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THE INFLUENCE OF ENFORCEMENT STRATEGY FACTORS ON DRIVER COMPLIANCE NO SMOKING ON PUBLIC TRANSPORTATION IN PEMATANG SIANTAR

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ABSTRACT

One of the strategies of Gerakan Masyarakat Sehat (Healthy Community Movement) is to establish smoke-free areas to support a healthier environment and lifestyle. The increase in the number of smokers in Pematang Siantar among the population aged 15 and above in the last two years indicating a high level of dependence on cigarettes, which makes it difficult to encourage compliance with no-smoking regulations, especially in smoke-free areas in Pematang Siantar, where violations come from drivers smoking in angkutan umums (public transportation vehicles). The objective of this research is to analyze the influence of factors on the compliance strategy of drivers to not smoke in public transportation in Pematang Siantar. This research is an analytical quantitative study using a cross-sectional approach. The results of the study show that the enforcement strategy for smoke-free areas regulations in public transportation has not yet been implemented in Pematang Siantar. This is the cause of the low level of compliance of drivers not to smoke in public transportation, so that the individual's willingness to follow the rules prohibiting smoking in areas designated as smoke-free areas in Pematang Siantar is not realized.

Keywords: Enforcement Strategy; Driver Compliance; Smoking; Public Transportation

INTRODUCTION

The Community Movement is a initiative that encourages national individuals to adopt healthy lifestyles and abandon unhealthy practices. One of the movement's key strategies is to establish smoke-free zones to promote a healthier environment and lifestyle. This approach is international supported by research indicating that implementing Smoke-Free Zones (SFZs) can improve air quality in England (96%), Georgia (91%), New York

(84%), and Ireland (96%), while also reducing smoking rates in Germany (44%), the Netherlands (34%), Ireland (3%), and France (3%)(CDC. 2021). The implementation of SFZs in Indonesia is mandated by local governments through regional policies, and currently 87 percent of cities and districts have issued such policies (WHO, 2023a).

Although the number of people who smoke has not changed significantly in the past 10 years, data collected from the Global

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Adult Tobacco Survey from 2011 to 2021 shows an increase in the number of smokers from 59.9 million to 68.9 million. More than 80% of them are in Java and Sumatra (GATS, 2021). North Sumatra Province is one of the areas with the highest percentage of smokers (27.2%), one of which comes from Pematang Siantar (BPS, 2023).

Data from the North Sumatra Statistics Agency also reveals an increase in the number of smokers in Pematang Siantar among the population aged 15 years and over in the past two years, especially in the 25-34 year age group (10.41%) and the 45-54 year age group (14.07%) (BPS, 2023).

The high level of dependence on cigarettes contributes to the difficulty of enforcing no-smoking regulations, particularly in Pematang Siantar's SFZs. Changing smoking habits that have become ingrained in one's lifestyle is indeed difficult, therefore strategies are needed to ensure compliance of smokers.

Promoting policies, raising awareness, providing warning signs, deploying law enforcement officers, and implementing penalties for violations are strategies often associated with the successful enforcement of SFZ policies in Pematang Siantar. Effective enforcement strategies can increase smokers' trust in both the implementers and the regulations themselves, thus increasing compliance (Ulum & Kusumo, 2023).

In this case, enforcement strategies can range from non-proactive measures such as raising awareness, education campaigns, and policy promotion, to proactive measures such as compliance checks, issuing receiving complaints, warnings, and imposing fines. These proactive measures are considered essential for the initial success and implementation of a regulation (Wynne et al., 2018).

Based on the results of the monitoring and evaluation of the implementation of the

Smoke-Free Zone (SFZ) in 2021, it was found that public transportation is one of the public facilities that contributes to violations of Regulation No. 12 of 2018 concerning the SFZ. One form of violation comes from drivers smoking in public transportation. The lack of warning signs, the absence of awareness-raising activities, and the lack of an SFZ task force has led to confusion among drivers. This confusion has, in turn, reduced drivers' trust in the benefits of the SFZ policy and those implementing it. As a result, drivers are less motivated not to smoke in public transportation. Therefore, it is crucial to analyze the influence of factors on drivers' compliance strategies for not smoking in public transportation in Pematang Siantar.

METHODOLOGY

This research employs an analytical quantitative approach with a cross-sectional design. The sample in this study is public minibuses drivers in Pematang Siantar. Using the Krejcie and Morgan formula (Yusuf, 2014), a sample of 168 public minibuses driver respondents was obtained.

The data analysis method is carried out in two stages: univariate analysis and bivariate analysis. Univariate analysis focuses on understanding the characteristics of each individual research variable. This is typically done by creating a frequency distribution table to summarize the data and then describing its key features.

In addition, an additional analysis is conducted using bivariate analysis to see the influence of independent variables (personality and beliefs) on the dependent variable (compliance with not smoking). Bivariate analysis utilizes the Chi-square test with a 95% confidence level (α =0.05).

RESULTS AND DISCUSSION Law Enforcement Strategy



Law enforcement strategy is a series of systematic approaches designed to ensure that a regulation is obeyed. The distribution of respondents' answers expressing various (213-222) approaches that have been taken by officers in implementing, monitoring, and enforcing SFZ regulations in public transportation can be seen in the following table:

Table 1. Frequency Distribution of Responses to the La	aw Enforcement Strategy Variable
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		Res	pond	
Statement	Y	es		No
	n	%	n	%
Transportation officials are using posters and banners to	15	0.00/	150	01.10/
disseminate information about the SFZ around Pasar	15	8,9%	153	91,1%
Horas.				
Health department officers are using leaflets to distribute	0.4	56.00/	74	44.00/
information about the dangers of smoking in public	94	56,0%	74	44,0%
transportation.				
Transportation officials form a community of public transportation drivers to support SFZ.	0	0	168	100%
The government did not involve the angkutan umum driver				
community in formulating steps to enforce the SFZ rules in	168	100%	0	0
public transportation.				
The public transportation driver community has not yet				
been involved in socialization activities for the SFZ in	168	100%	0	0
public transportation.				
Transportation officials are providing training to drivers on	0	0	168	100%
how to enforce SFZ regulations in public transportation.	0	0	108	10070
Officers from the Public Order Enforcers (Satpol PP) have				
not yet collaborated with the public transportation	168	100%	0	0
community in conducting SFZ patrols on public	100	10070	U	0
transportation.				
The Pematang Siantar City Government has created an	0	0	168	100%
easily accessible violation reporting system.	U	Ū	100	10070
The Pematang Siantar City Government has opened a toll-				
free hotline to report SFZ violations in public	0	0	168	100%
transportation.				
Officers are installing surveillance cameras around	c	-		1000
Terminal Pasar Horas to monitor violations of the SFZ	0	0	168	100%
regulations.				

Based on Table 1, most respondents (94 people, or 56%) stated that health department officials use leaflets to disseminate information about the dangers of smoking in public transportation. All respondents (168 people) stated that transportation department officials have not yet formed a community to support smokefree zones (SFZ) in public transportation, nor have they involved the community in socialization or training on how to enforce SFZ in public transportation.

In a survey of 168 respondents (100%), all participants indicated that Satpol PP officers are not conducting routine patrols, and there is no readily available



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system	for	reporting	violati	ons	of	the
smoke-f	free	zone (SFZ	Z). The	table	be	low
shows	the	categories	s of	enfor	cen	nent

strategies that influence compliance with the public transportation smoking ban.

Table 2. Frequency Distribution of Enforcement Strategies by Category				
Enforcement Strategies	n	Percentage		
Accomplished	43	25,6%		
Not accomplished	125	74,4%		
Total	168	100%		

Based on Table 2 above, it is known that most respondents, namely 125 people (74.4%), stated that the enforcement strategy for SFZs in public transportation is still not visible (not implemented properly), and 43 respondents (25.6%) stated that the enforcement strategy has been implemented properly.

Compliance

The distribution of respondents' answers indicating the act of following and obeying SFZ regulations in public transportation can be seen in the following table:

	Respond				
Statement	Y	es	No		
	n	%	n	%	
I have no objection to the rule of not smoking while driving public transportation.	71	42,3%	97	57,7%	
I will turn off my cigarette before driving public transportation.	56	33,3%	112	66,7%	
I still often smoke on public transportation.	155	92,3%	13	7,7%	
I will refrain from smoking on public transportation.	56	33,3%	112	66,7%	
I will remind passengers not to smoke on public transportation.	53	31,5%	115	68,5%	
I will reprimand passengers who are still smoking in public transportation.	29	17,3%	139	82,7%	
I feel responsible for the implementation of the SFZ in public transportation.	33	19,6%	135	80,4%	
I do not hesitate to report SFZ violations to the authorities.	23	13,7%	145	86,3%	
I once reported to the authorities when I saw other drivers smoking in public transportation.	0	0	168	100%	
I feel a sense of responsibility to report any violations of the non-smoking areas in public transportation.	0	0	168	100%	

Table 3. Frequency Distribution of Respondent Compliance Responses

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Many respondents admitted to still smoking frequently on public transportation. Additionally, most were unwilling to remind passengers not to smoke. Furthermore, most respondents indicated that they are not responsible for enforcing the smoke-free zone (SFZ) in public transportation, and all respondents stated that they do not have the responsibility to report any violations that public transportation. occur in Respondent compliance with SFZ regulations in public transportation can be following seen in the table:

IC.	Frequency Distri		compliance by Cale
	Compliance	n	Percentage
	Obedient	56	33,3%
	Disobedient	112	66,7%
•	Total	168	100%

Table 4. Frequency Distribution of Compliance by Category

Table 4 reveals that most respondents (112) did not comply with the no-smoking rule in public transportation,

The Effect of Enforcement Strategies on Compliance with No-Smoking Rules in

Public Transportation in Pematang Siantar

while only a small minority (56) complied.

The table 5 below shows the distribution of the frequency of influence of enforcement strategies on compliance with the no-smoking ban in public transportation in Pematang Siantar:

Table 5. Influence of Enforcement Strategies on Compliance with No-Smoking
Rules on Public Transportation in Pematang Siantar

Enforcement Strategies				mpliance w Smoking R			
Enforcement Strategies		Obedient			Disobedient		P
		n	%	I	1	%	
Accomplished	21	48,8%		22	51,2%		0.021
Not Accomplished	35	28%		90	72%		0,021

Table 5 shows that among the 125 respondents who the SFZ found public enforcement strategy in transportation lacking visibility, 90 displayed non-compliance with the nosmoking rule. Conversely, out of the 43 respondents who perceived the enforcement strategy as wellimplemented, 21 complied with the nosmoking rule. A chi-square test analysis vielded a p-value of 0.021, indicating a significant association between the enforcement strategy and compliance with the no-smoking rule in public transportation in Pematang Siantar.

Satjipto Rahardjo defines law enforcement as the effort to make ideas

and concepts a reality. Soerjono Soekanto (Soekanto, 2016), on the other hand, emphasizes that it's not just about applying sanctions to violators, but also about internalizing legal values in everyday life (Moho, 2019).

Enforcement of the SFZ regulations is intended as an effort to ensure that the public, especially smokers, can comply with and follow the provisions applicable in areas that have been designated as SFZs. This means that the implementation of SFZs in public transportation not only depends on public awareness, but is also influenced by the role of stakeholders in enforcing these regulations (Ulum & Kusumo, 2023).

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Effective enforcement of the SFZ requires a comprehensive and sustainable strategy. The term SFZ enforcement strategy refers to the entire series of systematic, directed, and comprehensive steps designed by stakeholders with the aim of ensuring compliance with regulations.

The description of the variables of enforcement strategies that influence compliance with the no-smoking rule in public transportation is as follows:

a. Spreading information

Spreading information through various media, such as brochures, banners, posters, and public campaigns, aims to increase public awareness about the dangers of smoking and the importance of SFZs. According to the research, respondents said that the provision of information as a strategy for enforcing SFZs in public transportation is lacking. Specifically, 15 respondents (9.5%) stated that transportation officers used posters and banners to convey information about SFZs around Pasar Horas, while 152 people (90.5%) said they did not see any posters or banners mentioning SFZs around the terminal.

The use of media can play a significant role in disseminating health information or health messages, making health promotion more effective and efficient. Khariroh et al. (2022)demonstrated the effectiveness of a health promotion and literacy model in enhancing the independence of tuberculosis patients (Khariroh et al., 2022). The delivery of information and promotional media should be tailored to the characteristics of the target audience (Imron, 2022).

Imron (2022) investigated generational differences in choosing health promotion media. The study included Generation X (born between 1965-1980), Generation Y (born between 1980-1995), and Generation Z (born in the late 1990s and early 2000s). (213-222)

Furthermore, Instagram was found to be the most preferred online health promotion media, while printed materials were preferred offline. Generation X generally prefers Facebook, whereas generations Y and Z favor Instagram for health promotion information.

Health promotion materials should be engaging enough to make many people read and pay attention to the information they contain, thereby increasing health awareness (Conitha et al., 2023). Their research also supports a link between health promotion and parental mental health awareness in adolescents. This link is established through the impact of health promotion on parents' knowledge and stigma regarding mental health, which in turn influences adolescents' mental health awareness.

Promotional media using leaflets and posters can reach a large population. Messages on billboards or posters can reach targets when they are outdoors. Analysis shows that such promotional media is more effective when combined with other media such as education from health workers, videos, demonstrations or others (Imron, 2022).

b. Collaboration

Collaboration seeks to create a more structured and effective governance framework that enhances cross-sectoral collaboration. Collaboration in SFZ enforcement efforts not only bolsters governance effectiveness but also fosters synergy and joint commitment from various stakeholders.

To create a smoke-free environment and protect public health, collaboration in SFZ enforcement strategies involves working with other parties. Key elements include socialization with community leaders. community empowerment formation through the of policysupportive groups, and training on SFZ enforcement (Danastry & Kurniawan, 2021).

Based on the research results, all respondents indicated that transportation agency officers have not yet established a community to support the SFZ in public transportation. Additionally, the public transportation driver community has not been involved in socialization and enforcement activities related to the SFZ in public transportation.

Similarly, 168 respondents reported not receiving training on how to enforce the SFZ in public transportation and were not involved in drafting the enforcement steps. These findings suggest that the transportation agency's role in fostering community and socialization activities underdeveloped, potentially remains leading to a weak SFZ enforcement strategy in public transportation. On the other hand, the public transportation driver community plays an important role in disseminating information and raising awareness about the SFZ, which can the effectiveness of its increase enforcement.

Involving the public transportation driver community in the formulation of steps to enforce the SFZ can also help ensure that these steps are in accordance conditions with field and needs. Collaboration will make the decisions taken comprehensive more and transformative because it involves various parties, including civil society (Darumurti et al., 2023).

According to Zikri & Arfa"I (2022), should local governments conduct socialization coaching and to the community regarding cigarettes and SFZs (Zikri & Arfa'i, 2022). This coaching includes the dissemination of information, coordination with all institutions, community elements, education circles, religious figures and community leaders, collaboration and with national institutions or agencies. Coaching on community organization elements can increase their understanding of their role and function in enforcing SFZs.

c. Regulation

Normatively, а regulation is formulated as a mechanism to solve problems in society. According to Soekanto (Soekanto, 2016), one of the purposes of making regulations is so that people's behavior can change according to the expectations of the regulation makers. However, in its journey, various still often found, so violations are supervision is needed to ensure that comply with regulations people (Muhammad, 2021).

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Monitoring of SFZ regulations refers to all activities aimed at ensuring compliance and effectiveness through intensive monitoring and supervision. Supervision in public transportation can be conducted by officers from the Satuan Polisi Pamong Praja, the transportation agency, and the public via a mobile application or hotline for reporting violations.

In addition, monitoring smoke-free zones (SFZs) can be enhanced by utilizing technologies like CCTV cameras and cigarette smoke detection devices (Oudus & Hadi, 2023). Our research shows that all 168 respondents believe that monitoring is an important strategy for enforcing SFZs in public transportation. However, the research also indicates that the Satpol PP (Public Order Officer) has not been routinely patrolling these areas, and there is no involvement from the public transportation driver community in monitoring SFZs.

All respondents reported there is no easy-to-access SFZ violation reporting system, such as online reporting or a telephone hotline. 168 respondents stated that officers have not yet utilized technology such as CCTV in the vicinity of the Pasar Horas terminal.

The findings indicate that there is still a lack of regular patrols and that the public transport driver community is not yet involved in monitoring the SFZ in public transport. On the other hand, the lack of an easily accessible reporting

system can make it difficult for the public to report violations that occur on public transport. Similarly, modern technology such as CCTV (surveillance cameras) has not been fully utilized in monitoring the SFZ in public transport to reach all areas of the terminal.

Ilwan et al. (2020) proposed several ways to maximize surveillance, namely: creating a routine program monitoring system, involving Satpol PP, giving responsibility to area managers, and involving the community as social control (Ilwan et al., 2020). Surveillance that the community can carry out includes reprimanding anyone who violates the SFZ and reporting any violations seen to those responsible.

However, the public is often faced with confusing situations because they do not know where or to whom to report SFZ violations (Saboli et al., 2019). According to Asyary et al. (2021), an electronic SFZ violation reporting system has the potential to increase the success of SFZ policies (Asyary et al., 2021). The use of technology in reporting SFZ violations can make it easier and protect reporters, as well as provide up-to-date information so that authorities can take action more quickly. Law enforcement is key, and the use of technology can support the enforcement of SFZ regulations.

Compliance with the no-smoking rule refers to the willingness of individuals to follow the no-smoking regulations in designated smoke-free zones (SFZs). This is assessed based on their willingness to refrain from smoking while in the SFZ, to remind other passengers not to smoke while on public transportation, to report and any violations to the authorities.

According to Soekanto (2016), there are four indicators that shape an individual's awareness of a regulation (Soekanto, 2016):

1. Knowledge of the regulated behavior

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- 2. Understanding of the content of the regulation
- 3. Attitude towards accepting or rejecting the regulation
- 4. Compliant or non-compliant behaviour

The level of individual awareness of a regulation is important for compliance. However, according to Rerung (2023), who argues that lack of awareness is not the sole reason for non-compliance (Rerung, 2023). Muhammad (2021) states that people's non-compliance with regulations is based on various factors, one of which is the approach of traditional legal instruments that focus on coercive and prohibitive orders (Muhammad, 2021). The existence of burdensome sanctions is not able to motivate people to comply with existing regulations.

According to Muhammad (2021), establishing a system and mechanism using behavioral science approaches, free from coercion, can be an option to increase individual compliance (Muhammad, This 2021). approach leverages nudge and hoice architecture instruments to nudge society towards compliance through their own choices. In essence, it should be data-driven, tailored social conditions, and prioritize to individual freedom without external pressure.

enforcement Law is not an independent activity, but rather has a reciprocal relationship with society. In legal awareness, addition to law enforcement must also pay attention to the cultural values of society. The culture of smoking has been deeply rooted in society since the Dutch colonial era. People in City have long Pematang Siantar considered smoking to be a common practice in various situations, including social gatherings and family events.

Smoking has become a symbol of togetherness and friendship, which strengthens social ties, and it is also part of certain traditions or customs. A majority of Pematang Siantar City's

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residents have a Batak Toba ethnic background, which makes smoking a part of certain traditional ceremonies or rituals, such as wedding ceremonies. Similarly, residents in the Pasar Horas area have long considered smoking to be a form of relaxation, a way to fill time while waiting, and to strengthen social ties. The lack of socialization or warnings about SFZs has made people unaware that there is already a ban on smoking in public transportation.

CONCLUSION

The research findings indicate that enforcement strategies for SFZ regulations in public transportation are lacking in Pematang Siantar. This lack of enforcement likely explains the low compliance rate among drivers regarding smoking ban. Consequently, the individuals are not deterred from smoking in designated SFZ areas within Pematang Siantar.

Surveillance be further can enhanced by creating an electronic system for monitoring routine programs and reporting violations, involving the community as social control. The relevant agency can increase patrols and surveillance by utilizing the latest technology and can form a community watch program for the SFZ, trained on how to enforce its regulations.

Dissemination of information about the dangers of smoking and the importance of SFZs can be carried out periodically. Relevant agencies can improve the way they deliver education on this topic through various media tailored to the characteristics of the target audience they want to reach.

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