

ABSTRACT

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Study program : Public Health
Title : Analysis of the Implementation of Non-Smoking Area Policy at X University in 2019.

X University published the Rector's Decision Letter which decided to be a non-smoking area, but within X University there are still smokers. This research was objective to determine the analysis of the implementation of the Non-Smoking Area policy at the X University, West Jakarta in 2019. This research is used as a qualitative method by conducting in-depth interviews, observations, and document reviews. The informants of this research were 9 people. The results of the research from the communication variable that there was already a media used to deliver the message, a clear reprimand was done even though it wasn't done consistently. From the resource variable, the human resources that involved is the all of the University citizens, but in the process of implementation, those directly involved are the General Bureau and Student Affairs Bureau as the person in charge, Vice-Rector 3, the Student President (BEMU chairperson), and Security as the supervisor. In addition, there was an oral delivery of information and authority to the person in charge and supervisor. While there were officers' unit vests, smoking zones were still available in the campus canteen as equipment resources. However, the smoking area provided is still not eligible. From the disposition variable, there were commitments from the campus such as banning and overseeing cigarette sales and cigarette advertisements, installing no-smoking rules, cooperating with the security department to appeal to the academic community, and to shift the smoking area. In addition, there was also a joint discussion/evaluation related to the application. From the bureaucratic structure variable, there was no mechanism / SOP and also a special organizational structure in the implementation of the non-smoking area. Suggestions that can be given and can improve the application of the non-smoking area need to develop policies/regulations on non-smoking zones and pay attention to policy steps/processes.

Keywords : Policy Implementation, Non-Smoking Region, University
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