

Impact of Advertising Media Cigarette Packaging on Adolescent Smoking Behavior

Sudirman^{1*}, Ahmad Yani², Moh. Fikri³

^{1,2,3}Faculty of Public Health, University of Muhammadiyah Palu

(*)Email Author: sudirman.aulia@gmail.com

ABSTRACT

Adolescent smoking behavior is a deviant act that can harm the teenager and those around him. The influence of chemicals contained by cigarettes such as Nicotine, Carbon Monoxide, and Tar will spur the work of the central nervous system and sympathetic conditions, resulting in increased blood pressure and increased heart rate. This study aims to determine the impact of cigarette advertising media on the smoking behavior of adolescents, especially in Talise Village. This research uses a qualitative type of research. The results of this study show that the advertising media in cigarette packaging does not affect the smoking behavior of adolescents because the advertising media packaged cigarettes are not very clear and are often improved because of the support of parents who are indirectly active smokers and also have an effect on peers.

Keywords: Advertising Media; Smoking Behavior; Teenage Smokers

INTRODUCTION

Some countries produce tobacco which is mostly used for cigarette products and then marketed in various parts of the world. One of the articles in detik.com mentions the countries listed as the country with the most tobacco incomes are China with an average of 2,397,200 tons of tobacco per year, Brazil with an average of 919,393 tons of tobacco per year, and India with an average of 555,000 tons of tobacco per year. Meanwhile, Indonesia itself is in number 6 with an average of 164,851 tons of tobacco per year (1).

Although Indonesia is listed as one of the most tobacco exporting countries in the world, Indonesia also still imports tobacco from abroad. In 2016, exports were recorded at 137,425.70 tons. Unlike Indonesia, in Bahrain tobacco does not grow, so the country imports tobacco as a raw material for cigarettes.

In Indonesia, anti-smoking campaigns are often held in Indonesia. Not only in Indonesia, in India, which according to WHO data in 2017 was recorded as the second country with the most active smokers in the world (144 million smokers or 12.5% per population) also has its own ways of anti-tobacco campaigns, such as holding smoke-free villages for example. In some States there are already tobacco-free villages, such as Andhra

Padesh and Gujarat which have stopped the sale of tobacco in some of their villages. A village in Haryana, called Shankapura, has even been free from smoking for decades because they consider this a taboo. Meanwhile, in China, there is an anti-smoking campaign by a student from the western province of China, Shanxi, who designed a sports car wrapped in a pack of used cigarettes to remind people to quit smoking. In the Kingdom of Bahrain, new regulations regarding fines are imposed for smokers who smoke in a car in front of their children (2).

The number of smokers worldwide is increasing to almost one billion people and a number of countries including Indonesia and Russia are more than ten million people smoking every day. They said the increase in the number of smokers occurred due to an increase in the number of people who have doubled over the past 50 years. Based on this latest data, the number of smokers worldwide increased by nearly 250 million people between 2015 and 2016. Although the number of smokers is increasing, the proportion of people smoking worldwide is actually decreasing (3).

Controlling tobacco use is an issue that is widely discussed in various countries around the world considering the large number of active smokers in the world. According to a 2017 WHO report on the cancerhelps.co.id website, Indonesia is ranked third in the world with the highest number of active smokers, with 65 million smokers or 28% of the population (2).

One of the points in the Power A Policy Package To Reverse The Tobacco Epidemic mentions "Warn about the danger of tobacco" which refers to the effective use of smoking hazard warnings and making efforts to provide understanding and education about tobacco and cigarette smoke to the public.

In Indonesia, cigarette products are often sponsored in sports events, with the existence of Government Regulation Number 109 of 2012 concerning Tobacco Product Control, which requires cigarette sponsors not to put logos and display product names at sponsored events. However, cigarette sponsorships often help to enliven the course of a sporting event. Article 36 of the Government regulation states that tobacco products that sponsor an institutional and/or individual activity can only be carried out by not using the trademark name and logo of tobacco products including brand image, not intended to promote tobacco products. The same article also prohibits sponsorship for the activities of institutions and/or individuals covering the media (4).

Palu City is the capital of Central Sulawesi Province with an area of 396.06 km² located in the plains of the Palu valley and Palu Bay. Palu city area is divided into 8 (eight) sub-districts and 46 (forty-six) sub-districts. The widest kecamatan is Mantikolore District which is an area of 206.80 km² (52.35%) and the worst-district is PALu Timur district which is 7.71 km² (1.95%) therefore researchers are interested in taking samples in Mantikolore District because the area and population are the largest and numerous, but researchers only take samples in Talise Village, because of the limited time of researchers and if this research is successful researchers will continue this research to many areas that classified.

So researchers are interested in researching because there are Pros and Cons in it, especially when viewed from health and economic aspects. From the health aspect, there is

a group that argues that smoking is harmful to health for both active and passive smokers because it contains many toxic substances in it, one of which is Carbon Monoxide, this compound is a gas that does not have a taste and smell if inhaled too much, red blood cells will bind more to carbon monoxide compared to Oxygen. As a result, the functioning of the muscles and heart will decrease. This will lead to fatigue, weakness, and dizziness. And there are many other harmful substances that are very much to mention, there are 250 types of toxic substances and 70 substances that are carcinogenic.

This study aims to determine the impact of advertising media (Cigarette Packaging) on the smoking behavior of adolescents in Talise Village.

METHOD

This method is carried out using a qualitative method with a phenomenological approach seeking to capture various problems that exist in society and reveal the meaning contained in it. This research will be conducted in Talise village, Palu City. This research will be carried out in June-July 2019. The determination of informants uses two techniques, namely: 1) Purposive sampling is the determination of informants by researchers with certain characteristics according to the research objectives so that they are able to get answers to the researcher's problems. 2) Accidental is the determination of informants who are directly met on the spot and in accordance with the desired characteristics.

Data collection, processing, and presentation

In qualitative research, there are two types of data collection, namely: In-depth interviews and field observations. Interviews were conducted directly on Teenagers who had purchased cigarettes in accordance with interview guidelines to obtain information regarding interest in buying cigarettes and to find out the behavior of smokers in the village of talise palu city. Observations were made by looking directly at adolescent cigarette buyers in Talise Village, as well as seeing cigarette sales techniques in Talise village. Data processing, data obtained from the results of interviews and observations are compiled based on the indicators studied and then analyzed with domain analysis techniques. The presentation of data, the data that has been obtained is then presented in the form of a narrative.

RESULTS

Karateristic Informant

In this study, there were 9 (nine) responden people, of which there were 3 (three) smokers, 3 (three) non-smokers and 2 (two) cigarette sellers, as well as one key informant of the head of the talise village

Research results

Advertising media and news play the most important role in the stage of awareness building(5). Advertising media is aimed at influencing the affection and cognition of consumers, feelings, knowledge, meaning, beliefs, attitudes and image related to products

and brands(6). Ad attractiveness is a trait that a person has that can cause a sense of interest in the advertisement being shown (7).

Knowledge

As hasi the following quote :

Do you know about the dangers of cigarettes?

According to (PL) key informant : yaa if you see in advertisements or advice from doctors yaa know

Do you know about the dangers of cigarettes?

According to (SH) smoker informant 1 : yes know ,eeee the danger can cause cancer, bouts, hypotension and pregnancy disorders I know from my friend's friend usually sy hear it just now

At what time do you like to smoke?

According to (SH) smoker informant 1 : when hanging out with friends when I finished eating, I must have smoked karana if .sy don't smoke rich it is not cool so do not know what is made.

Belief

What makes you want to keep smoking?

According to (SH) smoker informant : yes maybe it can be said because of suda addiction it is difficult to quit suda if you have time and then want to quit only difficult, anyway, what is it difficult if you don't smoke restlessly felt.

According to (OP) smoker informant 2 :to remove the burden only

Smoking Places

Is there a special place around this village for smoking?

According to (PL) the key informant :if in this talise nda is around the village nda there is free smoking place.

Where do you like to smoke?

According to (SH) the smoker informant : yaa if I can get my smoking place anywhere unless there is a writing that it is forbidden to smoke I am out of the place.

According to (OP) smoker informant 2 : at home outside with friends of friends as well.

According to (ZF) smoker informant 3 : at home, after finishing eating after finishing smoking no work at home must be smoking hanging out ama friends also smoke like that do you know where people smoke ?

According to (WR) the informant is not a smoker : ooo mostly ordinary in the canteen unismuh continue to be diiii where this is in the ordinary hukun canteen a lot there.

According to (RT) informants are not smokers 2 : usually loved most often it is in food stalls, cantoorized, in shopping centers I often also see

Cigarette Price

Do you have an age limit for cigarette buyers in talise village?

According to (PL) key informants : aii there is no it's the same we are this is a matter of how yaah if we interfere to that kind of thing Only I used to say that when eee there is an activity one example of religious activity I often say that if it is okay who has a place of business, but if the cigarette is not flat drunk, we usually drink it and, if it's a cigarette, it seems that we haven't seen it before.

If only cigarettes were sold at a price of Rp. 100,000 per bar, would brother masi want to smoke ?

according to (SH) smoker informant 1 : if iii masi pikir-think it's rich if smoking 100. 000 thousand per bar, I don't think if you want to smoke.

Peers

who first invited you to smoke?

According to (SH) smoker informant 1 : friend, see smoking friend wants to know how yaa ends up continuing.

According to (OP) smoker informant 2 : friend of a friend who b.brings cigarettes

According to (ZF) smoker informant 3 : my invitation is no one invites to smoke, the will of the senndiri heart to want to smoke because he wants to try how it feels to smoke, then after I think it turns out that cigarettes Only like that smoke suction but tranquility can be obtained from cigarettes. is there a friend of yours who invites you to smoke?

According to (WR) the informant is not a smoker 1 : pernah , yes refused

According to (RT) the informant is not a smoker 2 : if to invite so far there is no one to offer only.

According to (RV) informants are not smokers 3 : there are many in schools in smk 8.

Parents

did your parents not forbid you to smoke ?

According to (SH) the smoker informant 1:used to hide while school is now smoking with my papa hehehe.

According to (OP) smoker informant 2 :it is not forbidden what my parents also smoked.

According to (ZF) smoker informant 3 :no because the money I use ba buy cigarettes is my own money not perm money..... not money

Ask my parents again so they let me go to smoke so free.

are your parents smokers and forbid you to smoke ? According to (WR) the informant is not a smoker :00 I am not a smoker,but I am

have smoked and banned parents because my parents are not smokers

According to (RT) the informant is not a smoker 2 :if for my father's parents used to smoke too Just have quit so he forbids already sy smoking.

DISCUSSION

Knowledge

Knowledge about the dangers of cigarettes can be described as, all of his knowledge about the dangers of cigarettes is very little and not very familiar with what is contained in cigarettes. With little knowledge of the dangers of cigarettes, informants consider advertising media (cigarette packaging) not as dangerous as depicted.

This is in connection with a study conducted by lilis nor silowati in 2012 which stated that smoking behavior is not only dominated by adults and the elderly. Teenagers have also begun to have the habit of smoking 7-10 cigarettes per day, lack of knowledge about the dangers of smoking is one reason teenagers want to smoke. To increase their knowledge about the dangers of cigarettes, it is hoped that advertisements for the dangers of smoking are clarified and also for the government to increase regulations for advertising the dangers of cigarettes so that adolescents can really know the dangers of smoking (8).

Attitude

Remaja already has a readiness or willingness to act. To be not yet to act. One of the influencing factors behavior is an enabling factor is a possible factor or driver of a person in the occurrence of a person's behavior, this factor includes the means or facilities for the formation of a person's behavior.

Based on the informant's description, it can be described that the behavior of smoking buakan because it is affected by advertising media but because of trial and error and the invitation of friends until it becomes a adolescent lifestyle.

This is in connection with Dwu Setiyanto's research in 2013 stated that starting from trial and error and showing the identity of adolescents, over time it becomes a need that is considered to be able to provide enjoyment for smokers, regardless of the impact on themselves and their environment.

Belief

The belief that teenagers smoke can be described that, by smoking, they can calm down even though cigarettes are dangerous, but smokers still do smoking activities for the pleasure they get so that they become a habit.

Based on the information, the informant believes that smoking can ease the burden of thinking and calm down for those who smoke.

This is similar to Ayu Pratiwi's research in 2013 which stated that one of the things that influences smoking behavior is trust. wrong beliefs will easily bring negative behaviors such as smoking (9).

Smoking places

A smoking place can be known if somewhere there is no prohibition on smoking it is a place where a person smokes, but an area without a cigarette sap is only listed in closed rooms such as offices, places of worship and in health areas.

Based on the information of the informant, the smoking area is where there is no sign of smoking prohibition other than that it is an area for smoking.

Cigarette prices

Price acts as one of the determinants in the choice of buyers, because consumers determine whether the price is right or not. Based on the informant's statement that what if the price is not appropriate, consumers think about quitting smoking.

This is similar to dedi kurniawan's research in 2015 the large number of consumers obtained does not rule out the possibility that the company will get large profits and grow in a better direction (10).

Peers

In adolescence, peers have a strong role and influence for adolescents, especially in terms of the formation of attitudes and behaviors. One of the characteristics of adolescents is that they want to join and adjust to a group or gang. The adjustment is done by behaving the same way as the rest of the group. Therefore, teenagers often imitate their theme smoking behavior because they want to look the same as their close friends.

Based on the information of the informant, all of them stated that the first time they wanted to smoke because they wanted to join more friends so that smoking was believed to be able to increase friends.

This is related to Dwi Kencana Wulan's research in 2012 The biggest factor that encourages adolescents to smoke is the factor of adolescent curiosity about the taste of cigarettes, then the second factor is environmental factors or adolescent context. The main environmental factor is the influence of peers who smoke. In adolescence the influence of peers is very strong, one of which is in the formation of smoking behavior (11).

Parents

The role of parents as the first person in a family that interacts with the child's seorsng has a very important role in determining and developing the child's mentality to overcome the difficulties that the child is facing. It includes giving compassion, acceptance, providing all the needs of children, disciplinary rules and encouraging self-confidence competence, in presenting appropriate role models and creating an attractive environment.

Based on the information, parents have a very big influence on the behavior of adolescents so that teenagers can choose their good or bad behavior.

This is related to Hendri Gunawan's research in 2013 parents always give the best for their daughter's son, but the fact is that many parents are wrong in educating their daughter's son (12).

CONCLUSION

This study concluded that, the impact of cigarette-packed advertising media does not affect the smoking behavior of adolescents because the advertising media of cigarette packaging is not very clear and the writing is small so that it is often ignored because of the

support of parents who are also smokers so that children also model the behavior of parents and peers are also influencing adolescents to do smoking activities, smoking activities also occur due to the lack of no smoking area and the government has not provide regulations for age restrictions for cigarette buyers.

SUGGESTION

Recommendations for suggestions, bagi The Government, this research is expected to be used as a reference in evaluating cigarette advertising regulations and also provide regulations for the age of smokers which must be limited in order to control smokers. And bagi teenagers are expected to add to their knowledge of the dangers of smoking.

REFERENCE

1. Budiman MA, Djuwendah E. Analysis of Tobacco Farming in Dry Land Places. Source. 30(60):100.
2. Organization WH. Global diffusion of eHealth: making universal health coverage achievable: report of the third global survey on eHealth. World Health Organization; 2017.
3. Meiliyani AN, Rahayu UB. Effect of Smoking on Decreased Peak Expiratory Current in Active and Passive Smokers in West Barabai Village. Muhammadiyah University of Surakarta; 2017.
4. Rizky H. Implementation of government regulation number 109 of 2012 article 25 concerning the safety of materials containing addictive substances in the form of tobacco products for health in Panyabungan District, Mandailing Natal Regency. IAIN Padangsidempuan; 2019.
5. Meenaghan T, McLoughlin D, McCormack A. New challenges in sponsorship evaluation actors, new media, and the context of praxis. Psychol Mark. 2013;30(5):444–60.
6. Rahmawati N. Effect of Celebrity Endorser Use in Lux Bath Soap Advertisements on Consumer Behavior in Dama River Village, Samarinda. EJournal Communal Science. 2013;362–73.
7. Grand BC. The Influence of Endorser Credibility, Ad Attractiveness, and Advertising Effectiveness on Buying Interest (Sasha Siwak Toothpaste Study in Makassar City). Alauddin State Islamic University of Makassar; 2019.
8. Silowati LN. The Relationship between The Level Of Knowledge About Smoking With Smoking Frequency In Early Adolescents In Gayam Village, Sukoharjo District, Sukoharjo Regency. Muhammadiyah University of Surakarta; 2012.
9. Pratiwi A, Yuwono S, Psi S. The Relationship Between Self-Confidence and Smoking Behavior in Adolescents in Juwiring Village. Muhammadiyah University of Surakarta; 2013.
10. Kurniawan D, Soekotjo H. Effect of Product Quality, Price and Service Quality on Purchasing Decisions. J Science and Ris Manaj. 2019;8(11).
11. Wulan DK. Psychological factors affecting smoking behavior in adolescents. Humanities. 2012;3(2):504–11.

12. Gunawan H. Types of communication patterns of parents with children of active smokers in Jembayan Village, Loa Kulu District, Kutai Kartanegara Regency. *Ejournal Communal Science*. 2013;1(3):218-33.