

ABSTRACT

Cigarette commodity is a type of normal goods that has a positive relationship to income and negative to price. But the level of cigarette consumption in Indonesia continues to increase along with the increase in prices due to increased excise tax. Based on this phenomenon, this study aims to analyze the influence of internal factors, external factors, psychological factors, and non-smoking area regulation on smokers behavior among students of the Faculty of Economics and Business of Diponegoro University. Informants in this study amounted to 9 students of smokers with purposive sampling technique. Research method in this research is qualitative descriptive.

He results of this study concluded that six informants said the age of first began to consume cigarettes between 16-18 years when sitting dibangku high school, most have family members and friends as well as a smoker, the informants feel happy, calm, and confident when consuming cigarettes. Meanwhile, when the informants did not consume cigarettes, they mostly said easy to stress, not calm, easy nervous, feeling less happy, weak, and less excited. Most informants know about regulation or policy of KTR as the prohibition of smoking in any place and Most informants said the KTR policy has no effect on the level of cigarette consumption. The number and brands of cigarettes that are often smoked by informants are quite varied and the factors of pocket money and health factors are factors that affect the declining level of cigarette consumption.

Keywords: smoker, student, qualitative descriptive