

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 yunior 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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