

ABSTRACT

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The Correlation between Governmental Health Warning Label at Tobacco Company Advertising Toward The Youth Smoking Behavior.(A survey for youths age 15 -18 years old, SMK students who located in Tanah Abang Distric)

ABSTRACT. This survey was conducted to asses the correlation between Governmental health warning label of tobacco company advertising toward the youth smoking behavior. There are four independent variabels measured in this survey, visibility (X1), Emotional appeal (X2), Health appeal (X3) and Moral appeal (X4). The sample comprised 120 youths, ages 15 - 18 years . The respondents study at SMK Negeri 19 located at jalan Danau Limboto no. 11 Pejompongan Central Jakarta

The criteria of sampel chosen only for the students who especially live in Tanah Abang Distric. Quantitive method used in this survey and the data was processed by using Chi-Square Pearson Product Moment. The result of the survey indicated that p-value for visibility $0,002 < 0,05$: hipotesis rejected, Emotional appeal p-value $0,012 < 0,05$: hipotesis rejected. The conclusion that there were significant influence of visibility and emotional appeal toward the youth smoking behavior.

The Hipotesis test for health appeal p-value $0,132 > 0,05$ and moral appeal p-value $0,796 > 0,05$, both of them indicated that hipotesis received means that there were no influence of health appeal and moral appeal toward the youth smoking behavior. Respondents who have higher health appeal and moral appeal possess equal proportion to the respondents who have lower ones. Means that the smoking behavior were not influenced by that factors.

Based on this survey most of respondents were exposed by tobacco advertisement in television, Secondly smoking parents are also the greatest influence on their children's behavior. Children whose parents smoke are twice as likely to become smokers themselves. the government should aware that the exposure of cigarette advertisement create harmful effects on youths especially for 15- 18 years old.

The Government should give limitation either for the time or for the place where the tobacco is allowed to advertize and also to make campaign promotion to save the youths. Parents and society should realize about harmful effects of smoking so they must cooperate and hand in hand together to prevent the youth smoking from that effects. Another alternative is to make the public health- funded programs to encourage people to never take up smoking. These consist of programs that speak directly to youths, programs that speak to parents, programs directed toward retailers, and programs that fund mainstream youth organizations.

ABSTRAK

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KORELASI ANTARA LABEL PERINGATAN KESEHATAN PADA IKLAN ROKOK DENGAN PERILAKU MEROKOK REMAJA (Suatu survey terhadap remaja usia 15 - 18 tahun siswa SMK di wilayah Kecamatan Tanah Abang)

ABSTRAK. Penelitian ini dilakukan untuk mengetahui korelasi antara label peringatan pemerintah pada iklan rokok dengan perilaku merokok remaja. Terdapat empat variabel independen / bebas yang diteliti yaitu daya tarik pesan (visibility) X1, daya tarik emosi (emotional appeal) X2, daya tarik kesehatan (health appeal) X3, dan daya tarik moral (moral appeal) X4 terhadap variabel dependen (Y).

Sampel terdiri dari 120 pelajar/ remaja, berumur antara 15 tahun - 18 tahun. Responden merupakan pelajar SMK Negeri 19 Jakarta. Kriteria pemilihan sample diambil hanya khusus bagi pelajar yang berdomisili di wilayah Kecamatan Tanah Abang. Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan menggunakan metode survey. Pengolahan datanya menggunakan Chi-Square Pearson Product moment dan keseluruhan pengolahan data dilakukan dengan menggunakan program SPSS.

Hasil penelitian menunjukkan bahwa terdapat hubungan yang signifikan antara variabel visibility (X1) dan variabel emotional appeal (X2) dengan perilaku merokok remaja (Y), yakni nilai p-value Chi-Square sebesar $0,002 < 0,5$ dan $0,012 < 0,5$. Nilai p-value Chi-Square untuk variabel health appeal yaitu sebesar $0,132 > 0,05$ dan nilai p-value moral appeal sebesar $0,796 > 0,05$ sehingga hipotesis diterima yaitu tidak terdapat hubungan yang signifikan antara daya tarik kesehatan, daya tarik moral dengan perilaku merokok remaja.

Berdasarkan survey faktor yang paling utama mempengaruhi perilaku merokok remaja adalah disebabkan iklan rokok di televisi, faktor kedua yaitu disebabkan oleh orangtua yang merokok. Oleh karena itu perlu adanya kebijakan pemerintah untuk mengeluarkan regulasi / peraturan yang membatasi baik waktu maupun ruang untuk iklan rokok serta membuat iklan tandingan dalam rangka menyelamatkan generasi muda. Para orang tua dan masyarakat harus saling bekerjasama untuk menanggulangi bahaya rokok. Alternatif lain yaitu mendirikan yayasan yang peduli terhadap bahaya rokok dan dampaknya terhadap remaja misalnya dengan memberikan pengarahan langsung kepada orang tua, para produsen dan pengecer, serta mendukung semua kegiatan yang kommit untuk penyelamatan generasi muda.