ABSTRACT

POLICY ANALYSIS OF SMOKE-FREE ZONE IN PALLANGGA DISTRICT OF GOWA REGENCY

Author : Najwa Rahman
Supervisor : Ramli

This study aims to analyze the policy implementation of Smoke-Free Zone (Kawasan Tanpa Rokok or KTR) *in Pallangga District of Gowa Regency. Smoking in public places has become an important issue that impacts people's health, particularly among vulnerable groups such as children, pregnant women, and the elderly. The Gowa Regency Government has issued Regional Regulation Number 3 of 2017 on Smoke-Free Zone, but its implementation in the field still faces various obstacles.*

This study applied a descriptive qualitative approach with data collection techniques through interviews, observations, and documentations. The analysis was conducted by using the theory of policy implementation by George C.Edward III that contained four variables, namely communication, resources, disposition (implementer's attitude), and bureaucracy structure.

The result shows that the policy implementation of KTR in Pallangga District has not been effectively implemented. The communication remains limited and inconsistent, human resources and budget are very limited, the implementer's attitude tends to be passive, and the bureaucratic structure lacks coordination. Insufficient socialization, supervision, and enforcement have contributed to low public compliance with this policy. This study recommends improving cross-sectoral coordination, reinforcing sustained socialization, as well as providing adequate resources in order to implement KTR policy optimally and bring a significant impact on the health of the people.

Keywords: Policy Implementation, Smoke-free Zone, Public Health, Pallangga District.

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