

INTISARI

Latar Belakang: Rokok mengandung zat adiktif dapat menimbulkan kematian. Upaya preventif untuk melindungi masyarakat dari asap rokok orang lain (*passive smoker*) adalah penetapan kawasan tanpa rokok. KTR akan membatasi perilaku merokok dan memberikan perlindungan pada perokok pasif. Hasil survei tahun 2013, tingkat kepatuhan terhadap peraturan KTR hanya 11,8% serta pelaksanaan di Kabupaten Badung, Bali masih rendah. Penerapan KTR di kawasan pura belum optimal, karena lingkungan budaya dan belum ada kebijakan. Strategi yang dikembangkan adalah promosi inovasi KTR di desa. Inovasi dapat diterima, diadopsi, dan dikembangkan dalam bentuk peraturan hukum adat (*awig-awig*).

Tujuan : Mengeksplorasi dukungan masyarakat desa *pakraman* untuk pengembangan kebijakan KTR dalam bentuk aturan hukum adat/*awig-awig* di pura.

Metode : Rancangan penelitian yang digunakan adalah kualitatif dengan strategi studi kasus. Penelitian dilaksanakan di pura *kahyangan tiga* milik Desa *Pakraman* Tangeb. Informan berjumlah 26 orang, dipilih dengan *stratified purposeful sample*. Pengumpulan data dengan observasi, *focus group discussion* dan *in-depth interview*. Analisis data dilakukan dengan cara kualitatif.

Hasil : Informasi terkait dengan pengembangan kebijakan KTR belum disampaikan secara menyeluruh, berjenjang, dan menyentuh semua komponen masyarakat di desa. Dukungan yang dapat diberikan masyarakat dalam bentuk moril dan material. Keputusan masyarakat adalah menerima rencana pengembangan kebijakan KTR, karena dapat memberikan manfaat pada pura maupun masyarakat, terutama mengubah pandangan dalam penggunaan rokok, penyediaan rokok selama upacara serta saat pelaksanaan rapat. Masyarakat akan menerima rencana pengembangan kebijakan KTR, karena dapat mewujudkan desa *pakraman* dalam konsep *trihita karana*. Rencana adopsi pengembangan kebijakan KTR meliputi : upaya yang akan dilakukan, rencana proses adopsi, rencana bentuk kebijakan KTR, rencana penetapan sanksi, dan rencana pengawasan.

Kesimpulan: Informasi tentang kebijakan KTR yang disampaikan, dapat membantu dalam upaya mendukung serta menerima rencana pengembangan kebijakan KTR. Rencana kebijakan KTR dikembangkan dalam bentuk peraturan hukum adat, ada penerapan sanksi serta pengawasan kebijakan. Upaya ini dilakukan melalui strategi pengembangan serta pelaksanaan proses adopsi.

Kata kunci : dukungan masyarakat, desa *pakraman*, kawasan tanpa rokok, *awig-awig*, Bali

ABSTRACT

Background: Cigarettes contain addictive substance that can cause death. Preventive action to protect people from being passive smoker is to make smoke free area/KTR. Smoke free area/KTR will restrict smoking behavior and provide protection to passive smokers. The results of the survey in 2013 stated the level of compliance to KTR was only 11.8% and the implementation in Badung, Bali was still low. The implementation of KTR in the temple area was also not optimal, because the cultural environment and lack of policy. The developed strategy is the promotion of smoke free area innovation. The innovation can be accepted, adopted, and developed in a form of policy or *adat law/awig-awig*.

Objective: To explore the support of *pakraman* village community for the development of KTR policies in the form of customary law/*awig-awig* in temples.

Methods: The study was qualitative with case study approach. The research was conducted in *kahyangan tiga* temples which belongs to *Pakraman* Tangeb. The informants, were 26 peoples, selected by stratified purposeful sample. The data collecting through observation, focus group discussions and in-depth interviews. Analysis was conducted qualitatively.

Results: Information related to policy development of smoke free area has not delivered comprehensively, gradually, and touches all components of the community in the village. Support can be given by community in the form of moral and material. Society's decision was to accept the development plan of smoke free area policies, as it can provide benefits to the temple and the people, particularly the changing perspective in the use of cigarettes, cigarette provision during the ceremony and during the meeting. Communities will receive smoke free area policy development plans, as it can actualize the *pakraman* in the concept of *trihita karana*. KTR policy development plan adoption include: measures to be taken, the plan adoption process, smoke free area policy plan, the plan of giving sanction and supervision.

Conclusion: Information about smoke free area policy that is announced in the village, can help in the effort to support and accept the development of smoke free area policies plan. Smoke free area policy plan that will be developed in the form of customary law rules, there will be sanction and supervision policies. Attempts were made through strategy of development and implementation process of adoption.

Keywords: community support, *pakraman*, smoke free area, *awig-awig*, Bali