



# Adolescent's Attitude to Cigarettes and Smoking Behavior in Kota Kretek

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## Highlight

- Age at starting smoking behavior.
- Number of teenagers who smoke
- Environment as one of the factors of smoking in adolescents
- Adolescent attitudes towards cigarettes and smoking in Kota Kretek
- The attitude of adolescents towards the environment around them (the largest cigarette production site in Indonesia)

## Abstract

*Background:* Smoking is a negative behavior that should be stopped or, at least, avoided, as it will negatively affect both physical and mental health. Regarding this, one of the factors influencing adolescents to try smoking is their surroundings. In Indonesia, for example, Kudus is a city where kretek cigarette is found; in this city, cigarette companies are established and are running now. *Study aims:* this study aims to analyze adolescent attitudes to cigarettes and smoking behavior. *Method:* Research participants were adolescents aged 15-19 from 9 districts in Kudus. The types of schools taken were public schools, schools under the Muhammadiyah Foundation, schools under the Nahdhatul Ulama Foundation, and schools under the PGRI Foundation. Sampling method using quota sampling. Forty-four youths were interviewed in this study. Data collection through an open-ended questionnaire based on attitude theory by Azwar. Data was gathered in January 2022 in this city, and they were analyzed by using descriptive analysis. *Result:* The result of this study involved several aspects, including cognitive, affective, and conative, as shown by the participants. In this study, cognitive dissonance theory was applied to the young smokers in Kudus. However, behavioral belief also circulates in the community that smoking is acceptable. *Conclusion:* This research can be a basic description of the condition of adolescents in Kota Kretek from all regions. Further research could be carried out with more specificity, depth and a larger number of young participants in Kota Kretek.

Keywords: Adolescents; Kota Kretek; Attitude; Cigarette; Smoking.

## **INTRODUCTION**

Smoking is a negative behavior that should be avoided as it will negatively affect someone's physical and psychological condition. Much research has shown that smoking harms human health, which may lead to several conditions, including Community-Acquired Pneumonia (CAP) (Baskaran et al., 2019), low sperm count, and sperm morphological defects (Niederberger, 2019), gum diseases causing some problems, such as teeth decay and damages to soft tissue and teeth-supporting bones (Leite et al., 2018), low life quality; with depression as the mediating variable (Milic et al., 2020) and depression and anxiety disorder (Fluharty et al., 2017). In Indonesia, infectious diseases were the most common cause of death in 1990. Yet, this trend started to shift in 2017, where the highest contributor to the death rate in Indonesia is non-infectious diseases caused by negative lifestyles. Among others, smoking is one of the most prominent causes.

It is undeniably true that smoking behavior and adolescents are somehow inseparable. According to the WHO's Report on the Global Tobacco Epidemic 2019, 24 million children aged 13-15 across the globe are active smokers, while 13 million children are using smokeless tobacco. This fact shows that the number of adolescent smokers is high. Among 1.2 million global active smokers, more than 50% of them are adolescents (Al-Sadat et al., 2010). According to a smoking prevalence survey for adolescents in Indonesia conducted in 2018 (Sumarjati, 2020), the majority of teenagers start smoking at the age of 15-19 (52.5%), followed by those who start at the age of 10-14 (23.1%) (Sumarjati, 2020).

Smoking behaviors in adolescents worldwide will negatively affect their physical and psychological conditions, eventually affecting the development of a nation; thus, a proper solution to tackle this problem is urgently required to reduce this relatively high number of young smokers (Esmaealzadeh et al., 2018). However, a high achiever at school will have a lower chance of being a smoker (Morin et al., 2012). As stated earlier, smoking will eventually damage young smokers' physical health. The late adolescents who smoke (93 of the adolescents are still 19 years old) have a lower Bone Mineral Density (BMD) on their backbone and hips compared to the non-smoker adolescents (Cusano, 2015). Smoking will also cause high blood pressure in individuals aged 18-29 (Saladini et al., 2016).

The four stages of smoking in adolescence are preparation, trial, experimenting, and behavior (Flay et al., 1998). According to Baker and Hobber (2013) & Piasecki (2000), many young individuals only intend to try smoking in adolescence. They do not even plan to be active smokers, let alone smoking-addicted. It is their environmental and social factors that influence their smoking initiation. Then, as time passes, smoking has become their behavior, leading to addiction.

Human behavior can be predicted and explained by attitude, defined as an evaluation of specific psychological objects that measure the good versus the bad (Ajzen & Cote, 2008). Attitude object includes something concrete, behavioral, abstract, individual, or activity-based (Ajzen & Cote, 2008). In this study, attitude involves the physical entity, the cigarette, and behavioral entity, the smoking behavior. This study's attitudes refer to individual perspectives on cigarettes and smoking behavior.

Attitude refers to a reaction or response emerging from an individual to an object that will result in an individual behavior toward the particular object in various ways (Azwar, 2010). According to Azwar (2010), attitude to an object has three components: (1) cognitive, a belief or knowledge about a particular thing obtained from sight, hearing, and touch sensing. In this study, the said object is the cigarette and the smoking behavior, where particular belief and

understanding about that object will result in personal knowledge about the cigarette and smoking behavior itself; (2) affective, a component that correlates closely with the emotional-subjective problem toward an object. In adolescents, this component closely relates to the emotional factor regarding the cigarette and the smoking behavior itself; (3) conative, a behavioral tendency of an individual to an object they have been dealing with.

The relationship between attitude and behavior in the context of cigarettes and smoking has distinct dynamics that may differ from the attitude and behavior relationships for other objects. Some theories explain the dynamics of smoking behavior. Two of them have explained the asynchronous aspect between cigarettes and smoking. The first one is the cognitive dissonance theory. Meanwhile, the use of this theory on smoking was first suggested by Festinger (in Jones & Mills, 2019). This theory suggests that when active smoker knows that smoking negatively affects their health, it will create dissonance. The knowledge about smoking contradicts their smoking behavior (Jones & Mills, 2019).

The second theory explaining smoking behavior is the incentive sensitization theory. With this theory, Swanson (de Houwer et al., 2006) suggested that the smoker's attitude is inconsistent with their behavior. The study concluded that attitude is the most significant aspect in maintaining behavior, specifically smoking addiction. Addiction to smoking is more related to individual desire than liking cigarettes. There is a clear difference between how far someone is addicted to the substance and how far someone likes that particular substance.

The attitudes toward cigarette and smoking behavior can be analyzed by planned behavior theory (Ajzen, 1991). This theory is the most well-known socio-psychological model used to predict behavior. According to this theory, three factors may affect human behavior; behavioral, normative, and control beliefs. In this theory, normative beliefs see how an individual agrees or disagrees with smoking behavior. It means that a particular context or environment in which the adolescents live can build such a belief in them.

Environment, nonetheless, has become a factor that affects smoking behavior. Wiium and Wold (2009) analyzed several factors affecting smoking behavior in adolescents that might come from different environments, identified by ecological theory. Lovato (2010) conducted similar research on smoking behavior in adolescents based in schools and communities. From this research, an ideal school environment for smoking prevention depends on their surroundings; for example, a higher cigarette price in a particular neighborhood, an educational campaign for tobacco addiction prevention, and smoking prohibition implementation. Meanwhile, the chosen research location of this study is a city where *kretek* (cigarette) is found, with many cigarette companies developing, Kudus.

Kudus, a city located in Central Java, is well-known as Kota Kretek. Kretek, known as "*sigaret*" in Dutch, is a tobacco roll added with cloves. When burned, this tobacco roll will let out a crackling sound, *kretek-kretek* (Yuristiadhi, 2014). However, the cigarette business in Kudus only started in 1921. The primary material for kretek cigarettes is tobacco, but Kudus does not have many tobacco resources. The emergence of "Kudus as Kota Kretek" jargon is found in folklore that describes the 'magic' fight between Sunan Kudus and Sunan Kedu (Margana et al., 2014). Aside from that tale, another aspect that leads Kudus to be one of the locations for cigarette business development is the militant trade trait, originally coming from the coastal merchant's work ethic. Thus, the Kudus residents commonly have this similar trait (Margana et al., 2014).

The cigarette business in Kudus has majorly impacted the Kudus residents in general. According to the BPS (Central Bureau of Statistics) data, 77,916 Kudus residents made a living from the cigarette industry (Hasyim A., 2014). In Kudus, this industry also plays a significant role

in several aspects, including educational improvement. Even one of the biggest cigarette companies in Kudus, PT. Djarum has a CSR (Corporate Social Responsibility) program in five vocational schools in Kudus (Dewantara, 2018). Nojorono, the second-largest cigarette company in Kudus, has also conducted another CSR program in education. Specifically, Nojorono organizes training for Mathematics teachers using the GASING Method (Margana et al., 2014).

Aside from economic benefits, cigarette companies have also played a vital role in educational development in Kudus. That is why smoking prohibition in schools in Kudus City will create distinct dynamics compared to the implementation of smoking prohibition in schools in other regions. Concerning these distinctive dynamics, the authors conducted a study in three Muhammadiyah Schools in Kudus in 2016. This study showed that the teachers might experience a contradictory feelings about the strict smoking prohibition at schools as those cigarette companies have a significant role in that school. Meanwhile, Fatwa Haram on smoking implemented by Majelis Tarjih and Tajdid of Muhammadiyah Central Board does not affect the smoking prohibition in the three said Muhammadiyah Schools in Kota Kretek (Aisah & Ridha, 2017).

Another research conducted by Shaluhiya et al. (2006) analyzed the driving factors that might influence the smoking behavior of 131 students in two schools in Kudus. From that study, several factors influenced smoking behavior, including knowledge, family situation, extracurricular activities, and peers. At the family level, the professions and educational background of the parents and the relationships between parents and children affected smoking behavior in that study. Of 131 students, 71% had shown a good attitude to cigarettes, while the remaining 29% showed a bad attitude to cigarettes. Meanwhile, 48% of the students have parents who work as laborers.

### **Problem Statements**

There is a gap between the expectation and the factual condition. The expectation regarding smoking behavior is that this should be avoided or even stopped because it will negatively affect human physical and psychological health. However, in certain circumstances, distinctive driving factors may affect attitudes to cigarette and smoking behavior in adolescence. This study formulates research problems concerning attitude to cigarette and smoking behavior in adolescents, with sub-questions including (1) How are individual beliefs and knowledge of the adolescents in Kota Kretek concerning cigarette and smoking behavior? (2) How is the emotional condition of the adolescents in Kota Kretek concerning cigarette and smoking behavior? (3) How is the tendency for smoking behavior in adolescents in Kota Kretek?

## **METHOD**

### *Study design*

This research is a qualitative research to answer research questions: (1) how are the individual beliefs and knowledge of the adolescents in Kota Kretek concerning cigarette and smoking behavior? (2) How is the emotional condition of the adolescents in Kota Kretek when dealing with cigarette and smoking behavior? and (3) What is the tendency of adolescents in this city to smoking behavior?. The research was approved by the Ethical Commission of Faculty Psychology, Universitas Gadjah Mada on 22nd November 2021 with letter number: 7004/UN1/FPSi.1.3/SD/PT.01.04/2021. Data has been collected through interviews with 44 adolescent aged 15 – 19 from 9 schools in all sub districts in Kudus. Data was taken in December 2021 – January 2022

### *Participant*

In this study, the participant involved adolescents aged 15-19 who studied at High Schools in nine districts in Kudus City. Based on the survey conducted by Indonesia Basic Health Research (Riskerdas) 2019 (Sumarjati, 2020), the age range of 15-19 is when young adults start smoking. However, for this research, the eligible participants must be born originally in Kudus, consisting of 44 teenagers from nine districts in Kudus. The selection was made through a sampling quota method, where 4 - 5 participants represented each district. Hence, a total of 44 participants were obtained.

### *Instruments*

This research is a survey study using an open-ended interview method. The type of interview used in this research is a semi-structured interview model. This study also applied aspects of attitude suggested by Azwar (2010) consisting of cognitive, affective, and conative. The interview questions were prepared based on the theory of attitude by Azwar and have gone through a process of guidance and approval with dissertation supervisor.

**Table 1.**

*Interview's Questions*

<b>Main Questions</b>	<b>Probing Questions</b>
How are the individual beliefs and knowledge of the adolescents in Kota Kretek concerning cigarette and smoking behavior?	What do you know about cigarettes? What are the positive and negative impacts on smoking behaviour? Why is Kudus called Kota Kretek? Is it normal for Kudus's People to smoke?
How is the emotional condition of the adolescents in Kota Kretek when dealing with cigarette and smoking behavior?	How do you feel when you smoke? How do you feel when other people smoke? How did you feel when you quit smoking?
What is the tendency of adolescents in this city to smoking behavior?	Is there a smoking plan? Why not smoke? Why will you still smoke? How are you going to get cigarettes? How is the environment that supports or not you who smoke?

### *Procedure*

Data collection was carried out by researchers under the supervision of a thesis supervisor. Data collection was carried out according to procedures from the ethics committee of the Faculty of Psychology, Gadjah Mada University, such as conducting research permits through schools, parents and adolescents. Data collection was carried out at school. The researcher recorded the interview process using a tape recorder after obtaining permission from the participants.

### *Data Analysis*

Describe the data analysis used qualitative descriptive analysis. Descriptive qualitative analysis is the method of choice when a direct description of the desired phenomenon (Sandelowski, 2000). This study is in accordance with the research objectives which are used to find out how adolescent attitudes towards objects (cigarettes) and behaviour (smoking). The

expected result of a qualitative descriptive study is a direct descriptive summary of the informational content of the data (Sandelowski, 2000). This study consisted of summaries of adolescents based on smoking behaviour characteristics: never smoked, never smoked but have quit and are still active smokers.

## RESULT

The participants of this study consisted of 44 students aged 14-17, taken from nine districts in the city of *kretek*. The data was acquired through an interview conducted from December until January 14, 2022. Of 44 participants, 34% are active smokers up till now, 7% were once smokers but stopped at the time of the interview, and the remaining 59% are non-smokers. Based on gender, 38% of the participants were females, and all were non-smokers. Among the participants, 14% have parents working at cigarette companies, such as being the labor or securities.

Of the non-smoker teenagers, six said that cigarette contains dangerous substances but failed to explain the danger of cigarette further. Four teenagers said it is a harmful product that may damage the lungs and lead to respiratory diseases. Some of them even described cigarettes as the item that causes death. Other participants explained that cigarette is addictive, an item that is typical to consume, customary consumption for men, or some stress reliever. Of the smoker teenagers, two said that cigarette causes respiratory infections. One of them said that cigarette is ordinary but should be discouraged because of fits dangerous substances. Other participants described cigarettes as something commonly consumed by students in Islamic schools, something containing addictive substances, or an item feared by non-smokers. Others also described it as a tobacco roll customarily consumed in the Nahdhatul Ulama culture or a candy-like product that is interesting once offered and eventually led to addiction.

These teen smokers can explain why they smoke and state the effects of smoking. The majority of teen smokers start smoking after being offered by friends. One of these adolescents said he needs to smoke to concentrate when memorizing the Quran. However, he said that smoking impacts his capability to exercise, where he feels exhausted as his chest feels heavy during exercise after becoming a smoker. Two of them have planned to stop but are unable to decide when. The non-smoker teens also understand the negative effect of smoking, as some of their relatives suffer from lung diseases caused by over-smoking, and they know that smoking will cause respiratory disease. Yet, the teen smokers said smoking is also beneficial, such as helping them memorize the Qur'an with better concentration. Some say cigarette has a rich flavor that makes them addicted, makes their body fresh after smoking, and makes their muscles relax. They said their body feels stiff and sore if they do not smoke.

In general, teen smokers have a smoker father at home. Among 18 teen smokers in this study, two have a father who quit smoking, while the other two have non-smoker fathers. Some participants chose to stay away from their fathers when they smoked. Some were ignorant and did nothing, while others tried to tell their fathers that smoking harms their health. The majority said their fathers do not verbally prohibit them from smoking. Some expressed that their smoking fathers do not allow their children to smoke because smoking is addictive; thus, once becoming addicted, it will be hard to quit. Aside from home environments, these teen smokers have been exposed to smoking behavior from their surroundings, especially their closest neighbors.

Among the non-smoker participants, 38% have a smoker father. One of them has a smoker grandfather, and two have smoker brothers. Although the participant has a non-smoker father, they still have smoker relatives (uncles, for example). They also witness smoking behavior

from their neighbors. Surprisingly enough, the non-smoker participants tend to ignore the fact that their fathers smoke because they think this habit has been unchangeable. They can only stay away from the smoke or try to inform their fathers about the danger of cigarettes. One of the participants' father has always told his child to stay away whenever he smokes. This non-smoker teen feels angry at the father but is self-conscious that his/her advice on the father's smoking habit is futile.

Contrarily enough, the mothers of the six participants, or around 13% of them, work in the cigarette company as laborers for 'mbatil' (cutting the uneven cigarette tips). One of the participants has a father who works as a security in a sports hall owned by a cigarette company. The said six participants were all females, and none of them smoked, and the mothers of those six participants were never given cigarettes as an allowance from the company where they worked. Also, from those six participants, there was only one smoker father.

The circle of peers of teen smokers is also smokers. Among the smoker participants, one said he has no close friends who smoke, yet his father does. In terms of the circle of peers, this participant said he has different peers at home and school. His friends tend to smoke after school and rarely during school time. In terms of attitude to their peer's smoking habits, these smoker students did nothing and let them be, as they think smoking is an individual right. Some may offer cigarettes or matches; some avoid smoking, while many may start following such habits.

As for the non-smoker participants, three of them confessed to not having a close friend who smokes. However, one of these three participants said his friends from junior high school were smokers. They also stated that they have not seen their female friends smoking; all the smokers are males. Meanwhile, in terms of attitude to smoking behavior in the circle of peers, some participants chose to stay away, whereas some chose to be ignorant as their advice would not make their friends quit smoking. The other participants might let it be because they think smoking is an individual right. Others might remind these friends about the danger of smoking, while others would let it slide because they do not want to be left alone.

The following environment in this study is the school environment. There were nine schools taken as a sample in this study. The students expressed their awareness of smoking prohibition from the school rules list, displayed on the school wall, either in the form of writing or pictures. There was one school that the authors once visited that did not put any smoking prohibition sign on the school wall. When the researchers came for the second time, there was a prohibition sign on the wall, printed on F4 paper. One school even placed a large smoking prohibition poster in the parking area. Concerning why this poster was placed in such a location, the students of that school had confirmed that many of their friends smoked in the parking area.

Furthermore, three schools held socialization about smoking prohibition during the new student admission period. In one of the three said schools, they collaborated with the police to organize socialization with a say-no-to-drugs campaign. Not only the prohibition but will decisive punishments also be given to the students who smoke at school. Penalties may vary, from being warned, running around the school field for several rounds, or adding memorization of the Qur'an. Other schools may record this behavior as a violation of school rules (becoming a negative point in the student's report). However, one school allowed its students to smoke at school under one circumstance; they should smoke without wearing any school's attributes, including uniform and alma mater jacket.

To ensure the success rate of smoking prohibition implementation, the roles of teachers and school staff are also vital. For example, students from one of the schools in this study said they were not worried about smoking at school as they witnessed their teachers do the same. The

majority stated that they saw their teachers smoke at school, either during school time, after school, or outside of school. These students did not say anything to their teachers because of their reluctance. Even so, these students see that smoking has been a custom.

This study was conducted in Kudus, Kota Kretek. In this study, Kudus is where the participants were born. When the participants were asked about the historical background of why Kudus is known as the Kota Kretek, the majority responded by saying that it goes back to a history of cigarette production in Kudus. Some might say that Kudus gained that infamous name because many tobacco companies have been running there till now or because many residents are active smokers. The others also responded that the name was given to Kudus because it is located in the Museum of Kretek. Others simply referred to the stock of tobacco in Kudus or because many residents are solely living from the tobacco industry until the historical background of the kretek production, which creates a crackling sound when burned.

Meanwhile, non-smokers teenagers saw that smoking behavior in Kudus is acceptable for varied reasons, including it is acceptable if consumed in a small quantity; Kudus is the city of kretek; thus, smoking is a custom. Another reason is that there is no strict fatwa, which is considered “makruh” (reprehensible or detested); this fatwa applies to all Kudus residents. Others reasoned that the residents have a better life than the tobacco industry. However, some participants were also concerned that smoking causes respiratory diseases and leads to death. Below is the statement regarding smoking behavior in Kudus, as quoted from two non-smoker teenagers:

*“In my opinion, smoking is only fair. People live from this business, so they think it is only reasonable since tobacco industries grow in this city.”*

*“It is common. Back to its history, Kudus is the city of kretek producers. How do you expect the locals to have no interest in tobacco in such circumstances?”*

Below is the statement on smoking behavior expressed by the teen smokers in Kudus:

*“I think it is what it should be. Once again, Kudus is the city of kretek. And as a producer, why should we stop smoking? And what is the point of exporting it, by any chance?”*

## **DISCUSSION**

This study aims to analyze adolescents’ attitudes to cigarettes and smoking behavior. One of the aspects of attitudes is cognitive (Azwar, 2010). The cigarette itself is a product containing some substances, such as nicotine (Kemenkes RI, 2013). Smoking behavior, however, will lead to physical and psychological problems in adolescents (Esmaeelzadeh et al., 2018; Cusano, 2015; Saladini et al., 2016). If attitude is directly proportional to the object entity attached to that particular attitude—in this case, the cigarette and smoking behavior—the aspect of individual knowledge in this study refers to personal knowledge concerning the cigarette and smoking behavior itself.

Individual knowledge about smoking behavior is seen from the perspective of the risks of smoking and general knowledge about health (Hsieh et al., 1996). The non-smoker participants of this study have been aware of the danger of tobacco. They could describe the negative impact of smoking behavior, such as respiratory diseases and others. This knowledge is formed through continuous socialization on the effect of smoking, which can be found in the product itself, advertisements, no-smoking campaign on social media, and socialization at the school level.

These anti-smoking campaigns are framed positively and proven effective in preventing adolescents from committing to smoking behavior (Zhao & Pechmann, 2007).

In this study, the cognitive aspect of attitude shown by the adolescents in Kudus aligns with the cognitive dissonance theory (Harmon-Jones & Mills, 2019). This theory explains an asynchrony between someone's mind and their behavior. In this case, teenagers know the impact of smoking, but they keep consuming it. They said that, after being a smoker, their physical health goes weaker, and their chest feels heavy to breathe. On the contrary, some teenagers were also aware of the benefits and positive sides of smoking, as they have already felt. Even they said they needed to smoke because their body had grown addicted to it. Nicotine is a substance playing a role in smoking addiction (Liem, 2010).

Related to smoking behavior in Kudus, which is seen as common, the response is driven by several factors. Specifically, their environments, such as the influence of tobacco industries on certain families in Kudus, also lead their mindset on smoking in Kudus to vary from one to another. One of the aspects that affect the attitude to smoking is behavioral beliefs (Ajzen, 1991). It is how individual beliefs can be considered common in certain places.

The second aspect of attitude is the affective element. In this aspect, the adolescent's emotional condition concerning smoking behavior is divided into two categories, the smoker participants and the non-smoker participants. The non-smoker participants will do nothing when someone is smoking nearby. Based on the ecology theory (Bronfenbrenner, 1979; Rosa & Tudge, 2013), in the microsystem where these participants live, smokers are common to be seen. One of the factors that affect human behaviors is normative belief. In this case, the non-smoker students in Kudus may agree with someone's smoking behavior. It means that if cognitive dissonance theory highlights an asynchrony between minds and behaviors (Jones & Mills, 2019), then this situation also applies to the non-smoker participants in Kudus.

The affective aspect of the smoker teens in Kudus is that they think they have benefited from doing so, such as being able to concentrate on memorizing the Qur'an. This mindset makes them satisfied and addicted to smoking. Moreover, they might think they can easily blend in with their peers if they are smokers. Regarding this situation, social norm plays a part. This norm is a pattern of trust, attitude, and behavior which is acceptable in society (Simons-Morton & Farhat, 2010). The social norm within the circle of peers of smoker teens is the smoking behavior itself. In that case, the context also influences the formation of social norms. Furthermore, socio-cognitive skills have developed in adolescents (Santrock, 2007). It is a period that these young adults begin to consider the opinion or offers from their peers to get acknowledgment within their circle.

Meanwhile, the conative aspect is the tendency to respond to particular behavior toward an object (Azwar, 2010). In this study, non-smoker teenagers tend not to smoke, even if they think smoking is common in Kudus. They have witnessed that smoking will only negatively impact their health, as their relatives or peers might have suffered. According to the social cognitive theory by Bandura (1986), other individual learning processes can be acquired through vicarious reinforcement, which means that someone takes into account the other's experience; in this case, they learn about the negative impacts of smoking from the other's experiences.

In this study, the conative aspect of attitude to smoking behavior in the city of kretek has various factors. Some of them think this behavior is common in their families, circle of friends, school, and neighborhood. They imitate such behavior, as modeling is one of the learning concepts (Bidstrup et al., 2009; Shadel & Cervone, 2011). Rukmi (2019), through her literature research on factors affecting adolescent smoking behavior, has categorized these factors into three

dimensions; sociographic, individual, and environmental. However, the familial environment is a part of the sociographic dimension. Family and the school environment are a part of this dimension. In that case, school rules for smoking prohibition implementation are considered not as strict as expected. It happens because the students have witnessed their teachers smoking at school. Another environmental dimension that has a primary role in smoking behavior in adolescents is the circle of peers. Teen students with smoker friends will have a nine times higher chance of becoming a smoker than students with no exposure to smoking from their friends (Prabandari & Dewi, 2016).

## CONCLUSION

Attitude to cigarette and smoking behavior in adolescents in the city of kretek is described by aspects of attitude, consisting of cognitive, affective, and conative. The cognitive aspect of this study is per the cognitive dissonance theory and incentive sensitization theory. Specifically, the students who smoke know the negative impacts of smoking but keep doing it nonetheless. Moreover, their behavioral beliefs make them justify that smoking behavior is a common thing in Kudus. As for the conative aspect, the students may feel uneasy when they smoke among non-smoker students. This uneasiness will also appear among the smoker students, and they do not quit smoking. Furthermore, the student's smoking decision may be affected by various factors, including internal, family, peers, and neighboring environments. Meanwhile, none of the female students involved in this study are smokers or that they plan to try smoking. It shows that there is a gender factor that affects the attitude to smoking behavior, where females are deemed not suitable to smoke.

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## CONFLICT OF INTEREST

There is no conflict of interest in this research.

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