

THE ROLE OF THE SMOKE-FREE TASK FORCE: A STUDY OF THE SOCIAL REALITY OF SMOKE-FREE ENFORCEMENT IN THE OFFICE THE REGENT OF EAST KUTAI

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Abstract

This study analyzes the role of the Smoke-Free Area Task Force (Satgas KTR)[1] in enforcing the Smoke-Free Area policy at the East Kutai Regent's Office, using a descriptive qualitative approach[8]. The results of the study indicate that the effectiveness of the implementation of the KTR Task Force still faces significant challenges, such as individual resistance[7], limited resources, and lack of strict sanctions. Although this policy contributes to increasing collective awareness of a healthy work environment, successful implementation requires capacity building strategies, facility support, and cross-sector collaboration.

Keywords: *Role of the Task Force; Smoke-Free Area; Social Reality Study; Enforcement.*

INTRODUCTION

Smoke-Free Area (KTR)^[6] is a strategic policy that aims to create a healthy environment free from exposure to cigarette smoke. This policy is becoming increasingly relevant amidst increasing awareness of the dangers of cigarettes to individual health and the environment. In Indonesia, various regulations have been implemented to support the implementation of KTR, including in government work environments. One example is the East Kutai Regent's Office, which is the main area for implementing Regional Regulation Number 8 of 2017^[2] and Regent Regulation Number 52 of 2014^[5] regarding Smoke-Free Areas. However, the effectiveness of implementing this policy remains a challenge that requires further attention.

In the social and structural context, the implementation of the KTR policy at the East Kutai Regent's Office involves an important role from the Smoke-Free Area Task Force (Satgas KTR). This task force is responsible for enforcing regulations, conducting socialization, and ensuring compliance with applicable policies. However, the reality in the field shows that the implementation of this policy faces various obstacles, such as resistance from individuals who feel their personal freedom is being disturbed, limited resources, and the lack of strict sanctions for violators. This study aims to understand the social dynamics that occur in the implementation of the KTR Task Force, including the challenges faced and supporting factors that influence the success of this policy.

Theoretical basis

In this study, the theory used is Role Theory^[3] which is the main basis for understanding the social dynamics in the implementation of the duties of the Smoke-Free Area (KTR) Task Force at the East Kutai Regent's Office. Role Theory, as explained by Biddle and Thomas, highlights the behavioral expectations attached to individuals or groups in certain positions. In this context, the KTR Task Force has an expected role to enforce the rules of the smoke-free area through behavior that is in accordance with established norms and responsibilities.

Role Theory includes three main elements: expectations, norms, and actual behavior. Expectations refer to the expectations of society or the organization regarding the behavior that the KTR Task Force should display. Norms include the rules that serve as guidelines in carrying out the role, such as a ban on smoking in certain areas. Meanwhile, actual behavior is the concrete manifestation of the role played by the Task Force, which can vary depending on the individual or the particular situation. These variations are often indicators of success or failure in carrying out a role.

In the context of organizations, this theory is also relevant to analyze role conflict and role ambiguity that may be faced by the KTR Task Force. Role conflict can occur when there is a mismatch between different expectations from various parties, such as the community, government, or co-workers. Meanwhile, role ambiguity arises when the tasks and responsibilities of the Task Force are not clearly defined, thus hampering the effectiveness of their task implementation. Both of these aspects are important to explore in this study.

In addition, this theory also emphasizes the importance of evaluating role performance. In this case, the success of the KTR Task Force can be measured by the extent to which they are able to meet the expectations of the

community and the organization in enforcing the smoke-free area rules. By using this theory, research can provide in-depth insights into how the role of the KTR Task Force is understood, implemented, and evaluated in the social and structural context of the East Kutai Regent's Office.

RESEARCH METHODOLOGY

1. Research Approach

The research approach used in this study is a descriptive qualitative approach. This approach was chosen to deeply understand the social phenomena related to the role of the Smoke-Free Area Task Force (Satgas KTR) at the East Kutai Regent's Office. This study aims to describe and analyze how the role of the Satgas KTR is carried out, including the challenges and supporting factors that influence its effectiveness. With this approach, researchers can explore the experiences, perceptions, and social interactions that occur in the context of implementing the Satgas KTR's duties, thus producing a comprehensive understanding.

This approach also allows researchers to dig deeper into the data through data collection methods such as in-depth interviews, direct observation, and document analysis. The main focus is on interpreting the meaning of the actions and behavior of the KTR Task Force in carrying out their duties, in accordance with existing norms and expectations. Thus, this descriptive qualitative approach provides flexibility to understand the complexity of the social dynamics that occur, as well as identify key elements that influence the success or failure of the implementation of the Smoke-Free Area policy in the East Kutai Regent's Office.

2. Location and Subject of Research

The research location was conducted at the East Kutai Regent's Office, located in the Bukit Pelangi office area, Sangatta, East Kalimantan. The selection of this location was based on the implementation of Regional Regulation Number 8 of 2017 and Regent Regulation Number 52 of 2014 concerning Smoke-Free Areas (KTR), which made this office one of the main areas for implementing the policy. This location was chosen because it is considered representative in describing the social and operational dynamics of the Smoke-Free Area Task Force (Satgas KTR) in enforcing regulations. In addition, this location also has a social complexity that involves various parties, such as State Civil Apparatus (ASN), regional contract workers (TK2D), and the general public who are active in the area.

The subjects of the study consisted of members of the KTR Task Force, which included personnel from the Civil Service Police Unit (Satpol PP) and ASN appointed to carry out the task of enforcing KTR regulations. In addition, this study also involved additional informants, such as employees of the regent's office, structural officials, and the community who were directly or indirectly involved in the implementation of the KTR policy. The selection of subjects was carried out purposively, taking into account their involvement in the operational activities of the KTR Task Force and the relevance of their roles to the study. This aims to obtain in-depth and valid data regarding the experiences, challenges, and perceptions of the actors in carrying out their roles at the research location.

3. Data collection technique

The data collection techniques in this study were carried out through three main methods, namely in-depth interviews, direct observation, and document analysis. In-depth interviews were conducted with members of the Smoke-Free Area (KTR) Task Force, employees of the East Kutai Regent's Office, and other relevant parties, such as structural officials and the community involved. This interview aims to explore information about the experiences, perceptions, and challenges faced by the KTR Task Force in carrying out their duties. This technique uses semi-structured interview guidelines to ensure flexibility in exploring issues that arise during the interview process.

In addition, direct observation was conducted at the research location, namely the East Kutai Regent's Office, to directly observe the behavior and social interactions that occur in the field. This observation includes observations of the implementation of the KTR Task Force's duties, compliance with the Smoke-Free Area rules, and social dynamics in the work environment. Document analysis was also used to complete the data, by reviewing official documents such as Regional Regulation Number 8 of 2017, Regent Regulation Number 52 of 2014, Task Force activity reports, and other supporting data. The combination of these three techniques aims to ensure the validity and accuracy of the data obtained, thus providing a comprehensive picture of the role of the KTR Task Force at the East Kutai Regent's Office.

4. Data analysis

Data analysis in this study was carried out using an interactive analysis model. Miles and Huberman^[4]. This process involves three main stages: data reduction, data presentation, and drawing conclusions or verification. Data

reduction is done by sorting and simplifying raw data obtained from interviews, observations, and documents. Data that are relevant to the focus of the research, such as the role of the KTR Task Force, challenges, and supporting factors, are selected for further analysis. This process aims to organize the data to be more structured and make it easier for researchers to understand the patterns that emerge.

The next stage is data presentation, where the reduced data is arranged in the form of descriptive narratives, tables, or diagrams to provide a clear picture of the research findings. This presentation helps researchers identify the relationship between the variables studied, such as the social interaction of the KTR Task Force with ASN and the community. The final stage is drawing conclusions and verification, where researchers interpret the data to answer research questions. Data validity is maintained through triangulation of sources, methods, and theories^[9], as well as by conducting in-depth discussions with informants to ensure the validity of the findings.

RESULTS AND DISCUSSION

1. Effectiveness of the Implementation of the Task Force for Smoke-Free Areas at the East Kutai Regent's Office

The results of the study indicate that the effectiveness of the implementation of the Smoke-Free Area (KTR) Task Force at the East Kutai Regent's Office still faces significant challenges even though there are supporting regulations, such as Regional Regulation Number 8 of 2017 and Regent Regulation Number 52 of 2014. Direct observation revealed that compliance with KTR regulations in the office environment was not yet optimal. Several areas that should be smoke-free were still found to have violations, especially in open spaces and parking areas. The KTR Task Force has attempted to conduct routine patrols and socialization, but its effectiveness is limited by the lack of human resources and adequate facility support.

In-depth interviews with members of the KTR Task Force and office employees indicated that the success of the task implementation is highly dependent on the level of individual awareness and commitment to the KTR rules. Although most employees understand the importance of smoke-free areas, there is still resistance from some parties who feel that the rules interfere with personal habits. In addition, the lack of strict sanctions against violators is also a factor that affects the effectiveness of rule enforcement. Thus, although the Task Force has carried out its role in accordance with the established norms, the results have not fully met the expectations of the community and the organization.

2. Challenges Faced by Task Forces in Enforcing Smoke-Free Areas

The results of the study show that one of the main challenges faced by the Smoke-Free Area (KTR) Task Force at the East Kutai Regent's Office is resistance from some employees and the community who feel that the regulation limits personal freedom. In-depth interviews revealed that some individuals still consider smoking as a personal right that should not be strictly regulated, especially in open areas such as parking lots. In addition, the lack of in-depth understanding of the negative impacts of smoking on health and the environment also strengthens this resistance. This shows that collective awareness of the importance of smoke-free areas still needs to be improved through more intensive education. Another challenge is the limited resources owned by the KTR Task Force, both in terms of the number of personnel and supporting facilities. Direct observations in the field show that the number of Task Force members on duty is not comparable to the area that must be supervised, so that supervision is less than optimal. In addition, the lack of supporting tools such as warning signs and surveillance cameras also hampers the effectiveness of rule enforcement. Interviews with Task Force members indicated that the lack of budget support from the local government was one of the main causes of this limitation, which ultimately affected the Task Force's ability to carry out its duties optimally.

3. Social Impact of the Implementation of the Smoke-Free Area Policy in the Regent's Office Environment

The results of the study indicate that the implementation of the Smoke-Free Area (KTR) policy in the East Kutai Regent's Office has a significant social impact, especially in forming a healthier work culture. Interviews with employees revealed that the existence of this policy encouraged most individuals to reduce or even stop smoking, especially during working hours. In addition, direct observation showed an increase in collective awareness of the importance of maintaining a clean and smoke-free work environment. However, this positive impact has not been fully distributed, considering that there are still employees who feel that the policy limits their personal freedom. On the other hand, the KTR policy also affects social interactions in the work environment. Several employees admitted that the smoking restrictions in the office area reduced the frequency of informal meetings that usually occur in smoking areas. This, they said, slightly reduced the opportunity to build interpersonal relationships outside the context of formal work. However, most informants stated that this impact was temporary and could be overcome by creating alternative interaction spaces that did not involve

smoking activities. Thus, although this policy presents certain social challenges, its long-term benefits in creating a healthier work environment are still recognized by the majority of employees.

4. Strategies and Recommendations to Improve the Performance of the Smoke-Free Area Task Force

The results of the study show that to improve the performance of the Smoke-Free Area (KTR) Task Force, a strategy is needed that involves strengthening human resource capacity and operational facility support^[10]. In-depth interviews with members of the Task Force indicated the need for regular training that focuses not only on enforcement of the rules, but also on communication skills and persuasive approaches. This aims to increase the effectiveness of socialization and reduce resistance from employees and the community. In addition, the provision of supporting facilities such as warning signs, surveillance cameras, and communication tools are also key recommendations for strengthening supervision in large and complex areas such as the East Kutai Regent's Office.

Another strategy is to strengthen collaboration between the KTR Task Force and related parties, such as local governments, health organizations, and local communities. Direct observation shows that the involvement of various parties can help raise collective awareness of the importance of smoke-free areas. For example, educational campaigns involving health workers can provide a deeper understanding of the impacts of smoking on health and the environment. In addition, interviews with office employees revealed that the application of stricter and more consistent sanctions against violators of KTR regulations can be an effective step to increase compliance. Thus, the combination of education, strengthening facilities, and law enforcement is expected to improve the overall performance of the Task Force.

CONCLUSION

This study concludes that the effectiveness of the implementation of the Smoke-Free Area (KTR) Task Force at the East Kutai Regent's Office still faces various challenges, including resistance from individuals who feel that the rules restrict personal freedom, as well as limited human resources and supporting facilities. Although there have been efforts such as routine patrols and socialization, the results have not been fully optimal. The level of individual awareness and commitment to the KTR rules is a key factor in the successful implementation of this policy. In addition, the lack of strict sanctions against violators also affects the effectiveness of rule enforcement, so strategic steps are needed to overcome this obstacle.

To improve the performance of the KTR Task Force, this study recommends strengthening human resource capacity through regular training, providing supporting facilities such as warning boards and communication tools, and implementing stricter sanctions against violators. Collaboration with related parties, such as local governments and health organizations, is also important to raise collective awareness of the importance of smoke-free areas. Although this policy presents certain social challenges, its long-term benefits in creating a healthier and smoke-free work environment are recognized. With a combination of education, supervision, and enforcement strategies, it is hoped that the effectiveness of the KTR Task Force can be significantly improved.

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