



## SWOT ANALYSIS OF THE IMPLEMENTATION OF NO SMOKING AREA AT UIN ALAUDDIN MAKASSAR

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### ABSTRACT

*One of the focuses of the No Smoking Area is based on the law Health and Makassar City Regional Regulation Number 4 of 2013 is a place of teaching and learning process. This rule has not been implemented yet State Islamic University Alauddin Makassar, the reality shows that there are still lecturers, staff, and students who still smoke in campus area. So, this research was conducted to find out how SWOT Analysis of the Implementation of No Smoking Areas at UIN Alauddin Makassar. This research uses a qualitative method with a case study design. The number of informants was 26 people consisting of Vice Chancellor III, Dean, Lecturers, Employees, Students. Results research shows that there is strength in implementing a Smoking Free Area at UIN Alauddin Makassar namely there are rules of conduct regulated in the UIN Alauddin Student Pocket Book Makassar regarding the prohibition of smoking in buildings or faculties. However, there are Weaknesses that are owned by the Academic Community namely the existence of lecturers, employees and students who smoke in the building area or faculty so that it can disturb the people around him. As for in terms of Opportunities that there are Anti-Smoking Alauddin Makassar which can be used as empowerment and relationship relationships built with external institutions, namely Hasanuddin Contact which can work together to implement a No-Smoking Area at UIN Alauddin Makassar. On the other hand, that there is a threat that will generated as a disagreement, can creates a contradiction to active smokers if no room is provided specifically for smoking so it could be a demonstration to sue that matter.*

## **INTRODUCTION**

Based on Law Number 36 of 2009 concerning Health Article 115, the Regional Government is obliged to determine and apply the area without cigarettes (KTR) in the region. To follow up on this policy, has been given Joint Guidelines for the Minister of Health and the Minister of Home Affairs No 188/Menkes/PB/I/2011 and Number 7 of 2011 concerning Rules of Procedure Implementation of Smoke Free Areas. Then the KTR policy has been issued which is regulated in Makassar City Regional Regulation No. 4 of 2013 concerning Areas No Smoking. This regulation is valid since October 31, 2013 which applies in all areas of Makassar City (Perda Kota Makassar, 2013)

In accordance with Makassar City Regional Regulation Number 4 of 2013 Article 8 paragraph 2, included in the KTR are health service facilities; process place learn how to teach; children's play areas; worship place; public transportation; work environment; and other designated places. However, in fact, from the results of observations at several State Universities, it still is many are not yet free from cigarette smoke (Rahmat et al., 2019)

In Indonesia there are 4,498,000 tertiary institutions, but only four Universities that have established smoke-free areas, namely universities Indonesia, Gajah Mada University, Airlangga University and the University Hasanuddin while in South Sulawesi there are 235 universities, however

only one college has established a No-Smoking Area Hasanuddin University (Rahmat et al., 2019)

Based on an initial survey conducted by researchers from 8 faculties in UIN Alauddin Makassar that changes have been found in the field, that is, there is still 1 faculty that does not have promotional media regarding KTR or smoking ban, namely the Faculty of Science and Technology. Faculty who have promotional media about KTR or smoking ban there are 7 The faculties are the Faculty of Medicine and Health Sciences, the Faculty of Tarbiyah and Teacher Training, Faculty of Adab and Humanities, Faculty of Da'wah and Communication, Faculty of Sharia and Law, Faculty of Islamic Economics and Business, Faculty Ushuluddin, Philosophy and Politics. Then, there are also 7 Faculties which found cigarette butts namely the Faculty of Medicine and Health Sciences, Faculty of Adab and Humanities, Faculty of Da'wah and Communication, Faculty Sharia and Law, Faculty of Islamic Economics and Business, Faculty of Science and Technology and Ushuluddin Faculty, Philosophy and Politics, while only 1 The faculties that did not find cigarette butts were the Faculty of Tarbiyah and teacher training and there is no area or room specifically for smoking in each Faculty.

State Islamic University (UIN) Alauddin Makassar is very important for implementing a smoke-free area because it is the place for carrying out the process teaching

and learning for students as well as workplaces for employees and lecturers, and the place is a No-Smoking Area based on the Health Law and Makassar City Regional Regulation Number 4 of 2013. Until now there has been no implementation of smoking-free areas, so students, staff and lecturers are still seen smoking in the environment UIN Alauddin Makassar campus (Rahmat et al., 2019)

Based on this background, this can be used as material foundation in implementing the No-Smoking Area at UIN Alauddin Makassar, because from the results of previous research that UIN Alauddin Makassar This has not yet implemented a Smoking Free Area (KTR) because it doesn't yet exist regulations issued by the leadership, there are still many cigarette butts scattered in the campus environment and there is no area or room that specifically for smoking. So in this case the researcher is interested in dig deeper information by conducting an Implementation SWOT Analysis No-Smoking Area at UIN Alauddin Makassar.

## **METHODS**

This research is a qualitative research with a study approach. The case is a series of scientific activities carried out intensively, detailed and in-depth about a program, events and activities with gain in-depth knowledge of the event through Analysis SWOT Implementation of No-Smoking Areas at UIN Alauddin Makassar. This research took place

from 17 February to 28 March 2022 and The research location is UIN Alauddin Makassar from 8 faculties. Method selection of informants selected by purposive sampling as many as 26 informants with source triangulation analysis so that the resulting interpretation is appropriate with information obtained from informants.

## **RESULT**

### **Strength**

*"Not yet specifically, but actually in the pocket book there are indeed regulations regarding that it is prohibited to smoke in the building area or faculty. And if I totally agree that there is such a rule, that means There must really be an area where smoking is permitted. There must be an area where smoking is prohibited there because it bothers other people anyway"*

(MR, 42 Years, Deputy Dean III, February 2022, Adab and Humanities)

*"It must be implemented in a non-smoking area, because if there isn't one like that, people are very free if they want to smoke. If I smoke it can be anywhere, if we smoke it is in our spare time when we are indoors. It's impossible, we're looking for a place that's really free from passive smoking. That's why I need to support it for special places for smoking"*

(AY, 42 Years, Employee, February 2022, Da'wah and Communication)

*"If it's good, it should be implemented, if there are obstacles, of course there for people who smoke including me. But in that case how how to give the place of those people who smoke. If from that action and support I support to implement it at least there is a contribution to comply with the rules and there certainly is responsibility not to smoke. Our main anvil can also be seen that the UIN campus is an Islamic-based campus so that it can be used as guidelines for implementing KTR"*

(IL, 22 Years, Student, February 2022, Sharia and Law)

### **Weaknesses**

*"Maybe they don't really think about it, what many people think about is appearance long-haired student That doesn't mean the boss doesn't care. but I think it is considered less important than the others. That is, it is marginalized because of other factors to be resolved. Possible I can't remember everything. I think the leadership actually cares, just because more is thought of before which is considered very urgent so forget it. Like the UKT-BKT payment, it's not finished yet another demonstration, the children are being discussed again."*

(NA, 59 Years, Deputy Dean II, February 2022, Da'wah and Communication)

*"There is no awareness maybe, he knows but has not been able to implement it That. Not only students who smoke, there are*

*also some lecturers, employees. If you want to smoke, it's best to be in the corners of the open room, let alone in take a break, they gather there"*

(DM, 59 Years, Lecturer, February 2022, Adab and Humanities)

*"Certainly at UIN itself there are many students who smoke, in fact ordinary self-employed. But I think this can follow when there are already rules binding"*

(RF, 20 Years, Student, February 2022, Science and Technology)

### **Opportunities**

*"There is indeed a team involved as anti-smoking ambassadors. Should also all students who get scholarships are given responsibility answer you have to become an ambassador, so let alone the bidikmisi, I think if All of these are Bidikmisi children who are empowered, is there anyone who is concerned here in every faculty, for example, there is a concern related to the environment, health then this can work so that there is a contribution"*

(NI, 51 Years, Lecturer, February 2022, Sharia and Law)

*"Students can also be empowered starting from the organizations in each faculty to convey to other students about the no-smoking area"*

(HN, 51 Years, Employee, February 2022, Islamic Economics and Business)

*"I think the most important thing is that students must be involved play an active role. Because that's the most here students. If we lecturers, staff how many people ji anyway. So it must involve all parties to enact a no-smoking zone. so that's necessary first developed"*

(MR, 42 Years, Deputy Dean III, February 2022, Adab and Humanities)

### **Threats**

*"There should be punishment, because it can be that person if there is an intermediate rule two there is a reward or there is a punishment anyway. If you want a presentation, there's a reward they will definitely be motivated to do it, but if there is a violation, people will be afraid do when there is punishment. Maybe there will also be cons for people who smoke, but when the rules are mutually agreed upon and clearly certain I think they want a demonstration, how come it's for the good. Different for academic problems and so on, yes, people can sue, but this is it things that do more harm than that"*

(SR, 35 Years, Lecturer, February 2022, Science and Technology)

*"It could be, because here employees and students can't do not smoke. His throat must be itchy if he doesn't smoke. So yeah that's how we apply it indoors, sometimes there's nothing there notice. Wherever he sits*

*he smokes, he wants to smoke once he couldn't stand it so he immediately started smoking. So cause some students there are exposed to cigarette smoke so it is disturbed"*

(AR, 26 Years, Employee, February 2022, Ushuluddin and Philosophy).

*"The challenge may be that many students smoke, less obey for example. If the real challenge is, well, I don't agree. The disagreement is the challenge. For example they say that smoking is our right, we are free to smoke anywhere. That could be an argument because basically they don't agree, so the solution is well understood it's a cake."*

(WB, 20 Years, Student, February 2022, Da'wah and Communication).

## **DISCUSSION**

### **Strength**

Strength that comes from within the institution itself will encourage the development of programs at the institution. The power that can be used as a guide in implementing a Smoking Free Area at UIN Alauddin Makassar, namely:

- a. There is a law in Makassar City Regional Regulation No.4 2013 which regulates the implementation of Smoke Free Areas in a place for teaching and learning process, one of which is a university.
- b. There are Rules of Conduct regulated in the UIN Student pocket book Alauddin Makassar regarding the prohibition of smoking in buildings or faculties.



- c. Informants agreed to the KTR policy
- d. Informants provide support for the implementation of KTR
- e. The UIN Alauddin Makassar campus is a civilization campus based on Islam so that it can be used as a guide for implement KTR.

With these strengths or guidelines, it can be easier to implement the No-Smoking Area at UIN Alauddin Makassar by University. Where is UIN Alauddin Makassar too is an Islamic-based civilization campus that should know about its mudhorat for people who smoke. As also arranged in the Rules of Procedure in the Student Pocket Book that it is written for do not smoke in the building or faculty, so that it can be used an impetus for the better.

### **Weaknesses**

Weaknesses come from within the institution itself hamper the development of the program, so this will be problem to be overcome. The weaknesses possessed by the Academic Community of UIN Alauddin Makasar, namely:

- a. There are Lecturers and Employees who smoke in the Faculty building
- b. There are students who smoke in the Faculty building
- c. Lack of socialization about smoking ban in the Faculty
- d. Lack of awareness to stop smoking on campus

Weaknesses owned by the Academic Community at UIN Alauddin Makassar can be a trigger for people who don't smoking, because it will have a big effect on them as passive smokers that can cause various health diseases.

When smoking anywhere there must also be cigarette smoke dangerous and it is known that passive smoking is more dangerous than active smokers then indirectly active smokers hurt people around non-smokers without any mistakes they make (Mesiono & Mursal Aziz, 2020)

In addition, in line with research by (Mustakim, et al 2022) that one of the causes of the widespread smoking behavior of students in the middle KTR policy is the lack of related knowledge and understanding the applicable KTR policy. The study identified the level of knowledge students regarding the rules of the No-Smoking Area are important to do Because it relates to the application of smoking behavior in the College area Tall. The lax implementation of the KTR policy and the absence of strict sanctions against violations of these regulations also make smoking behavior remain a normal thing that students do without any effort to looking for information about KTR regulations (Mustakim et al., 2022)

### **Opportunities**

Opportunity is a thing and situation or circumstances that will have advantage for the institution. So that critical situation that it will

advantageous in the environment of the institution and those important circumstances or situations is a source of opportunity. The opportunities that are owned are:

- a. There is an Anti-Smoking Ambassador at UIN Alauddin Makassar
- b. There are students who receive scholarships or Bidikmisi scholarships that can be made empowerment in running the KTR program
- c. There is a Faculty of Medicine and Health Sciences that can provide socialization of the importance of implementing KTR
- d. UIN Alauddin Makassar cooperates with outside agencies namely Hasanuddin Contact

With the existence of an external institution, namely Hasanuddin Contact as a place to work together, it can be easier to help conveyed the Implementation of Non-Smoking Areas in Higher Education. As well as the people in it, such as the existing Anti-Smoking Ambassadors even as a recipient of bidikmisi can be given responsibility for empowered in implementing KTR at UIN Alauddin Makassar.

In line with the research conducted by (Roocita Meilani Dewi, et al 2020) said that the smoke-free campus approach does not only just forbidding it, but we couple it with the concept of a healthy environment sustainable, namely with the concept of a clean and green campus, that's what we call it towards Green and Clean Campus. The key to

creating a campus environment a clean, healthy and comfortable is located on the students. How can we as people who are educated and know for sure what is good and right in order to improve ourselves and realize how important meaning is a cleanliness (R. M. Dewi et al., 2020)

### **Threat**

Threats are environmental factors where this will not provide benefits for institutions in the No-Smoking Area program itself, so that it can trigger obstacles to implementing Smoke Free Areas. The threats that are owned are:

- a. Can lead to contradictions against active smokers so it could be do demonstrations
- b. Not paying attention to the condition of the room or area not to smoke inside it
- c. There is a disagreement

If the threat cannot be overcome or minimized, then this will be a challenge in dealing with unexpected situations, such as there will be demonstrations that will be carried out for those who disagree or even breaking existing rules.

To overcome this threat, it is necessary to have a breakthrough made so that there will be no misunderstandings between them, like that conveyed by several informants that there is a need for a regulatory policy which is accompanied by sanctions and a special room provided for active smokers so that the people around them avoid smoking passive.

In line with research by (Hesti Rosdiana et al, 2022) said that one of the efforts made by the Indonesian government to overcome smoking problem is to issue a KTR policy. Policy KTR has been made by the government since 2003 in PP No. 19 2003.

The PP regulates the granting of government authority to Local Government to make KTR Regulations and explain the area or places that are KTR areas (Hesti Rosdiana et al., 2021)

**SWOT Matrix of Implementation of No-Smoking Areas At UIN Alauddin Makassar**

	<p><b>Strength</b></p> <ul style="list-style-type: none"> <li>✓ There is a law in City Regional Regulations Makassar No. 4 of 2013 which is set</li> <li>✓ There are Rules of Procedure arranged in a pocket book UIN Alauddin student Makassar about prohibited smoking inside the building or faculty.</li> <li>✓ Informants agreed to the KTR policy</li> <li>✓ Informants provide support to KTR implementation</li> <li>✓ The UIN Alauddin Makassar campus is an Islamic-based civilization campus so that it can be used as a guideline for implementing KTR</li> </ul>	<p><b>Weakness</b></p> <ul style="list-style-type: none"> <li>✓ There are lecturers and staff who smoke in the faculty building</li> <li>✓ There are students who smoke in the faculty building</li> <li>✓ Lack of socialization about smoking ban in the faculty</li> <li>✓ Lack of awareness to stop smoking on campus</li> </ul>
<p><b>Opportunity</b></p> <ul style="list-style-type: none"> <li>✓ There is an Anti-Smoking Ambassador at UIN Alauddin Makassar so that it can be easier to implement KTR</li> <li>✓ There are students who receive scholarships or Bidikmisi who can be used as empowerment in running the KTR program</li> <li>✓ There is a Faculty of Medicine and Health Sciences that can provide socialization on the importance of implementing KTR</li> </ul>	<p><b>Strategy (SO)</b></p> <ul style="list-style-type: none"> <li>✓ Build an extensive network, both internally and externally so that various parties can work together to realize the implementation of a Smoking Free Area at UIN Alauddin Makassar.</li> <li>✓ Utilizing existing human resource assets on campus such as Anti-Smoking Ambassadors and bidikmisi recipients to be given responsibility for running the KTR program at UIN Alauddin Makassar</li> <li>✓ Holding seminars</li> </ul>	<p><b>Strategy (WO)</b></p> <ul style="list-style-type: none"> <li>✓ Activate Anti-Smoking Ambassadors to be encouraged to enforce the No-Smoking Area at UIN Alauddin Makassar.</li> <li>✓ The need to admonish one another in order to minimize people smoking in buildings or faculties</li> </ul>



✓ UIN Alauddin Makassar in collaboration with the hasanuddin contact institution	with Hasnauddin Contact to convey the implementation of smoking-free areas in tertiary institutions	
<b>Threat</b> ✓ Can lead to contradictions against active smokers so they could just do a demonstration. ✓ Not paying attention to the condition of the room or area not to smoke in it. ✓ There is a disagreement	<b>Strategy (ST)</b> ✓ A clear KTR policy is needed, such as punishment and reward in order to minimize the occurrence of violations. ✓ There needs to be a special room provided for people who smoke, so that they are free from passive smoking.	<b>Strategy (WT)</b> ✓ Providing innovative socialization so that it continues to be competitive and can be conveyed clearly to the public. ✓ The need for supervision in each faculty in order to minimize the occurrence of violations.

The Swot Matrix is a tool used in compiling strategic factors in implementing Smoke Free Areas at UIN Alauddin Makassar. With this matrix the external opportunities and threats of the institution can be described and can be adapted to the strengths and weaknesses possessed by the institution

## CONCLUSION

Based on the results of research on the SWOT analysis of the implementation of smoking-free areas at UIN Alauddin Makassar, it can be concluded that the SWOT matrix has various strengths and opportunities when compared to weaknesses and threats. One of the strengths of the implementation of KTR that can be developed is the existence of a student pocket book about smoking prohibition in the building or faculty area and there are anti-smoking ambassadors who can be empowered to run the smoking free area program at UIN Alauddin Makassar. In addition, in terms of opportunities, UIN

Alauddin Makassar can work together with Hasanuddin Contact in providing socialization on the implementation of KTR so that weaknesses and threats can be minimized. It is hoped that this research can be used as a basis for making KTR policies on campus.

## SUGGESTION

Based on the research that has been done, suggestions can be given, among others (1) Discussing in leadership meetings regarding policies or regulations concerning A No-Smoking Area at UIN Alauddin Makassar and has a strong desire from elements of the chancellor's leadership and staff to implement policies. (2) There must be a form of regulation or rule that binds Civitas Academics, both lecturers, staff and students not to smoke in the area campus. As well as these regulations listed sanctions for any violators. (3) All elements of leadership, namely lecturers and staff, must set an

example role model for students. (4) Conducting Seminars on No-Smoking Areas in collaboration with the Hasanuddin Contact institution on the importance of implementation No-Smoking Areas in Higher Education (5) Provide socialization of implementation No-Smoking Areas (KTR) as notifications in a clear and consistent manner to policy executors to realize the implementation of Smoke Free Areas at UIN Alauddin Makassar effectively. (6) Providing Facilities and Infrastructure No-Smoking Areas especially designated places for smoking and infrastructure others to support the implementation of the No-Smoking Area at UIN Alauddin Makassar (7) Activate Anti-Smoking Ambassadors for Students so they are encouraged to enforce the No-Smoking Area at UIN Alauddin Makassar. (8) Receiver Scholarships or Bidikmisi are given the responsibility to run the program The No-Smoking Area as a form of contribution to UIN Alauddin Makassar.

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