

ABSTRACT

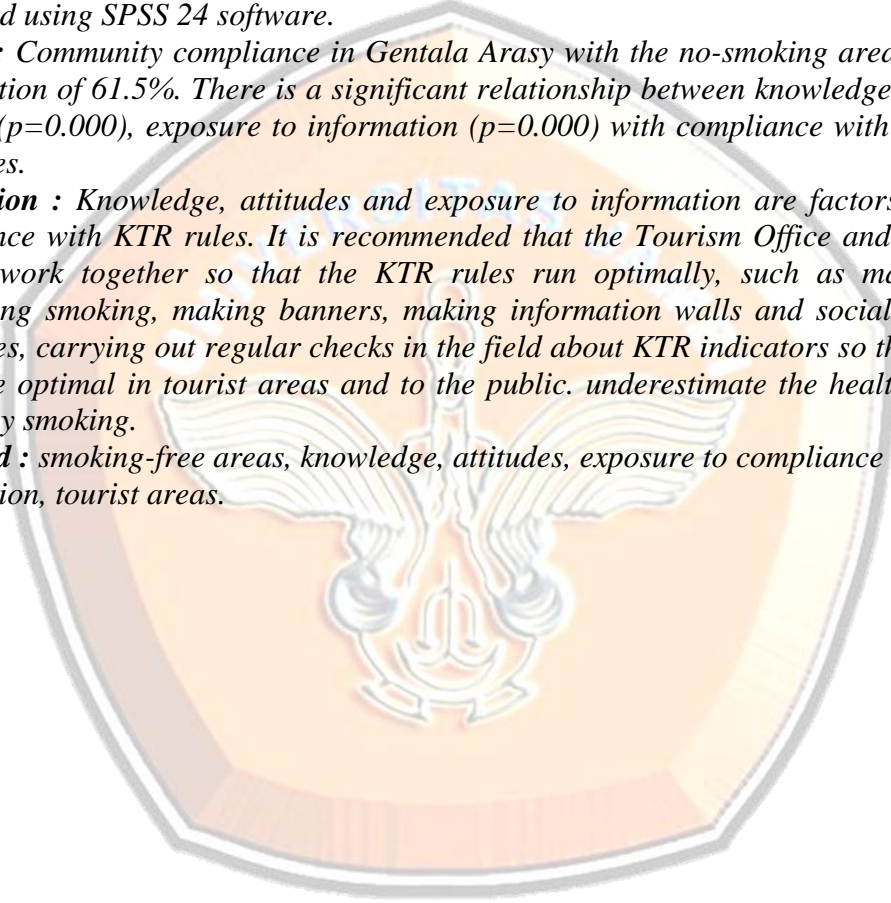
Background : Smoking is a problem that is common to both small children and the elderly, even though it is known that cigarettes are a dangerous substance for the body that can damage health and even lead to death. Jambi Province has made regulations regarding KTR, but it is still found that people do not comply with the rules. This research was conducted to find out whether there is a relationship between knowledge, attitudes and exposure to information and community compliance in implementing KTR regulations.

Method : This research is a quantitative research with a cross sectional design. The population of this study is infinite. The sample for this research was 96 visitors to Gentala Arasy. The sampling technique was accidental sampling, data analysis was chi-square and processed using SPSS 24 software.

Results : Community compliance in Gentala Arasy with the no-smoking area rule has a presentation of 61.5%. There is a significant relationship between knowledge ($p=0.002$), attitude ($p=0.000$), exposure to information ($p=0.000$) with compliance with smoke-free area rules.

Conclusion : Knowledge, attitudes and exposure to information are factors related to compliance with KTR rules. It is recommended that the Tourism Office and the Health Service work together so that the KTR rules run optimally, such as making signs prohibiting smoking, making banners, making information walls and socializing about KTR rules, carrying out regular checks in the field about KTR indicators so that the KTR rules are optimal in tourist areas and to the public. underestimate the health problems caused by smoking.

Key word : smoking-free areas, knowledge, attitudes, exposure to compliance information, tourist areas.



ABSTRAK

Latar Belakang : Merokok merupakan masalah yang merata baik anak kecil hingga lansia, walaupun diketahui rokok adalah zat berbahaya bagi tubuh yang merusak kesehatan hingga kematian. Provinsi Jambi membuat regulasi terkait KTR, namun masih ditemukannya masyarakat tidak mematuhi aturan, Penelitian ini dilakukan untuk mengetahui apakah ada hubungan pengetahuan, sikap dan keterpaparan informasi dengan kepatuhan masyarakat dalam menerapkan aturan KTR.

Metode : Penelitian ini merupakan penelitian kuantitatif dengan desain *cross sectional*. Populasi penelitian ini bersifat *infinite*. Sampel penelitian ini adalah pengunjung di Gentala Arasy yang berjumlah 96. Teknik sampel adalah *accidental sampling*, analisis data ialah *chi-square* dan diolah menggunakan *soft were SPSS 24*.

Hasil : kepatuhan masyarakat di Gentala Arasy terhadap aturan KTR memiliki presentasi sebesar 61.5%. Terdapat hubungan pengetahuan ($p=0.002$), sikap ($p=0.000$), keterpaparan informasi ($p=0.000$) secara signifikan dengan kepatuhan aturan KTR.

Kesimpulan : Pengetahuan, sikap dan keterpaparan informasi merupakan faktor yang berhubungan dengan kepatuhan aturan KTR. Disarankan kepada Dinas Pariwisata dan Dinas Kesehatan bekerjasama agar aturan KTR berjalan optimal seperti membuat tanda larangan merokok, membuat baner, membuat dinding informasi dan sosialisasi tentang aturan KTR, melakukan pemeriksaan rutin ke lapangan tentang indikator KTR agar optimalnya aturan KTR di kawasan wisata dan kepada masyarakat tidak menganggap remeh masalah kesehatan yg di akibatkan rokok.

Kata kunci : kawasan tanpa rokok, pengetahuan, sikap, keterpaparan informasi kepatuhan, kawasan wisata

