

Tobacco Harm Reduction: How to Build Awareness of Smokers? A Case Study in Indonesia

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Abstract : The number of smokers in Indonesia currently reached 66 million (25.09%) of the total number of smokers reaching 264 million. The government (central and local governments) have issued various rules to reduce the number of smokers, but the results are still not effective; in fact, the number of smokers continues to increase every year. This study aims to determine the influence of demographics, economy, health, and the role of government on the awareness of smokers in reducing the dangers of cigarettes. Data collection was carried out through a questionnaire distributed to 255 randomly selected respondents and data analysis using SEM (Structural Equation Model). The results of the analysis show that economic and socio-cultural factors do not directly affect the awareness of reducing the dangers of cigarettes. But indirectly, its influence becomes significant through intervening variables of communication strategies. Meanwhile, health factors and the government's role have a very significant influence both directly and indirectly on reducing the dangers of cigarettes. Thus, the main strategy to build awareness of smokers in reducing the dangers of smoking is building an effective communication strategy through three main factors: (1) health, (2) government regulations and (3) the economy.

Keywords : harm reduction, awareness, communication strategy, SEM

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