

## **ABSTRACT**

*This study aims to determine the customary and cultural norms in Solok affecting the stigma towards women smokers in Solok. The method used is a descriptive qualitative approach using the concept of stigma according to Erving Goffman as the main theoretical framework. The research subjects were Solok people aged 17-40 years old, while the research object was female smokers. In-depth interview techniques with ten purposively selected informants in Solok, using source triangulation to ensure data validity. The results showed that most people in Solok have a negative view of women smokers. They consider that smoking behavior is not in accordance with local customary and cultural norms, and can damage the image and reputation of the woman. From the perspective of Solok customs and culture, this negative stigma arises because of traditional views that influence the perception of women smokers as people who do not comply with the norms that apply in society. The implication of this finding is the need for a more sensitive and inclusive approach in understanding local cultural factors in managing stigma towards women smokers in Solok society. This research is expected to contribute to the development of more effective social intervention strategies to reduce stigma and increase support for women smokers.*

**Keywords:** *Stigma, Women smokers, Matrilineal, Solok.*