

GRASSROOTS CAMPAIGN BEFORE AND AFTER “ANTI-SMOKING IN PUBLIC PLACES” POLICY

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ABSTRACT

After reformation in Indonesia, there is a lot of changing in government policy. Maybe is not fast and comprehensive, the changing is slowly but sure. The policy change start from the biggest problem in Indonesia, which is democracy style to the small things such as seat belt policy. The changing is to sustain of nationality life and of course to fix the entire problem from Soeharto legacy.

Many grassroots organizations after the reformation started to campaign for any issues that spread in country. They were showing the idea about responsibility as citizen by watching the government (politic, democracy issues and corruption), environment and social-culture life. The campaign and approached from any organization are different, some doing by using media or make events and some doing by strike or demonstration. What they did is tries to push the government or companies to make an action to change or make new policy that related for better future.

After couple month arguing about a new policy, which is prohibition smoking in public places, finally the government is releasing and legalize the policy to public, an auxiliary regulation to the 2005 bylaw on air pollution control, is expected to end any arguments about people's right to breathe clean air. The government start makes cooperation with some ministry department, companies, and grass roots organizations. The purpose is to make success the campaign, by communicate the policy to the public.

Keyword: *grassroost campaign, anti-smoking, government policy*

1. INTRODUCTION

The policy of “*Anti-Smoking in Public Places*” is being announced by *Department Komunikasi dan Informasi Indonesia* (The Ministry of Communication and Information), The Ministry of Health and *Pemerintah Daerah Ibukota Jakarta* (local government). The conference is invited all media in Indonesia, some of media television make the conference live and some of newspapers is make this news for the headlines.

The policy, under Article 13 of the law on air pollution control, schools, including office area (government office or private office), universities, places of worship, hospitals, any areas functioning as health centers, areas where children gather, shopping mall and public transportation vehicles are now nonsmoking areas The fine is also give for any violation,

Anyone found smoking in these areas will be subject to a six-month jail sentence or a Rp 50 million fine (<http://www.thejakartapost.com/news/2006/04/08/no-smoking-please.html>).

In first month, the government give dispensation for any violation, in this time interrelated department or companies should make propositional campaign to the public or their employees (Chowdhury, 2003) The responsibilities of the policy will be given by the local authority, they should supervise, monitor, and educated the public about the policy (especially in first month). For example, some companies in Jakarta give authority to the manager of Human Resources Department to supervise their employees and remind them to not smoke in the office.

The government policy also recommended to all Government and private office buildings, hotels, restaurants, malls, and other public places are obliged to provide separate smoking rooms. A ministry spokesman said the office had yet to allocate the funds to set up a special smoking room, equipped with ashtrays and separate exhaust fans. The city administration appears to be serious about implementing the order. The deployment of 4,000 antismoking task force members to inspect buildings and ticket those violating the regulation was a clear demonstration of the administration's seriousness about the antismoking drive. The anti-smoking task force is authorized to ticket violators. Anyone found violating the decree will be required to hand over their ID card to the task force, and they will later be summoned for legal proceedings (<http://www.thejakartapost.com/news/2006/04/08/no-smoking-please.html>).

The policy still fragile from the practice of corruption, many unclear situations on process of collecting the fine, including which department should taking the responsibility. What should government do is make a special task force to watch the process and make a correction or punishment for any corruption in this matter.

There are several things that make the government come out with this policy, first is to make a health life among the citizens. The research tells that around three million teenagers in the country are smokers, 20 percent of whom are junior high school students. This situation makes the government concern because the next generation this race is in dangerous. Second is the government is trying to change the habits or culture this nation as smokers become healthy people. Breaking the smoking habit is difficult and must begin with the individual acknowledgement that smoking is dangerous. A smoker's willingness to quit can also receive a boost with a strongly worded warning from a personal physician about the life-threatening

health effects of smoking. Still, despite the warnings and consequences, some people remain proud smokers, even challenging the medical evidence regarding the dangers of their habit. Sadly, smoking is a habit shared by far too many Indonesians. A Jakarta-based newspaper reported Indonesia ranked the fifth in the world in terms of cigarette consumption. Smoking also contributes to air pollution in Jakarta, which ranks third after Bangkok and Mexico City for the dirtiest air (<http://www.thejakartapost.com/news/2006/04/08/no-smoking-please.html>).

Third, the government together with grass roots organization in Indonesia try to respond to the request of the World Health Organization Regional Office for Southeast Asia to develop programmes which discourage tobacco use, also for women. Everyone, including non-governmental organizations, is expected to get behind the campaign. It is particularly very important that teachers and parents also join and make control for their child or member of the family.

2. DISCUSSION

A grassroots movement is an organized effort undertaken by groups of individuals in each given geographic area to bring about changes in social policy or influence an outcome, often of a political issue. By harnessing spontaneous support at local levels to bring about policy changes at local, regional, national, or international levels, grassroots movements are considered bottom-up, rather than top-down efforts—much in the way grass grows (Longley, 2020).

Several non-government organizations have addressed the policy by doing their own campaign and make promotion to discourage smoking. After the policy come out Heart Foundation Indonesia start promotes smoking-free areas in factories and educational institutions. They are using leaflet or brochure that give information about the policy and the dangerous or effects from smoking. Before the policy come out, the foundation is existed to campaign about the danger of tobacco, the campaign is always in educational institutions. They make campaign also from one elementary school to another elementary school, they think with educated those young people will change their mind to not try tobacco in the future.

The background of members and the leader of this organization are doctor and educator. With that background they are very concern people, especially about the healthy issue. From 2003 the foundation several times sending the letter to Ministry education and request to

department to make special training on curriculum about the danger of tobacco, start to elementary school to high school. This pressure is a first step closer to regulation about policy air pollution control and of course prohibition smoking public area.

The Foundation's No-Smoking Leaders Group (*Lembaga Menanggulangi Masalah Merokok*, known as Lembaga M3) sees this opportunity to campaign more focus on women. The organization has released articles and held seminars on the health effects of smoking in women and emphasizes the ability of women to influence the behaviour of their children (<http://www.comminit.com/pdsc2001/sld-1738.html>). Before the government policy, Lembaga M3 has started the campaign since 2002, they were pushing the government to make the policy just like this new policy. The members of this organization are activist from difference independence institution that has same perception about protecting the future. They have background as activist for environment and human rights in Indonesia. The organization is counted as one from a few grassroots organizations that exist to remind the public and government about the dangerous of smoking for our generation.

Another organization formed in 1995 by 12 women to reduce the number of female smokers is *Wanita Indonesia Tanpa Tembakau* (WITT) or Indonesian Women Without Tobacco. The twelve women is from educated background and experience in different kind of organizations. Before the policy from the government, the organization already make they own campaign about the ill-effect smoking, especially for women. With the new policy from government about anti smoking in public places, WITT react by produced 3 video clips for broadcast on Indonesian television in donated non-primetime slots. The group has also arranged a seminar on women and smoking in collaboration with *Femina* magazine and produces stickers which show the ill-effects of smoking on women and children.

The WITT video clips present anti-smoking messages from well-known Indonesian women, including a popular singer, a former Miss Indonesia, and a television star. Although it is felt that WITT's membership and activities are largely concerned with the upper echelons of society, making a limited impact on the wider population, it makes a symbolic statement from the Indonesian elite that something should be done to control an anticipated growth in the number of women smoking. WITT also support the idea that women should set an example to guide the family (<http://www.comminit.com/pdsc2001/sld-1738.html>).

From their research show that although there is strong cultural disapproval of tobacco use among women and the numbers of women smoking are low, there has been an upward trend

of women smoking. It is anticipated that some women may begin to smoke to resist tradition and move towards perceived modernization. Because such a large group of men smoke (often well over 50%) there is a need for further educational programmes to teach of the dangers of second-hand smoke in the home and workplace. It is felt that local level studies are needed to explore the reasons for different attitudes towards smoking on the part of different population groups (<http://www.comminit.com/pdscc2001/sld-1738.html>).

WITT also has a big influence to push the government, they believe this new policy is just the beginning and they have a plan to more active in future. Some organization also make a unique program to support the policy, *Yayasan Jantung Sehat* (YJS / Healthy Heart Foundation) makes three approaches. First, they campaign in some office building and coordination with some companies to stop smoking in a particular area for a month. Second, the foundation also makes program “Walk Health” every Sunday morning in central Jakarta. Third, YJS make thousand sticker and start to put in a rear or back of car from their members (YJS has at least two thousand members in Jakarta and more than five thousand outside Jakarta).

This foundation already starts the campaign from 1994, in those times the organization can not make campaign that push the government to make the policy about smoking. Soeharto didn't allowed any protest or strike, even for the health campaign. After Soeharto down, they started campaign in 1999. The founder of foundation is several personal that already retired, they concern about healthy issue for them generation and the next generation. Today's they have routines activity for members in Sunday morning to walk together and gymnastics. In 2001 they make interesting competition in Jakarta. The competition is for male and female who smoke, they must vest or not to smoke for a month, they will be check from some doctor with special equipment. The purpose of competition is to attract the young people and giving them information about the dangerous of smoking.

The foundation also uses of traditional media such as the *wayang kulit* (shadow puppet theatre) as vehicles for health promotion messages. The foundation makes cooperation with Indosiar (Television Company) to broadcast the events. Among the suggested messages are warnings about the harmful effects of smoking for pregnant mothers and their unborn babies, and the dangers of smoking for all family members. Posters are also distributed by the foundation for the audiences around *wayang kulit* being showed, which highlights the effects of smoking on the unborn child and the dangers of passive smoking for women and children.

Wayang kulit being choose because the show is favourites in outside Jakarta, especially Central Java. The target is people who live far from information, with this show is opportunity to educate them about the dangerous of smoking cigarettes.

The action also followed by student unity from many universities. *Persatuan Badan Executive Mahasiswa se-Jabotabek* (student government from many universities around Jakarta, Bogor, Tangerang, and Bekasi) is making campaign in Jl. Thamrin, around of Hotel Indonesia, Central Jakarta. They brought microphone, banner, sticker, and flag from their university. They started oration and give explanation about the dangers of smoking; they also make statement that they are supporting the government policy and try to help to supervise the policy. They also give sticker (the picture is heart that poisoned by smoke and with slogan “smoking kills your future”) to walker and driver around Jl. Thamrin. The interesting thing is they doing drama or act, with story of student who die young because of smoking.

Student government is become important in Indonesia, history tells that this student’s organizations is the one who brought down Soeharto from his chair. Basically, in every university in Indonesia they have student government, the function is organized the students for a particular reason. Student Government is made to be representative of all students, they also make creative events for internal and external campus. The characteristic of students that been chose in these organizations should be open minded, creative, critical thinking and sensitive. Some of them are idealist and have high moral. After Soeharto the organizations become favourite in every campus, they become more activist rather than a student. Every issue or unjust situation they will come out and protesting the situation or issue. Student government also has an impact for the new policy, before they policy come out, they asked the government to make those policy, especially about the pollution and prohibition smoking in public transport.

Basically, the grassroots organization is organizations that independence (not government organizations) and providing social services for the community as major part of their mission. By community led to the organization that are committed to social values, including justice, equity, fairness, democracy / representative power, self-determination, and inclusiveness. They also must demonstrate that they are making positive differences in low wealth communities on issue related to racism and poverty. In this case the organizations pay attention on social life, that tobacco is dangerous for the community. They make a standard for the better future that more healthy and clean air from pollution and tobacco.

This policy has an impact for the tobacco or cigarettes company, especially for business strategy. There is a big question that how the companies still making profit without ignoring the social issue and support the policy that given from government. There is one company in Indonesia, PT. Sampoerna that produced different kind taste of cigarettes made a lot of changing business strategy due to respect the social community and support the policy. From logic thinking this campaign should reduce the users of they product, but Sampoerna use that as an opportunity to make them big. They not using advertising, but they use sponsorship as a weapon to create and sustain their image in customer mind. Right now, Sampoerna sponsoring the professional basketball league in Indonesia and make a big event call Sound Adrenalin concert for the young people.

3. CONCLUSION

Every single person in every country has responsible to their live, more than that to the community and environment as a good citizenship. As a community this responsible can be done by group or organization to make more idea, finance, or support. Grassroots organization is committed to justice, fairness, and inclusiveness, especially poverty and racism. The organizations offer places where people can improve their own lives and have a voice in public decision that affect them, their families, and their community. In other words, the organizations should make positive differences for communities (Johansson, 1997).

In this case, many grassroots organizations in Indonesia are concern about healthy problem, especially about smoking issue, weather active smokers or passive smokers. The organizations concern about the effect of smoking for the next generation. They make campaign or approaches in different way, not only to remind the danger of smoking to the community also to push the government to make policy about this issue. Whatever the result the organizations will still fighting for better future.

Opportunity and threat is always there waiting in every policy that come out from the government. The companies should more considered about how make the balance between getting profit and equity in social environment. Any policies are built for the better situation, what companies should do is find the opportunities and make it balance.

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