ABSTRACT

THE PROHIBITION OF SMOKING WHILE DRIVING ON PUBLIC ROADS IN MAKASSAR CITY

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The phenomenon of smoking while driving has become one of the risky behaviors affecting traffic safety and public health. This activity not only endangers the driver but also other road users due to loss of concentration and the potential for accidents. Cigarette smoke and flying ashes reduce visibility and cause eye irritation, while hands occupied with holding a cigarette lessen control over the vehicle. This study aims to analyze the implementation of the policy prohibiting smoking while driving on public roads in Makassar City. Smoking while driving has a serious impact on road safety, as it causes three main types of distraction: visual, manual, and cognitive.

The research employs a quantitative approach, with data collected through observation, interviews, questionnaires, and document review. The research informants include representatives from the Department of Transportation and the community of road users. Data analysis is based on the Mazmanian and Sabatier policy implementation model.

The findings reveal several issues, such as the low public awareness of the dangers of smoking while driving, weak law enforcement, and limited actions by relevant agencies, minimal behavioral change among the public after learning about the policy, and insufficient supervision of the smoking prohibition while driving. This study provides several recommendations for the Makassar City Transportation Department, including expanding public outreach through more creative campaigns, strengthening law enforcement by imposing tangible sanctions on violators, forming an inter-agency coordination team to schedule monitoring activities, increasing supervision, particularly in high-traffic areas of Makassar City, and conducting regular evaluations of the smoking prohibition policy while driving.

Keywords: Public Policy, Implementation, Smoking Prohibition, Driving Safety, Makassar City.

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