The Application of Social Marketing to Change Smoking Behavior of Students in Traditional Islamic Boarding Schools in Aceh

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Abstract

The number of smokers in Indonesia reaches 62 million and ranks first in Southeast Asia as the country with the highest number of smokers. Indonesia ranks first in the world for the percentage of male smokers over the age of 15, reaching 76.2% [1]. Ministry of Health (2015) states that in 2030 it is estimated that the number of deaths in the world due to cigarettes reaches ten million, 70 percent of which are developing countries [2]. The increasing number of cigarette consumption will have a direct impact on the increasing number of cigarette production every year. The problem of students at this time is really very alarming. More and more students’ misbehavior is happening now that their behavior can be risky to health, one of which is smoking behavior. Many factors influence the decision to smoke, including cultural norms and habits of friends and family members [3]. At present, smoking is carried out by various age groups, especially teenagers, to early adulthood. The adolescent and early adult age groups are the most vulnerable to the influence of the environment. The behavior of parents and friends may have a big impact on the decision to start smoking [4]. The use of tobacco products is a major cause of morbidity and mortality in chronic diseases. Most smokers start smoking since childhood and adolescence [5]. The incidence of smoking among adolescents is significantly correlated with the incidence of smoking among friends and family members [6]. Besides, peer interaction and teacher involvement influence smoking behavior. Smoking prevalence in adolescents is related to smoking habits of parents and knowledge of harmful effects [7]. Smoking causes psychological disorders such as...

Introduction

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Methods

To understand this effectiveness, the research used descriptive qualitative phenomenological methods. In the qualitative approach, the study of phenomenology is used by building an understanding of reality from the point of view of social actors who experience events in their lives. The study of phenomenology is to describe the meaning of the experience for a number of individuals regarding a phenomenon [13]. Data collection is done by observation, document analysis, and interviews. Deep observations were made by observing the school environment related to no-smoking warnings and other signs in the school environment related to efforts to prevent smoking behavior. Document analysis is done by analyzing documents owned by the school related to regulations, education, and activity reports containing content related to preventing the smoking behavior of students. In-depth interviews were conducted with research informants using in-structured semi-structured interview guidelines. Informants in phenomenology research are all individuals who represent people who experience the phenomenon and were selected by purposive sampling of 25 people. The informants consisted of parents, school principals, teaching staff, local government, education offices, students, and others. Data analysis was performed using thematic content analysis techniques, a method to explain the content of findings in accordance with a predetermined theme.

Results

Marketing mix and the meaning of smoking for students in Islamic boarding schools

The marketing mix is a combination strategy carried out in the marketing field. In general, the marketing mix consists of four components (4P), namely product, price, place, and promotion. The product in this research is the message conveyed to change the smoking behavior of Islamic boarding school students. Then price represents the cost for the campaign needed to change smoking behavior. The place is the location related to how to convey information about smoking behavior rules. The product is a process that gives a number of values to the students at the Islamic boarding school students to change their smoking behavior. The meaning of smoking for students is analyzed following a systematic procedure of transcendental phenomenological data analysis. The procedure begins with an epoche, which is the stage where the researcher sets aside as many prejudices or views as possible about the phenomena of shopping among students and focuses on the views reported by the informant. The next stage of the analysis begins with identifying statements from informants, grouping statements in units of meaning and synthesizing themes into a description of individual experiences (textural and structural descriptions), and constructing a combined description of the meanings and essence of the experience of informants.

Content analysis is research that is an in-depth discussion of the content of information obtained from the results of the analysis in the field (Table 1). Social marketing is expected to change the smoking behavior of students in Islamic boarding schools in Aceh. As part of the marketing concept in its application, social marketing also relies on four components, including product, price, place, and promotion. Products are defined as anything that is used to minimize the use of cigarettes among students. Products can be in the form of mutually agreed-upon rules and restrictions. Price in the social marketing concept is a cost or sacrifice that must be incurred by the pesantren to carry out the rules. Location and distribution channels related to how to convey the rules to students. Promotion is communication that provides a convincing explanation of the rules to the students.

The results of the analysis show that smoking behavior among students has been carried out early on, especially when there is a problem. The problems faced by Students are very diverse such as problems related to economics, family problems, and romance. There are several stages experienced by smokers to become the stage of dependency. Most of the students started smoking because they were curious or wanted to try and most of the examples of smoking when being with friends. This research reveals that there
Discussion

Data on the prevalence of smokers in Indonesia can be said to be quite large, even though there are field facts that reveal the presence of harmful compounds in cigarette content. At present, smoking is practiced by students in the Islamic boarding schools in Aceh. Life in a traditional boarding school environment is very different from modern Islamic boarding schools. The role of smoking among students is influenced by problems faced by students such as economic problems, family problems, and romance. The strong intention to smoke affects smoking behavior among students. Weak implementation of regulations and sanctions is still considered weak against students. The students admitted that initially, he started smoking because of the intention to try and support friends around. The intention to smoke becomes an internal factor that will shape the students’ smoking decisions. The intention itself is formed through rational choices in the decision-making process [14].

Otherwise, the intention to stop smoking is influenced by risk perception [15]. The intention to stop smoking is related to the inability to buy cigarettes and the perception of risk in social matters [16]. Knowledge of smoking fatwa and all its aspects in this study are not related to quitting intention and have no effect on the intention to stop smoking. This allegedly because of the students’ knowledge of the smoking fatwa from MUI which is still very limited [17]. Muslim religion and religiosity related to the intention to stop smoking and that Muslim perception about the prohibition of cigarettes have a positive influence on efforts to stop smoking [18]. Knowledge of smoking haram fatwa that does not affect smoking is suspected because the nature of fatwa is only morally binding and the decision to follow or not is an individual choice [19]. The following will be put forward several fatwas from leading scholars regarding the law of cigarettes: “Smoking is haram, as well as trading it.” As has been narrated in a hadith: “Not (may do/use something that is) dangerous or dangerous” (Ahmad’s narration in his Musnad, Malik, and Atturnuzi).
There are still differences of opinion about the law smoking among the scholars, so smokers tend to choose according to their desire [17]. To prevent the increase in smoking behavior among students, smoking policy prevention policies are needed to be implemented in boarding school. Cigarette consumption control policies in boarding schools can protect non-smokers from smoking cigarette smoke. The application of social marketing in the environment is currently one of the solutions taken by boarding school to reduce smoking behavior. The application of social marketing in the boarding school environment can be carried out easily because students who live in the boarding school. Social marketing requires the use of “branding” as a health promotion strategy [20]. Social marketing campaigns must involve key stakeholders, including policymakers, health service providers, and the community [21].

The effectiveness of social marketing is very dependent on the effectiveness of communication by inviting students to behave healthily, giving knowledge of smoking the danger of smoking, and the strengthening of regulations. Efforts to strengthen regulations on sanctions for students who smoke outside the boarding school can collaborate with community around the school smoking behavior. The majority of smokers want to quit but the knowledge about smoking cessation and stop assistance offered to smokers is low [22]. Deliver educational programs and seminars that encourage smoking cessation to youth groups [23]. Every anti-smoking campaign must involve ongoing teacher training to increase their awareness of the dangers of smoking [24]. Preventive counseling and psychiatric services must be an integral part of clinical facilities that treat secondary school students [25].

Reducing the level of cigarette use before quitting will provide a better opportunity for successful quitting later [26]. An effective smoking prevention program must take into account the dominant influence of peer groups on the onset and continuation of smoking [27]. The implementation of tobacco use prevention programs for students must be done with an emphasis on the role of smokers “parents at home and friendships” [28]. Social marketing campaigns must enter into the realm of the Islamic boarding school curriculum. Inclusion of a smoking hazard curriculum is essential to increase students’ knowledge of hazards smoking and improve their attitude in refusing cigarettes. The limitation of this study is that respondents were selected by percussive sampling, so the results of the study cannot be generalized to the same population.

### Conclusion

The Traditional Islamic Boarding Schools agreed to implement social marketing as a behavior change intervention smoking among santri at Traditional Islamic Boarding Schools in aceh. For this reason, it is hoped that the intervention will be carried out by involving the pesantren both internally and externally.

### References


