



DIJEMSS:
**Dinasti International Journal of Education
Management and Social Science**

E-ISSN: 2686-6331
P-ISSN: 2686-6358

<https://dinastipub.org/DIJEMSS> ✉ dinasti.info@gmail.com ☎ +62 811 7404 455

DOI: <https://doi.org/10.38035/dijemss.v6i2>
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Cigarette Consumption and its Impact on Farmers Expenditure (Case Study of Samatan Village, Proppo Sub-District, Pamekasan Regency)

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Abstract: Cigarettes have emerged as a significant commodity in Indonesia, notably impacting household expenditures, particularly among farmers. The Central Bureau of Statistics (BPS) has categorized cigarettes within the food group due to their substantial influence on the Food Poverty Line (FPL). In 2023, data from BPS Kabupaten Pamekasan indicated that cigarette expenditure per capita ranked second, following food and processed drinks. This trend is not confined to urban areas; it has permeated rural households, including those of farmers. This study aims to analyze the perceptions, motivations, and meanings associated with cigarette consumption among farmers in Samatan Village, as well as its impact on their household expenditures. Utilizing primary data from in-depth interviews and questionnaires, alongside secondary data from relevant literature and documentation, the findings reveal a strong connection between farmers and smoking. Motivations for continued smoking stem from familial and social influences, leading to a significant portion of their daily expenses being allocated to cigarettes rather than food or other necessities. The study concludes that, within the socio-cultural and economic context of Samatan Village, cigarette consumption parallels food expenditure levels. This underscores the necessity for policy harmonization and a comprehensive approach to address cigarette consumption issues, particularly among farmers.

Keyword: Cigarette Consumption, Farmers, Expenditure, Samatan Village, Pamekasan Regency

INTRODUCTION

Indonesia, endowed with abundant natural resources, relies heavily on its agricultural sector as a cornerstone of national economic development (Salim *et al.*, 2024). This sector encompasses various subsectors, including agriculture, plantations, fisheries, livestock, and forestry, with agriculture demonstrating the most consistent growth in both land area and productivity (Khoirunnisa *et al.*, 2024). Among its leading commodities, tobacco stands out

due to its significant economic value and contribution to the national economy (Putri *et al.*, 2024). Historically, tobacco has been a vital commodity since its discovery in the Americas approximately 8,000 years ago, serving diverse purposes beyond raw materials for products like cigarettes and cigars, including applications in the pharmaceutical industry and as ingredients in pesticides and food additives (International Agency for Research on Cancer, 2004). In Pamekasan Regency, notable centers of Madura tobacco production include Pademawu, Proppo, and Waru Sub-districts, with Proppo Sub-district achieving a productivity of 2,111 tons in 2023, it shown in Table 1.

Table 1. Productivity and Area of Tobacco Plantation in 2023 by Subdistrict in Pamekasan Regency

District	Productivity (Ton)	Area (Ha)
Tlanakan	1.837	1.962
Pademawu	3.265	3.465
Galis	734	767
Larangan	929	988
Pamekasan	1.069	1.086
Proppo	2.111	2.162
Palengaan	1.798	2.394
Pagentenan	1.948	2.132
Kadur	1.181	1.382
Pakong	1.068	1.176
Waru	2.035	2.350
Batumarmar	1.295	1.576
Pasean	723	864
Pamekasan Regency (TOTAL)	19.993	22.304

Source: (BPS Kabupaten Pamekasan, 2024)

From Table 1. presents the productivity and area of tobacco plantations across various sub-districts in Pamekasan Regency for the year 2023. The total productivity of tobacco in the regency reached 19,993 tons, cultivated over an area of 22,304 hectares. Among the sub-districts, Pademawu stands out as the highest producer, yielding 3,265 tons from 3,465 hectares, followed closely by Proppo, which produced 2,111 tons from 2,162 hectares. Other notable contributors include Waru, with a productivity of 2,035 tons over 2,350 hectares, and Tlanakan, which produced 1,837 tons from 1,962 hectares. Conversely, Pasean recorded the lowest productivity at 723 tons, cultivated over 864 hectares. The data indicates a diverse distribution of tobacco production across the sub-districts, highlighting the significant role of Pademawu and Proppo in the overall tobacco output of Pamekasan Regency. This information underscores the importance of these areas in contributing to the local economy and the agricultural landscape of the region (BPS Kabupaten Pamekasan, 2024).

Data from the Central Bureau of Statistics (BPS) highlights a concerning trend regarding cigarette consumption, revealing that cigarettes contribute 8.08% to the Food Poverty Line (FPL) in urban areas and 7.68% in rural areas, indicating a disproportionate burden on poorer populations (Badan Pusat Statistik, 2016). The Central Bureau of Statistics (BPS) first calculated the number and percentage of poor people in Indonesia in 1984, with data obtained from the National Socio-Economic Survey (Susenas). The Poverty Line (GK) consists of the Food Poverty Line (FPL) and the Non-Food Poverty Line (NFPL), where people with per capita expenditure below the FPL are considered poor. Clove cigarettes are the second largest contributor to the poverty line, after the food component, particularly rice. In Kabupaten Blora, in 2019, the poverty line reached Rp 335,837, with an average per capita expenditure of Rp 905,707, where expenditure on cigarettes accounted for 12.31% of total food expenditure. In the Susenas analysis, the middle 40% expenditure group dominated smokers, while junior high school graduates and above had the highest percentage among smokers. These findings suggest

that cigarettes contribute significantly to poverty, highlighting their negative impact on people's expenditure (Badan Pusat Statistik, 2020).

While high-income farmers may not experience significant impacts on their basic household needs due to tobacco use, low- and middle-income farmers often face detrimental effects, as expenditures on tobacco can detract from essential needs such as education and nutrition, exacerbating social and health issues (Atasa *et al.*, 2024; Sahadewo *et al.*, 2021; Suhaeni, 2022). The addictive nature of cigarettes further complicates this scenario, as farmer smokers frequently prioritize cigarette consumption over more critical expenditures, particularly during periods of declining income (Joshua, 2017). This dynamic poses challenges to improving living standards, emphasizing the importance of understanding the relationship between food security and income (Febriyani *et al.*, 2022; King *et al.*, 2017; Sihite & Tanziha, 2021). Research indicates that socio-economic factors, including gender, age, income, and cigarette prices, exert a negative influence on cigarette consumption, although these effects are not statistically significant (Marianti & Prayitno, 2020). Similarly research found that household expenditure on cigarettes adversely affects spending on essential needs such as food, education, and health, particularly among households with lower employment status (Ika & Rizky, 2020). Given this context, the proposed research on cigarette consumption and its impact on farmers expenditure in Samatan Village is crucial for understanding the comparative patterns of expenditure on cigarettes relative to other essential needs.

Cigarette consumption remains a significant public health concern globally, with profound implications for economic stability and individual welfare, particularly in rural communities like Samatan Village in Proppo Sub-District, Pamekasan Regency. The intersection of tobacco use and agricultural livelihoods presents a unique challenge, as farmers often allocate substantial portions of their income to cigarette purchases, potentially at the expense of essential needs such as food, education, and healthcare (Haer & Sarjiyanto, 2023). This phenomenon reflects a broader trend observed in various socio-economic contexts where tobacco expenditure supersedes basic living costs, leading to adverse effects on household welfare and economic productivity (Dian Diniyati & Budiman Achmad, 2022; Lubis *et al.*, 2022). In Indonesia, the prevalence of smoking is notably high, and the economic implications of this habit are particularly pronounced among low-income households. Research indicates that as income levels fluctuate, cigarette consumption tends to remain stable or even increase, suggesting a complex relationship between economic status and smoking behavior (Dian Diniyati & Budiman Achmad, 2022; Marisca Dian Sari, 2018). This stability in consumption despite economic downturns raises concerns about the prioritization of tobacco spending over critical household expenditures, thereby exacerbating poverty levels and hindering socio-economic mobility (Alkadri *et al.*, 2023; Lubis *et al.*, 2022). The implications of such spending patterns are particularly severe in agricultural communities, where income variability is common, and the financial burden of tobacco can lead to detrimental outcomes for family health and agricultural productivity (Dian Diniyati & Budiman Achmad, 2022; Haer & Sarjiyanto, 2023).

The impact of cigarette consumption on farmers expenditures in Samatan Village can be analyzed through the lens of economic theories surrounding price elasticity and consumer behavior. Studies have shown that increases in cigarette prices, often through taxation, can lead to a significant reduction in consumption, particularly among lower-income groups (Alotaibi & Alsanea, 2022; Amalia *et al.*, 2022). However, the effectiveness of such measures is often undermined by the availability of cheaper, illicit tobacco products, which continue to thrive in markets with weak regulatory frameworks (Ahsan *et al.*, 2014; Santoso & Erlando, 2020). This dynamic complicates efforts to reduce smoking rates and highlights the need for comprehensive tobacco control policies that address both legal and illegal markets (Ahsan *et al.*, 2014; Nargis *et al.*, 2019).

The socio-economic ramifications of cigarette consumption extend beyond individual health, affecting community resources and agricultural productivity. For instance, when farmers prioritize tobacco over essential agricultural inputs, it can lead to reduced crop yields and lower overall income, perpetuating a cycle of poverty (Dian Diniyati & Budiman Achmad, 2022; Lubis *et al.*, 2022). Furthermore, the health implications of smoking, including increased healthcare costs and reduced labor productivity, further strain household finances, creating a feedback loop that exacerbates economic hardship (Elsandy & Wasil, 2023; Saleem & Iqbal, 2020). In light of these challenges, understanding the specific context of Samatan Village is crucial for developing targeted interventions. The interplay between tobacco consumption, economic stability, and agricultural productivity necessitates a multi-faceted approach that considers local socio-economic conditions, cultural attitudes towards smoking, and the availability of cessation resources (Alkadri *et al.*, 2023; Haer & Sarjiyanto, 2023; Lubis *et al.*, 2022). Policymakers must engage with community stakeholders to design effective tobacco control strategies that not only aim to reduce consumption but also promote alternative livelihoods and enhance overall community well-being.

In summary, the case study of cigarette consumption and its impact on farmers expenditure in Samatan Village underscores the urgent need for comprehensive tobacco control measures that address the unique challenges faced by rural communities. By prioritizing public health and economic stability, it is possible to mitigate the adverse effects of tobacco use on agricultural livelihoods and foster a healthier, more productive society. This study aims to analyze the perceptions, motivations, and meanings associated with cigarette consumption among farmers in Samatan Village, Proppo Sub-district, Pamekasan Regency, while also assessing the extent of cigarette expenditure in relation to other household expenditures.

METHOD

Type of Research

This study employs a descriptive qualitative approach (Hardani *et al.*, 2020; Sugiyono, 2019) to explore the perceptions, motivations, meanings of cigarette consumption, and expenditure patterns among farmers in Samatan Village, Proppo Sub-district, Pamekasan Regency. The research subjects consist of farmers who consume cigarettes regularly in Samatan Village. A purposive sampling (McLeod, 2019) technique was utilized to select 100 farmer respondents for in-depth interviews (Sinta, 2020).

Time and Place of Research

The research was conducted from April 30, 2024, in Pamekasan Regency, specifically in Samatan Village, Proppo Sub-district. This location was chosen due to its status as one of the highest tobacco producers in the sub-district, accounting for 4.15% of the total area (Badan Perencanaan Pembangunan Daerah Kabupaten Pamekasan, 2019). The selection also considered the ease of access for conducting in-depth observations of the farmers lives.

Instruments

Data collection involved the In-depth Interview method, utilizing a questionnaire as the primary research tool. Direct observation was also employed to gather additional insights.

Procedures and Research Techniques

Data collection was carried out through structured interviews with the selected farmer respondents (Sinta, 2020), complemented by direct observations. Secondary data were obtained from documentation provided by relevant agencies, as well as literature searches to enhance the research analysis.

Data Analysis Technique

The analysis focused on the two main research objectives, specifically examining the perceptions, motivations, and meanings associated with cigarette consumption among farmers in Samatan Village.

RESULTS AND DISCUSSION

Respondent Characteristics

Table 2. Respondent Characteristics Result

Gender (Sex)	Amount	Percentage (%)
Men (Male)	93	93
Women (Female)	7	7
Total	100	100
Age (Years)	Amount	Percentage (%)
26 – 35	15	15
36 – 45	25	25
46 – 55	35	35
56 – 65	18	18
66 – 75	7	7
Total	100	100
Education	Amount	Percentage (%)
Elementary	24	24
Junior High	38	38
High School	33	33
Bachelor Degree	5	5
Total	100	100
Farming Experience (Years)	Amount	Percentage (%)
<20	10	10
20 – 35	32	22
>35	58	68
Total	100	100

Source: Primary Data Processed, 2024

From Table 2. The study conducted among 100 farmer respondents in Samatan Village, Proppo Sub-district, Pamekasan Regency, revealed significant demographic trends within the agricultural sector, particularly regarding gender distribution and age. The data indicated that 93% of the farmers were male, aligning with findings which highlight men's predominance in labor-intensive agricultural activities such as tillage and harvesting (Mulyaningsih *et al.*, 2018). Conversely, women, though fewer in number (7%), play essential roles in seed procurement, planting, and crop watering. Age emerged as a critical factor influencing farm productivity, with 93% of farmers falling within the productive age category of 15-64 years (Kementerian Kesehatan Republik Indonesia, 2017). This demographic composition suggests an optimal potential for agricultural development, combining physical stamina, openness to innovation, and practical experience, thereby facilitating effective knowledge transfer between generations. Furthermore, the education level of farmers significantly impacts their capacity to adopt agricultural innovations and technologies. The study found that 38% of farmers had completed junior high school, 33% senior high school, 24% elementary school, and only 5% held a bachelor's degree. This educational distribution reflects varying abilities to absorb and implement modern agricultural practices, with higher education correlating positively with responsiveness to innovation (Gusti *et al.*, 2022). The findings suggest that formal education fosters a progressive mindset, enhancing the adoption of agricultural innovations, which ultimately contributes to increased productivity and efficiency in farming. Additionally, the experience of farmers serves as a crucial indicator of their expertise and understanding of land

characteristics and farming practices. The prevalence of long-experienced farmers within the community signifies a substantial accumulation of practical knowledge, a positive correlation between tenure in agriculture and proficiency in farm management (Gusti *et al.*, 2022). This comprehensive analysis of demographic factors, education levels, and farming experience provides valuable insights into the potential for enhancing agricultural productivity in Samatan Village, addressing the research hypotheses previously formulated. Data visualization through tables or graphs could further elucidate these findings, offering a more complete and informative representation of the results.

The role of cigarettes in the lives of farming communities in Samatan Village has gone beyond its function as a mere consumption product, but has transformed into an integral element in the social and economic dimensions of rural life. In a social context, smoking activities become a medium of interaction that facilitates the exchange of information and the strengthening of communal ties between farmers, especially when resting after working in the fields or in informal meetings with neighbors. From an economic perspective, cigarettes are not only seen as a consumptive commodity, but are also part of a social exchange system that reflects hospitality and solidarity within the farming community.

Perception of Smoking for Farmers in Samatan Village

Based on the results of research conducted that the majority of farmers have a positive perception of cigarettes, it is influenced by several factors including to help concentrate work, increase self-pleasure, become a means of positive socialization between farmers, to perspsi that it is better to choose to smoke than eat, among these factors, The two factors of farmers positive perceptions of cigarettes because some farmers think that by consuming cigarettes as well as establishing communication / socialization positively between farmers (66.8%) it is in line with research that smoking is considered to have several effects that are perceived positively by adolescents, such as relieving stress, providing pleasant sensations, strengthening social ties, and increasing self-confidence and masculinity (Wati *et al.*, 2018). For farmers smoking often serves as a trigger for social interactions such as Smoking together is often an informal ritual during work breaks or meetings between farmers, this creates a moment of sharing that can strengthen social bonds and when smoking together, farmers tend to be more relaxed and open to discussion, both about agricultural issues and daily life.

Factors that influence farmers perceptions of cigarettes are that the majority of farmers prefer to consume cigarettes rather than eat this is because nicotine in cigarettes triggers the release of neurotransmitters such as dopamine, norepinephrine, and serotonin. These chemicals play a role in suppressing hunger, thus reducing the appetite of smokers, it is in line with research where brick workers tend to choose smoking as a substitute for eating, which results in an irregular diet with reduced meal frequency (Huriyati & Amareta, 2020). Many of them skip their main meals, especially breakfast and lunch. This pattern illustrates how smoking not only becomes a habit, but also serves as a substitute for basic physiological needs such as eating. Other factors such as to help concentrate at work, to increase pleasure are also reasons why farmers choose to continue consuming cigarettes, besides that the majority of farmers also realize that smoking will affect their psychological health (55%) with the simplest thing being emotional changes as an effect of smoking triggered by nicotine contained in cigarettes, this is supported by research based on the results of the study it was found that high smoking frequency can cause nicotine dependence and contribute to mental disorders (Kurnia *et al.*, 2020). Cigarettes affect brain function and the nervous system, increasing the risk of anxiety, depression, and bipolar disorder. This bipolar disorder can trigger excessive impulsive behavior. Based on the results of an interview with one of the farmers in Samatan Village, he explained that his emotions are often excessive when he is too saturated with several things, such as a house payment that coincides with his son's college tuition.

"...I understand, cigarettes have an effect on the mind, especially when you are stressed, tired when your children ask for tuition fees, there is nothing to sell anymore, you temporarily run to cigarettes mas, at least it calms you down temporarily, if you stop, you will think more until you can't rest mas..." (Mr. Ja'I, 50 years old).

Source: Interview, 2024

Based on the explanation above, farmers in Samatan Village have a positive view of cigarettes because they are considered to help concentration, reduce stress, and strengthen social ties. However, their awareness of the negative impacts of smoking, both in terms of health and the environment, is still low. This shows a contradiction between the perceived benefits and the understanding of the risks of smoking but more intensive education and socialization efforts are needed to increase farmers understanding of the negative impacts of smoking, both in terms of health, economy, and social aspects. Community empowerment programs that focus on increasing health awareness and better financial management can help change the mindset and behavior of smoking among farmers.

Motivation of Smoking for Farmers in Samatan Village

The motivation for smoking among farmers in Samatan Village, Propopo Sub-district, Pamekasan Regency is part of a deep social phenomenon. This habit is passed down from generation to generation, making it a part of everyday life. Some of the main motivations include the influence of family, peers who work and socialize together, and the environment. In addition, smoking is also often part of religious and cultural events, such as tahlilan and other religious activities.

Based on Maslow's theory, individuals will try to fulfill low-level needs first before moving on to higher levels (Maslow, 1954). When basic needs are well met, higher-level needs will become the main motivator for a person's behavior. The purpose of providing motivation is to improve employee performance, satisfaction, and well-being and create a positive work environment (Schiffman & Wisenblit, 2018). This goal includes aspects such as improving morale, productivity, and employee participation in the organization. Motivation also aims to maintain stability, loyalty, and good relations between employees and the company. For farmers, motivation to smoke depends on various factors such as the environment, social pressure, and cultural habits, as well as to fill spare time in the midst of busy work on the land.

The most influential factor for farmers motivation to smoke is that the majority of farmers think that smoking is the same as helping shopkeepers (70%), based on the results of an interview with one of the shop owners in Propopo District, Mrs. Horik, she said that the interest in buying cigarettes is still quite high even though prices have risen, and there tends to be no difference when prices rise or remain, there are only a few consumers who ask why the price is more expensive than before.

"...The best-selling products are still cigarettes and bottled drinks. Even though the price goes up and consumers complain, they still buy them. This is because cigarettes are now considered a basic necessity for men..."

Source: Interview, 2024

According to one informant, the increase in cigarette excise rates did cause a decline in sales, but this effect was only temporary. After a period of consumer adaptation to the new prices, sales usually return to normal. The drop in revenue is only felt in the first month or two after the price increase. Shop owners cope with the increase in cigarette prices by adjusting stocks according to existing capital, so that the impact of decreased income is not too detrimental to their business, and the business continues to run stably despite fluctuating prices, this is supported by research where an increase in cigarette prices by 50% to 100% is predicted to significantly reduce smoking habits, both by reducing the prevalence of smokers and

reducing the number of cigarettes consumed per day (Kartika *et al.*, 2019). As many as 12% to 32% of smokers plan to quit if prices increase by that much, with most of them reducing their cigarette consumption first. Higher price increases also encourage smokers to switch to cheaper brands. A farmer informant stated that when cigarette prices rise, he chooses to “*Tingwe*” (*Linting Dewe*) using leftover unsold tobacco, so that his expenses can be diverted to other needs.

Cigarettes that cannot be separated in a religious/cultural event are one of the motivations for farmers, as is the case if there is an activity in the village hall/religious event such as Haul, etc., which is one of the main treats is cigarettes placed in a glass container and placed in several places, where in one religious/cultural activity, the owner of the hajatan spends quite a lot of money just for cigarettes alone, as well as the research conducted by the Tengger Tribe culture, cigarettes have a very important role, especially as part of offerings or sajen (Afifudin, 2018). One of the offerings that use cigarettes is Pitrah or Gedang Ayu, which is a form of respect for the spirits of ancestors. In this ritual, various offering materials commonly used by the deceased during his lifetime are prepared in one container, including cigarettes.

The majority of farmers in Samatan Village, Pamekasan, consider smoking as the main motivation for their work, with strong influences from the social environment, family, friends and culture. Smoking has become an important part of daily life and has a special role in religious and cultural events. In addition, the motivation that cigarettes contribute to state revenue through excise taxes and support the local economy, especially small traders and MSMEs, strengthens their position in society. Stall owners have also shown adaptability to price fluctuations, reflecting the interconnectedness of smoking with entrenched social, economic and cultural structures.

Meaning of Smoking for Farmers in Samatan Village

In Samatan Village, Proppo Sub-district, Pamekasan Regency, smoking transcends the mere act of consuming tobacco; it embodies a complex cultural and social significance for local farmers. For many, smoking is viewed as a rite of passage, symbolizing the transition from adolescence to adulthood and reflecting maturity and independence. Beyond its individual implications, smoking serves as a vital means of socialization and a customary break after laboring in the fields. It is not just about the tobacco itself; it is about preserving traditions, expressing identity, and reinforcing social bonds among farmers. A significant aspect of the meaning of smoking for farmers is its role in honoring guests, with 72.5% of farmers acknowledging this practice. In many Indonesian cultures, offering cigarettes is seen as a gesture of politeness and respect (Afifudin, 2018). This cultural norm is deeply embedded in society, as illustrated by the traditions of the Tengger Tribe, where *klobot* or *kobot* cigarettes symbolize “*rasa kang abot*” or deep feelings, representing empathy and solidarity. Sharing cigarettes is perceived as a way to strengthen social ties and brotherhood, reflecting the value of togetherness that is paramount in Tengger culture.

This tradition was evident during a visit to Mr. Dayat's home in Samatan Village, where guests were offered food and cigarettes as a sign of respect, even if they did not smoke. Additionally, many farmers are inspired to smoke by respected figures in their community, such as kiyai, elders, and traditional leaders, with 69.5% of farmers citing this influence. This mirrors findings from research on the Batak Angkola tradition in Padangsidempuan, where cigarettes play a crucial role in traditional ceremonies, symbolizing respect and enhancing the atmosphere during community gatherings (Siregar *et al.*, 2021). The ritualistic nature of smoking is further emphasized by the patterned behavior observed among farmers, who typically smoke during breaks, after meals, or following a day's work. This habitual smoking has become an internalized ritual, indicating a normalization of smoking behavior within the community. Alarmingly, many farmers perceive cigarettes as a “*daily necessity*,” highlighting a high level of dependence on smoking. This normalization presents challenges for public

health interventions aimed at reducing cigarette consumption, as efforts must address not only the physical dependence on nicotine but also the deeply rooted psychological and socio-cultural factors that sustain this behavior (Ulinuha *et al.*, 2022)vv.

Social factors within the surrounding environment also play a significant role in shaping smoking behavior among farmers, with 62.8% acknowledging the influence of their social context. Research conducted in Pangarengan District, Sampang Regency, supports this notion, indicating that family, school, and peer environments significantly impact smoking habits, particularly among adolescents (Sutha, 2019). The environment, defined in psychological terms as everything that influences individual behavior, is crucial in developing character and lifestyle choices. For instance, during routine gatherings, such as a recitation event in Samatan Village, men often congregate and light cigarettes while waiting for the activities to commence. This behavior illustrates how smoking is woven into the fabric of social interactions and community life.

In summary, the research conducted in Samatan Village reveals that cigarettes hold a multifaceted significance in the lives of local farmers. The majority view smoking as an integral part of their daily existence, supported by cultural and social dimensions. Traditions, such as those in the Tengger Tribe, regard cigarettes as symbols of empathy and social cohesion, while the Batak Angkola customs highlight their importance in ceremonial contexts. Furthermore, the influence of social environments, including family and community relationships, plays a crucial role in shaping smoking behavior. Addressing the complexities surrounding smoking in this context requires a nuanced understanding of these cultural and social factors, alongside targeted public health initiatives aimed at reducing tobacco use.

Farmers Expenses

According to Statistics Indonesia, farmers consumption expenditure consists of food and non-food consumption. Food consumption includes spending on family food, while non-food consumption includes other needs such as housing, health, and transportation (Pulungan *et al.*, 2020). Based on the 2018 Basic Health Survey, tobacco consumption in the population aged 15 years and over reached 33.8%, an increase from 2016. Household expenditure on tobacco ranks third after rice and shows the significant impact of tobacco on household expenditure patterns. Average weekly per capita expenditure on tobacco continues to increase, influenced by rising cigarette prices and dependence on cigarettes, where smokers tend to allocate expenditure to buy cigarettes rather than reduce consumption (Kosen *et al.*, 2017).

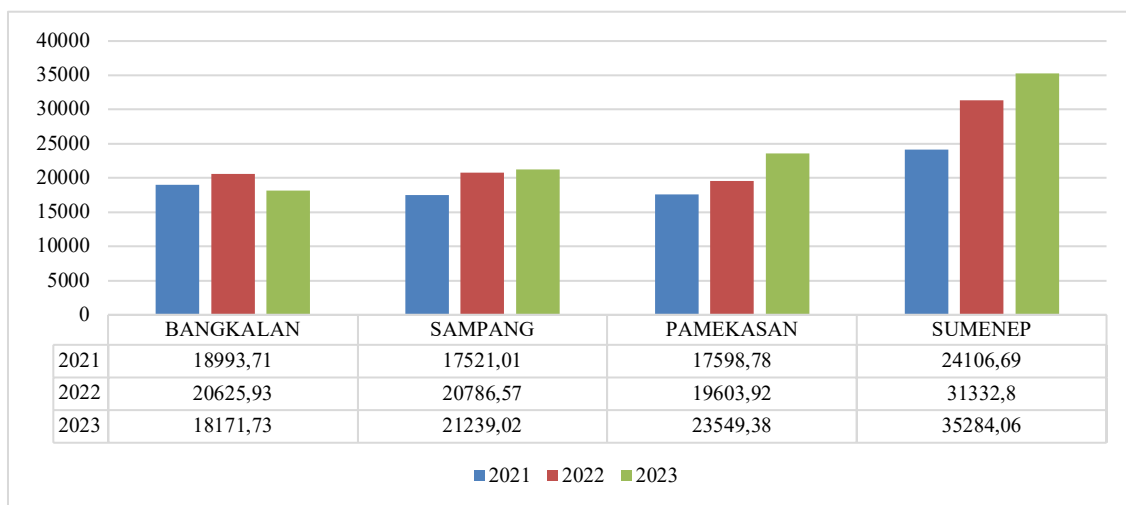


Figure 1. Diagram of Average Cigarette Expenditure in Madura in a Week (IDR)

Source: (BPS Kabupaten Pamekasan, 2024)

Data from four districts in Madura showed an increase in cigarette expenditure in 2021-2023, with Sumenep district recording the highest expenditure in 2023 at IDR 35,284.06, and Pamekasan district experiencing a 2.2% increase to IDR 21,239.02. Research revealed that even though cigarette prices rose, consumption remained high because prices were still considered affordable (Sarosa & Purwanti, 2019). The addictive and inelastic nature of cigarettes makes consumers keep buying them, even prioritizing them over other needs, which can worsen the economic condition of the family. In Samatan Village, the average daily expenditure of farmers reached 34% or Rp 59,720 for food needs, such as rice, fish, chicken, milk, tea, and kitchen spices consumed daily. Non-food expenditure averaged 32% or IDR 58,830, allocated to personal and household needs, including gas, petrol, vehicle maintenance, fertilizer, and labor wages. Meanwhile, the average expenditure on cigarettes also reached 34% or IDR 60,660. Cigarette purchases vary, with some buying 2-3 packs a day, while others buy 1 slop for two days, which is also provided for workers during fertilization or harvesting.

Table 3. Daily Expenditure of Farmers in Samatan Village for Food and Non-Food Groups (IDR)

Item Group	Expenses (Days) in Rupiah
Rice	2.109.500
Fish / Shrimp / Squid	1.056.000
Chicken/Beef Meat	1.180.500
Eggs and Milk	396.500
Vegetables	105.500
Fruits	123.000
Oil and Coconut	287.000
Food and Beverages	41.500
Coffee/Tea/Sugar	342.500
Cigarettes	6.066.000
Gas	156.000
Gasoline	545.000
Electricity	641.500
Water	944.000
Cable TV	420.000
Internet	300.000
Bathing Needs	115.000
Dues	120.000
Vehicle Maintenance	449.000
Vehicle Tax	1.121.500
Rice Field Needs	851.000
Education	147.000
Health	73.000

Source: Primary Data Processed, 2024

The pattern of community expenditure in Desa Samatan shows a relatively balanced distribution between food and non-food expenditure, although there are some interesting findings. In terms of food expenditure, the community allocates funds for rice amounting to Rp 2,109,500 and chicken/cow meat amounting to Rp 1,180,500, followed by expenditure on fish/shrimp/squid, eggs and milk, vegetables, and fruits. As for non-food expenditure, electricity is the largest component with a value of Rp 641,500 per day, followed by gasoline at Rp 545,000 and cable TV at Rp 420,000. People also allocate funds for internet of Rp 300,000, bathing needs of Rp 115,000, and health of Rp 73,000 per day. This data shows the high demand for electricity and mobility in the village, and indicates that there is good access to information through cable TV and the internet.

According to data from the March 2021 National Socio-Economic Survey (Susenas) released by BPS Tebo District, the average per capita expenditure of the community reached IDR 1,011,685 per month. Of this amount, spending on rice amounted to IDR 75,120, eggs and

milk IDR 23,812, vegetables IDR 66,071, and fruits IDR 21,164 (Jambi Province Central Bureau of Statistics, 2022), it can cause children from smoking families to be 5.4 times more at risk of stunting than children from non-smoking families. This reinforces the importance of controlling cigarette consumption. The high expenditure on cigarettes reaches Rp 6,066,000, far exceeding expenditure on other basic needs. This is reinforced by research which shows that cigarette consumption accounts for 11.9% of total household expenditure in urban areas and 11.24% in rural areas, making it the second highest expenditure after rice consumption (Puspasari, 2021). This phenomenon shows an imbalance in household expenditure priorities, where the allocation for cigarettes is greater than the food needs that are more essential for family health and welfare.

This phenomenon reflects a distortion of priorities in household spending, where the allocation of funds for cigarettes, which is detrimental to health, takes up a very large portion compared to the need for nutritious food that is essential for family growth and health. This not only impacts the economic well-being of families but also has the potential to create an intergenerational cycle of poverty through an increased risk of stunting in children. This situation demonstrates the importance of more effective tobacco consumption control efforts as well as education on the prioritization of household spending to improve the quality of family nutrition and health.

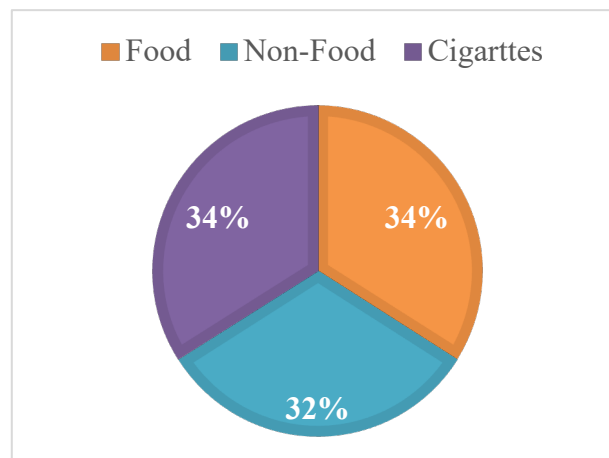


Figure 2. Percentage Diagram of Average Farmer Expenditure in Samatan Village (Days)

Source: Primary Data Processed, 2024

Household tobacco consumption has a significant impact on family expenditure, often reducing nutritious food budgets and potentially increasing the risk of malnutrition and weakening family food security. Restricting tobacco consumption is considered one way to strengthen household food security (Rastiyanto Amrullah *et al.*, 2022). Data from the Central Statistics Agency (BPS) shows that households with a monthly income below IDR 1.5 million allocate more than 50% of their budget to food needs, reflecting the prioritization of nutrition as a survival strategy. Welfare levels are measured by BPS based on per capita expenditure above the poverty line, where a smaller percentage of expenditure on food compared to total expenditure is considered a higher indicator of welfare. In 2023, the poverty line in Kabupaten Pamekasan was set at IDR 431,127 per month or approximately IDR 14,371 per day (Badan Pusat Statistik Kabupaten Pamekasan, 2023). This is confirmed by the findings of the UI Center for Social Security Studies, which revealed that children from smoking families have a 5.4 times higher risk of stunting (P2PTM Kemenkes, 2018). This condition shows how the priority of spending on cigarettes can sacrifice the need for nutritious food and have an impact on the quality of family health, especially among farmers in Samatan Village.

CONCLUSION

This study revealed two main findings. First, among farmers in Samatan Village, cigarettes have a complex socio-cultural meaning as a stress reliever, concentration enhancer, and symbol of social solidarity, reinforced by the perception of its contribution to the economy through excise tax. Secondly, cigarette consumption patterns show expenditure almost on par with food, reflecting a national phenomenon where tobacco is a priority for household expenditure. This indicates a potential negative impact on the economic welfare of farming families, especially in fulfilling food and nutrition needs. The findings also highlight the complexity of public health interventions in farming communities, where socio-cultural aspects of smoking need to be considered in designing tobacco consumption reduction programs. A holistic approach is needed that not only focuses on health aspects, but also considers socio-economic and cultural dimensions in an effort to change smoking behavior among farmers.

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