

PROCEEDING CONFERENCE PROGRAMME

iconpo 2011

International Conference on Public Organization

CHALLENGE TO DEVELOP A NEW PUBLIC
ORGANIZATION MANAGEMENT
IN THE ERA OF DEMOCRATIZATION
Comparing models in various countries

Yogyakarta Indonesia, January 21-22, 2011

ICONPO 2011 is Organized By

Department of Government Affairs and Administration
Faculty of Social and Political Science
Universitas Muhammadiyah Yogyakarta

In Collaboration with Korea University, Thammasat University
and Universitas Ngurah Rai Denpasar



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Jl. Lingkar Barat, Tamantirto, Kasihan, Bantul
Daerah Istimewa Yogyakarta 55000

Phone : +62 274 387 656 Faximile : +62 274 387 646

E-mail : ilmupemerintahan@umy.ac.id

Website : <http://www.pemerintahan.umy.ac.id>

Publication and Editor Team
Dyah Mutiarin, Utami Dewi, Eko Priyo Purnomo
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Kamaruddin Yusuf and Ahmad Sobari

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This proceeding is a collaborative work done between Faculty of Social and Political Science of Universitas Muhammadiyah Yogyakarta, supported by Korea University, Thammasat University Thailand, and Universitas Ngurah Rai Denpasar. We dedicate this proceeding as an academic collaboration momentum of an International Conference on Public Organization "Challenge to Develop a New Public Organization Management in The Era of Democratization" which had held by Department of Governmental Studies Faculty of Social and Political Science of Universitas Muhammadiyah Yogyakarta, on January 21st – 22nd, 2011, in Yogyakarta, Indonesia.

We wish to thank the Rector of Universitas Muhammadiyah Yogyakarta Ir HM. Dasron Hamid, M.Sc for giving the license to drive this conference. We also express my sincere gratitude to Prof. Sunhyuk Kim of Korea University as our Keynote Speaker. Special thanks go to all of the honorable our paper reviewers for the Proceeding those are Assoc. Prof Azhari Samudra of Universitas Ngurah Rai Denpasar, Prof. Dr. Jin- Wook Choi from Korea University, Prof. Dr. Miftah Thoha, MPA from Universitas Gadjah Mada, Prof. Francis Loh Kok Wah, PhD from University Sains Malaysia, Prof. Dr. Azhar Kasim, MPA from Universitas Indonesia, and Dr. Vidhyandika D Perkasa from Center for Strategies and International Studies Indonesia (CSIS), Prof Amporn Tamronglak and Dr. Soparatana Jarusombat from Thammasat University, without their contribution this paper will never come into being. We also thank to the ICONPO committee, and all collagues for their support to this conference. We thank to all the paper presenters and participants who contributed through their papers in this proceeding.

This proceeding is divided into 10 themes, those are:

1. Environmental changes and collaboration in public organization.
2. Need assessment of public issues in public organization.
3. Design of structure organization in democratic era
4. Planning and Decision making .
5. Human resources management.
6. Culture and ethics of public organization in democratic era;

7. Communication practices in public organization
8. Transformative Leadership .
9. Current Management Information system in electronic era.
10. Performance measurement

Reason for selecting these themes is because the wave of democracy has influence the dynamics of public organization, a well known institution model related to governmental, non-profit, and non-governmental organizations. The dynamic of public organization management in response to democratic era, now encompasses more challenging issues. The issues such the shifting paradigm from government to governance could be seen as the trend drives to the reform of government. The concept of governance means that the government must improves the functions of public organization management process. The process must be efficiently, effectiveness, responsiveness, transparently, participative, and accountable. Other important issues are the growing of gender mainstreaming, public policy processes and the dynamic of civil society which have demanded a changing management of public organization. The most important thing so that public organization could challenge in the democratic era is to improve and develop a new public organization management. Therefore, public organization needs to respond, explore and develop innovative management. It challenges the scholars and practitioners to explore and develop new models of public organization management by drawing the experience and lessons learned of their countries

Thus, the proceeding explores the issues and challenges to develop a new public organization management in the era of democratization. We hope this proceeding will benefit the readers, academicians, politicians and scholars on more about a new way to develop public organization in this democratization era.

Yogyakarta January 21st 2011

Head of Government Science
Dr. Suranto

Dean of Faculty of Social and Political Science
Dr. Nurmandi

PREFACE

The first paper as Keynote Speech written by Sunhyuk Kim (Professor, Department of Public Administration, Korea University) entitled **Globalization and Policy Change: The Case of Korea**. This paper emphasizes on "neoliberal" globalization. The writer argues that neoliberal globalization is just one type of globalization, and it is likely that in the future another type of globalization may emerge. "Varieties" of economic, political, and public administration systems in the world will respond differently to the new wave of globalization. It is essential, therefore, to craft a more prudent national strategy to flexibly and comprehensively deal with different kinds of globalization. The writer examines how Korea has coped with the challenge of globalization, by analyzing how the latest neoliberal globalization has affected governmental restructuring and policy transformation in Korea since its democratization in 1987. It is underscored that Korea needs a better national strategy to handle future waves of globalization—potentially of the non-neoliberal nature. I sketch out the main contents of such a new national strategy, primarily focused on the need to build and nurture more effective multi-sector governance system, increasing communicative and collaborative capacity of all the sectors involved.

The second paper was written by Su-jin, Yu, 3rd semester of master's course Korea University entitled **Conflicts in Environmental Policy-making in Korea: The case of Gyeyang Mountain Golf course**. In this research studies about the Gyeyang Mt. golf course development plan (GGDP) which has shown sharp conflict aspect. Commonly, environmental conflicts in the policy-making have two different belief systems such as environmental conservation and environmental development. Based on this two different belief system, various stakeholders united as a policy actor. Coalition actors from two different values enforce a different strategy to policy-making.

The third paper written by Laila Kholid Alfirdaus of Government Department Faculty of Social and Political Science Diponegoro University Semarang Central Java Indonesia titled **Governing the Disaster-Prone**

Community. Public organisation does not only deal with problems which is regular in its nature, periodical, and in orderly situation. More often, public organization faces uncertain circumstances that the way of governing as usual cannot be applied. One of the notable constraints in governing community for public organization to manage is disaster. Firstly, disaster often comes at an unpredictable time. Secondly, disaster often bears considerable risks even beyond a public organisation's capacity to deal with. Its quick attack often results in much longer impacts. Thirdly, any single thing, such as food supply, sanitation, water supply, shelter, and so forth, suddenly turns into emergency, meanwhile the public organization has usually shortcomings in resources. Fourthly, any demand for the public organization quickly moves into a big pressure, therefore public organization easily becomes the subject of failure once they are unable to tackle the complex situation. Considering such the specific nature of disaster, there is a clear need for public organization to apply specific governing strategies. This paper tries to elaborate some thinking on governing the disaster-prone community, especially for developing nations, using experiences in various countries. Such a thinking becomes important since it is the developing nations that use to have problems in their bureaucratic structure. A change of mindset in public organization in which disaster should not be treated as business as usual rather as in a crisis is one of the keys. A deep thinking on how to manage the interrelation with some non-government organizations, economic society, academic society, and the media in emergency and recovery based on context and culture, is also worthwhile.

The fourth paper entitled **The Sustainability of Jakarta as the capital city.** It is written by Hartuti Purnaweni Public Administration Program, Environmental Study, Post Graduate Program, Diponegoro University. This paper aims to find out efforts to be done to Jakarta as the Capital City of the Republic of Indonesia. Jakarta has turned from merely old day traditional port to the present day of a megapolitant figure, where skyscrapers mount in many places. Jakarta is an area with low topographic feature as it is situated at the coastline, in particular North Jakarta. As time goes by, the city becomes less convenient as settlements due to traffic jam, flood, land subsidence, land water deficit, inadequate green space, severe air pollution, etc. Jakarta's carrying capacity has been passed over. New public management system is needed. Therefore, a new paradigm has emerged concerning its status replacement as the Indonesian capital city, and to make it a more livable city. Three alternatives are proposed for the solution.

The fifth paper entitled **Democratization and Environmental Politics of Natural Resources Management** at Local level written by Edi Santosa, Governmental Program, Social and Political Faculty, Public Administration, Post Graduate Program, Diponegoro University. The paper aims to deliver the idea that Environmental democracy is not new in Indonesia since it stated its commitments in Rio Declaration in 1992 and World Summit on Sustainable

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Development in 2002. However, empirical evidence shows that the commitment to implement the ideal is still far behind. In theoretical, policy and empirical area, discussing environmental sociopolitical aspects should include all stakeholders in it. In managing environment and natural resources, both politicians and government officials have the political power as representatives of the state. Their political actions should cover activities of development policies which are oriented towards sustainable development, whether at local, national, regional and global. Rondinelli and Chema (1993) stated that the state should be committed to pursuing sustainable development across the region – it calls for a clean and green environment with fully established mechanisms for sustainable development to ensure the protection of the environment, the sustainability of its natural resources and the high quality of life of its people and neighbours in one earth.

The sixth paper entitled **The Implementation of Social and Environmental Responsibilities's Regulation by PT Karya Tangan Indah Bali** written by Ni Putu Tirka Widanti, Universitas Ngurah Rai, Denpasar, Bali, Indonesia. The paper aims to analyze the most prominent CSR activities of PT Karya Tangan Indah, those are the environmental re-cycling and social religious supports to the traditional village where the company is situated. PT. Karya Tangan Indah's CSR programs are affected by the party receiving supports and the internal organization. From the analysis, it has been found that PT. Karya Tangan Indah's CSR programs on recycling and social religious supports have managed to attract the community's enthusiasm. It is because the ritual ceremonies in the traditional village where PT. Karya Tangan Indah operates are held regularly and involve the entire community members. Based on the analysis findings, it is recommended that the future PT. Karya Tangan Indah's CSR programs should involve the community members commencing from the planning up to the evaluation processes. It is necessary to involve them for sustainable programs and for addressing their needs and priorities. In addition, their involvements are hoped to be able to duly plan and organize the allocated budgets.

The seventh paper is **Impacts Of Decentralization On Environmental Management In Thailand**, written by Soparatana Jarusombat, Ph.D of Faculty of Political Science, Thammasat University, Bangkok, Thailand. This paper describes the process, institutional and legal framework within which the environmental management operates in Thailand. It specifically focuses on the decentralization within central and local government's role in environmental management. The aim of the paper is to examine how interface between the central and local loci of power have affected pieces of legislation relating to management of the environment by central and local government in Thailand.

The eighth paper is titled **An Empirical Study of the Autonomy of Thai (Autonomous) Public Organizations** written by Associate Professor Amporn Tamronglak, Head of Public Administration Department and Director of Executive Public Administration (EPA) Program, Faculty of

Political Science, Thammasat University, Bangkok, Thailand. The latest Administrative Reform in Thailand in 1999 reflected the influence of New Public Management (NPM) perspectives, leading to a drastic restructuring of age old bureaucracy. "Agencification" or creating new single purpose agencies was one of various approaches to face lift bureaucracy in the name of "Public Organizations or Autonomous Public Organizations (APOs)" to be free from tedious regulations and hierarchical commands of politicians. Since (Autonomous or Quasi-autonomous) Public Organizations Act has been issued in 1999, there are approximately 29 agencies created. This paper aims at attacking and analyzing the issue of autonomy of Public Organizations in Thailand, which is the main reason in hiving off from their original organizations. The theoretical basis of autonomy employed in the study is drawn from Peters Verhoest and others, particularly in the areas of personnel and financial management. Constructive questionnaires were employed and collected between June and August 2010 from all 29 Public Organizations. In-depth interviews with the agency's executives were conducted to gain insight knowledge of the concept in practice. The statistical analysis shows that Thai APOs are more or less independent from the politicians. Though the legal and administrative structure of their establishment, they somewhat recognize and are responsive to the demands of the relevant Ministries. On the contrary, they are able to maintain the balance and handle the pressure in such a way that the agencies can carry out and accomplish the government policies professionally and cost-effectively.

The ninth paper written titled **Government Antismoking Campaign: Quixotic Dream Or Confident Expectation?** By Subiyanto of Wijaya Putra University. Smoking habit was one of global problems, but the effects of it are very dangerous on smoking related diseases, so Indonesian Government had to take the genius actions. This study investigated the effects of Government Antismoking Campaign on Behavior of Smoking in East Java. Research model was adopted from the Theory of Reasoned Action dan the Theory of Planned Behaviour introduced by Ajzen and Fishbein modified by DeVries et al. The population were smokers or someone who have experience with cigarette smoking in East Java, sampling method by Multistage Cluster Random Sampling in three stages. Data analysis utilized Structural Equation Modelling (SEM) used AMOS 4.01. Hypothesis analysis used regression Weight standardized estimates, compare p value in 5percent significancy, if p value < 5percent is mean significant. This study found four negative significant hypothesis and two not significant hypothesis. The effect of Government antismoking campaign on Attitude toward smoking behaviour and on Subjective norm of smoking are not significant, while effect of Attitude toward smoking behaviour on Refusal skill, the effect of Subjective norm of smoking on Refusal skill, are negative significant. The effect of Refusal skill on Behavioural intention to smoke, and the effect of Behavioural intention to smoke on Behaviour of smoking are also negative significant. There were

recommendations for Indonesian Government, cigarettes industries and collaboration among government and cigarettes industries.

The tenth paper entitled **Leading to Improvement? The Politics of ISO 9001:2000 Transfer to Local Service Delivery** and written by Wawan Sobari, Lecturer and Convenor of the Department of Political Science, Faculty of Social and Political Science, University of Brawijaya Malang. This paper addresses three main questions concerning the process, impacts and external evaluation of the transfer of ISO 9001:2000 to service delivery at the local secretariat office in the Regency of Malang Indonesia. Its methodology applies qualitative approach to build understanding by intensifying the research process aimed to obtain the full picture of the transfer. This paper shows some important findings around this transfer; first, the decision to transfer is a result of social process aimed to build better image of the office. As well, a policy network, ranges from local to international actors, has constructed the ISO 9001:2000 implementation as the best practice in service delivery. Finally, the certificate attributed to the implementation of ISO 9001:2000 cannot adequately assures the improvement of technical capacity of the office. Rather, it has created dependency on assurance server to sustain the performance improvement. Thus, this transfer has created a qualified office, not an educated office that is self-achieved fulfilment in delivering better service.

The eleventh paper **Democracy and Growth Revisited : An empirical study using fsQCA** written by Dong-Hyun Choi, Graduate Student, Department of Public Administration, Korea University. This paper will analyze The relationship between political freedom and economic growth has been a much scrutinized topic over the past few decades. According to Barro once the impact of other exogenous factors are controlled for, the effect of democracy on growth is weakly negative. He further raised the possibility of a nonlinear relationship between democracy and growth. Barro's work, while convincing in terms of methodological rigor and interesting in terms of the observations made, nonetheless is hardly free from the flaws that may potentially undermine the credibility of his arguments. This is the point of departure for this article. The first section of the article discusses the potential flaws evident in Barro (1996), and suggests ways to improve upon his work. The second section introduces fuzzy set qualitative comparative analysis (fsQCA) as an alternative methodological approach, and analyzes the relationship between democracy and economic growth using fsQCA. The analysis generally concurs with the nonlinearity hypothesis suggested by Barro (1996): democracy does in fact disparately impact economic growth at different levels of democracy. For full democracies and authoritarian regimes, causal combinations indicate that democracy has a positive impact on economic growth. For flawed democracies and hybrid regimes with intermediate levels of democracy, the dynamic between democracy and economic growth is revealed to be negative.

The twelfth paper entitled **Competition for jurisdiction over food industry in Korea** was written by Sung Eun Park, Korea University. This paper points out the matter of food safety management system with a view of competition for jurisdiction over food industry among the Ministry of Health and Welfare and the Ministry for Food, Agriculture, Forestry and Fisheries and affiliated organizations. Each ministry has separate basic positions and approaches to food industry policy: regulation and promotion. The policy image has been changed into "regulation" as public anxiety and concern for hazardous foods has grown since the end of 1990. They complete take charge of promoting or regulating the food industry by establishing or amending laws, expanding organizations and mobilizing a coalition. Coordination by policy committee, cooperation between agencies, and integration of agencies were introduced as measures to eliminate unnecessary competition for jurisdiction.

The thirteenth paper written titled **Making Strategic Plan Works In Local Government: Challenge And Problems, A Case Study of Strategic Plan Implementation in Yogyakarta Special Province** by Achmad Nurmandi and Eko Priyo Purnomo of Universitas Muhammadiyah Yogyakarta. The term of strategic plan is a new type of plan in Indonesian government that introduced since 1999 based on Law No. 22/1999. As a new approach, government organization has tried to set priorities and allocated scarce resources according to the formulated vision and mission. Meanwhile, these strategic efforts have not been successful achieved yet, including in Yogyakarta Province. This essay examines the implementation of strategic plan in Yogyakarta Special Province. The Yogyakarta has vision and missions that are looked at this paper as basis of analysis. Measuring on how they can reach their goals and missions is an appropriate way to analyze the how the strategic plan works. Using qualitative data and choosing a case study method, this research also have conducted in-depth interviews with bureaucrats in Yogyakarta. First of all, the Yogyakarta province tried to providing the strategic plan to be followed by government officer in their activities according to strategic design and planning school approaches. Secondly, most of local government's agencies are less understand on their vision and missions. Thirdly, Zero-sum game effect, reaching the goals and mission are difficult because most of their budget is spending their salary. Fourthly, The strategic plan has been implemented but it has not executed the strategic zone whose it support for dealing with mission from number two to six .

The fourteenth paper written titled **Improving Indonesia Civil Servants REVITALISASI PELAYANAN PUBLIK MELALUI ANALISIS JABATAN 'Performance Through Job Analysis** by Dyah Mutiarin "Dr. Dyah Mutiarin- Department of Government Affairs and Administration Universitas Muhammadiyah Yogyakarta. The red tape phenomenon in Indonesia civil servants performance Khusus berkaitan dengan birokrat pemerintah, banyaknya persoalan yang timbul dalam pemerintahan selama ini pada

dasarnya menunjukkan rendahnya kemampuan dan kurangnya sikap dari aparaturnya untuk mencoba peduli dan membantu masyarakat serta pengguna jasa pemerintahan lainnya dalam memenuhi kebutuhannya. This shows the lack of ability and lack of capacity to carry government tasks. This phenomenon needs improvement. Improving the quality of the state apparatus resources is directed to realize the professional human resources, neutral, and prosperous for civil servants as well as citizen at large. Hal itu merupakan faktor penting dalam menunjang peningkatan kapasitas dan akuntabilitas kinerja instansi pemerintah. This is an important factor in supporting capacity and accountability of civil servants as well as state apparatus. Analisis jabatan diperlukan dalam pengembangan pegawai yang pada hakekatnya adalah suatu upaya pemenuhan kebutuhan tenaga kerja secara kualitatif sesuai dengan persyaratan pekerjaan yang ditentukan dengan mempertimbangkan kepentingan-kepentingan individu pegawai untuk dapat mengembangkan potensinya seoptimal mungkin mencapai karier setinggi-tingginya di dalam organisasi. Therefore, in order to achieve the quality of human resource in civil servants, the government need to continue to improve the application of merit system in the administration of personnel management by implementing job analysis. The future of structure bureaucratic organizations as public organization tend to be slender but rich in function. The concept of 'the right man in the right place in the right time' needs to be applied correctly in order in filling the vacancy actually forward the principle of professionalism through the process of job analysis.

The fifteenth paper titled **Career Path Development for Indonesian Public Servant** by Utami Dewi, S.IP, MPP and Dra. Atik Septi Winarsih, M.Si of Government Affairs and Administration Department, Universitas Muhammadiyah Yogyakarta. Decentralization demands more competent and professional public servants, so that they can perform jobs well particularly in delivering services to society and in maximizing local resources. However, several problems surrounding civil service management have hampered this decentralization goal. These obstacles come from government regulations, institutional relationship and human resources. There are some regulations on civil service affairs but many of them are incompatible. Ironically, moreover, the important regulation on public servant management-career path development- has not been formulated yet. This career path development is crucial since it guides the staff to plan their job position in the future. Moreover, it is beneficial for manager in the public sector to conduct staff placement and promotion. Therefore, the formulation and implementation of career path development is a must to find the best staff in the right job. In doing so, performance measurement that consists of performance appraisal, competency test and fit and proper test may be chosen as a model. This paper will reveal this career path development by firstly evaluating the practice of recruitment; promotion and mutation; salary; and performance appraisal system in recent Indonesian studies.

The sixteenth paper was written by Jin-Wook Choi, Associate Professor, Department of Public Administration, Korea University entitled **Anticorruption Agencies and Reform: The Case of the KPK in Indonesia**. This paper analyze the establishment of an anticorruption agency (ACA) due to reduce corruption in a county in this case is Indonesia. This paper examines the effectiveness of anticorruption law enforcement functions of the KPK, the Indonesia's ACA that was created in 2003 and identifies key challenges that lie ahead of the KPK. By adopting key performance indicators, this paper finds that the KPK has been successful in carrying out three-pronged anticorruption strategies—repression, prevention and public relations, which is congruent with strong public support to and trust in the KPK. However, the KPK faces several challenges posed by inherent structural limitations and external political forces that may threaten the efficacy of the Commission's anticorruption functions. While the public has to show continuous strong support to the KPK, the Commission must effectively perform legally mandated and socially expected anticorruption functions with high integrity and discipline in order to become a de facto ACA.

The seventeenth paper written by Bonefacius Bao entitled **Robust Ondoafi Powers in Central Urban Communities (Studies Authority Ondoafi in Jayapura Papua)**. This paper aims to find out Ondoafi in the capital to actualize its power, and care for it so the power of capital in the middle of an urban community. There are three power capital Ondoafi namely social capitals, symbolic and material. Assuming the persistence of capital even living in urban areas had to survive because they have the ability to manage symbols, manage social relationships and manage the economy. Allegations were proven because of the discussion about the workings of the three capital Ondoafi power, can be in the know that Ondoafi respond to change with the actualization of such capital through a revitalization strategy, adaptation and repositioning. Those capitals are not working alone but comes along. Ondoafi convert into equity capital one another so that there is a logical relationship with his rule. Capital-capital is reproduced and exchanged with each other. In practice the power to show how the three capital Ondoafi able to manage its power to make strategic changes. Ondoafi thus becomes very important and strategic for anyone who needs it.

The eighteenth paper was written by Arundina Pratiwi, entitled **Transformation of public organization Culture in Indonesian Democratic Era**. The main problem discussed on the paper provide an understanding about the transformation of public organization culture in Indonesian democratic era. Literatures research, both from books and media publications, on current development of transformative public services performed by several regional governments provides the primary conceptual foundation for investigating the effect of democratization process on the transformation of public organization culture in Indonesia. Additionally, this paper reveals the specific example on transformation of

organizational culture in the regional government of Jembrana in Bali which is currently often used as the best example for other regional governments across Indonesian archipelago. Jembrana case can be classified as a success of public organization culture transformation, with its main goal to overcome the bad image of Indonesian public institutions in serving public needs. The achievement of Jembrana can be used as an important example to motivate other regional governments to improve their commitment on providing good public services.

The nineteenth paper is **An Analysis of the Effect of Press Freedom on Corruption: Evidence through a Cross-Sectional Data Analysis** written by Songhee Yoo, mastercourse student, Korea university. This study attempts to find the relationship between the government corruption and the media based on Latham's democratic theory. First of all, the empirical results of this study show that the autonomy of the media reduces corruption. It can be seen as an element of direct democracy that makes up for the constraints of indirect democracy. In addition, the writer further investigated the impact of the economic level and social globalization on corruption through the empirical research. Therefore, when the anti-corruption policy is established, the administrator should carefully consider whether the policy runs the risk of suppressing the economic growth of a country. And globalization is an opportunity to establish anti-corruption agencies and institutions. Because increasing the level of trust with other countries brings down corruption in the field of related work. Finally, determinant element of reduced corruption is identified as femininity. However, the simple increase in the employment of women may not be the solution. If the organization wants to reduce corruption, they must increase the culture of femininity. Efforts should not stop at recruiting more female workers, but rather focus on the improvement of organizational culture.

The twentieth paper entitled **Organizational Communication licensing Office of Yogyakarta City to Achieve Service Performance** and written by Yeni Rosilawati lecturer of UMY, Communication Department majoring in Public Relations subjects, Krisna Mulawarman, lecturer of UMY, Communication Department, majoring in a broadcasting subjects, and Dian Kusumadewi alumni of Communication Department UMY, graduated in 2009. The paper focus on Licensing Agency it is an organization in the field of services still relatively new, however Licensing Office of Yogyakarta city has a strong commitment in carrying out its functions. Awards obtained Jogjakarta City Government Licensing Service Award include Investment Award from BKPM as City Best One Stop Service Providers in 2007 later in the year 2008 Licensing Office Title again awarded the Excellent Service Award 2008 as the image of one government agency that has the quality of public services best. This study sought to describe the steps the Licensing Office of organizational communication Jogjakarta City Government to improve service performance.

The twenty first paper entitled **Potential Users and Critical Success Factors of e-Government Services: the Case of Indonesia** written by Ali Rokhman, Post Graduate Program in Administration Science, Jenderal Soedirman University. This paper elaborated more on Implementation of e-government in Indonesia began in 2003. However, until then the public services that provided through e-government are still very limited in quantity as well as quality. Based on the research the internet users are they who have the characteristics in majority consist of: female, have age in twenty one to thirty years old, have bachelor education degree, and they have been using the Internet for a period of seven to nine years. Considering this phenomenon therefore from the government's perspective, the most critical factors for successful implementation of e-government are the e-leadership and the opportunity to develop employees' capacity in the technical training on e-government.

The twenty second paper entitled **Bureaucracy Culture and Leadership in Indonesian E-Administration Implementation: Based on Perspective of Knowing and Learning Organization** written by Ayuning Budiati and Rudiant Komara the paper focus on Indonesian E-administration implementation involves bureaucratic culture and leadership issues. Those issues appear due to the change that occurs if e-administration is implemented nationally. Implementing e-administration can be risky, expensive and difficult because public employees are not being motivated to improve and provide policy about ICT. This situation causes a lack of policy including operational guides at every level of government to improve ICT. Improvement of ICT literacy and skill is needed in Indonesia's e-administration implementation. The paper will analyze those factors regarding the organization's paradigms: organization as learning and knowing organization.

The twenty third first paper written by Gyuseong Park, Korea University entitled **Internet Regulatory Policy in Korea: Its Origins, Impact, and Changes**. The paper aims to show the reason why the Korean Internet regulatory policy to ensure safety has its own uniqueness which cannot be observed in other countries; using external plug-in program instead of built-in and highly dependent upon specific platform. According to the study following the institutional approach of regulatory policies, these "Korean-style" regulations were created to solve technological constraints in the early beginning stage of development of Internet transactions, but these regulatory policies results in many "unexpected outcomes," such as strengthening monopoly in Operating system and Web browser market, customers' inconvenience, and paradoxical outcome which regulations intended to enhance security eventually weaken the safety. These regulations have been challenged, and recently announced its abolishment by Korean government due to its negative consequences. Based upon this case, the paper argues that the technological factor, inertia of institution, and various actors and their interests around regulatory policies are important to understand these

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regulatory policies, and it contends that IT regulatory policies should be technologically neutral because these policies cannot catch up the rapid evolution of these industries.

The twenty fourth paper entitled **Decentralization, accountability and local government performance in Indonesia** written by Sujarwoto, PhD Student at Institute for Social Change University of Manchester UK and Yumarni, Lecturer on the Department of Public Administration, Jenderal Soedirman University Purwokerto Central Java Indonesia. This article contributes to an understanding the linkage between local government accountability, corruption, and citizens' participation. Departing from critiques on fiscal federalism theory, we propose hypothesized pathway through which decentralization can lead better local public service performance. The basic hypotheses underlying this research is that decentralization will result in better local public service performance only if mechanisms for strengthen political accountability are established within local governments. Without strong political accountability, decentralization only creates powerful incentives for political and bureaucrat agent to capture local political process and misallocate public resources. The writer tested these hypotheses against evidence from 155 newly empowered local governments in Indonesia. Governance Decentralization Survey Data (GDS) is used to examine the linkage between decentralization, accountability and local government performance in the country. The results of simple and multilevel regression model broadly support the hypotheses. Less corruption, higher local government accountability and citizen's political participation are all associated with better local government performance. In contrast, poorly performing local public services are often deeply rooted in their political and social contexts. Local governments often fail to provide better public service when political accountability is absent due to weak checks and balances, lack of transparency, and weak electoral incentives. These effects remain statistically robust across all regression specifications.

The twenty fifth paper written by Septiana Dwiputrianti, Senior Lecturer and Head of Postgraduate Program School of Public Administration, the National Agency for State Administration (STIA LABandung, West Java, Indonesia entitled **How Effective is the Indonesian External Public Sector Auditing Reports Before and After the Audit Reform for Enhancing the Performance of Public Administration?**. The research aims to enrich the existing administration, accountability, and auditing of public sector literature. Two main research questions; firstly, how is the quality of information in the audit reports of the BPK; secondly, what are the key factors influencing the effectiveness and ineffectiveness of information in the audit reports.

The study revealed that the executive's history had historically neglected the roles and functions of BPK. Auditors lacked independence as the executive influenced the administration and finances of BPK. Auditors also had lack of opportunity to increase their professionalism. Since there was little incentive

for auditors not to accept audit fees from auditees, the objectivity and integrity of auditors was reduced significantly. Since the third amendment of 1945 Constitution in 2001, the Indonesian government had reformed laws and regulations related to public sector auditing for strengthening BPK. In situation where the Indonesian public administration needs immediate reform, BPK keeps trying to improve its professionalism and independence to provide qualified audit reports. BPK has been given much attention to education, training, and the development of other skills and knowledge; implemented remuneration; applied a rewards and sanctions. This study revealed a significant improvement in the amount and quality of in audit resources, including numbers of qualified auditors, representative offices, information and technology, and modern equipment. However, many new auditors lack of experience and lack of diverse educational backgrounds in addition to accounting and finance for conducting performance auditing. To enhance the quality of public administration and accountability, this study gives recommendations for BPK in (1) strengthening its independence, (2) expanding auditor's professionalism and competency in risk management (3) improving the facilities of the training centers, (4) increasing follow up of audit reports, (5) evaluating laws and regulations, (6) enforcing the implementation of performance auditing.

The twenty sixth paper Titled **The Strategy For Improving Public Services Delivery In Indonesia** by **Dr. Suranto**, Department of Government Science, Muhammadiyah University of Yogyakarta and **Awang Anwaruddin** of Center of Research and Development for Information System and Administration Automation, National Institute of Public Administration of the Republic of Indonesia. The crisis of public services in Indonesia has spread out to almost all sectors for decades. The poor level of public services performance suffered by customers is mainly indicated by sluggish service processes and excessive service cost. Various public policies have been undertaken to improve public services performance; however, no significant improvement is perceptible.

This paper attempts to find a strategic solution to improve the public services in Indonesia. Through a depth analysis, a positive answer is recommended: The Indonesian Government should carry out a comprehensive approach of bureaucratic reform, including the bureaucratic institution, management, human resources, and service culture. Since the reform is complicated and massive, however, it should be carried out incrementally, through preliminary, implementation, and evaluation stages.

The twenty seventh paper titled **Analysis Of Democratic Public Service Network Case Study in Urban Transportation Service in Makassar City**, South Sulawesi Province, Indonesia by: **Dr. Alwi, M.Si**. In general, public services organized by government bureaucracy are still serious problem, including urban transportation services/public transportation in Makassar City. In this case, urban transportation services in Makassar City have not

been able to provide service as expected by citizen. As principle of democracy, citizens are "masters" who must be delivered service satisfactorily by state officials. Therefore, government bureaucracy, in fact, must understand the needs of citizens and this is what writers call democratic public service. Theoretically, to solve complex problems such as problems of urban transportation services necessary inter-organizational networks, because many institutions and associated with it. Merging the two concepts into the concept of democratic public service (urban transportation) network is a new concept in the science of public administration. Inter-organizational network aims to use resource efficiently and effectively, as well as a democratic public service aims at making citizens as the focus of public service through their involvement in the process of solving public problems. This study aims to describe the implementation of democratic public services (urban transportation) network in Makassar City. This study used qualitative methods and case study research strategy to uncover the deeply democratic public services network. Data collection techniques used was observation, in-depth interviews, and documents. Processing technique and data analysis is the analysis of qualitative descriptive case study. The result of research pointed out that the implementation of democratic public service (urban transportation) network in Makassar City has not been effective.

The twenty eighth paper titled **Balance Theory** by Dr. Inu Kencana Syafii. When people ask why today Islam is blasphemed throughout the world — forbidden wearing headscarves in France, in the United States its presence is examined and in Australia its organizations were disbanded — with various accusations we did not expect, this was because Islam is one of the world paradigms worried shifting all previous paradigms. After weakened communism socialism and capitalistic liberalism is the only wide world paradigm, they concerned about the return of the — according to them — tyrant rule, then it is anticipated with slander and propaganda. However, inevitably, humankind will understand goodness, truth, and the beauty, also in ethics, logic and aesthetics. So where are the ideologies sitting in case Koran assembled all the disciplines of science, moral ethics, and nuances of art? How about Al Fatihah which became Prolegomena and *preamble*, in addition to reading of the prayer becoming the rhythm of worship? It should be impregnated that Al-Fatihah is the core essence of transcendental thinking in three world grand narrative

Yogyakarta, January 21th, 2011

Editors:

Dr. Dyah Mutiarin
Eko Priyo Purnomo, SIP, M.Res.
Utami Dewi, SIP, MPP

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GOVERNMENT ANTISMOKING CAMPAIGN: Quixotic Dream or Confident Expectation?

Subiyanto^{*)}

ABSTRACT

Smoking habit was one of global problems, but the effects of it are very dangerous on smoking related diseases, so Indonesian Government had to take the genius actions. This study investigated the effects of Government Antismoking Campaign on Behaviour of Smoking in East Java. Research model was adopted from the Theory of Reasoned Action and the Theory of Planned Behaviour introduced by Ajzen and Fishbein modified by DeVries et al.

The population were smokers or someone who have experience with cigarette smoking in East Java, sampling method by Multistage Cluster Random Sampling in three stages. Data analysis utilized Structural Equation Modelling (SEM) used AMOS 4, 01.

Hypothesis analysis used regression Weight standardized estimates, compare p value in 5percent significance, if p value < 5percent is mean significant. This study found four negative significant hypotheses and two not significant hypotheses. The effect of Government antismoking campaign on Attitude toward smoking behaviour and on Subjective norm of smoking are not significant, while effect of Attitude toward smoking behaviour on Refusal skill, the effect of Subjective norm of smoking on Refusal skill, are negative significant. The effect of Refusal skill on Behavioural intention to smoke, and the effect of Behavioural intention to smoke on Behaviour of smoking are also negative significant.

^{*)} *Subiyanto, graduates of Doctoral Program (Marketing Management Specialization) of Brawijaya University, currently as a Graduate Program lecturer of Wijaya Putra University, Surabaya. E-mail: subiyanto_m@yahoo.com*

There were recommendations for Indonesian government, cigarettes industries and collaboration among government and cigarettes industries.

Key words: *Government antismoking campaign, refusal skill, behavioural intention to smoke, and behaviour of smoking.*

I. INTRODUCTION

Within 150 years of Columbus's finding "strange leaves" in the New World, tobacco was being used around the globe. Its rapid spread and widespread acceptance characterise the addiction to the plant *Nicotiana tabacum*. Only the mode of delivery has changed. In the 18th century, snuff held sway; the 19th century was the age of the cigar; the 20th century saw the rise of the manufactured cigarette, and with it a greatly increased number of smokers. At the beginning of the 21st century about one third of adults in the world, including increasing numbers of women, used tobacco. Despite thousands of studies showing that tobacco in all its forms kills its users, and smoking cigarettes kills non-users, people continue to smoke, and deaths from tobacco use continue to increase.

Many types of disease symptoms appear after a long time began smoking, make smokers fall in the real trap. Symptoms can appear within 15 - 40 years later, such as heart disease. Conversely, the more quickly someone stops smoking will avoid the risk of danger due to tobacco consumption. Within the next 10 years, ever smokers will have the same risk in the contract of disease with someone who had never smoked (Zaatari 2001).

US Environmental Protection Agency since 1992 have stated that tobacco smoke was carcinogenic, the material causes of cancer. Institutions reminded that cigarette smoke contains more than 4,000 chemical compound, 200 of them already known dangerous. Among the 200 kinds of hazardous chemical substances known, namely, nicotine, tar and carbon monoxide, can be mentioned some of the other chemical substances, including sulfur dioxide, ammonia, acetone, arsenic (the rat poison), toluene, cadmium and cyanide acid (US Department of Health and Human Services 2000). Nicotine can damage the nervous and circulatory system. This substance can also cause lung cancer.

On the basic of health considerations, many countries applied antismoking campaign. According to Lee (1997) antismoking campaign was the initial stimulus for healthy behavior. While Hu, Sung and Keeler (1995) wrote, state of California issued a California Tobacco Tax and Health Promotion Act., increase tax for each packet of cigarettes from the US \$10

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cents to US \$35 cents, starting in January 1989. This causes increase in government revenue of 20 percent is used to promote health education program to reduce cigarette consumption. During April 1990 until June 1993, the state spent about U.S. \$ 26 million for the State antismoking campaign, an amount that has not been done by the United States government in a campaign to change behavior in relation to public health. Raising the price of cigarettes can also reduce cigarette consumption significantly. According to MMWR reports (1996) and Lee (1997), increase the cigarette tax is combined with a antismoking campaign will be more effective in pressing the consumption of cigarettes than the cigarette tax increase alone, while Grossman and Chaloupka (1997) and Lee (1997) said that raising tax will result in raising the price of cigarettes that must be paid by smokers.

How do the cigarette industries respond to government antismoking campaign? For example of Philip Morris in the United States may take 60 years for research to obtain the type of tobacco which low tar and nicotine. Vector Tobacco use technology that can significantly reduce the attack of cancer as a result of cigarettes with the same taste as conventional cigarettes with lower Polycyclic Aromatic Hydrocarbon (PAH) compound in cigarette (Nowell 2001).

Similar with United States government and other countries, the Indonesian government also conducted a antismoking campaign by mandatory inclusion a warning label: "Government Warning: SMOKING CAN CAUSED CANCER, HEART ATTACK, IMPOTENCY AND INTERFERENCE ON PREGNANCY AND FETUS" on each pack of cigarettes. In this antismoking campaign, beside the cigarette factories to include a warning label on each pack of cigarettes or in their any advertisings, Indonesian government also apply raising cigarette tax policy, making the regulation of tobacco and creating smoke-free environment. In order to manage tobacco products and their derivatives, Indonesian government issued Government Regulation No. 19/2003 on the Security Cigarettes for Health.

Based on the above reasons, this study wanted to examine the influence of Government Antismoking Campaign on Behavior of Smoking in East Java, based on The Theory of Reasoned Action and The Theory of Planned Behavior (Ajzen 1985; 1988; Ajzen and Fishbein 1980; Fishbein and Ajzen 1975). This study wanted to see the possibilities of the change of smokers behavior tend to "decreasing" or "quitting". There are four types of Behavior of Smoking, those are (1) wishes to reduce the frequency of cigarette smoke, (2) cares with the danger level of incidence of a disease caused by smoking, (3) explores alternatives in cigarette smoke and (4) desires reductions in frequency or even intentions to quit.

Research Questions

1. Do Government antismoking campaign have significantly negative effect on: (a) Attitudes Towards Smoking Behavior, and (b) Subjective Norms of Smoking.
2. Do Attitudes Towards Smoking Behavior have significantly negative effect on Refusal Skill ?
3. Do Subjective Norms of Smoking have significantly negative effect on Refusal Skill?
4. Do Refusal Skill have significantly negative effect on Behavioral Intension to Smoke?
5. Do Behavioral Intension to Smoke have significantly negative effect on Behavior of Smoking?

Objectives

The research aims to examine:

1. The effects of Government Antismoking Campaign on Attitudes Towards Smoking Behavior, and Subjective Norms of Smoking.
2. The effects of Attitudes Towards Smoking Behavior on Refusal Skill.
3. The effects of Subjective Norms of Smoking on Refusal Skill.
4. The effects of Refusal Skill on Behavioral Intension to Smoke.
5. The effects of Behavioral Intension to Smoke on Behavior of Smoking.

Benefit

This research examined the influence of Government Antismoking Campaign on Behavior of Smoking which are expected to happy ending: (1) Tax acceptance by Indonesian government; (2) Cigarette industries still established and bigger in the future; (3) People (smokers) remained healthy. The results of this research can also be a reference to GAPPRI (Association of Indonesian Cigarette Factories) in constructing its members to create a safer cigarette products for consumers.

At least, this research will enrich science scope, especially Government Policy, Marketing, Consumer Behavior (in this research was Behavior of Smoking) and the industries counter-advertising against government antismoking campaign, because as was said by Gatignon (1984), company advertising may provoke competitors to increase its advertising budget.

Conceptual Framework

Conceptual Framework adopted the Theory of Reasoned Action and the Theory of Planned Behavior which developed by Ajzen and Fishbein (Ajzen 1980; Fishbein and Ajzen 1975), two theories have been modified by

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DeVries et al. (1988) with changing the "behavior control" variable with Bandura's self-efficacy variable. Both theories explain that behavior is the result of behavioral intentions. In this view, smoking behavior occurs because of a prior behavioral intention to smoke. Although theorists acknowledge that behavioral intention will not precede a specific behavior 100percent of the time, people generally perform in accordance with their intentions (Ajzen 1980; Fishbein and Ajzen 1975). Prior research on use of cigarettes and smokeless tobacco has supported this premise (Norman and Tedeschi 1989). The formation of behavioral intentions to smoke is a function of two variables: attitude and subjective norm (Ajzen 1980; Fishbein and Ajzen 1975). Intentions are the immediate determinant of behavior. Intentions, in turn, are determined by three constructs: Attitudes Toward Behavior, Subjective Norms, and Self-efficacy. The Theory of Planned Behavior claims that other factors beyond the three constructs can only influence behavior by shaping Attitudes Toward Behavior, Subjective Norms, and Self-efficacy (Flay et al. 1993). So, Government antismoking campaigns can only affect the smokers if that variable joined with the three variables, Attitude towards smoking behavior, Subjective Norms of Smoking and Refusal Skill. According to this two theories, Attitudes Towards Smoking Behavior are a mathematical function of both the value and perceived consequences of cigarette smoking, and Subjective Norms of Smoking are the product of their perceptions of approval of smoking from significant others and their motivation to comply with significant others (Flay et al. 1993). Conceptual framework of the research was described in Appendix 1.

Hypothesis

H1: Government Antismoking Campaign have significantly negative effect on: (a) Attitudes Towards Smoking Behavior, and (b) Subjective Norms of Smoking.

H2: Attitudes Towards Smoking Behavior have significantly negative effect on Refusal Skill.

H3: Subjective Norms of Smoking have significantly negative effect on Refusal Skill.

H4: Refusal Skill have significantly negative effect on Behavioral Intension to Smoke.

H5: Behavioral Intension to Smoke have significantly negative effect on Behavior of Smoking.

METHOD

Research design

This research was called survey research, because it was done by taking a sample of the population, and as a principal means of data collection used questionnaires (Singarimbun and Effendi 1995). This research was also called explanatory research, the research conducted with the symptoms that arise decipher the object of research, with the aim to explain the causal relationship among the research variables through hypothesis test. Views of nature, this research was called a cross-sectional research. The research approach was quantitative research, which emphasis on testing theories through the measurement of the variables and data analysis and statistical procedures with the aim to hypothesis testing (Indriantoro and Supomo 2002). Reviewed the characteristics of the problem and the types of relationships among variables, this research was called correlational research, because it aims to test and explain the causal relationship among the research variables. According to the concept of thought in this research based by the Theory of Reasoned Action and the Theory of Planned Behavior which developed by Ajzen and Fishbein, the approach in this research was called Conceptual approach (PPSUB 2004).

The questionnaires were assigned to the respondents were the modifications of a variety of sources (WHO 2001; California Adult Tobacco Survey 1998; California Department of Health Services Tobacco Control Section 2001; American Stop Smoking intervention Study 1991; Somerset Smoking Advice Service 2004; National Center for Chronic Disease Prevention and Health Promotion 2003, Rustin 2000; Kozlowski 1999; Pierce et al. 1998; Okashi 2002; Elizabeth et al. 2000; Jennifer 2001), adjusted to the data analysis techniques that use Structural Equation Modeling (SEM).

Location

Research was conducted in East Java, because East Java was the biggest region of cigarette industries, so the research results were expected to be representative. In East Java, exist three (75 percent) of four giant cigarette industries (Gudang Garam, Sampoerna and Bentoel), and 16 small scale cigarette factories (47 percent) of 34 small scale cigarette factories (Sudarmadi 2003).

Population and Sample

Population in this research were all the people who have experience with a cigarette in the East Java, which consists of four groups, namely (1)

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Experimenters, the smokers are still in the stage of trying to suck up a cigarette, (2) *Occasional-Smokers*, the smokers who smoke at a certain times, for example, at the time to gather with their friends, or at the reception or party, or depressed at the time of life (stress), the group is clearly not smoke cigarettes every day, (3) *Established / regular-Smokers*, the smokers who smoke a cigarette every day and smoke cigarettes have been at least 100 cigarettes in their life and (4) *Ever-Smokers*, namely the people take up smoking at least 100 cigarettes in their life, but at this time has stopped (California Department of Health Services Tobacco Control Section 2001). Randomized sampling method used in this research. The area is quite broad, so we used multistage cluster sampling method, in three stages.

Respondents were not differentiated in terms of:

1. Age: adolescents, adults and parents, because the results of the WHO study (King et al, 1996) in European countries, established / regular-smokers both men and women began smoke cigarettes at 11 years old.
2. Smokers qualification: heavy smokers, moderate smokers, and light smokers.
3. Kind of cigarette: Use a filter or not, cigarette / cigar, SKT / SKM (cigarette rolled by hand / machine), the actual nicotine, tar and Carbon Monoxide (CO) in the cigarette.
4. Cigarette type: "light", "mild", "ultra-light".

Respondents were all the people who had experience with a cigarette that consisted of four different groups, the experimenters, occasional-smokers, established/regular and ever-smokers. Sample size determination based on Hair et al. (1998) and Ghozali (2004), in which according to Hair et al. (1998), the sample size depends on the number of indicators which were used in all the variables multiplied by 5 to 10. Structural Equation Modeling (SEM) was used where the sample size has an important role in the interpretation of SEM output (Ghozali 2004). Sample size provides a basis for estimating of sampling error. With the model estimates using the Maximum Likelihood (ML), minimum required sample were 100. If the sample were more than 100, ML increased sensitivity method to detect the differences, between the data. Once the sample to be large (above 400 to 500), method becomes very sensitive and always result in a significant difference, so that the size of Goodness-of-fit to be ugly. Next, Ghozali recommends that the sample size ranged from 100 to 200 should be used for ML estimation method.

Data Collection Procedure

Primary data collection in this research is done using the techniques and procedures of questionnaires and interviews. The questionnaire is the primary instrument in collecting primary data. After the questionnaire submitted to the respondents, the next step is to evaluate the questionnaire. The questionnaire given to respondents were 284 bundles. Collection of 284 respondents who submitted on the earlier the re-collection of 221 (77.82 percent). From 221 the collection of questionnaires returned, there were 25 collection questionnaire stated not feasible, and the rest of the questionnaire 196 bundles (69.01 percent) qualified as a primary data source. Number of 196 bundles questionnaire were eligible (Hair et al. 1998 ; Ghozali 2004). Collection of the questionnaires were from Surabaya 38 bundles, Lamongan 16 bundles, Mojokerto 19 bundles, Jombang 18 bundles, Nganjuk 12 bundles, Kediri 15 bundles, Malang 18 bundles, Banyuwangi 21 bundles, Tuban 11 bundles Pasuruan 13 bundles, and Jember 15 bundles. Distribution of the questionnaire was conducted in early January until March 2007.

Reliability and validity of research instruments.

There were two basic requirements which must be fulfilled so that the questionnaire can be purpose of research, the instrument must be valid and reliable (Cooper and Emory 1996). In this research, the instruments used were valid and reliable.

Assumptions test of SEM

Assumptions that must be fulfilled in the collection procedure and processing the data analyzed by SEM were Sample size, Normality, Linearity, Multicollinearity and Outliers test data (Ferdinand 2002).

Classification of variable

There were six variables, namely "Government Antismoking Campaign", "Attitude towards smoking behavior", "Subjective Norms of Smoking", "Refusal Skill", "Behavioral Intension to Smoke", and "Behavior of Smoking". These variables were classified into two groups, namely *Exogenous variables* and *Endogenous variables*. *Exogenous variables* were the variables which were not influenced by previous variables. Government antismoking campaigns was exogenous variable. The five other variables, namely Attitudes Towards Smoking Behavior, Subjective Norms of Smoking, Refusal Skill, Behavioral Intension to Smoke, and Behavior of Smoking were endogenous variable, the variables which were affected by the previous variables. The six variables were unobserved variables, where

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the variables that can not be measured directly, so that they can be measured, each of these variables were described by their indicators.

In this research conducted numerous synthesis, namely (a) determination of Exogenous variables in the model, Government antismoking campaign (X), had never been found in the research which adopted the Theory of Reasoned Action and the Theory of Planned Behavior, and (b) in determination of indicators, nine indicators adopted from McGahee and Tingen (2000) and Flay et al. (1993) raised to 20 indicators.

Operational Definition of Research Variables

Government Antismoking Campaign (X)

Government Antismoking Campaign (X) is the effort made by governments to reduce cigarette consumption for each resident who has been a regular smokers or prevent children and non-smokers trying to smoke cigarette, which in turn could later be established / regular smokers (Fong 2004). The entry in the scope of the government antismoking campaign were: (a) enhancement of a warning label smoking hazards, both on cigarette packages or accompanies each advertising or promotion of cigarettes, (b) changes in tax/price, should affect perceived expense or costs of cigarettes, e.g. belief that cigarettes have become expensive, (c) regulation of tobacco products and alternative nicotine delivery products (e.g. Toxicant-reduced cigarettes and smokeless tobacco products) and (d) create cigarette smoke-free environment.

Attitude towards smoking behavior (Y1)

Attitude towards smoking behavior is perceived consequences of cigarette smoking (Flay et al. 1993; Hanewinkel and Pohl 1998; McGahee and Tingen 2000). Attitude towards smoking behavior is considered personal in nature, and is based on beliefs about smoking and consequences of smoking. For example, if one believes that the result (consequence) of smoking produces no detrimental effects, his/her attitude toward smoking would be a positive one. If, however, one believes that smoking produces many detrimental effects, his/her attitude would be a negative one (McGahee and Tingen 2000).

Subjective Norms of Smoking (Y2)

Subjective norms of smoking are the product of their perceptions of approval of smoking from significant others and their motivation to comply with significant others (Flay et al. 1993). Subjective norms of smoking is the social aspect of deciding on a behavior, and encompasses significant others' beliefs about smoking and one's motivation to comply with

significant others' beliefs. These significant others may be parents, siblings, friends, or any significant person in the child's life. A child may value another person's negative or positive beliefs about smoking and have a strong motivation to comply with that person's beliefs. This would represent the child's subjective norm. Other research had shown that family relationships and school (peer) relationships correlate strongly to health behaviors. Smoking also has been linked with peer pressure, having parents who smoke, and having siblings who smoke (McGahee and Tingen 2000).

Refusal Skill (Y3)

Refusal skills were defined as the knowledge and the ability to successfully refuse offers to smoke cigarettes (Flay et al. 1993). Combined within the Theory of Reasoned Action, refusal skills serve as a "filter" through which someone's attitude and subjective norm pass while leading to behavioral intention. If someone develops strong refusal skills, this may affect his attitude and subjective norm, and result in a behavioral intention that chooses to refuse smoking offers. If, however, someone lacks refusal skills, the behavioral intention may be to smoke when offered the opportunity (McGahee and Tingen 2000).

Behavioral Intension to Smoke (Y4)

Intention to smoke strongly predicts subsequent regular use. In a review of nine studies measuring behavioral intention to smoke, 89 percent (8 out of 9) of the time, intention to smoke predicted onset in someone. The best single predictor of an individual behavior is a measure of the intention to perform that behavior (McGahee and Tingen 2000; Flay et al. 1993) and ask another person to let them try a cigarette (Flay et al. 1993).

Behavioral of Smoking (Y5)

Behavior of smoking is the behavior of smokers after they concerned to see or read the cigarettes advertisings and after the government began to promote the government antismoking campaign. Behavior of smoking described the "decreasing behavior" or "quitting behavior" (Fong 2004).

Measurement

Measurement of research variables by Likert scale in the range of 1 to 5.

Data Analysis

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Descriptive Statistical Analysis

Descriptive statistics were used to provide the respondents' characteristics (age, sex, education, occupation, income), and a description of the research variables.

Inferential Statistical Analysis

Inferential statistical analysis were used to test the influence of independent variables on dependent variables ,included multiple regression, correlation, validity test , reliability test , and test of the assumption of SEM fondation.

RESULTS

Data analysis

Test of the assumption of SEM fondation

Test of the assumption of SEM fondation, included Sample Size, Normality Test, Linearity Test, Multicollinearity Test, and Outlier Data Test was done, all test results were eligible.

Goodness of Fit Model Test

First stage of SEM analysis

Testing structural equation models to be done to see the effects of Government Antismoking Campaign on Behavior of Smoking. Based on goodness-of-fit criteria, show that Khai square = 503.59 with $p = 0.00$, GFI = 0.82, RMSEA = 0.07, AGFI = 0.78, CFI = 0.91, and TLI = 0.90, which does not meet with the critical value criteria specified. Those means that all of the criteria used indicate the less good results, which means that the model does not match with data, so that the model is not feasible to use. It mean that model had to be modified by modification indices guidance.

Final stage of SEM analysis

After the model was modified by modification indices guidance, the evaluation results show that Khai square = 228.10 is relatively small with $p = 0.29$ e" 0.05, GFI = 0.92 e" 0.90, RMSEA = 0.025 d" 0.08, CFI = 1.00 e" 0.95, TLI = 0.99 e" 0.95, all categories were good, and AGFI = 0.87 almost approaching 0.90, meets with the critical value criteria specified. This shows that all criteria used showed good results, which means that the data model

fit, it means the model feasible to use.

Hypothesis test

Structural Equation Modeling (SEM) was used in this research. SEM has abilities to analyse structural model simultaneously and more efficient than the other multivariate methods. SEM can detect direct effects, indirect effects and total effects simultaneously among variables (Hair et al. 1998). Software Amos 4.01 was used in this research.

Hypothesis test results can be known from Standardized Regression Weight by to compare p-value with 5 percent significance level ($\alpha = 5$ percent). Hypothesis said to have any significant if the probability value (p-value) < 5 percent. The test results more clearly presented in Appendix 2. From this Appendix can be seen that Government Antismoking Campaign (X) does not affect significantly either to Attitude towards smoking behavior (Y1) and Subjective Norms of Smoking (Y2), it means that Government Antismoking Campaign not yet able to influence Behavior of Smoking. So, Government Antismoking Campaign just a sweet slogan. Based on this Appendix, we found two not significant hypotheses and four negative significant hypotheses.

Direct effects, indirect effects and total effects were presented in Appendix 3. If the direct effects of independent variables on intervening variables are significant and direct effect of intervening variables to dependent variables are significant, were called indirect effect was significant. If one or both of the direct effect were not significant, were called indirect effect not significant.

Respondents

Characteristics of respondents according to religion, sex, age, marital status, history of education, income every month, work status, and smoker status were presented in Appendix 4.

Discussion

The effects of Government antismoking campaign (X) on: Attitude towards smoking behavior (Y1), and Subjective Norms of Smoking (Y2).

Government antismoking campaign did not has a significantly negative effect, both on Attitude towards smoking behavior (loading factor 0.660; and p-value 0.119) and on Subjective Norms of Smoking (loading factor 0.479) and p-value 0.193). The effects of Government antismoking campaign on Attitude towards smoking behavior and Subjective Norms of Smoking, were not significant, but positively loading factors, or in other words, the patterns effects of Government antismoking campaign encourage someone

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The effects of Attitudes towards smoking behavior (Y1) on Refusal Skill (Y3).

Attitude towards smoking behavior had significant negative effect on Refusal Skill (loading factors -0.524; p-value 0.004), it mean that the higher views of someone on smoking habits will decrease the ability to reject cigarette bids from other people, or decreased ability to reject the desire / willingness to smoke cigarettes.

The effect of Subjective Norms of Smoking (Y2) on Refusal Skill (Y3)

Subjective Norms of Smoking had significant direct effect negatively on Refusal Skill (loading factors -0.441; p-value 0.020), it mean that higher subjective norms of someone smoking habits will decrease the ability to reject cigarette bids from other people or decrease the ability to reject desire /willingness to smoke cigarettes. Subjective Norms of Smoking is the social aspect of deciding on a behavior, and encompasses significant others' beliefs about smoking and one's motivation to comply with significant others' beliefs (McGahee and Tinggen 2000). Subjective norms of smoking of someone smoking is closely related with the influence of friends (Flay et al. 1998), and / or have smoker parents and smoker sibling (Flay et al. 1998; Murphy and Price 1988).

The effect of Refusal Skill (Y3) on Behavioral Intension to Smoke(Y4).

Refusal Skill had significant direct effect negatively on Behavioral Intension to Smoke (loading factors -0.8, p-value 0.000), it mean that higher Refusal Skill will decrease desire /willingness to smoke cigarettes. This study support research Flay et al. (1993), which also adopted the Theory of Planned Behavior. Refusal Skill is related to efforts to prevent someone starts smoking. Shope et al., (1993) also proves that there was dose relationship between Refusal Skill with decreasing in alcohol consumption.

The effect of Behavioral Intension to Smoke (Y4) on Behavior of Smoking (Y5).

Directly, Behavioral Intension to Smoke had significant direct effect negatively on Behavior of Smoking (loading factors -1.080 ; p-value 0.000), it mean that the higher willingness / desire to smoke cigarettes, someone be more reluctant to leave smoking behavior, it mean that he/she remain or even increase his/her smoking behavior. This study support research

III. CONCLUSIONS

1. Government antismoking campaign directly had not significant negative effect on both Attitude towards smoking behavior and Subjective Norms of Smoking. Government antismoking campaign indirectly had effects on Refusal Skill, Behavioral Intension to Smoke, and Behavior of Smoking.
2. Attitude towards smoking behavior directly had negative effect on Refusal Skill. Indirectly, Attitude towards smoking behavior had a positive effect on Behavioral Intension to Smoke. Indirectly, Attitude towards smoking behavior had a negative effect on Behavior of Smoking.
3. Subjective Norms of Smoking directly had significant negative effect on Refusal Skill. Indirectly, Subjective Norms of Smoking had a positive effect on Behavioral Intension to Smoke. Indirectly, Subjective Norms of Smoking had a negative effect on Behavior of Smoking.
4. Refusal Skill directly had a significant and negative effect on Behavioral Intension to Smoke. Indirectly, Refusal Skill had a positive effect on Behavior of Smoking.
5. Behavioral Intension to Smoke directly had a negatively significant effect on Behavior of Smoking.

IV. RECOMMEDATION

Indonesian Government

1. Antismoking slogan should had more saleable and more marketable than cigarette advertising slogans,
2. Hazard warning label due to smoking should be re-designed,
3. High cigarette price perception have to surely apply to the cigarette tax increase,
4. Regulation of tobacco should be executed. Environment free from cigarette smoke should be applied,
5. Tobacco regulations, the maximum content recommended of tar, nicotine and CO gas in a cigarette,

Cigarette Companies

1. Cigarette companies had to find tobacco plant with low in nicotine, tar and the other dangerous substances,
2. Cigarette companies always seek and find tobacco machine for deleting or decreasing concentration of nicotine, tar and the other

dangerous substances in the tobacco leaves,

Collaboration among government and cigarettes companies in:

1. Tobacco Research Centre to find tobacco plant with low in nicotine, tar and the other dangerous substances through plant breeding, cell culture, tissue culture or cloning combined with genetic engineering.
2. Rehabilitation Centre for smoking-related diseases,
3. Phamaceutical companies produce medicine specifically for smoking-related diseases, and,
4. Service Centre for quitting.

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