

## **ABSTRAK**

### **FAKTOR-FAKTOR PENDORONG PERILAKU MEROKOK PADA PEREMPUAN (STUDI MAHASISWI FAKULTAS ILMU SOSIAL DAN ILMU POLITIK UNIVERSITAS LAMPUNG)**

**Oleh:**

**Adelya Putri**

Penelitian ini menjelaskan fenomena perilaku merokok pada perempuan di lingkungan kampus, khususnya mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Lampung, sekaligus mengidentifikasi faktor-faktor pendorong, makna subjektif, serta peran stigma sosial dan norma gender terhadap praktik tersebut. Pendekatan kualitatif dengan desain fenomenologi digunakan untuk memahami pengalaman subjektif mahasiswa perokok dan perspektif lingkungan sosial di sekitarnya. Data dikumpulkan melalui wawancara mendalam, observasi lapangan, dan dokumentasi. Hasil penelitian menunjukkan bahwa perilaku merokok mahasiswa dipengaruhi oleh faktor internal dan eksternal, seperti rasa ingin tahu, pengaruh teman sebaya, lingkungan kampus, iklan rokok, dan toleransi keluarga. Mahasiswa perokok menghadapi stigma sosial karena dianggap melanggar norma kepantasan perempuan. Di sisi lain, merokok dimaknai sebagai bentuk ekspresi diri, negosiasi identitas, dan resistensi simbolik terhadap konstruksi gender patriarkal.

**Kata kunci:** Perilaku Merokok, Mahasiswa, Norma Gender, Stigma Sosial, Resistensi Simbolik, Teori Habitus, Teori Gender Order, Fenomenologi

## ***ABSTRACT***

### ***DRIVING FACTORS OF SMOKING BEHAVIOR AMONG WOMEN (A STUDY OF FEMALE STUDENTS AT THE FACULTY OF SOCIAL AND POLITICAL SCIENCES, UNIVERSITY OF LAMPUNG)***

***By:***

***Adelya Putri***

*This study examines the phenomenon of smoking behavior among women in the campus environment, particularly female students of the Faculty of Social and Political Sciences, University of Lampung, and identifies the driving factors, subjective meanings, as well as the role of social stigma and gender norms in shaping this practice. A qualitative approach with a phenomenological design was employed to understand the subjective experiences of female student smokers and the perspectives of their surrounding social environment. Data were collected through in-depth interviews, field observations, and documentation. The findings show that smoking behavior among female students is influenced by both internal and external factors, such as curiosity, peer influence, the campus environment, cigarette advertising, and family tolerance. Female student smokers experience social stigma as their behavior is considered to violate norms of feminine propriety. On the other hand, smoking is interpreted as a form of self-expression, identity negotiation, and symbolic resistance against patriarchal gender constructions.*

**Keywords:** Smoking Behavior, Female Students, Gender Norms, Social Stigma, Symbolic Resistance, Habitus Theory, Gender Order Theory, Phenomenology