

THE RELATIONSHIP OF VISUAL PERCEPTION OF HEALTH IMAGES ON CIGARETTE PACKAGING WITH ADOLESCENT SMOKING BEHAVIOR

Rama Dwissa Wiana¹, Dwika Lutfhi Permana²

^{1,2}Politeknik Sains Seni Rekayasa

Email: dwika.lutfhi.permana@politeknikssr.ac.id

Abstract

Smoking is one of the problems experienced by adolescents. Anytime and anywhere we often encounter teenagers who smoke. The purpose of the study was to analyze the relationship between the visual perception of health images on cigarette packaging with adolescent smoking behavior at SMK Dwija Bhakti 1 Jombang Class X Computer and Network Engineering Expertise Program.

Design survey analytical research with a cross sectional approach. The population in this study was all students of SMK Dwija Bhakti 1 Jombang class X computer and tissue engineering expertise program who smoked with a total of 34 students and a total sample of 31 students taken using simple random sampling techniques. Independent variables of visual perception and dependent variables of adolescent smoking behavior. Data collection with the dissemination of questionnaires, data processing editing, coding, scoring and tabulating, data analysis with statistical tests of spearman rank. The results showed that of the 31 respondents, most of them had a negative perception of 18 students (58.1%) and most of the respondents had mild smoking behavior as many as 21 students (67.7%). The value of $p = 0.03 < \alpha 0.05$ which means H1 is accepted.

The conclusion in this study is that there is a relationship between the visual perception of health images on cigarette packaging and adolescent smoking behavior.

Keywords : Smoking Behavior, Visual perception, Adolescents.

INTRODUCTION

Visual perception is a process that takes place when an individual receives a sensory stimulus through the eye as a visual device (Lukaningsih, 2010). According to Aryani (2013), the activity or activity of burning cigarettes and then smoking and exhaling them again in the form of smoke is called smoking behavior. Smoking is one of the problems experienced by adolescents. Anytime and anywhere, we often encounter teenagers who smoke. We often see adolescent smoking behavior in various places, for example stalls near schools, trips to school, bus stops, private vehicles, public transportation, even in the home environment (Tarwoto et al, 2012).

Data from the Global Youth Tobacco Survey (2014), in Indonesia 36.2% of boys and 4.3% of girls (out of 20.3% of all students) are smokers (WHO, 2015). Based on the results of RISKESDAS 2013, the age of first time smoking in Indonesia at the age of 10-14 years is 18%, the age of 15-19 years is 55.4%, the age of 20-24 years is 16.6%, the age of 25-29 years is 34.6%, and the age of 35 years and above is 3.8%. The smoking behavior of residents 15 years

and older tends to continue to increase from 34.2 percent in 2007 to 36.3 percent in 2013 which is evenly distributed across the province. East Java is one of the provinces with a high number of adolescent smokers. As many as 45% of adolescents in East Java smoke for the first time at the age of 15-19 years (Ministry of Health, 2013).

The Ministry of Health of the Republic of Indonesia has established a policy through PERMENKES No. 28 of 2013 concerning the inclusion of health warnings and health information on tobacco product packaging with labels in the form of images, writings, combinations of both, or other forms. Adolescents will perceive from what they see in the picture of cigarette packaging as stimuli that then elicit a response, so that there will be a process of selection by the senses of the eyes, interpretation of information and translation in the form of behavior as a reaction (Sobur, 2011).

Based on the results of a preliminary study conducted on March 2, 2017 at SMK Dwija Bhakti 1 Jombang with interviews with teachers, it was found that many students smoked outside of school when returning home from school. From interviews with 10 students, it was found that 6 students had smoked, 3 students still smoked until now and 1 student had never smoked. From this description, it is necessary to conduct research on the relationship of visual perception of health images on cigarette packaging with adolescent smoking behavior in the hope that this study can provide benefits for adolescents, especially to reduce smoking behavior.

RESEARCH METHODS

Research methods are methods or methods that will be used in research that are reflected through technical and operational research measures to be implemented (Notoatmodjo, 2010). This chapter describes the type of research, research design, time and place of research, population, samples, sampling techniques, frameworks, variable identification, operational definitions, data collection, data processing, data analysis and research ethics. This type of research is survey (non-experimental) research. Survey research is a study that does not intervene or treat variables, only observes natural or social phenomena that occur, or looks for the relationship of these phenomena with other variables (Notoatmodjo, 2010).

RESULTS AND DISCUSSION

A large percentage of respondents had a negative perception of 18 students (59.1%). Table 5.1 shows that the majority of respondents aged 16 years were 21 children (67.7%). Based on table 5.4 shows that out of 31 respondents all (100%) have paid attention to health images on cigarette packaging.

According to researchers, negative perceptions are influenced by experience because experience is the best teacher. Experience will make a person to learn and gain knowledge to assess something new so that with a lot of experience will make a person's perception also better. After the teen pays attention to the image on the cigarette pack, the teenager will remember from previous experience or from any previous knowledge they have gained about the content or meaning of the health image on the cigarette pack. Teens can perceive the health image on the cigarette pack as a negative thing. Negative perceptions are also influenced by age, according to researchers age will determine a person's level of maturity both physically and psychologically. A person who is 16 years old tends to already have good thinking because the older a person gets, the knowledge gained also increases so that the level of perception is also higher. We can see this in item no. 4 of the visual perception questionnaire that students start thinking about quitting smoking since seeing the picture on the cigarette pack and most students answer in agreement.

In addition, negative perception is also indicated by the average value per parameter in the visual perception questionnaire. The lowest value obtained is an interpretation parameter that states that cigarette smoke is harmful to children, can cause cancer and can reduce life expectancy.

The results of this study are supported by a study conducted by Sari, Firdaus and Andri (2016) entitled the relationship of advertising messages "smoking kills you" with smoking behavior in students at SMP Negeri 29 Banjarmasin which shows that there is no relationship between the advertising message "smoking kills you" with student smoking behavior. This study still shows that almost all respondents pay attention to the advertising message of smoking "kill you" and almost half of respondents behave in a mild smoking manner. The results of this study are also supported by the research of Bansal-Travers et al (2011) with the title The impact of cigarette pack design, descriptors, and warning labels on risk perception in the U.S

which states that most respondents have smoked, most respondents try not to think about the label warning the dangers of cigarettes after seeing it and the results of the study also state that warning labels using images aim to attract attention, encourage to think about health risks and motivate to quit smoking.

According to Sobur's theory (2011), experience will prepare a person to look for things and symptoms that may be similar to his personal experience. Meanwhile, Sarwono's theory (2010) states that age will affect the level of maturity somebody.

Alarge percentage of respondents behaved in mild smoking as many as 21 students (67.7%). Alarge percentage of respondents first smoked at the age of 10-14 years as many as 16 students (51.6%). Based on table 5.3, it shows that almost all respondents first smoked because they were influenced by friends as many as 26 students (83.9).

According to researchers the mild smoking behavior of adolescents is indicated by the average value per parameter on the smoking behavior questionnaire. The lowest value obtained is the smoking intensity parameter which states that the average respondent smokes 1-10 cigarettes in a day. Juvenile smoking behavior is also influenced by age. At the age of 10-14 years adolescence is just coming out of childhood to adulthood, so at this age adolescents usually find it difficult to adjust to their environment. At this time the curiosity of adolescents towards something new is also increasing so that they become curious and easily influenced by their environment. In addition, teenagers first smoke influenced by friends. According to researchers, adolescence is a time to find self-identity, usually teenagers prefer to hang out with their friends. They try and imitate new things they get from their friends. Moreover, teenage boys don't want to look weak and lose. If they are challenged they are trying to win. This is what makes teenagers who have never smoked will be easily influenced by their friends to smoke.

The results of this study are in accordance with the results of RISKESDAS 2013 which states that a small percentage of people in Indonesia first smoked at the age of 10-14 years. These results still show that there are still people who smoke in the early adolescent stage, namely the age of 10-14 years. The results of this study are also supported by Faridah's research (2015) entitled Analysis of factors causing adolescent smoking behavior at SMK "X" Surakarta

which states that most respondents smoke at the late adolescent stage, the first time smoking is influenced by friends, and the results of the study state that friend factors are related to the causes of adolescent smoking behavior.

This is in line with the theory of Tarwoto et al (2012) which states that the age of 10-14 years is an early adolescent stage characterized by various rapid growths, often resulting in difficulties in adjusting, and at this stage adolescents begin to look for self-identity. According to Al Bachri in Tarwoto et al (2012) one of the factors that cause adolescents to smoke is peer association.

The results of the analysis through the spearman rank test with SPSS, at an error level of 5% obtained a p value of 0.03 where the p value $< \alpha$ 0.05 then H1 was accepted, which means that there is a relationship between the visual perception of health images on cigarette packaging with adolescent smoking behavior at SMK Dwija Bhakti 1 Jombang Class X Computer and Network Engineering expertise program and $r = 0.390$ which means a low relationship level. Based on table 5.7, it shows that most respondents had negative perceptions of 18 students (58.1%) and had mild smoking behavior of 21 students (67.7%).

According to researchers after teenagers pay attention to the health images on cigarette packs, teenagers will perceive that the images on cigarette packs are negative images so that teenagers will feel scared when they see the picture and start thinking about quitting smoking. We can see this from the above facts that state that most respondents behave in mild smoking. The results of this study stated that there was a relationship between the visual perception of health images on cigarette packaging and adolescent smoking behavior. Although most of the respondents have a negative perception of the health image on cigarette packaging, in reality the respondents still smoke today and most of the first respondents to smoke are influenced by friends. It is from this factor that the level of relationship in this study becomes low.

The feeling of fear they feel when paying attention to the health image on the cigarette pack seems to disappear when they are more affected by a friend's invitation to smoke and ignore their feelings of fear of the effects of smoking. This is because teenagers spend more time with friends, so they will try and imitate new things they get from their friends. In addition,

the low level of relationship is indicated by a small difference between respondents who have a positional and negative perception, namely a difference of 5 respondents.

According to researchers the weak level of the relationship is also indicated by the item of statement no.18 on the visual perception questionnaire which states that the student perceiving someone in the picture "smoking kills you" is someone who is not afraid of death and most students give a statement of approval. From the statement is listed a picture of a healthy man, with a thick mustache, and burly against the background of the image of two skulls that are less sinister so that in this picture can be interpreted courage by the respondent.

The results of this study are in line with a study conducted by Diyono and Anggraeni (2016) entitled the relationship of perceptions of cigarette danger warning labels on cigarette packaging with smoking habits in Nusukan village, Banjarsari District, Surakarta City which states that most respondents perceive fear of cigarette danger warning labels in the form of pictures, most respondents have smoking habits in the weight category and the results of the study shows there is a significant association between perceptions of cigarette harm warning labels on cigarette packaging and smoking habits. However, from the study, it was also found that the level of relationship was sufficient. According to Lukaningsih (2010), visual perception is a process that takes place when an individual receives a sensory stimulus through the eye as a visual device. According to Sobur's theory (2011), the process of forming perception goes through 3 stages, namely selection, interpretation, and reaction

CONCLUSION

Based on the results of research conducted at SMK Dwija Bhakti 1 Jombang class X Computer and Network Engineering Expertise Program, it can be concluded that:

- 1.The visual perception of health images on cigarette packaging at SMK Dwija Bhakti 1 Jombang class X Computer and Network Engineering Expertise Program is mostly negative.
- 2.The smoking behavior of adolescents at SMK Dwija Bhakti 1 Jombang class X Computer and Network Engineering Expertise Program is mostly light.

3. There is a relationship between the visual perception of health images on cigarette packaging with adolescent smoking behavior at SMK Dwija Bhakti 1 Jombang class X Computer and Network Engineering Expertise Program

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