

ABSTRACT

This study aims to determine the stigma of female smokers in Bandung regarding female smokers based on the experiences of female smokers in Bandung who have friends and family of female smokers. This study uses a descriptive qualitative research method with a phenomenological analysis approach. Using Erving Goffman's concept of stigma and feminism theory from Jone Hamnann. The research subjects were students who were studying in Bandung and the research objects were female smokers. Using in-depth interview techniques which were conducted three times at different times to seven student informants in Bandung and data validity techniques using source triangulation. The results showed that most college students had a negative stigma towards women who smoked because they had strange judgments about women who smoked, lowered the self-image and reputation of these women, did not normalize women who smoked so that they lost respect. From a feminist perspective, it provides a positive view of women who smoke because it gives women the same freedom and rights to express themselves, namely smoking. The negative stigma generated by students regarding women smokers is because some students still have traditional and patriarchal views that influence their views, namely that women smokers are naughty and dishonorable.

Keywords: Female Smokers, Stigma, Feminism, University Student's