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# PERCEPTION OF PICTORIAL HEALTH WARNING ON CIGARETTE PACKS, SMOKING BEHAVIOUR AND WANT TO QUIT SMOKING AMONG STUDENTS UNDERGRADUATE OF STATE ISLAMIC UNIVERSITY OF NORTH SUMATERA, INDONESIA

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### ABSTRACT

**Background:** Pictorial health warning on cigarette packs has been implemented since 2014, but smokers in Indonesia increase every years. Pictorial health warning on cigarette packs must be continuously evaluated regarding its effectiveness in reducing smoking behavior in Indonesia. Regulated about Regulations of pictorial health warning on cigarettes packs are expected to make smokers to quit smoking and regulations that have been in effect since 2014 should have been evaluated to see pictorial health warning on cigarettes packs that can change the behavior of smokers or prospective smokers in adolescents. This study aims to describe perceptions of pictorial health warning on cigarette packs and smoking behavior and intention to quits smoking of undergraduate student of state Islamic University of North Sumatra.

**Methodology:** This research was conducted to students of the Islamic University of North Sumatra as many as 215 students. The study was conducted in March 2019 using a structured questionnaire that had been prepared. The data in this study will be presented in the form of frequency distributions and then the results are presented in the table.

**Results:** The results of this study indicate that the respondents felt not fear with pictorial health warning on cigarette packs as many as 165 people (76.7%). For the smoking behavior of students it was found that as many as 147 people (68.4%) stated that they had not smoking and respondents who stated smokers as many as 68 people (31.6%), wanted to stop smoking after seeing picture health warning on cigarette packaging as many as 28 people (41.2%). Respondents who said they would continue smoking even though they had seen pictorial health warning on cigarette packs as many as 40 people (58.8%).

**Conclusion:** The majority of students undergraduates of the North Sumatra State Islamic University (UIN SU) were not afraid when they saw pictorial health warning on cigarette packs and students undergraduates have smoking behaviour. Those who smoke said they wanted to stop smoking after seeing pictorial health warning on cigarette packs especially when looking at ppictorial health warning on cigarette packs related to smoking resulting in lung cancer.

**Keywords:** Perception, Picture Health Warning, Smoking Behavior, Students

### INTRODUCTION

The way to advertise and regulate content or content on cigarette advertisements is regulated in the Government Regulation of the Republic of Indonesia Number 109 in 2012. This Government Regulation requires tobacco product advertisements to include health warnings in the form of images

and writings of at least 15% of total picture in cigarette packs [1]. These warnings must be found in all media including outdoor media. The goal is to protect underage children and women from reaching cigarettes easily. Outdoor media include billboards, billboards, billboards, posters, megatrons, banners and others [2].

The Islamic University of North Sumatra is one of the universities that has implemented a non-smoking area and provides views on the dangers of cigarettes to students and lecturers in it so that stalls that sell cigarettes and no sponsorship from cigarettes can be found for lecture and student activities in Islamic University of North Sumatra. The Islamic University of North Sumatra also strongly supports the implementation of the Medan city regulation No. 3 of 2014 concerning non-smoking areas so that on various occasions there were recommendations from the North Sumatra Islamic University to ban students and lecturers from smoking, especially in the campus area.

Smoking behavior is one of the behaviors that can endanger oneself in terms of health so that smoking behavior is also not recommended in Islamic religion. Islamic University of North Sumatra as an Islamic university will uphold the values of Islam, one of which prohibits behaviors that endanger health such as smoking behavior.

Nasir (2014) said that cigarettes have proven to be the root cause of problems of 30 types of diseases and this is a burden on the government even though in every cigarette advertisement and cigarette packs there is an explanation of the dangers of smoking but does not have a positive impact on changes in the number of smokers in Indonesia [3].

Based on data from the Ministry of Health of the Republic of Indonesia stating the smoking behavior of the population aged 15 years and over there has not been a decline from 2007-2013, even tending to increase from 34.2% in 2007 then in 2018 to 36.2% then in 2018 found people who smoking every day are 24.3% while smoking are sometimes 4.6% [4] [5]. Based on data from the Ministry of Health of the Republic of Indonesia 2018 found that 47.3% of men were declared smokers while women smokers were only 1.2%. In addition, it was also found that 0.7% of smokers were 10-14 years old, and as many as 12.7% of smokers aged 15-19 years and smokers aged 20-24 years were 25-29% [5].

Smoking have many negative effects on health, result of research's Khasanah (2013) shows that there is a relationship between the frequency of smoking and the nutritional status of elementary school children, where the more frequent the frequency of a child smoking will have an impact on poor nutritional status [6]. This is in line with the results of Agianta's (2011) study that the higher the cigarette consumption, the lower the nutritional status of a person, which means that the incidence of underweight in children and adolescents is getting higher [7]. Cigarettes are consumed from an early age it will affect the functioning of the brain. If adolescent smokers continue to smoke cigarettes, nicotine buildup will occur in the brain so that it will reduce motivation to learn, which in turn will reduce learning achievement [8].

Smoking behavior that occurs a lot nowadays will not be separated from the influence of the environment. An environment that affects one's behavior is one of them is a socio-cultural environment. Smoking behavior of elementary school students is inseparable from the smoking behavior of father, mother and brother [9].

Pictorial health warnings on cigarette packs aim to improve understanding of the dangers caused by smoking, but in fact written warnings and drawings on cigarette packs that contain a series of health problems due to smoking are proven to be ineffective, where the number of cigarette users is increasing both adult and teenagers [1]. The results of Zulkarnain's study (2015) state that there is a significant

effect between the visual communication of smoking risk on the attitude of students [10]. Pictorial health warnings on cigarette packets frighten smokers, especially in images of oral cancer, while for skull images less fear of smokers [11].

Pictorial health warning on cigarette packs shows that physical damage from smoking, is more effective than other images, such as images of people suffering from the effects of smoking or more symbolic or abstract images, for example, tombstones that indicate death from smoking. Images that are not understood by the reader will make the reader will not ignore the message that is in it so that it does not have an impact on efforts to stop by smokers. For the first round, the government through Regulation of the Minister for Health Number 28 in 2013 years have set five images, namely images of oral cancer, pictures of people smoking with smoke forming skulls, pictures of throat cancer, pictures of people smoking with children nearby, and images of lung blackened by cancer [12]. Three of the five health warnings on cigarette packs in the first round use scary images of cancer. The three images try to raise the fear of smokers about the consequences of smoking. With the emergence of fear, it is expected that smokers will receive messages on health warnings on cigarette packs. Acceptance of the message can be seen, among others, with the attitude of smokers who turn negative towards smoking habits, the emergence of the intention of smokers to quit smoking, or even the decision of smokers to stop smoking. In fact, the scare strategy does not always succeed in getting someone to receive the message delivered. Smokers may reject messages in health warnings on cigarette packs by showing circumvention of images of diseases caused by smoking or consider the image of the disease to be exaggerated.

This study aims to describe perceptions of pictorial health warning on cigarette packs and smoking behavior and intention to quits smoking of undergraduate student of state Islamic University of North Sumatra

## **METHODS**

This study employed with a quantitative approach with crossectional design. The research was conducted at the State Islamic University of North Sumatra (UIN SU). The reason for the researchers in choosing the location is because the campus of the State Islamic University of North Sumatra (UIN SU) is one of the campuses that is Islamic in nature but there are still students who have smokers. This research was conducted at the State Islamic University of North Sumatra (UIN SU) to 215 students. The sampling criteria in this study were using the accidental sampling method, where anyone who accidentally met with the researcher could be used as a sample if the person who happened to be found was suitable as a data source.

Primary data obtained by the results of data collection on respondents through direct interviews with research questionnaires that have been prepared to determine the characteristics of respondents, perceptions of pictorial health warning on cigarette packs and smoking behavior of respondents.

The instrument in this study used a questionnaire with open question, before conducting the interview, the researcher will ask for an interview through informed consent to the students to be interviewed. Techniques and data processing are carried out by using a computer program to present data in the form of frequency and then the results are presented in the table.

## **RESULTS**

This research was conducted at the State Islamic University of North Sumatra (UIN SU) with a total of 215 students from the State Islamic University of North Sumatra (UIN SU). This research was conducted using interviews through a structured questionnaire that had been prepared in advance.

**Tabel 1. Perception Distribution of Pictorial Health Warning on Cigarette Packs and Smoking Behavior of Students at the State Islamic University of North Sumatra (UIN SU)**

<b>Fear of Pictorial Health Warnings on Cigarette Packs</b>	<b>Frequency (n=255)</b>	<b>Percentage (%)</b>
Not Fear	165	76.7
Fear	50	23.3
<b>Total</b>	<b>215</b>	<b>100.0</b>
<b>Smoking Behaviour</b>	<b>Frequency (n=255)</b>	<b>Percentage (%)</b>
Smokers	68	31.6
Not Smokers	147	68.4
<b>Total</b>	<b>215</b>	<b>100.0</b>
<b>Want to Quit Smoking</b>	<b>Frequency (n=68)</b>	<b>Percentage (%)</b>
Smoking	40	58.8
Stop Smoking	28	41.2
<b>Total</b>	<b>68</b>	<b>100.0</b>

Based on Table 1, it was found that most respondents felt not fear when they see pictorial health warning on cigarette packs as many as 165 people (76.7%) and respondents who expressed fear when they see pictorial health warning on cigarette packs as many as 50 people (23.3%). This research shows that students are not afraid when they see picture messages in cigarette packs, which means that images in cigarette images will not prevent smoking behavior in students.

For student smoking behavior, it was found that as many as 147 people (68.4%) stated that they had smoker and respondents who said they did not smoking were 68 people (31.6%). This research show that many respondents had smoker who indicating that prevention of smoking behavior applied by the Ministry of Health of the Republic of Indonesia is less effective, this can be seen from students who have a high level of education who still have smoking behavior, smoking prevention programs must be increasingly encouraged and must be more effective in preventing smoking behavior of students as one of the potential generation.

Respondents stated that they wanted to stop smoking after seeing 28 cigarette packets in cigarettes packets (41.2%) while respondents who said they would continue smoking even though they had seen pictorial health warning on cigarette packs as many as 40 people (58.8%). Respondents who had smoking behavior stated that they were afraid of the images on cigarette packs, especially images of lung cancer as a result of smoking behavior so they stated they wanted to stop smoking when they saw the picture.

## DISCUSSION

### *Perception of Pictorial Health Warnings on Cigarette Packs*

Indonesia as one of the countries that has a large number of smokers also applies a rule stipulated in Government Regulation Number 109 in 2012 years concerning pictorial health warnings on cigarette packs in Indonesia, then the regulation is further regulated in Health Minister Regulation number 28 of 2013 which is at each Tobacco Product Packaging is prohibited to include any misleading information or signs or promotive words; Any information or signs that are misleading or promotive words as referred to in paragraph are statements or words that deceive or tend to mean creating a false impression about the health effects of Tobacco Products or as if Tobacco Products provide health benefits.

Prohibited packaging of Tobacco Products includes the words light, ultra light, mild, extra mild, low tar, slim, special, full flavor, premium, or other words that indicate quality, superiority, security, and imaging. [2] [12]

The results of this study indicate that most respondents felt not fear when they saw pictorial health warning on cigarette packs as many as 165 people (76.7%) and respondents who expressed fear when they saw pictorial health warning on cigarette packs as many as 50 people (23.3%). The results of Mahmuddin's (2014) study showed that respondents who could clearly see pictorial health warning on cigarette packs did not necessarily make them have a poor perception of smoking behavior and consumption of cigarettes, but there were many respondents who were not fear of pictorial health warning on cigarette packs because they have never suffered pain from smoking [13].

The results of research conducted by Widati S (2013) stated that danger message of cigarettes in cigarette packs has not been able to increase the knowledge of informants about the substance of cigarettes, the dangers of cigarettes for themselves, the dangers of cigarettes for others or their impact on health, horror and fear [14]. Students have not pay attention to the picture of the danger of smoking that was printed on the cigarette package even though there was already a picture of the dreadful danger of smoking [15]. Trust and prejudice on health warning messages on cigarette packs have an effect on the smoking behavior of students [16] [17].

Visual graphic media as well as other media. Graphic media for delivering messages from the source to the recipient of the message. Channels used regarding the sense of sight, the message to be conveyed is poured into visual communication symbols. These symbols need to be understood correctly, meaning that the process of delivering messages can be successful and efficient. Order in cigarette packs that contain health warnings about the dangers of cigarettes using visual media presented to people who see cigarette packs. The accuracy of the selection of images in cigarette packs will make the process of delivering information about the dangers of cigarettes will be smooth and readers of health warning picture messages with cigarette packs will be easier to understand. Simple and real images will make the reader easy to absorb the meaning displayed on cigarette packs, the description of the image displayed must also be made in readable size and the location of the image must also be easily visible to the reader so that the message delivered is effective. Warning images on cigarette packaging is not something that can prevent teenagers from trying cigarettes, this is because other factors such as the environment and experience have a more significant effect on the smoking act of adolescents so that the warning images on cigarette packaging can't prevent smoking from students of the State Islamic of North Sumatra University (UIN SU).

### ***Smoking Behaviours State Islamic of North Sumatera University (UIN SU) Students***

As a result of the addictive cycle of nicotine, three out of four smokers who already know the dangers of smoking and want to quit, fail with their own efforts [18]. Socio-psychological factors greatly influence the incidence of stop smoking, therefore the need to strengthen social-based programs to provide support for quitting smoking to active smokers so that they have strong self-confidence that without smoking they can live healthier and more productively [19].

For students' smoking behavior, it was found that 147 people (68.4%) stated that they had not smokers and respondents who said they did smokers were 68 people (31.6%). The results of Rahayu's research (2017) showed that Muhammadiyah Surakarta students had smokers as many as 56 students (70.9%) [20]. The results of Oktavia's study (2013) showed that the students of the Tunuk Grafika Informatics Vocational School had 132 respondents (46.2%) as smokers where the students' smoking behavior was



related to the ease of accessing cigarettes, friend's smoking behavior and exposure to cigarette advertisements[21].

If they are facing problems, assignments, or are feeling good, some informants claimed to be able to spend more than usual, but there were also informants who claimed that they smoked a pack of cigarettes a day, whether they had problems or not, they spent an average of half a pack of cigarettes a day [22]. Students had smokerd was initially by a try to smoke and also by the influence of their friends. Students generally have the habit of smoking in rooms sometimes smoking in the toilet. These students tend to smoke when they gather with their friends when going home from college and relaxing time [23]. Kusmiran (2012) said adolescents will go through a phase of seeking self-identity which is often accompanied by an attitude away from parents [24].

Students of the State Islamic University of North Sumatra (UIN SU) who have smoking behavior stated that they felt pleasure while smoking, there were also those who stated that smoking was done to eliminate the stress , there were also those who stated that smoking was done to look like they were hanging out or okay among friends. The reasons expressed by respondents who smoke are inseparable from the size of the influence of peer groups around the student. Friends are often the main factor in the problem of smoking by adolescence. The adolescence period then an individual will pass many times with his friends so that it will influence his thinking patterns and daily habits such as smoking habits and responding to all information around him including health warning message information contained in cigarette packs. This means that peers have a very meaningful role for adolescents, because adolescents begin to join the peer group. Peer attitudes toward smoking behavior can affect the student's achievement. Some people start trying cigarettes to control emotions such as work anxiety. Smoking may be considered able to improve performance in examinations and increase one's chances of achieving academic achievement

### ***Want to Quit Smoking***

Beliefs can determine specific intentions and behaviors are beliefs about whether or not opportunities and resources are treated. This belief can come from experience with that behavior for example by looking at the experience of friends or other people who have done it [25]. Dependence on tobacco products is a chronic disease with remission and relapse that requires repeated intervention. For this reason, a smoking cessation counseling clinic is needed [25].

The results of this study indicate that respondents said they wanted to quit smoking after seeing pictorial health warning as 28 people (41.2%) while respondents who said they would continue smoking even though they had seen seeing pictorial health warning as many as 40 people (58.8%). There are still many respondents who say they do not want to stop smoking because they feel they have not been able to stop smoking and feel they will get an oddity if they stop smoking.

The results of Hamdan's study (2015) showed that the use of picture experiments with writing turned out not to have a significant impact. The presentation of pictorial dangers of cigarette smoke accompanied by writing, turned out to have an impact on smoking cessation intention, the most influential to the intention to stop smoking [27].

Pictorial health warning on cigarettes packs are more effective using images than writing, this is because if the message in the form of an image will provide more extensive information and provide an attraction to the reader who sees it and gives more empathy to seeing it. The warning message of the dangers of cigarettes in the form of images and writing must be clear and simple so that readers can receive

information more easily, but if the warning message on smoking is given a combination of images and writing, it will make the message more convincing to stop smokers.

Students of the State Islamic University of North Sumatra (UIN SU) who smoke when they see pictures of smoking cause lung cancer and images of smoking can cause oral cancer to be very frightened. Blackened images of the lungs and mouth images that look very scary make smokers feel a high threat, making them say they want to stop smoking when they see the picture. For images of smoking that cause death, it does not pose a threat to smokers, so smokers do not feel the danger when they see the picture and do not affect the desire to stop smoking when they see the picture.

## CONCLUSION

The majority of student undergraduates of the North Sumatra State Islamic University (UIN SU) were not afraid when they saw pictorial health warning on cigarette packs and students undergraduates have smoking behaviour. Those who smoke said they wanted to stop smoking after seeing pictorial health warning on cigarette packs especially when looking at pictorial health warning on cigarette packs related to smoking resulting in lung cancer.

The ministry of health must evaluate pictorial health warning on cigarette packs so that pictorial health warning on cigarette packs are effective in preventing smoking behavior, especially in adolescents as early smokers.

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