of Umitra Community Participation already have a more structured coordination channel and have complete infrastructure facilities compared to Faculty of Public Health Malahayati As for factor reinforcing Public Health Education Program Umitra already has legality based on Law number 36 of 2009 and Government Regulation number 109 Year 2012. But now that can be done Public Health Education Program Umitra is Limited Area Smoking by providing a special place of smoking and both have not participated in the form of socialization and supervision of the Public Health from the provincial health office and has not implemented sanctions for the violators. Implementation of non-smoking areas on public health in Bandar Lampung has not run optimally as it should according to Provincial Regulation number 8 of 2017, but Umitra Community Studies has been considered more prepared than Faculty of Public Health Malahayati.

Keywords: Public Health Study Program, Non-Smoking Area, Local Regulation of Lampung Province

I. INTRODUCTION

Smoking behavior in Indonesia is a phenomenon that is considered a necessity. (Hidayat, 2012) According to The Tobacco Atlas 3rd Edition, tobacco consumers who come from the population of Asia and Australia as much as 57%, which Indonesia ranks third after China, India (Risksedas, 2013) Based on the research of Atlas Tobacco Control Alliance (SEATCE) in 2016, Indonesia is ranked highest in Asean. (Tan Lian Yen, 2016) Based on data from Ministry of Health Republic of Indonesia in one year produce 5.4 million cases of cigarette death every 10 seconds. Seventy percent occur in developing countries. WHO estimates that by 2030 there will be 10 million deaths from cigarettes and half from Asia. (A Ahsan and M Tobing, 2008) Therefore, the Ministry of Health of the Republic of Indonesia stipulates Public Health (No Cigarette Region), as many as 19 Provinces and 309 districts / municipalities from 518 districts have policies regarding No Cigarette. (Wisnubro, 2018) Do not miss the Province of Lampung issued a policy Without Cigarette, Local Regulation Number 8 of 2017. Based on the contents of the local regulation one of the public health wiliayah is a place to learn to teach. Then the researcher wants to research in faculty and study program of public health (Legal Bureau of Lampung Province, 2017) Based on the result of preliminary observation on Faculty Of public Health Malahayati and Public Health Program Umitra implementation of Community Health has not run well, because there is no supervision, coaching and sanction. And the media on Public Health is still less attractive and the number is small. Therefore it is necessary to analyze the behavior of implementors in the implementation of regulation of public health areas know the level of readiness of the implementation of programs or policies on Public Health based on the Provincial Regulation of Lampung Number 8 of 2017

II. RESEARCH METHODS

This research is a qualitative research. the type of research is descriptive. The main informants in this research are deans / vice deans, head of stikes / vice chairman of stikes, head of education programs, and security coordinator and triangulation informant consisting of lecturer, staff, and community health student of Bandar Lampung. The procedure of taking the subject with purposive sampling method. Data analysis using Content Analysis. (Notoadmojo, 2010)

III. RESULTS AND DISCUSSION

a. *Location Overview*

1. *Faculty of Public Health of Malahayati University:* Address at Pramuka Number 27 street, Bandar Lampung. In 2002 the Faculty of Public Health at Malahayati University was officially established (Malahayati University, 2018)
2. *Community Health Study Program of Mitra Lampung High School:* Having his / her address at Jalan. ZA. Pagar Alam Number 7 Gedongmeneng, Bandar Lampung Lampung. Umitra stood since 1996. Beginning stood beginning to open Stikes consisting of 3 Departments namely S1 Nursing, S1 Public Health, and Ners (Profession Ners). Based on assessment of Accreditation Body by National Accreditation Board of Higher Education (BAN PT) Ministry of National Education Republic of Indonesia Decree of the Minister of National Education Republic of Indonesia Number 2891 / D / T / 2004 Accredited status: Number 031 / BAN-PT / Ak-X / S1 / XII / 2007 (Mitra Lampung College, 2018)

b. *Research result*

1. **Knowledge:** Based on the results of the research, some informants interviewed have a correct understanding of the definition of non-smoking areas, while the understanding of the Law regulating Public Health as well as the contents of the Regional Regulation of Lampung Province No. 8 of 2017 most informants can not answer due to new hearing and have not received socialization. Therefore it is necessary to socialize or hold a workshop on Public Health in accordance with Provincial Regulation number 8 of 2017 on Public Health so that the entire academic community has a uniform understanding of public health as well as better understanding. According to Renaldi's research, students who do not have a good knowledge of Public Health are at risk 16 times for not implementing Without Cigarette policy (Renaldi, 2013).
2. **Attitude / Disposition:** A policy applied will be successful if followed by awareness of the policy. Based on the results of the interviews all respondents responded well in the implementation of Public Health that by supporting the application of Public Health in the environment Faculty and Public Health Studies Program, in addition informants have berpartisipasi in helping implement Public Health and have a strong commitment in creating cigarette awareness in the environment Faculty and Public Health Studies Program. One of the factors influencing the effectiveness of policy implementation is the attitude of the impelemtor. Based on Egi's research, he stated that the political commitment of the program implementer in carrying out Public Health at Poncol Train Station of Semarang City is very important, because if there is no commitment then the program will be in vain (Alexander, 2013)
3. **Communication:** Implementation of Provincial Regulation of Lampung Number 8 of 2017 on Community Health everywhere can be done well. Good communication between the Lampung Provincial Health Office and the implementor in the faculty / program of public health. Communication in this study includes the results of research with informants in Faculty Of Community Health Malahayati obtained results have not had a clear clear path because not yet issued Decree Zone No Cigarette, only that there are some things related to education. some will declare through student Executive Board members. Sharing interviews with public health education program Umitra as well as coordination and finance meetings through coordination. The results of the study found some ineffective communication phenomena. For example, in public health education program, although it has a more structured path than Faculty public Health Malahayati but still less effective because there is no meeting to discuss about Number Zone Cigarette, then if found by academic community who should not be told to whom. The coordinator of the equality here is a mirror to deploy the security guard in Umitra to get around to see what happens not just about Community Healthy, if anything can still be stealthy. While the new Malahayati Health Faculty planned plot, at this time if there is a caught smoking new limited warning. Qualitative research conducted by Nurul Fajrin et al (2013) on Policy Implementation on Minimal Service Standard of Toll Road Based on Regulation of Minister of Public Works No. 392 / PRT / M Year 2005 in Semarang City explained that lack of communication can publish its implementation. The result of the research shows that PT Jasa Marga (PERSERO) Tbk Semarang Branch is inadequate in providing the perambuan completeness and clarity of command and instruction board of toll road information and customer service which only installed at some point which have happened congestion in highway (Knill, 2012)

4. **Resources:** Resources in this study include human and financial resources. Human resources at the Faculty of Public Health Malahayati and in the Public Health Program Prodi which is still insufficient and efficacious in its application Public Health community has never before been socialization related and monitoring application Public Health Special Health Society in the campus area of Berlin worried would not be in accordance with the wishes which is contained in Provincial Regulation number 8 of 2017. According to informants at the Faculty of Public Health Malahayati currently only gave birth from each academic community to keep jelly from cigarette smoke does not have legal legality. While in the program of Public Health Community Health delegated to the government coordinator. According to Muhammad Fahry Nasyruddin's research on the Implementation of Community Health (School) in School (Qualitative Study at public junior high school 21 Semarang) explained that the Mayor of Semarang Regulation on Public Health in Qualitative Study at public junior high school 21 Semarang is not yet supported by the perfect human resources. duties and policies controlled by anti-smoking task force nothing works (Nasyruddin, 2013). The wrong resource is the source of funds. Faculty of Public Health Malahayati and Public Health Program Umitra has no special funds in the application in the field of health. According to Cahyadi Makasuci Constitution Implementation Study of Mayor of Semarang number 12 year 2009 on the implementation of Public Health Obligations and Prohibition in Unnes stated no fund used for perwal, but still united with Unnes conservation fund. In its use, funds for the implementation of the payoff is still limited and must be adjusted with other funds (Makasuci, 2005). One source of funds to the media and educational facilities which is one of supporting the implementation of the program Area Without Cigarettes. If in the Faculty of Public Health Malahayati, the media that is sticker that reads banned smoking. The stickers were stuck in the classroom, in the hallway, around the 5th floor, and at the men's gates. Include stickers of socialization from lecturers while teaching. While in public health education program Umitra, media that includes banners placed at the entrance to the front, in the canteen, and in buildings. There are banners that have posters about cigarettes on the floor of the room on the floor. While the infrastructure facilities there is a special smoking room that dilekakan in the down room near the motorcycle parking. Based on research Azhka The facilities needed in the implementation of the policy, among others in the form of media procurement campaigns such as billboards, banners, stickers, billboards, as well as attributes (Azwar, 1996)
5. **Bureaucratic Structure:** The bureaucratic structure in the reinforcement factor includes the Law on Non-Smoking Area, Standard Operational Procedure (SOP), implementing procedures, division of labor, and evaluation monitoring. Shouting the results of interviews on written regulations, the Faculty of Public Health Malahayati and Public Health Program Umitra not have a decree on the application of the area without smoking. According to key informants at the Malahayati Public Health Faculty they are working on whereas in the Umitra Community Health Program feels enough with the existing application does not want to issue a decree. Meanwhile, based on interviews with all informants triangulation, they are expecting soon there is legal legalization based on the decree issued by the implementor. The form of follow-up that is expected by the informant triangulation is the existence of legality and sanctions However, according to key informants there is no need for sanctions in the form of money because it can cause demonstration by students. Whereas in the Provincial Regulation of Lampung number 8 of 2017 explained about the fines for the violators in the area without smoking. Information from the ties of the Senate of Public Health Students of the University of Indonesia, there is a fine for students and employees who proved to smoke in the environment of the Faculty of Public Health University of Indonesia amounting to Rp. 500.000 (five hundred thousand rupiah) whose bills are included in student fees and salary deductions for employees, in the presence of such sanski make a change in smoking behavior in Public Health Faculty of Public Health University of Indonesia (MPKU, 2010 and Syaini, 2011)
6. **Attitude and behavior of Lampung Province health office:** Based on the results of interviews with informants at the Faculty of Public Health Malahayati stated that the Lampung Provincial Health Office has not conducted socialization and pengawasan on the implementation of Public Healthbased on Provincial Regulation number 8 of 2017. Though the academic community has not been so familiar with the existing public health regulations in Lampung Province. The existence of socialization is expected to impelemtasi can run effectively. Socialization on the Provincial Regulation of Lampung number 8 of 2017 is useful for the approach to the academic community in order to receive and support Public Health in the campus environment. Because with the support from the health department in the form of socialization and attachment of strategic media will optimize the information that states if the environment of faculty / health department has been prohibited to smoke and educate the academic community and anyone who will visit the faculty / study program of public health can increase knowledge.

IV. CONCLUSION

Application of Public Health in Faculty and Public Health Prodi in Bandar Lampung using toeri L. Green based on research there are differences in the readiness of the implementer in the implementation of the Public Health.

In the Faculty of Health Society of Malahayati University already has a good knowledge and attitude about the Health Society has not formed a special committee Public Health with the reason not to have a Decree from the dean or from the rector about the implementation of the area without smoking, but has educated the students by way of each lecturer who entered the class when teaching appealed to students not to smoke and already have banned stickers, only for funding is still limited from the cash there is no special fund the application of No Smoking Area.

While in Public Health Study Program Mitra Lampung got the result of research that have knowledge and good attitude about the implementation of Public Health and already have legality based on Law number 36 Year 2009 and Government Regulation number 109 Year 2012, and already have media of Public Health promotion more complete include banner, and the poster for its funding comes from the General Administration Bureau because it has no special funds in the application of the No Smoking Area.

Officers of the application of Public Health delegated to the security coordinator because it does not have a special committee that regulates Public Health so that if there is caught smoking directed to smoke in a special room merok, because it has a special smoking room so that the application in Public Health in Umitra Public Health Program is considered as a limited area smoking.

And both equally have no supervision and sanctions in applying Regions Without Cigarettes. Based on the research, Umitra Community Health Program is considered more ready in implementing Public Health than the Faculty of Public Health Malahayati

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