

## CHAPTER I

### INTRODUCTION

#### A. Research Background

No-smoking area in Indonesia has been applied by law according to law number 36 of 2009 about health. This regulation is still not applied well in Indonesia because it is still not clarified yet to inform Indonesia's society to understand the regulation. Especially for active smokers in Indonesia, which is in a vast number. According to law number 36 of 2009, there are seven no-smoking areas in Indonesia: Health Care Facilities, Learning Center, Kids Playground, Prayer Places, Public Transportation, Worship Places, Public Places, and other designated places. Those places are free from smoke (no-smoking area) according to law number 36 of 2009. So, everyone who stays in those places needs to obey the regulation by the government.

The cigarette results from processed tobacco wrapped and produced by plants *Nicotiana Tabacum*, *Nicotiana Rustica*, and others (Kesowo, Bambang, 2003). Smoking is burned tobacco, and tar leaves then suck the smoke it generates (Husaini, 2006). Moreover, two general categories of smokers are active smokers and passive smokers. Active smoker means cigarette smoke that comes from direct smoker's suction. It means someone who smokes and inhales the smoke directly, which affects their health and nature (Bustan, 1997). The passive smoker is cigarette smoke inhaled by someone who does not smoke (passive smoker) (Wadoyo, 1996). It is more dangerous than an active smoker because it contains carbon monoxide, tar, and nicotine. According to one expert,

every smoker can be grouped into different groups based on how much they smoke. (Rosmawati, 2010).

This is the classification of smokers: the first is Light Smokers (1-10 cigarettes), the second is Moderate Smokers (11-20 cigarettes), and the third is Heavy Smokers (>20 cigarettes). Smoking can decrease berfillia cells and increase the mucus cell, which cause inhibits oxygen to the lungs (Zulkifli, 2010). Some diseases caused by smoking habits may have a rapid and important effect on human health, such as impotence, osteoporosis, and slow fetal growth in pregnancy. It can increase the risk of low birth weight, coronary heart, and respiratory system.

According to (Ogden, 2002), two types of smoking behaviours are positive and negative. The positive effect is that Smoking poses few positive impacts on health. Graham in (Ogden, 2002) states that smokers mentioning smoking can produce a positive mood and help individuals face difficult circumstances, reduce tension, and help concentration. There is also the negative effect which can cause a variety of negative impacts on health. Smoking is not a disease but can trigger different types of diseases. So, it can be said that smoking does not cause death, but the disease caused by smoking behaviour can cause death. Various types of diseases that cigarettes can cause include: Cardiovascular disease, neoplasms (cancer), respiratory tract, increased blood pressure, shortening the age, reduction of verbs (fertility) and sexual appetite, heartburn, mumps, Vascular disorders, water production inhibitors, amblyopia (blurred vision), skin becomes dry, pale and wrinkled, as well as indoor air pollution (so that there is irritation of the eyes, nose, and throat). Furthermore, in smoking,

there is a lousier impact than the good impact to get. That is why only a few places are not allowed smoking or no-smoking areas to prevent smoking.

In controlling the no-smoking area, the government in Yogyakarta City make the regulation policy which is Regional Regulation number 2 of 2017. It is aimed to manage smokers to obey the specific regulation applied in Yogyakarta City. According to Regional Regulation number 2 of 2017 about the no-smoking area, it is defined as the place or area designated to not smoking, producing, selling, or advertising tobacco products. It aims to protect society's health in Yogyakarta City and increase people's awareness about the impact of smoking. In addition, it is also protecting the health of society from the smoke of other society.

In Yogyakarta City, this regulation has just been applied by their government. It was applied from 2017 or 8 years after the National Regulation Applied. This regulation applied because, in Yogyakarta City, there are so many tourist places which will improve people from other cities which visited this place have high praise in looking at this city. Therefore, Yogyakarta's Government, especially the Department of Health in Yogyakarta, implementing this regulation will improve society's health quality in Yogyakarta and improve the tourism aspect free from smoke in Yogyakarta City.

In Yogyakarta city, there was an issue where the no-smoking area policy applied according to Regional Regulation number 2 of 2017, which has been implemented since March 2018. The Mayor of Yogyakarta said that around 30% of Yogyakarta regencies had been known as a no-smoking area. It aims to avoid society when they smoke in the no-smoking area. There are few places that the regulation avoids: Health Care Facilities, Learning Center, Kids Play Ground,

Prayer Places, Public Transportation, Worship Places, Public Places, and other designated places. The Mayor of Yogyakarta also keeps this area free from smoke and keeps an eye on this regional regulation to implement. There are around 600 sub-villages in Yogyakarta, which free from smoke. It will make society more aware of their health and also making more no-smoking areas, however, in supporting this regulation. There is a regional organization in Yogyakarta City which have a mission to socializing Related non-smoking areas. These include reminding people not to smoke in non-smoking areas. It will continue to be sought through that organization so that the non-smoking area extends to cover the entire area in the city of Yogyakarta (Republika.co.id, 2019)

According to Regional Regulation number 2 of 2017 article 1 on point 5 said that Health care facilities are a tool and / or place used to organize health service, promotive, preventive, and rehabilitative conducted by the Government, local governments, and / or the community. However, the reality of the implementation of no-smoking area policy in Yogyakarta Town Hall still far from good which can be seen from lack of socialization and the supporting materials which the signs are broken make visitors and staffs still smoking in Yogyakarta Town Hall areas.

The researcher decided to take a case study in the Yogyakarta Town Hall from the discussion above. The researcher found the program in applying the no-smoking area policy and the problems faced by the Departments around Yogyakarta Town Hall in applying this policy. The researcher is interested in determining the implementation system in the Yogyakarta Town Hall. Thus, the researcher is interested in writing the study entitled “The Implementation of No-smoking Area Policy in Yogyakarta Town Hall”.

## **B. Research Problem**

Based on the background above that examines the No-smoking Area Policy's implementation in Yogyakarta Town Hall, the researcher will focus his research on “To what extent is the no-smoking area policy implement in Yogyakarta Town Hall and how is the factor able to influence the implementation of no-smoking area policy in Yogyakarta Town Hall?”

## **C. Research Objective**

Based on the formulation of the problem above, this study aims to determine the implementation of the no-smoking area policy in Yogyakarta Town Hall.

## **D. Research Benefits**

The benefits of the research are expected in the implementation of this study are as follows:

### **A. Theoretical Benefits**

This research's benefits include serving as a resource for academics and practitioners in locating relevant information on no-smoking area policies, especially in Yogyakarta Town Hall, and providing information on its implementation.

### **B. Practical Benefits**

This study's result is expected to provide solutions to implementing the no-smoking area policy in Yogyakarta Town Hall.

## E. Literature Review

NO	AUTHOR & RESEARCH TITLE	GENERAL INFORMATION
1	<p>“The effect of the implementation of the Smoke-Free Area policy on reducing smokers' proportion in DKI Jakarta, DI Yogyakarta, and Bali Province.” (Ekowati, Rahajeng, 2015)</p>	<p>This study discussed smokers' data in DKI Jakarta Province, DI Yogyakarta and Bali, with smokers' proportion in West Sulawesi Province. It was focused on how this policy implemented in each place, and data comparison of smokers' proportion depends on their regencies.</p>
2	<p>“The Implementation of No-smoking Area Policy in Gadjah Mada High School Yogyakarta” (Taruna, Zismeda, 2016)</p>	<p>It was aimed to understand the behaviour, perception, and motivation in this high school. The instruments used in this study was an interview, observation, and documentation. This study discussed their effort to implement a no-smoking area policy in Gadjah Mada High School Yogyakarta by making the team do socialization for their society in school and discussed the intern and extern factors that become obstacles in implementing this policy.</p>
3	<p>“The Implementation of No-smoking Area Policy on Public Transportation in Sukabumi City” (Yusdi, Riva, 2018)</p>	<p>This research analyzes used observation and interviews directly to the Department of Health in Sukabumi City. The introduction of a no-smoking area policy on public transportation has some disadvantages, such as a lack of response from public transportation drivers, which has become an impediment to the policy. But also less appreciation from the implementation actors. Suppose the actors give more appreciation to public transportation, which keeps their transportation free from smoke. In that case, it will help them in implementing this policy.</p>

4	<p>“The Effectiveness of No-smoking Area Policy in Bone Bone Village Baraka Subdistrict of Enrekang Regency” (Noor, Afridha, 2018)</p>	<p>this research discussed the effectiveness of no-smoking area policy in education, health, and economics, impacting society. This research tells that the government has been given socialization to society to increase the awareness of the society about the place that includes in a no-smoking area.</p>
5	<p>“The Implementation Regional Regulation in Bintan Regency Number 1 of 2016 about No-smoking Area” (Ariska, Meysi, 2017)</p>	<p>It discussed how the actors of this regulation still not doing their job well. They have not made the team support their program in implementing this regulation and have not given a straight punishment to someone who does not obey this regulation.</p>
6	<p>“The Implementation of No-smoking Area Policy in Mataram City” (Winengan, 2017)</p>	<p>It discussed how the implementation of the no-smoking area policy run in Mataram City and what kind of problems faced by the actors in implementing this regulation. Because of a lack of socialization, a lack of engagement by the actors who run this regulation, and the penalty imposed on this regulation, this regulation's enforcement has not gone well. This research focused on how the government in Mataram City implemented this regulation and the obstacles they faced.</p>
7	<p>“The Evaluation of No-smoking Area Implementation in The Faculty of Health, Universitas Muhammadiyah Surakarta” (Setiyo, Kusumawati, and Catur, 2015)</p>	<p>It discusses how the factor that supports and the obstacles in implementing the no-smoking area policy in the Faculty of Health, Universitas Muhammadiyah Surakarta. This study focused on preventing smokers from smoking in these places and making the students and the teachers aware of their health.</p>
8	<p>“The Effectiveness of No-smoking Area</p>	<p>This research tried to understand the reasons behind the actors' smoking in the no-smoking area and how to prevent</p>

	Policy at Udayana University” (Kamajaya, Budi, and Hadi, 2017)	them from doing the wrong thing. This research focused on the actors' perspective on smoking in the no-smoking area in Udayana University, making the regulation ineffective.
9	“Implementation Studies of Smoking Ban Policy at Universitas Andalas 2012” (Maharrani, Isnati, and Kasni, 2015)	It discussed how the smoking ban was implemented in 2012 at Universitas Andalas, which focused on protecting nonsmokers from smokers' exposure. The university punishes smokers who are still smoking in university. This study also explained how the university overcome these problems by implementing its smoking ban policy.
10	“The Implementation Analysis of Regional Regulation Number 3 of 2013 about No-smoking Area in Semarang City” (Permatasari, Putri, 2016)	This research discussed the implementation analysis of regional regulation in this city. This research focused on implementing the regulation and increasing awareness from the actor to implementing this regulation for society to obey the regulation to make the no-smoking area free from smoke.
11	“The Policy About Guidelines of No-smoking Area Related to Benefits Principle” (Kwe Fei, Endang, Tammy, 2016)	The study examines how a non-smoking campaign can positively impact local governments and the recommendations and incentives to implement non-smoking policy areas to alleviate adverse cigarette effects.
12	“No-smoking Area Policy: Opportunities and Threats” (Juanita, 2012)	This research discussed how the national-level threats in implementing the no-smoking area policy that responds by the local government in implementing the local regulation explained the bad impact of cigarettes.
13	“The Implementation of No-smoking Area Policy on Student in Pekanbaru Hang Tuah Institute of Health” (Renaldi, Reno, 2013)	This study sought to learn more about putting this policy into action, explicitly educating people about smoking's harmful effects.



14	<p>“The Relation between Knowledge and Attitude about No-smoking Area Policy with Smoking in SMK Negeri 2 Manado” (Nofrianto, Adisti, and Nancy, 2018)</p>	<p>This research aimed to make the area free from smoke and to know the relation between knowledge and action about the no-smoking area policy in SMK Negeri 2 Manado with some samples in this location.</p>
15	<p>“The Relation of Environment on No-smoking Area Policy in SMA Raksana Medan on 2018” (Florenly, Sri, and Anthony, 2018)</p>	<p>This study discussed implementing a no-smoking area policy that increases cigarette consumption's impact on the disease caused by smoking and increases the death rate from smoking.</p>
16	<p>“The Influence of Behavioral Factors on No-smoking Area in Students at The Faculty of Public Health Universitas Teuku Umar Meulaboh” (Yusrizal, Deri, 2014)</p>	<p>The influence of information, mindset, facilities, and support in enforcing the no-smoking area policy at Universitas Teuku Umar was addressed to grow student understanding of the negative effects of smoking in no-smoking areas.</p>
17	<p>“The Influence of Students Perspective on No-smoking Area and Support of Implementation in Universitas Sumatera Utara” (Febriani, Tria, 2014)</p>	<p>It discussed how the student’s perspective on the no-smoking area and how they support the implementation. It is aimed to make students aware of supporting the policy to make the university area free from smoke.</p>
18	<p>“No-smoking Area Design in Faculty of Sport and Science at Universitas Negeri Malang” (Ulfah, Septa, and Tika, 2016)</p>	<p>This research discussed how much the students in Sport and Science faculty in Universitas Negeri Malang become smokers. It is aimed to support the regulation on campus to avoid some places when they are going to smoking.</p>
19	<p>“The Evaluation of Regional Regulation in</p>	<p>This study discussed how to evaluate the implementation of the no-smoking area</p>

	Bogor City number 12 of 2009 about No-smoking Area Policy.” (Purnamasari, Hernawan, and Salbiah, 2017)	in senior high school at Bogor City and how the researcher's threats in research this policy.
20	“Students’ Obedience on Implementation of Free Smoke Area in Universitas Hasanuddin” (Jamal, Leida, and Ansariadi, 2014)	This research discussed how aware the Universitas Hasanuddin obey the rule of the free smoke area on their campus. It is aimed to know the students’ obedience depends on knowledge, attitude, and social environment in the free smoke area.

## **F. Theoretical Framework**

### **A. Policy Implementation**

Van Meter and Van Horn in (Agustino, 2006) define that “implementation as actions performed either by individuals or officers or government or private groups directed at achieving the objectives outlined in the decision of the wisdom”. The actions, including the effort to change a decision, become operational actions in some range of time and continue the efforts to achieve significant and small impact decided by the program.

According to Charles O.Jones in (Siti Erna, Suryana, 2009), there are three pillars of activity that impact operating the program as follows :

#### **1. Organizing**

The organizational structure is required in operating the program so that the implementing personnel can be formed from competent and qualified human resources.

#### **2. Interpretation**

The executor must run the program according to technical instructions and implement instructions to achieve the expected objectives.

#### **3. Implementation of Applicability**

It is necessary to make a clear working procedure to run according to the activities' schedule to not clash with other programs.

According to (Van Meter and Van Horn, 1975), six variables influence implementation efficiency, including standard and policy

goal, capital, inter-organizational communication, activity change, executor characteristics, implementor temperament, and social, economic, and political conditions.

### 1. Standard and Policy Target

Every public policy must have a standard and policy target. With that provision, the goal can be made. An objective policy is unclear in the standard, so no bias occurs multi-interpretation and quickly raises the unfamiliarity and conflicts between the implementation agents.

Resource Policy implementation needs support from resources, which are human resources, material resources, and method resources. From those resources, the most important one is human resources because it is the policy implementation subject and also include in the object of public policy

### 2. The Relations inter-Organizations

In many policy implementation programs, the policy program's reality needs a good relationship between related institutions, namely communication and coordination support. Therefore, coordination and cooperation between the agencies for the success of the program are required. One of the lifebloods of an organization is communication and planning, which ensures that the activities are carried out in accordance with its priorities and goals.

### 3. The Characteristic of Executor

A policy implementation to achieve maximum success must be identified and known characteristics of implementing agents that include bureaucratic structures, norms, and patterns of relations that occur in bureaucracy. They will be Implementing a predetermined policy program.

#### 4. Implementor Disposition

In the implementation of this attitude policy or the disposition of the implementation is divided into three things, namely; (a) The implementor response to the policy, related to the will of the implementation to implement public policy; (b) conditions, understanding of the policies set forth; and (c) the intense disposition of the implementor, the preference of the value that belongs.

#### 5. Social, Economic, and Political Conditions

This variable includes environmental, economic resources that can support the success of policy implementation, the extent to which interest groups provide support for policy implementation; Characteristics of the participants, namely, to support or refuse; The nature of public opinion that exists in the environment and whether political elites support policy implementation.

The policy implementation model, according to (Edward III, 1980), is influenced by four variables: (1) communication, (2) resources, (3) disposition, and then (4) bureaucratic structure. These four variables are also interconnected with each other.

##### 1. Communication

The implementation of public policy to get their goals, Implement to know what to do clearly. The policy's targets and objectives should be informed to the target group (target group) to reduce the distortion of implementation. When the delivery of the targets and objectives of a policy is unclear, not providing an understanding, or even the target group's targets and objectives are not known by the target group, there may be a rejection or resistance from the corresponding target group. Therefore, it takes three things, namely; (1) Good distribution (transmission) will produce good implementation (clarity); (2) The clarity received by the policy executor is not confusing in the implementation of the policy, and (3) the consistency given in the implementation of the policy. If the change is communicated, it will be confusing in the implementation of the relevant policy.

## 2. Resources

The implementation of the policy should be supported by both human resources, materials, and methods. Although communicated clearly and consistently, targets, objectives, and policy contents will not be effective and efficient if the implementation of resource shortage is implemented. Without resources, only staying on paper to document alone cannot solve the community and give servants to the community. Furthermore, (Wahab, 2010), explained that the resource could be the form of human resources, namely implementation competence and financial resources.

### 3. Disposition

A disposition in implementation and characteristic attitude has policy implementation, such as commitment, honesty, communicative, clever, and democratic nature. A good implementor should have a good disposition. Then he will be able to run the policy properly as desired and set by the policymaker. Implementing policies when having different attitudes or perspectives with policymakers, the implementation process becomes ineffective and inefficient. (Wahab, 2010), explained that the disposition is a character and characteristic owned by the implementation, such as commitment, honesty, democratic nature. If the implementation has a good disposition, then he will run the policy well as what the policymaker wants.

### 4. Bureaucracy Structure

The organization provides a simple map to Shows. In general, its activities and the distance from the top show their relative status. The lines between the various positions were framed to indicate the formal interaction applied. Most organizational maps are hierarchies that define the relationship between superiors and subordinates and the organization's direct diagonally related relationships through five things should be an image, namely; (1) The hierarchy of the managerial offices is clear so that it looks "who is responsible to whom?"; (2) The institutionalization of various types of operational activities so that the real answer to the question "Who does what?"; (3) The various communication channels contained in the organization in response to

the question "who is related to whom and for what benefit?"; (4) Information networks that can be used for various purposes, both institutional and individual; (5) The relationship between one working unit and the other in different units of work. In policy implementation, the organizational structure has an important role. One of the aspects of the organizational structure is the existence of standard operating procedures (SOP). The function of SOP is a guideline for each implementation in action. The organizational structure that is too long will tend to weaken oversight and inflict red-tape, which is complex and complex bureaucracy. Doing so, in turn, causes the organizational activity to be inflexible.

#### B. No-smoking Area Policy

According to Chandler and Plano (Tangkilisan 2003), public policy uses available tools to solve public or government problems. Furthermore, it is said that public policy is a form of intervention that is carried out continuously by the government in the interest of the disadvantaged group in society so that they can live and participate in Widespread development.

According to (Mutiarin, Suranto, and Darumurti, 2017) public policy is a process or series of government's action (whether it is to perform or not to perform something) which located to the whole society that has particular goals. That series of action means settling down a matter and meeting the public's need or interest, as an example of efficiency in public services, accession of justice, security, and freedom.



According to (Nugroho, 2012), there are two characteristics of public policy as follows:

1. Public policy is easy to understand because its meaning is the things that are done to achieve the national objectives.
2. Public policy is easy to measure because the apparent size is the extent to which achieving goals has been taken.

The process of making public policy is complex because it involves many processes and variables to be examined. Therefore, some political experts interested in reviewing public policy divide the process of drafting public policy into several stages. The purpose of such a division is to facilitate our review of public policy. Nevertheless, some experts may divide these stages in a different order. Public policy phases, according to William Dunn in (Winarno, Budi, 2007) as follows:

1. Stage of drafting the agenda of the elected officials and raised to put problems on the public agenda. Earlier, this issue competed in advance to be entered into the policy agenda. In the end, some problems go into the policy agenda for the policymakers. Likely, an issue is not addressed at this stage, while the other problem is prioritized for consideration. There is a problem because a specific purpose is being postponed for an extended period.
2. Policymakers then discuss stage formulation policy issues that have logged on to the policy agenda. These problems are defined for then sought the best troubleshooting. Workaround comes from different alternatives or policy options. In the policy formulation, each

alternative competes to be chosen as the policy taken to solve the problem. In this stage, each actor will compete and strive to propose the best problem-solving.

3. Phase adoption policy of the many alternatives policies offered by policy framers, in the end, one of these policy alternatives, was adopted to support the majority of legislative, consensus between the Board Director or judicial judgment.
4. The policy implementation phase of a policy program will only be the elite records if the program is not implemented, namely implemented by administrative agencies and government agencies at the lower level. The policies that have been taken are implemented by the administrative units that mobilize financial and human resources. At this stage of implementation, various interests will compete with each other. Some implementations of the policy received the executive's support, but some others perhaps would be opposed by the executor.
5. Policy evaluation phase. At this stage, the policies that have been executed will be assessed or evaluated to see the extent to which the policy is made to achieve the desired impact, which is solving the community's problems. Therefore, it is determined that the measures or criteria that are the basis to assess whether the public policy has been implemented has achieved the desired impact or objectives.

According to (Suharno, 2010), The policy-making process is a tricky job and not as easy as imagined. Nevertheless, an institution or institution organization must have responsibility and willingness, and ability or expertise to create policies with expected and unexpected risk—several factors

influence policy creations. The important thing that is also aware of and can be anticipated is making policy often happen common mistakes. The factors influencing policymaking are:

- a. The influence of pressure from the outside is not uncommon. Policymakers must meet outside demands or make a policy of outside pressures.
- b. The influence of old habits. Old habits of the Organization with the term sunk cost, such as the habit of capital investment that is not professional and sometimes very bureaucratic, tends to be followed by administrators' habit. However, the decision/policy relating to the right is criticized because it is wrong and needs to be changed. These old habits are often continually appropriate to follow, if a policy has been deemed satisfactory.
- c. The influence of personality traits. Their traits much influence decisions made by decision-makers/policies. Personal nature is a factor that plays a big role in decision/policy determination.
- d. The influence of groups outside the social environment of decision-makers/policies also played a significant role
- e. The influence of past circumstances. This factor intends that the experience of practice and history experience of the previous work is influential in making policy/decision. For example, people worry about the delegation of authority it has to others because of worrying about being abused.

According to (Suharno, 2010), The public policy framework will be determined by the following variables:

- a. The goal is to be achieved. This includes the complexity of the objectives to be achieved. When policy objectives are increasingly complex, it is increasingly difficult to achieve policy performance. Conversely, if the objectives of the policy are more superficial, then achieving it is also easier.
- b. What kind of value prefix needs to be considered. A conversion containing various values will be much harder to achieve than with a policy that only pursues a single value.
- c. Resources that support policies. The performance of a policy will be determined by financial, material, and other infrastructure resources.
- d. The ability of actors involved in policymaking. The policy assignment process will influence the policy actors' quality of a policy. The quality is determined by education, competence in the field, work experience, and moral integrity.
- e. Environments that include social, economic, political, and other environments. The policy's performance will be influenced by the social, economic, or political context in which the policy is implemented.
- f. Strategies used to achieve goals. The strategy used to implement a policy will affect the performance of a policy. Strategies used can be a top/down approach or bottom approach, authoritarian or democratic.

## **G. Conceptual Definitions**

The conceptual definition is the limitation of a problem used as a guide in research to make it easier for the researcher to operate the field study. The following is a conceptual definition in this study:

### **a. No-smoking Area Policy**

Concepts that become the main guidelines and plans for implementing a job to achieve a common goal. It is aimed to overcome obstacles or take advantage of an opportunity in a particular environment to achieve a goal or realize a goal.

### **b. Policy Implementation**

A proposal or application implemented by one or a single person or a plan created by a group results from a collaboration between multiple participants. It used to Implement the plans carefully, both by individuals and groups, also to know the success rate of a policy or plan that has been designed for improvement or quality improvement

## H. Operational Definitions

Objective	Variable	Indicator	Parameter
To find out The Implementation of No-smoking Area Policy in Yogyakarta Town Hall	Policy Implementation of No-smoking Area Policy	Communication	- communicated from executor to target group
		Resources	- human resources as an executor
		Disposition	- attitude of implementors
		Bureaucracy Structure	- coordination and relation inter organizations
	Determinant Factors	Ability	- the quality of policy influenced by actors
		Environments	- influenced by the environment of the place

## I. Research Method

### a. Types of Research

This research uses a descriptive qualitative approach. According to (Moleong 2011), qualitative research is research that seeks to understand the phenomenon of what the subject of research is experiencing, such as actions,

perception, motivation, action, and others holistically and by way of explanation in terms and language, in a natural context, and by using a variety of natural methods.

In qualitative research, it also requires a descriptive approach. The descriptive approach is a method or method in embedding a particular object's conditions based on visible facts followed by attempts to conclude general based on some of these historical facts (Nawawi, 1994). Moreover, this study uses descriptive qualitative research, which focuses more on the interview and observation approaches. The research produced descriptive data in speech and writing, and the behaviour of the people observed.

Therefore, the researcher conducted research using descriptive qualitative research in a study entitled The Implementation of No-smoking Area Policy in Yogyakarta City according to Regional Regulation number 2 in the year 2017.

#### b. Research Location

The research was conducted in Yogyakarta City, Special Region of Yogyakarta, where the informants were chosen based on their role in serving society, allowing society to communicate directly with the departments in Yogyakarta Town Hall, as follows:

1. The Department of Health
2. The Department of Population and Civil Registration
3. The Department of Investment and License
4. The Department of Social

#### c. Type of Data

This study uses two types of data, namely primary data and secondary data. Primary data is an object's original/raw material from the principal/first-hand information (Silalahi, 2012). Primary data is obtained directly from interactions with the sources who were targeted in this study. Primary data was obtained through in-depth interviews with several resource persons involved in the implementing no-smoking area policy in Yogyakarta City. Secondary data is data obtained from previously available sources (Silalahi, 2012). This study's secondary data include regional development plans, financial reports, activity reports, legislation, journals, and mass media, and secondary data relevant and needed in this study.

#### d. Data Collection Technique

In collecting data to support this research, the researcher used data collection technique as follows:

##### 1. Interview

This method is a method of extracting information data by communicating with the parties concerned and relevant for this study based on the theme that researchers will investigate. According to Esternberg in (Komariah, 2012), an Interview is a meeting of two persons to exchange information and ideas through question and responses, resulting in communication and joint construction of meaning about a particular topic.

##### 2. Documentation

Documentation is a method extracting the relevant information and data and may assist in the writing of this study by looking for and



collecting data is written in the form of books, journals, newspapers, articles and other types that think it will help this research

e. Data Analysis Technique

Qualitative data analysis is an effort made by running existing data, organizing and sorting, synthesizing, looking for patterns, discovering what is important and learned, and deciding what can be shared with others (Moleong, 2011). The process of data analysis in this study includes the formulation of the problem, determining the theory and methodology, data collection and processing, and ending with a conclusion. In this study, there were four qualitative data analysis processes according to (Salim, 2006) are as follows:

1. Nvivo

Nvivo is an application or software which aimed to manage and analyze data. This software focused on making it easier to manage research data by applying the researcher from interviews, documentation, and other sources.

2. Data collection

Data collection is done by searching for data needed in the researcher's field using predetermined methods and collecting documents relating to research. Data collection, in terms of raw data from research results, are such as: interviews, documentation, and field notes.

3. Data reduction

Data reduction is the process of selecting and simplifying rough data obtained in the field. Data reduction summarizes the data obtained from the field and collects the relevant documents with the research. After the data are collected from observations, interviews, field notes, and other data materials are found in the field, those will be collected and clarified by making summary notes and coding to be adjusted according to the study results.

#### 4. Presentation of data

Data that has been classified and coded is then presented in the form of descriptive prose. Therefore, it is easily understood in its entirety and can also be drawn conclusions to be analyzed for further research.

#### 5. Conclusion and verification

The research results that have been collected and summarized must be repeated by matching the data reduction and data presentation. The conclusions that have been studied can be accepted to be written as reports that have the correct level of trust.