

ABSTRACT

This study aims to understand the phenomenon of electronic cigarette use among Generation Z in Central Java Province. Using a phenomenological approach, this research explores the factors influencing the decision to use electronic cigarettes, perceptions of their risks and benefits compared to conventional cigarettes, and the social and psychological impacts. Data were collected through in-depth interviews with seven active electronic cigarette users. The results show that practicality, social environment influence, perceived safety, flavor variety, and economic aspects are the main considerations in the use of electronic cigarettes. Additionally, electronic cigarettes play a role in stress management and social identity formation. However, there is an awareness of significant health risks, and some active users do not recommend electronic cigarette use to non-users. These findings highlight the complexity of electronic cigarette use dynamics among Generation Z and the importance of comprehensive education on their risks and benefits.

Keywords: *Electronic Cigarettes, Generation Z, Phenomenology, Central Java, Risk Perception, Stress Management, Social Identity, Flavor Variety, Economics.*