

Smoking Behaviour of “Cigarette and e-Cigarette” Public Health Students of Universitas of Muhammadiyah Kalimantan Timur

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Abstract: The World Health Organization (WHO) declares that the tobacco smoking epidemic is one of the biggest threats to public health. The high rate of cigarette consumption in the world, especially in Indonesia, has made many tobacco users turn to e-cigarettes. This study employed the qualitative method with a case study design. The data were collected using in-depth interviews and FGD. The subject of this study were students of the Faculty of Public Health who use cigarettes and e-cigarettes and non-smokers. The research samples were 15 respondents who were selected using the purposive sampling technique because they were chosen by adjusting to certain considerations or characteristics. Some respondents prefer using e-cigarettes because they are easy to obtain, could be purchased online, are only expensive when buying the tool, could be used repeatedly, offer various flavors, are odorless, and have small shapes. In contrast, some respondents prefer conventional cigarettes because they give a distinct sensation of burning cigarettes, offer quite affordable prices, are available in retail with easy access, and have more gentle looks. Cigarette and e-cigarette users choose one of these two types by considering various reasons: easy access, prices, tastes, smell, and practicality.

1 INTRODUCTION

The prevalence of e-cigarette users in Canada and the United States increased in 2017 and 2018. The high proportion of e-cigarette users in the United States is caused by a threefold increase in the purchase of e-cigarette brands (vapor), commonly produced by JUUL cigarette companies in 2017 and 2018 (Hammond *et al.*, 2019). According to the Ministry of Health of the Republic of Indonesia, 32.1% of Indonesian adolescents have used tobacco. In addition, a survey in 2018 has revealed that 33.8% of smokers are over 15 years old; 62.9% of them are male smokers, and 4.8% of them are female smokers (Kementerian Kesehatan RI Badan Penelitian dan Pengembangan Kesehatan, 2018). The data also show that approximately one million Indonesians are electric smokers (vapor), and most of them come from major cities in Indonesia (CNBC, 2019).

2 METHOD

This study employed the qualitative method with a case study design. The data were collected through in-depth interviews and a focus group discussion. The research samples were students of the Faculty of Public Health who smoke cigarettes and e-cigarettes and did not smoke. The samples were selected using simple random sampling.

The informants were selected by considering the need for information about the smoking behavior of tobacco cigarettes and electronic cigarette users who were undergraduate students in the Public Health Study Program. Therefore, the researchers selected the key informants, namely tobacco cigarette and electronic cigarette users who were undergraduate students in the Public Health Study Program, Faculty of Health and Pharmacy, Universitas Muhammadiyah Kalimantan Timur. This study involved 15 samples, consisting of 6 students who use tobacco cigarettes, 6 students who use e-cigarettes, 1 health worker, 1 tobacco cigarette seller, and 1 e-cigarette seller. The informants were selected using the purposive

sampling technique because they were selected by adjusting to certain considerations or characteristics.

3 RESULTS

The students' knowledge shows that conventional cigarettes (kretek) and e-cigarettes contain nicotine and could cause health problems, such as respiratory tract. This problem occurs because cigarette smoke passes through the respiratory tract several times. Another health consequence is lung disease, such as cancer. The students who smoke conventional cigarettes (kretek) and those who smoke e-cigarettes argue that smoking is permissible as long as they have been 18 years old. Moreover, they argue that it is common and reasonable for adolescents aged 18 years to smoke. The family will rebuke their children who smoke kretek or e-cigarettes. However, smoking is a common activity at several events, such as wedding parties.

Conventional cigarette (kretek) smokers argue that smoking by burning tobacco is considered gentler and gives a different sensation. Besides, they could buy the cigarettes at retail (per bar) as almost all small shops or stalls provide retail cigarettes at a more affordable price and easy access. In contrast, e-cigarette users argue that e-cigarettes are only expensive when purchasing the tool. However, the tool could be used many times so that the price is affordable. Moreover, e-cigarettes could be purchased online or offline, though the offline store is not massively found. E-cigarette liquid offers more flavor and is odorless when used. Finally, they opine that e-cigarettes are small in shape; thus, they are easily brought everywhere.

4 DISCUSSIONS

Individual behavior is influenced by several factors, such as knowledge, attitudes, and reinforcing factors, including peers and family (Romijnders *et al.*, 2018). Knowledge and positive attitudes support a person to perform behavioral changes. In the globalization era, using e-cigarettes becomes reasonable even though they cause as hazardous impacts as conventional cigarettes (Sudradjat, 2019). Therefore, it is necessary to develop preventive strategies for cigarette use in a campus environment to increase the productivity of graduates and prevent the health effects caused by cigarettes. Moreover, it is necessary to develop strategies to stop smoking behavior, such as peer

development for health education (Moshki, Zamani-Alavijeh, & Mojadam, 2017), engagement of electronic media on mobile phones (Larsen, Nicholas, & Christensen, 2016), and the use of hypnotherapy to quit smoking (Hypnoterapi, 2019)

5 CONCLUSIONS

Some respondents prefer using e-cigarettes because they are easily bought, could be purchased online, only offer expensive prices at the beginning of buying the tools, could be used repeatedly, offer various flavors and odorless, and come in small shapes. Meanwhile, some respondents prefer conventional cigarettes because they give a distinct sensation of burning cigarettes, offer quite affordable prices, are available in retail, are easily accessed, and have more gentle looks.

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