

# Behavioral Communication of Cigarette Smoking Women in Jakarta

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**Abstract:** *Cigarette smoking women are one of the phenomena of life today. Women smoke for several reasons including to feel freedom, to relieve stress, to reduce negative emotions, to reduce anxiety, to reduce hunger, to improve concentration and also as an expression of resistance and rebellion. Referring to the statement, this research tries to see the motives for the background of cigarette smoking women in the social community. This research uses a qualitative method with a phenomenological approach and symbolic interaction with the subject of research namely cigarette smoking women, especially in Jakarta. The results showed that the profile of cigarette smoking women are the act of courage in breaking down the image of women as someone who are gentle and natural with a feminist impression. Women's interest in smoking has been felt since they were children through a very complex process. Initially, they recognized smoking through observation of their parents' smoking behaviors which caused curiosity and it was encouraged them to try smoking. Then the problems experienced such as family problems, school problems, and other problems make it increasingly start to smoke.*

**Keywords:** Women, Cigarette, Self-Concept

## 1. Introduction

Cigarette smoking women are one of the phenomena of life today. If asked why they smoke, each of them have their own answers. Some of them states that smoking make them feel free, to relieve stress, to improve memory, to reduce anxiety, to reduce hunger, to improve concentration and also as an expression of resistance and rebellion (Stephen, 2002). Even, many young women who have done this habit now.

Cigarettes have been known to Indonesian society even long before the time of independence. At that time, cigarettes were only "cigarettes". There are no moral or ethical consequences even though women consume them. Cigarettes are things that can be consumed by everyone regardless of gender. But increasingly observed, men become the icons as "cigarette users" in every cigarette advertisement in Indonesia. Smoking is a proper and reasonable thing for men to do without a variety of negative judgments. While when women smoke, the strange views can be ejected from the eyes of the surrounding community. Slanted moral judgments are very easy for women who smoke in public. Bad assumptions such as "bad women", "naughty" women, "wild" women, even "scoundrel" women can easily get into the public minds when they see a cigarette woman smoking. Moreover, the description of cigarette women smoking in the media tends to be negative. In a country with a patriarchal system that is inherent in the daily lives of its people, it is not easy for women to express themselves. There are many things that become inappropriate for women. They seem to be in a space that has a line of demarcation between what is appropriate and inappropriate to do. Unfortunately, what is inappropriate for women to do can be freely carried out by a man without a slanted view of it.

In everyday life, women often find smoking, both in the canteen on the market or other public places or in the household. Smoking habits in women used to be very rare, even though there were cigarette smoking women but they

are hiding, not in public places. Smoking habits begin with the first cigarette. Generally, the first cigarette starts in adolescence. A number of studies have found that the first sucking of cigarettes in women begins in adolescence. They have found that first cigarette smoking began at the age of 13-15 in big cities (Smet, 1994). Mirnet's study (Tuakli et al. 1990 in Nasution, 2007: 74) found that smoking behavior was initiated by curiosity and influence of friends. (Smet, 1994) that starting smoking occurs due to the influence of the social environment. Modeling (imitating other people's behavior) becomes one of the determinants in starting smoking behavior (Sarafino, 1994: 14).

With the passage of time, knowledge and relationships that are increasingly developing, then the negative views of cigarette smoking women is change, and it is not according to what was originally thought. Although there are some things that are in accordance with these negative views, not all are true. Everything is related, each individual, because basically, humans are unique creatures. There is no human who are exactly same. Every individual is given the ability to think and to decide for themselves, not as puppets or robots acting according to their culture.

Smoking in women is an actual inner self, according to psychologists (Nilam Widayarni, 2009: 23), self-actualization means developing optimally owned potential. One of the things needed to support is to develop a feminine role for women. A person's personality will develop healthily if the needs are met for self-actualization. However, in reality, there are not many people can achieve it. To develop various human capacities, both physical, psychological, social, and spiritual, everyone needs a conducive social environment. The social environment is mainly family and school. In a research conducted in several places in the Jakarta city, it can be concluded that cigarette smoking women are generally feminine and tomboyish.

The characters that are considered negative can cause women to become cigarette addicts in order to show self-actualization, existence, and calmness. It causes cigarette smoking women want to look more different than other women according to Titi Kusriani, (2001) self-existence makes the cigarette smoking women want to show their identity to the opposite sex in order to be equalized and accepted in association. Negative self-actualization gives the wrong choices to cigarette smoking women because in general, they start smoking habits due to wrong association, curiosity and peer influence. Smoking habits are considered to be able to calm themselves from various problems such as the presence of pressure or lack of communication from family and supporting environment. Cigarette smoking women respond negatively that smoking is the right choice in order to momentarily eliminate internal problems. Oskamp (Whitler, 1984) states that after trying the first cigarette, a woman becomes addicted to smoking, for reasons such as habits, reducing anxiety.

The influence of advertising both in mass media and electronics are display symbols of virility or glamor which result in misperceptions for cigarette smoking women by utilizing the characteristics of women, ignorance of consumers, and the helplessness of those who are addicted to smoke. The characteristics of cigarette smoking women are closely with the desire for freedom, independence, and rebellion from the norms used by the cigarette industry by promoting promotional slogans that are easily caught by the eyes and ears and give suggestions.

With the media in the form of advertisements that advertise special cigarettes for women, it is a sign that smoking today is not a taboo for women, because the presence of media power makes this era change so quickly. It can be said that there is almost no space and time left to avoid the invasion of information that deals with consumption activities.

The phenomenon seen in today's urban society is consumption activities which increasingly dominate daily life. This phenomenon is characterized by the proliferation of modern shopping centers, consumption credit facilities provided by the banking world, trade dynamics of consumer goods and supported by the development of the advertising media industry. It can be said that there is almost no space and time left to avoid the invasion of various information that deals with smoking consumption activities. All of that is one of the tools or bridging of today's women to do smoking behavior. This smoking culture exists as a form of one's adaptation to their environment so they can be accepted in their group.

## 2. Literature Review

### 2.1 Behavioral Communication

Mobile communication involves environmental elements as a vehicle that "creates" the communication process. Porter and Samovar in Mulyana (1990: 19), says instead of communication is a matrix of complex social actions and interact with each other, and it is occur in a complex social environment. This social environment reflects how the people live, and interacts with others. This social

environment is culture, and if we want to truly understand communication, we must understand the culture.

Understanding the position of culture in someone's communication process becomes very important. Communication and culture influence each other mutually. When someone talks to someone else, it will involve the perpetrator's process to determine who talks, with whom, and how. Even further, talking about the culture in the process of communication will determine how someone encodes a message, forms the meaning of the message, the circumstances for conveying, and interprets the message. According to Mulyana (1990: 20) this will have consequences, culture is the basis of communication. If the culture is diverse, there are also a variety of communication practices.

Sir Edward Tylor in Horton and Hunt (1984: 58) states that culture is a complex whole of knowledge, beliefs, arts, morals, laws, customs and all other abilities and habits acquired by someone as a member of society. If the Tylor's opinion is simplified means that culture is something that is learned and experienced together socially by the members of society. Therefore, a child knows how to eat, drink, dress, conduct manners in society, until the procedure for a religious event, is carried out through interaction with community members within a particular cultural sphere.

### 2.2 Smoking Behavior

Smoking behavior can also be defined as the activity of the subject related to its smoking behavior, which is measured by the intensity of smoking, smoking time, and smoking functions in daily life (Komalasari & Helmi, 2000: 45). While Leventhal & Cleary (1980) states that smoking behavior is formed through four phases, namely: phases of preparation, initiation, becoming a smoker, and maintenance of smoking. So, smoking behavior is not only an imitation process, but there is reinforcement from peers and family when they smoke.

As expressed by Laventhal & Clearly (komasari & Helmi, 2000) that there are 4 stages of smoking behavior that become smokers, namely: 1) Preparatory Phase. someone gets a pleasant picture of smoking by listening, seeing, or reading. These things generate the interest in smoking, 2) Initiation Phase. The smoking pioneer stage is the stage of whether someone will continue or not smoke behavior, 3) Becoming a Smoker Phase. If someone has consumed 4 cigarettes per day, so they have a tendency to become a smoker, 4) Maintenance of Smoking Phase. This phase of smoking has become one part of the way of self-regulating. Smoking is done to obtain a pleasant physiological effect.

According to Silvan Tomkins (2000) in Mu'tadin Z (2007), there are 4 types of smoking behavior based on Management of affect theory, namely: 1) Type of smoker who is influenced by positive habits. By smoking, someone feels a positive addition of taste. Green states in the Psychological Factor in Smoking adding two subtypes of smoking behavior, namely to increase the pleasure that has been gained such as smoking after drinking coffee or eating, and to please feelings, 2) Smoking behavior is influenced

by negative feelings. Many people smoke to reduce the negative feelings, for example, if they are angry, nervous, cigarettes are considered a savior, 3) Addictive smoking behavior. Those who are already addictive will add a dose of cigarettes at any time after the effects of smoking are reduced, 4) Smoking behavior that has become a habit. They use cigarettes not for control their feelings at all, but because they have become routine habits.

### 2.3 Self-Concept

Self-concept is self-deprivation as the total number of everything that is in us as a whole amount of everything that is in someone, namely body, behavior, thoughts, and feelings, so self is something or a collection of things. The self is an arrangement of conceptual hypotheses that refers to the complex device of the character of one's physical, behavioral, and psychological processes. The meaning of hypothetical is that humans can use their senses to prove their existence.

According to William D. Brooks defines the concept of self as "Those physical, social, and psychological perceptions of ourselves that we have derived from experiences and our interaction with other" (1976: 40) so self-concept is our views and feelings about ourselves. This perception of self may be psychological, social, and physical. Imagine you are asking a question - this question to yourself: 1) How is my true character? 2) What makes me happy or sad? 3) What really worries me? 4) How do other people see me? 5) Do they respect or demean me? 6) Do they hate or like me? 7) What is my view of my appearance? 8) Am I a beautiful or ugly person? 9) Is my body strong or weak?

In (Sobur, 2013) there are at least five aspects that concern themselves:

- 1) Physical aspects, consisting of physical limbs and all biological activities that take place in it. Although more people consider themselves to be minds and sense than physical ones, if it happens to someone they will lose themselves and become disturbed.
- 2) Self aspects as a process. Namely the self as a stream of thinking, emotions, and behaving, which is constant. When there is a self problem as a role process to move in making plans to complete.
- 3) Self aspects as social. A social self that consists of reason and behavior that someone takes as a general response to other people in society. The social role of a person as a father, child, employer, doctor and so on, someone defines themselves with that role strongly.
- 4) Self as a concept. The self that sees itself. Humans paint a picture of themselves, although it is not necessarily realistic, it still belongs to them and will greatly influence their thoughts and behavior.
- 5) Self as self-mind. Self aspects related to the goal. Self-ideals is the most important factor of human behavior, it will be different from the behavior of someone who aspires to become president with someone who is without ideals. (Rahmat, 2007)

### 3. Methodology

The objects of this research were women smoking, which was the main study in this research, namely the communication behavior of cigarette smoking women in Jakarta. The method used by the researcher was a qualitative method with a phenomenological approach and symbolic interaction. This research used the descriptive qualitative method. According to Bodgan and Taylor, this type of research will produce descriptive data in the form of written or oral words from people and observable behavior. Thus, the research report will be in the form of quotations of data to illustrate the presentation of the report. The data comes from interview texts, field notes, photos, videotapes, personal documents, notes or memos, and other official documents. At the time of report writing, the researcher analyzes data that will be very rich and as far as possible in its original form (Jamil & Irawan, 2018: 154).

The paradigm that will be used in this research is the constructivist paradigm. According to Maryaeni (2008: 7) "in constructivist paradigm research, the reality must be addressed as a symptom that is not fixed and has a relationship with the past, present, and future. The reality in such conditions can only be understood based on the construction of understanding as contained in the world of researcher's experience in relation to human life. "The research method uses by the researcher is a qualitative method with phenomenological approaches and symbolic interactions.

Then to determine the validity of the data, the researcher uses triangulation techniques. Triangulation is a technique of checking data that uses something else outside the research data for checking or comparison purposes. Denzin distinguishes four types of triangulation as examination techniques that utilize the use of resources, methods, investigators, and theory (Irawan, 2018: 118). The triangulation technique uses in this research is the triangulation of data and sources. Through this technique, the researcher compares the results of interviews with supporting data, then for source triangulation, the researcher compares and checks the degree of trust in information obtained by: (1) comparing the observational data with interview data (2) comparing the consistency of the answers of the speakers by comparing what the public speaker said, for example, with what was said personally (3) comparing a person's perspective, with other people in his work team.

Referring to this opinion, in this research the researcher will conduct a process of checking the validity of the data by preparing a technique of comparing and checking the degree of trustworthiness of the information obtained by: (1) comparing the observational data with interview data (2) comparing the responses of the respondents that is by comparing what is said by the public speaker for example, with what is said personally (3) comparing a person's perspective, with other people in his work team (Kusuma, 2018: 53).



#### 4. Discussion

Most of women smoking, said that the motives that affect them to smoke, the strongest are environmental factors, where the environment shapes them since their childhood, because the informant said that they often see people smoking in their environment and are supported by their parents who are smoking too, so the informant felt very eager to feel the cigarettes smoked by their parents and friends of their parents since they were young.

The results showed that the motive of individual smoke is to relieve their stress. The research found that the number of cigarettes they consumed was related to the stress they experienced, the greater the stress experienced, the more cigarettes they consumed, and this research found that the motives of woman smoking were caused by several factors as follows: 1) Habits, 2) Positive emotions, 3) For a decrease in emotions, 4) The influence of the social environment, 5) Addiction because it is addicted.

The findings in this research lead to the symbol of strength, happiness, self-expression, courage, and prestige generated from the informants themselves who expressed it. Cigarette smoking women give a symbol that they are brave women but still feminine when smoking cigarettes, besides that it comes the pleasure of women. And the informant said that smoking is very pleasant if it is done in a party or celebration because it is stimulated from the influence of association and a supportive environment to just give tolerance and a sense of solidarity.

The researcher found the phenomenon that smoking is also more exciting when accompanied by drinking coffee, it feels more enjoyable and exciting. In addition, the researcher found another phenomenon that some women mixed with aromatherapy which produces fragrant spices that can create different flavors when they are smoking. They do it by smearing cigarettes with aromatherapy such as fresh care and so on. The view of cigarette smoking women consider that women smoking are away from feminine impressions and instead deviate from the rules, get labeled as bad women from the environment and the informants themselves realize it. Woman informants revealed that smoking, in general, is something that is exciting, with other terms namely enjoy it.

The tendency of cigarette smoking women consumers to choose cigarettes filter type, mild or menthol. The reason for the informant is the image produced and also the sense inherent in the cigarette. The informant realized that smoking is harmful for health, smoking for informants is to obtain physical calm such as relieving stress, killing time and also giving color to the activities. There are differences in views between men and women who smoke. Men tend to be free to express themselves and carry out smoking activities anywhere.

Women tend to choose a specific place to smoke because of the cultural barrier caused by society. But it can be denied that smoking for women is usual thing, among informants, there are also those who smoke in public places without seeing the norms that apply in the community in general.

Cigarette brands also affect their prestige. From brands, people can see someone's social status and habits. Informants also have the habit of enjoying night entertainment and cigarettes become one of the symbols that are produced because of their association. The motive for smoking in women are:

- 1) Habit Smoking behavior becomes a behavior that must be carried out without any negative and positive motives, someone smokes only to continue his behavior without a specific purpose.
- 2) Positive emotional reactions. Smoking is used to eliminate positive emotions, such as pleasure, relaxation, and pleasure. Smoking can also show pride and show maturity.
- 3) Reaction to emotional decline. Smoking is intended to reduce tension, ordinary anxiety, or even anxiety that arises because of interactions with other people.
- 4) Social reasons. Smoking is shown to follow group habits (generally in adolescents and children) Identification with other smokers and include a person's self-image. Smoking in children is also caused by coercion from friends.
- 5) Addicted. Someone smokes because they claim to have experienced addiction - an accident occurs because of nicotine contained in cigarettes. Initially only tried cigarettes, but eventually, it could not stop the behavior because of the body's need for nicotine.

In addition to the motives above, the researcher found that a woman can smoke more than a man, arguing that as a tool to deal with stress and face the problems at hand, the number of cigarettes they consume is related to the stress they experience, the greater the stress level they experience the bigger they consume it.

Women who smoke think in line with their interactions in social life. Informants did it because they were curious to often see the surrounding community smoking, and their curiosity was very high, so they did because of the encouragement of their friends who have the motive to seek self-enjoyment and to reduce the stress they are experienced, which they find in social life. In reality in life, she saw that many other women who smoke in public places so that the feeling of desire re-emerged and the members were a very strong encouragement to squeeze, also a process of thought found by informants in their social life. The researcher found a fact or reality that women who smoke do not become taboo, but rather this is a natural thing, because during this research the motives found were not motives that violated moral norms, but more psychiatric themselves or indeed a natural thing, there is no negative motive found in this research, only the motives that are more towards seeking satisfaction of life.

William D. Brooks says that self-concept is someone's views and feelings about them. According to George Herbert Mead, self-concept is the ability of someone who makes themselves as object and subject. In the concept of Mead, the self experiences a social process that is communication between humans. The self is related to the mind and is something fundamental to the development of the mind. Smoking behavior is also based on thoughts and self-concepts. This self-concept influences the motive of a

person doing smoking behavior. Or it can be said that the motive of the informant is related to their concept.

In terms of image or self-image, most informants have a positive self-concept of themselves. Some cigarette smoking women believe in themselves or are even proud of the behavior they have done. But what they do is considered to be positive thing. Every informant from both the upper-class economy and the middle class, they have the motive to release excessive stress, smoking is the most helpful thing to relieve stress.

Herbert Mead's important concept in symbolic interaction is the existence of Mind and self. According to Mead, the way of humans interpret the world and itself is closely related to their society. Mead sees the mind and its meaning (self) becomes part of human behavior that is by interacting with others. As Mead says, that if someone has a certain response in him, that is his mind.

Mind or thought arises and develops in social processes and it is an integral part of social processes. The researcher found that informants are part of integral and social processes. The researcher found that the informant who smoke, the mind informants were in line with their interactions in social life. Informants who do it because there is a pleasure when they smoke cigarettes, smoking is done because they get in their association or interaction with others. Similarly, the informant did it because of a friend's encouragement. Informants who have motives for relieving stress, also through the mind process that they find in social life. In reality in life, they see that in their behavior does not deviate from the rules and norms that have bad consequences for others, and informants think that this is a person's human right. What the informant does, it is a form of interaction with others. As Mead says, that if someone has a certain response in him, that is his mind.

The mind is also important in individuals responding to a stimulus in the phase of human behavior according to Herbert Mead, Impulse phase is the stimulus phase that appears followed by the perception or response to the stimulus. The mind plays an important role in responding to this stimulus. It explains that an informant smoke because of a stimulus. The informant then perceives and in turn, in the manipulation phase, the informant decides to smoke. The informant can also manage or manipulate herself physically. Until finally she determined an action that is smoking like what she did to fulfil the needs. Women who decide to smoke have been preceded by reasons or things that they have obtained from the results of the interaction. The informant has a motive in which is related to self.

A lot of negative rumors or news are held by the community that cigarette smoking women are naughty women, in this research it was not proven that women who smoke were naughty women, perhaps in this country the smokers were mostly prostitutes where at night was cold and they had no power to buy warmth. Most of them whether high-class or under bridges are prostitutes, but in fact, good women also smoke, students, underage children and housewives, and pregnant women are smoke. In western countries the smokers are career women and upper-

class women. The cigarettes are also not general cigarettes, most of them are light white cigarettes with little nicotine content just to warm the body from the cold of the night, Indonesian women have followed a lot of western-style life. - the average informant smoke from a young age, they follow the lifestyle of smoking as a symbol of the progress of the era.

A woman who decides to take a smoking because of her motives. Motives which are the goals or interests oriented towards the future, these motives is called motives to find motives such as:

- 1) To relieve stress: informants smoke because they are stressed, too many problems faced in their lives, unfinished office work - completed, and household problems that cause stress, They hope by smoking, they can relieve stress for a while.
- 2) Brave: this is self-expression, where most women smoke in Indonesia is still considered unethical. It is hope to eradicate that the women who smoke are considered unethical and synonymous with naughty women and prostitute.
- 3) Curious: to get rid of curiosity, by seeing people smoke, then there is a desire to taste it, and feel the taste of the cigarette, with the hope that if they have tasted the cigarette, the curiosity in the mind will disappear.
- 4) Friendship: they do it for friendship reasons, that is for informants when smoking because of friends' encouragement, and informants also feel uneasy to refuse, they have a hope that the fabric of their friendship will be better and familiar if the informants follows their friends to smoke.
- 5) Looking for pleasure. Informants are smoking to get rid of fatigue, relax and seek pleasure, while joking with other friends, it is hoping to relax and seek life more happily without pressure.

Motives related to the past and embedded in their knowledge as a reason why they smoke, the researcher found some motives:

- 1) Lifestyle. Regarding the smoking motives of informants at this time are not something that is perceptive or unethical, because informants smoke on their own desires, without coercion and to get cigarettes they buy themselves, by smoking informants feel there is inner satisfaction.
- 2) Providing facilities for smoking. Informants who smoke are supported by many places of entertainment that provide a place to smoke so that with the existence of these facilities informants are more easily looking for places to smoke.
- 3) Packaged cigarette advertisements are very interesting. With the advertisements in the media, the informants felt more confident about smoking, because the ads gave a very tempting message so the informants felt they wanted to taste the cigarette.
- 4) Friends. Related to friendship. The informant has a relationship with a friend. She knows how her friend's relationship. So she did it because of the friendship that had been embedded in her.
- 5) See the parents who smoke. When the informants were still very young, they often saw their parents smoke with their friends, at that time the informants had thought

they wanted to taste cigarettes, because the informants saw their parents and friends were very interest smoking while telling stories, but the informants did not dare to smoke, because there is a ban from his parents.

## 5. Conclusion

Culture makes a distinctive symbol for cigarette consumers, culture as a social structure that differentiates different settings. Symbolizing the image of cigarettes in an area, between regions, even between countries becomes very different. The research conducted by in-depth interviews revealed the results of in-depth interviews with informants. Smoking is not just a smoking habit, it is a symbol.

Symbolic interactions in women and cigarettes through these symbols construct the personal image of smokers. The views of how to speak, how to smoke cigarettes, and also the brands of cigarettes smoked reflect a person's identity, where people can see who they are, (in the sense of the smoker) from where they are, what kind of social status they are.

Women smoking is an act of courage in breaking down the image of women as someone who is gentle and natural with feminism. Women's smoking motives, that is, is a habit, smoking behavior becomes a behavior that must be carried out without any negative and positive motives, a person smokes only to continue her behavior without a specific purpose. The woman who smoke initially just tried it because she got a friend's encouragement and finally became a habit until now.

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