

Smoking Culture of Indonesian Society: A Symbol of Masculinism and Capitalism

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Abstract. Smoking is the Indonesian's society culture. According to WHO, number of smokers in Indonesia will reach more than 30% of the total population. This culture is frequently found in local community events. The host usually serves cigarettes to his guests as a form of respect. Cigarettes are also considered to boost self-confidence, relieve stress, give a masculine impression, and a medium to socialize. Negatively affect to human health and environment, cigarettes also create more economic gap in Indonesia. This study uses descriptive qualitative research methods a phenomenological approach with two interdisciplinary theoretical studies. The data sources in this study are literature review and media promotion. This article analyzes the smoking behavior of the Indonesian. The results of this study indicate that cigarettes give a masculine effect to the smoker. This phenomenon which created by capitalists is profitable for them, yet problematic for the environment, health, and economy in Indonesia.

Keywords: Cultural Studies, Masculinity, Smoking Culture, Environment, Social Culture.

1 Introduction

Humans are social creatures because almost everything in life will be related to other people. For some Indonesian people, cigarettes have become a necessity and a lifestyle. Even though smoking has become a culture among people in Indonesia, this has an impact on the high number of smokers in Indonesia. It is estimated that Indonesian people have known tobacco since the 8th century. The results of the global survey research conducted by GATS (Global Adult Tobacco Survey) involving 9,156 respondents, the result is that in the last 10 years there has been an increase in the number of smokers in Indonesia by 8.8 million people, starting in 2011 from 60.3 million to 69, 1 million smokers by 2021.

According to WHO data (2021), the number of smokers in Indonesia will reach more than 30% of the total population. This is inseparable from the habits of Indonesian people that smoking together is a form of intimacy. In addition to the low price, the availability of goods, and advertisements make it difficult for people to leave this culture.

This smoking culture is often found in a series of local events in the community, in which the host usually presents cigarettes as a form of respect to his guests. For example, in rural areas we usually encounter tahlil or thanksgiving events; those who recite the koran will usually be served cigarettes as one of the meals. Indonesia is the third largest cigarette market in the world.

Smokers in Indonesia are dominated by the lower middle class or the poor. In addition to cigarettes being a serious problem for health and the environment, cigarettes are also a problem of economic inequality in Indonesia today.

In addition to these problems, smoking can also increase a person's self-confidence. Some teenagers admit that because of smoking they are more confident and more fluent in expressing ideas in creative thinking. In addition, nowadays people think, especially young people, that smoking is one of the cool and necessary actions for young men in their hangouts.

One example of cultural studies as a life practice that can be viewed politically is the smoking behavior of the Indonesian people, especially teenagers, in their daily lives, which has become part of their lifestyle and culture. Smoking behavior has become a culture among most adult men, but from time to time smoking behavior has spread to teenagers and even minors.

2 Research Methods

This study uses descriptive qualitative research methods. The approach used is a phenomenological approach which aims to analyze the form and content of human behavior. This phenomenology in Tuffour's book is an approach initiated by Edmund Husserl and developed by Martin Heidegger to understand or study the experience of human life. In this study, the researcher used the same interpretation as the observed group of people. Sources of data used are interviews, library references, and a collection of research results that has been done previously. The study began with observation, searching for literature data and interviewing 100 smokers aged 17-25 years in Jabodetabek.

3 Research Findings and Discussion

Human behavior that is repeated and passed down from generation to generation can be referred to as tradition or culture. According to Ariyono, this tradition is the inheritance of norms, rules and habits. This tradition does not mean it cannot be changed, it is actually combined with various kinds of human actions and raised in its entirety. Because humans make traditions, humans are also the ones who can accept, reject, and change them [1]. According to M. Harris said culture is a tradition and lifestyle that is learned and acquired socially by members in a society, including ways of thinking, feeling, and actions that are patterned and carried out repeatedly [2].

In addition Deddy and Jalaludin said culture manifests itself in language patterns and in forms of activity and behavior that serve as models for self-adjustment actions and communication styles that allow people to live in a society in an environment. certain geographical area at a certain level of technical development and at a certain time. Culture also relates to the properties of a material object that plays an important role in everyday life, such as model houses, tools used, transportation and others [3]. Culture is the unique lifestyle of a particular group of people. Culture is not something that only some people have and others don't. Culture is shared by all human beings and thus becomes a unifying factor¹. Now, humans create culture not only as an adaptive mechanism to the biological and geophysical environment, but also as

¹ *Ibid* p. 56

a tool to contribute to social evolution. This can be seen from the culture that exists in society, such as smoking behavior.

Masculinity can be defined as a way of being a man according to what is accepted by society. MacInnes said that masculinity is formed because of the fantasy of how a man should be like and how. Masculinity is constructed so that people know what to do in life [4]. One example is a man who does not smoke represents or is labeled as a woman's character. The concept of masculinity in English literature is often defined in the plural, namely masculinities. This is because the notion of masculinity is different in every place and culture. Different cultures, and different periods and histories will construct different gender concepts [5].

In Indonesia, the concept of masculinity is developed by the mass media which often displays aspects that characterize the masculine, such as Teledramas which are vying to make their male characters with a physical appearance that characterizes masculinity such as a dashing face, an athletic body, aggressive, active and so on. [6]. Another example that is clearly illustrated is that masculinity in the cigarette advertisement 'Super My Life Adventure' is divided into two representations, namely: appearance, namely the physical appearance of a man who is masculine and other supporting attributes that symbolize masculinity of power.

Realizing that the economic system is the foundation, upon which the superstructure is built, Marx devoted most of his attention to the study of economic systems. Marx's principal work, *Das Kapital*, is his in-depth study of the modern economic system of capitalism. When feudalism was eliminated, and a free capitalist society emerged in the world, a system of oppression and exploitation of the working class emerged. The economic theory elaborated by Marx explains the true position of the proletariat in the capitalist system [7].

According to Prasetya in Kristeva's book, he said that Marxism has three important postulates for the history of class struggle. First, the proposition regarding Marx's belief in what is called historical materialism, which states that even though everything in society is interconnected, the basis of a society is still the mode of economic production.² So that in the view of Marxism, the actions, attitudes and even beliefs of individuals depend on their social relations and social relations depend on the class situation and the economic structure of society.

This smoking habit originated from Native Americans who used it for ritual purposes such as worshipping gods or spirits, and it is estimated that this tobacco has been chewed or smoked since 1000 SM. Tobacco, which was rare for Europeans, made it a consumer item for the upper class of white people. The Dutch historian Berbard Hubertus Maria Vlekk in *Nusantara: History of Indonesia* explains that tobacco was introduced to Asia thanks to the Spaniards who stopped in the Philippines in the 16th century. Spanish sailors are thought to have introduced tobacco to the Philippines, after it was brought from Mexico and arrived in the archipelago in 1575. Then its distribution became more massive along with its cultivation in Southeast Asia. He revealed that the people of the archipelago had already smoked cigarettes, after adopting the habits of the colonizers. This was recorded in the report of the VOC or (Vereenigde Oost-Indische Compagnie) envoy about Sultan Agung smoking cigarettes with a pipe. Then in the *Chronicle Ing Sangkala* also tells of the Javanese nobles who had smoked tobacco during the reign of Senopati in the Sultanate of Mataram [8].

² *Ibid.* p.370.

Cigarette consumption has become a habit that has been practiced for a long time, as evidenced by the rapid development of the cigarette industry today. According to the speech culture among cigarette factory workers, the history of kretek started from the discovery of Haji Djamari around the end of the 19th century. Kretek cigarettes themselves are cigarettes that use real tobacco combined with dried cloves and when smoked will sound 'kretek-kretek' [9].

The strong influence of the environment often makes smokers vulnerable to wearing and consuming cigarettes. Seen from the high number of smokers in Indonesia, especially for men. According to research conducted by IDEAS, male smokers in Indonesia reached 42.3% with a prevalence of 60% for adult males. Some young people in Indonesia think that smoking is one of the determinants of social interaction. Some teenagers also think that by smoking someone will be considered cooler and look more 'man' compared to those who don't smoke. Jakarta health office said that every corner of our urban and rural areas will easily find people who smoke. Indonesia currently occupies the third position after India and China with the highest number of smokers in the world [10].

Cigarettes and Masculinity

Indonesian society is currently the target of marketing the cigarette industry, one of which is teenagers in Indonesia. This can be seen in all events or events held or sponsored by the tobacco industry that target young people or teenagers. For example, at music festivals or concerts, sports competitions, to awarding scholarships, the participants are young people or teenagers. This adolescent age is quite easily influenced by the environment and peers. One of them is smoking behavior, which is initially 'trial and error' and ends up becoming a habit and even becoming a lifestyle for some people.

A consumption pattern cleverly generated by producers, gatekeepers, through an image that becomes the central point as a formulator of relationships. The image then becomes social communication in consumer society, in which social classifications and differences have been created according to class, status and tastes. Here, consumers are constructed to buy images rather than products, images that can make them look different and experience value in that difference [11].

One thing that is interesting is that in the beginning, smoking had nothing to do with one's prestige, appearance, or even masculinity. The habit of smoking at first refers to the dish that is usually enjoyed when people socialize. In the Dutch East Indies era, kretek cigarettes were only enjoyed by the upper middle class. Meanwhile, the lower middle class usually enjoy hand-rolled cigarettes. The difference in the price of kretek cigarettes and hand-rolled cigarettes causes a different positioning between the two types of cigarettes.

The hump-shaped pattern shows that the main determinants that support individual cigarette consumption are income, purchasing power, cigarette prices, and availability. On the other hand, the most significant social determinants of smoking in Indonesia, especially among men, tend to be interpersonal factors such as family and peers and environmental influences such as instructors, community leaders, and cigarette advertisements. This is exacerbated by people's lack of ambition to quit smoking and their poor understanding of smoking, which contributes to the practice of a strong smoking culture.

Teenagers who are in the phase of finding their identity can easily try new things they meet and imitate what their friends and people around them do. Teenagers who easily try new things without considering the good or bad things in the future carefully bring them into the influence of negative adolescent relationships. Smoking behavior, which is currently mostly carried out by men, although it is undeniable that there are women who smoke, is considered to increase self-confidence, relieve stress, give a masculine impression, and as a social tool. Cigarettes are synonymous with the lives of adult men and young people; this is illustrated by cigarette advertisements on television, including the efforts of cigarette companies to sponsor youth activities as a marketing strategy.

The current rise of cigarette advertisements in Indonesia affects teenagers and children in Indonesia to glance and even try the 'cigarette' itself. Cigarette advertisements which always represent a man who is masculine and cool, create a new paradigm in the eyes of today's teenagers. In addition to cigarette advertisements representing someone who is masculine and cool, the copywriting used in the advertisements invites and creates a new social view 'that by smoking we will be more masculine, cool, and acceptable to other social structures'.

Cigarettes as a 'tool' of the capitalists in cultivating smoking behavior

Marxism is a theory designed to promote a good society. This theory is a response to and is part of modernity. According to Marx, the potential for individual achievement associated with the economic or productive activities of a society, especially the opportunity for freedom in modern society is only possible if it inspires the bourgeoisie to intervene and break away from the domination of instrumental thought. [12] In this case, cigarettes are used as a tool as an economic activity and become a 'tool' to make someone look better than others. The goal of Marxism is to create a classless society based on common ownership of the means of production, distribution and exchange [13].

Sociology makes lifestyle an entry point to understand the influence of social values and norms in individuals. Anthropology looks for cultural functions in humans by looking at patterns that are strung together in lifestyles. Furthermore, through lifestyle studies, philosophical studies try to find meaning for the world and human life. [14] This lifestyle can also be understood as a pattern of behavior or can be referred to as a person's habit in living their daily lives. The habits and culture of a person can be different from other societies, but can also have similarities.

Lifestyle is understood as an individual's active adaptation to social conditions in order to meet the need to unite and socialize with others. How to dress, food consumption, including the use of addictive substances; how to work and how individuals fill their daily lives are elements that shape lifestyles and habits. Lifestyle can spread and become a fashion that is followed; when it happens, lifestyle is no longer a personal and unique way or habit of the individual. but becomes something that is adopted by a group of people. People do not hesitate to follow a lifestyle that is considered good by many. Some critics view the adoption of certain lifestyles by many as an indication of massification, the massing caused by their inability to find their own identity. Some others see the symptom of lifestyle contagion as the success of capitalism in influencing its consumers to use mass products for the benefit of the capitalists as producers [15].

Marx initiated the theory of Marxism with the aim of criticizing the exploitative actions of the bourgeoisie against the proletariat in a capitalism. According to him, material fulfillment is the most basic basis of the entire structure of capitalism. Marx in the book *Suseno* said that capitalism encourages the formation of social classes based on the mode of production. From here comes the class that holds the control of production and the class that is in the production mode itself. This class relationship is entirely under the control of capitalism. [16] (MAGNIS) The bourgeois or capitalist social class is the top social class layer. The term bourgeoisie is often interpreted as a social class that owns the means of production. This social class is the dominant social class. Doyle states that the bourgeois social class is divided into two parts, namely:

1. The dominant bourgeoisie is a bourgeois class consisting of big capitalists with large companies that can employ workers.
2. Petty bourgeoisie, this class consists of shop entrepreneurs, small craftsmen, and so on. In which their activities operate less than the dominant bourgeoisie [17].

When capitalist goals and questions of profit and loss become important, workers are deprived of their full humanity and considered as 'hands' or 'labor forces' so that, for example, the effects of industrial shutdowns are taken into account only in purely economic terms; in other words, humans become things [13].

Table 1. Result of research/survey of Lentera Anak Foundation in 2018

Scenario	Number of cigarettes/day	Number of smokers	Cigarette spending total
Initial scenario		57,027,772	374,672,462,040,000
early cigarette consumption	12		
Scenario 1			
Regular cigarette consumption	12	27,145,219	178,344,091,931,040
Increases in cigarette consumption 75%	3	18,419,970	30,254,802,309,730
Decrease in cigarette consumption 75%	21	11,462,582	131,791,038,522,570
Cigarettes spending total			340,389,932,763,340
Economic profit potential			34,282,530,276,660
Scenario 2			
Regular cigarette consumption	12	7,145,219,47	178,344,091,931,040
Increases in cigarette consumption 50%	6	18,419,970,36	60,509,602,619,460
Decrease in cigarette consumption 50%	18	1,462,582,17	112,963,747,305,060
Cigarettes spending total			351,817,441,855,560
Economic profit potential			22,855,020,184,440
Scenario 3			
Regular cigarette consumption	12	7,145,219,47	178,344,091,931,040
Increases in cigarette consumption 25%	9	18,419,970,36	90,764,403,929,190

Decrease in cigarette consumption 25%	15	11,462,582,17	94,136,456,087,550
Cigarettes spending total			363,244,951,947,780
Economic profit potential			11,427,510,092,220

Based on result of research from Yayasan Lentera Anak in 2018, FK Universitas Indonesia in 2020, and Ikatan kesehatan Masyarakat Indonesia in 2020, above is exposed to the calculation of the profits obtained if cigarette spending is reduced, amounting to: scenario 1 as much as 34.2 trillion rupiah, scenario 2 as much as 22.8 trillion rupiah, and scenario 3 as much as 11.4 trillion rupiah. This scenario shows that the low price of cigarettes and the large number of cigarette consumers in Indonesia generate trillions of rupiah in profits for the cigarette industry; if these consumers or smokers reduce their spending on cigarettes, we can reduce spending up to trillions of rupiah. From the number of smokers, as many as 57,029,772 people with the assumption that the average cigarette consumption per day is 12 cigarettes with a price range of 1,500 rupiah/stick.

This is in accordance with Marx's view that the conflict between the upper class and the oppressed class cannot be reconciled because it is objective. This conflict exists because it is obvious and inevitable that each class has a part in the production process. In the production process each class has its own position. The upper class has a direct interest in sucking up and exploiting the oppressed class because it has bought it. The upper class oppresses and exploits the lower class because of their position and existence.

This shows that the cigarette industry makes Indonesian people a target to cultivate smoking behavior and make a profit. By presenting cigarettes as a classy thing, hedonism, advertisements that are widely echoed, and other sales strategies that are launched are inversely proportional to what impact this little cigarette actually produces.

Cigarette and Health

It can be said that children who smoke (active smokers) are more susceptible to disease, because their immune systems are still developing compared to adolescents and adults. But again, everyone who is involved in this smoking activity certainly poses and has a dangerous impact. The dangers of cigarettes are actually already listed on the pack of every cigarette that includes an example of a scary disease picture, but smokers often ignore this warning. For example, nicotine, which is one of the prima donna substances that makes a smoker dependent on cigarettes and eventually can't quit, this chemical is the prima donna of the tobacco industry. Customers don't care how much nicotine it contains.

Then tar, is one of the components of cigarettes that cause various kinds of cancer and other lung diseases. Tar is a chemical that has carcinogenic properties that cause the body's cancer cells to multiply. There is also Carbon Monoxide (CO). When a person smokes, carbon monoxide (CO) enters the lungs and also the blood stream causing this CO to oxidize the blood stream and cause blood flow abnormalities that will affect the body.

Carbon Monoxide (CO) can also cause blockage of blood vessels due to blood clots caused by carbon monoxide (CO). A stroke can occur due to a blockage in a blood artery that supplies

blood to the brain, while a heart attack can occur due to a blockage in a blood vessel that supplies blood to the heart.

Based on the results of research conducted by the National Tobacco Control Commission on 621 respondents from 25 provinces in Indonesia in May-June 2020, it was stated that:

- a. Smoking cigarettes during the pandemic is constant and tends to increase.
 - 49.8% of total fixed spending
 - 3.1% of total spending increased
- b. The increase in cigarette consumption occurs in people with lower middle income levels.
 - 77.14% of income under 5 million rupiah,
 - 9.8% income under 2 million rupiah,

The results of research conducted by the Faculty of Medicine, University of Indonesia on 4,584 respondents from 34 provinces in Indonesia in 2021 said that:

- 47.6% maintain the amount of cigarette consumption,
- 32.3% reduce cigarette consumption,
- 30.1% increase the number of cigarette consumption.

The results of the two studies above show that in general smokers tend to maintain their consumption; a decline occurs, but there is also a tendency for smokers to increase. In addition, the role of cigarette advertisements spread on the streets, stalls near schools, television, and even entering to sponsor this event invites us to go deeper into this never-ending smoking culture and is detrimental, in addition to being economically detrimental to cigarettes as well. Detrimental to the health of both users and those around them.

The warnings on cigarette packs are now something that people ignore. Here, we can see that the cigarette industry actually contradicts the health of users and their surroundings. The rise of cigarette advertisements is inversely proportional to the focus on health or future impacts, especially on the health of children in Indonesia.

4 Conclusion

Smoking culture in Indonesia has an influence on one's masculinity and is a problem of economic inequality and health problems in Indonesia today. In addition to these problems, cigarettes can also increase a person's self-confidence, relieve stress, give a masculine impression, and as a social tool. This smoking behavior has also become a culture among most adult men, not denying women as well, but from time to time this smoking culture has decreased and spread to teenagers and even minors.

When capitalist goals and questions of profit and loss become important, workers are deprived of their full humanity and considered as 'hands' or 'labor forces' so that, for example, the effects of industrial shutdown are taken into account only in purely economic terms; in other words, humans become things. It turns out that the cigarette industry indirectly targets Indonesian people to cultivate smoking behavior and make a profit. By presenting cigarettes as a classy thing, hedonism, advertisements that are widely echoed, and other sales strategies that are launched are inversely proportional to the adverse effects of what cigarettes actually produce, one of which is health.

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