

HUBUNGAN PERILAKU MEROKOK DENGAN HARGA DIRI PADA MAHASISWA SARJANA DAN VOKASI REGULER DI UNIVERSITAS GADJAH MADA

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INTISARI

Latar Belakang: Perilaku merokok pada mahasiswa mengalami pergeseran pola dengan munculnya rokok elektrik dan perilaku merokok ganda. Fenomena ini tidak hanya berkaitan dengan faktor internal seperti harga diri, tetapi juga dipengaruhi oleh aspek kontekstual berupa identitas sosial dalam lingkungan pertemanan.

Tujuan: Mengetahui hubungan perilaku merokok (umum, konvensional, elektrik, dan ganda) dengan harga diri mahasiswa sarjana dan vokasi reguler Universitas Gadjah Mada, serta perbedaannya ditinjau dari identitas sosial.

Metode: Penelitian ini menggunakan desain cross-sectional dengan jumlah responden sebanyak 194 mahasiswa. Perilaku merokok diukur menggunakan GN-SBQ, sedangkan harga diri diukur menggunakan RSES dan dianalisis menggunakan uji korelasi *Pearson*.

Hasil: Hasil analisis korelasi *Pearson* menunjukkan adanya hubungan positif yang signifikan antara perilaku merokok secara umum dan tingkat harga diri mahasiswa ($r = 0,161$; $p = 0,025$). Berdasarkan jenis perilaku merokok, hubungan signifikan ditemukan pada perilaku merokok elektrik dan perilaku merokok ganda ($p < 0,05$), sedangkan perilaku merokok konvensional tidak menunjukkan hubungan yang signifikan dengan harga diri. Selanjutnya, setelah mempertimbangkan kategori identitas sosial, hubungan antara perilaku merokok dan harga diri hanya tetap signifikan pada perilaku merokok secara umum ($r = 0,151$; $p = 0,038$), sementara pada jenis perilaku merokok lainnya hubungan tersebut tidak lagi signifikan.

Kesimpulan: Terdapat hubungan yang signifikan pada perilaku merokok secara umum, elektrik dan ganda namun tidak ada korelasi pada perilaku merokok konvensional. Sedangkan pada identitas sosialnya, hanya perilaku merokok secara umum yang signifikan secara statistik.

Kata Kunci: identitas sosial, mahasiswa, perilaku merokok, rokok ganda, tingkat harga diri.

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ASSOCIATION BETWEEN SMOKING BEHAVIOUR AND SELF-ESTEEM AMONG UNDERGRADUATE AND VOCATIONAL STUDENTS AT UNIVERSITAS GADJAH MADA

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ABSTRACT

Background: Smoking behaviour among university students has shifted with the emergence of e-cigarettes and dual-use patterns. This phenomenon is linked not only to internal factors such as self-esteem but also to contextual factors, specifically social identity within peer environments.

Objective: This study aims to analyse the association between smoking behaviour (general, conventional, electric, and dual user) and self-esteem among undergraduate and vocational students at Universitas Gadjah Mada, and to examine differences by social identity.

Methods: This cross-sectional study involved 194 students. Smoking behaviour was measured using the GN-SBQ, while self-esteem was assessed using the RSES. Data were analysed using Pearson correlation.

Results: Pearson correlation analysis indicated a significant positive association between overall smoking behaviour and students' self-esteem ($r = 0,161$; $p = 0,025$). When examined by type of smoking behaviour, significant relationships were found for electronic cigarette use and dual smoking behaviour ($p < 0,05$), whereas conventional smoking behaviour did not show a significant association with self-esteem. Furthermore, after accounting for social identity categories, the relationship between smoking behaviour and self-esteem remained significant only for overall smoking behaviour ($r = 0,151$; $p = 0,038$), while no significant relationships were observed for the other types of smoking behaviour.

Conclusion: There was a statistically significant association between overall smoking behaviour, as well as with electronic and dual smoking and self-esteem; however, no significant correlation was found with conventional smoking behaviour. Regarding social identity, only overall smoking behaviour showed a statistically significant association with self-esteem among undergraduate students.

Keywords: dual smoking, self-esteem, smoking behaviour, social identity, university students.

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