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The Relationship between Promotional Media on Cigarette Packaging and the Level of Susceptibility and Seriousness that Students Feel about Quitting Smoking in State High Schools of the Same Level in the City of Kendari

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ABSTRACT

Introduction: The inclusion of advertisements warning of the dangers of smoking on cigarette packaging raises various views among teenagers, especially among students, who are easily influenced by something new, unique and interesting. Most Indonesian student smokers already have a smoking habit, with 33.9% being male and 2.5% female. This study aims to analyze the relationship between Promotional Media on Cigarette Packaging and the Level of Susceptibility and Seriousness that students feel about quitting smoking in State High Schools of the same level in Kendari City.

Method: This research uses a quantitative research design with a cross-sectional research design. The population is all students who smoke in Kendari City High Schools, totaling 104 people. The number of samples using the Lameshow sample formula is 60 people and the sampling technique uses stratified random sampling

Result: This research shows that promotional media on cigarette packaging is related to the vulnerability and seriousness felt by students in quitting smoking in State High Schools of the same level in Kendari City.

Conclusion: The government needs to change the promotional media on cigarette packaging, by changing the size of the image to 50% of the width of the front and back of the cigarette pack, accompanied by larger warning writing.

Introduction

Smoking behavior is a person's action in carrying out smoking activities or the act of deliberately stimulating themselves to smoke. Smoking harms yourself and others around you.

Information about smoking from the environment is important in influencing the consideration of whether smoking is good or not.^[1] The inclusion of advertisements warning of the dangers of smoking on cigarette packaging raises various views among

teenagers, especially among students, who are easily influenced by something new, unique and interesting.^[2]

The age of smokers in Indonesia is now getting younger, even reaching the age of children. This condition is what causes Indonesia to be called the only country in the world with baby smokers or child smokers.^[3] At the stage of student development, the habit of smoking is an activity that is carried out by many people and has become a trend, especially among students, which can have bad consequences for health. Basically, students already know the bad effects of smoking, but they want to get pleasure, they want to adapt to the environment so they look more modern and are considered cool. Indonesia is in third place out of 10 countries with the largest number of smokers in the world after China with 390 million and India with 114 million. Statistical data in Indonesia shows that as many as 24.1% of male teenagers and 4.0% of female teenagers are smokers, while adult smokers are 63% of men and 4.5% of women.^[4]

The prevalence of smoking in Southeast Sulawesi Province in 2019 was 21.8% active smokers, 4.2% occasional smokers, 2.8% former smokers, and 71.1% non-smokers. Meanwhile, in 2007 the prevalence of smoking in Southeast Sulawesi Province was 19.8% for active smokers, 6.5% for occasional smokers, 2.3% for ex-smokers and 71.3% for non-smokers. This figure shows that there has been an increase in the prevalence of smoking in Southeast Sulawesi Province from 2016 to 2019.^[5]

The results of Basic Health Research in 2018 stated that the smoking behavior of the Indonesian population aged 15 years and over was 33.8% in 2018. Smokers aged more than 10 years were found to be 24.3% smoking every day but the amount 4.6 % smoked for a relatively infrequent period of time. And the proportion of the age group 10 – 14 years is 0.7%, 15 – 19 years is 12.7% and 20 – 24 years is 27.3% who are active smokers who smoke every day. With a male percentage of 47.3% and a female percentage of

1.2%. Meanwhile, the average proportion of daily smokers in Lampung province is 28.1% and occasional smokers is 3.6%.^[6] Kendari City as the capital of Southeast Sulawesi Province, the proportion of residents who smoke in Kendari City in 2019 was 17.5% for active smokers, and 4.0% occasionally.^[7]

The government has issued a government regulation regarding promotional media regarding the inclusion of health warnings and health information on tobacco product packaging regarding the dangers of smoking in the hope that the number of smokers in Indonesia can be reduced. However, in reality the number of smokers is now continuing to increase and the age of smokers is getting younger. Especially at the student development stage, because the habit of smoking is an activity that is carried out by many people and has become a trend, especially among today's students, who basically already know the bad consequences. from cigarettes, but they never care, because they want to look manlier and more mature, want to get pleasure, want to adapt to the environment so they look more modern and are considered cool. These researchers to conduct research on the relationship between promotional media on cigarette packaging and the level of vulnerability and seriousness felt by students in quitting smoking in state high schools of the same level in the city of Kendari.

Method

This research uses a quantitative research design with a cross-sectional research design. The population is all students who smoke in Kendari City High Schools, totaling 104 people. The number of samples using the Lameshow sample formula is 60 people and the sampling technique uses stratified random sampling. The statistical tests used are the chi square test, Phi test, & logistic regression.^[8]

Result

Table 1 shows that of the 60 respondents consisting of smoking students at Public Senior High School 4 Kendari and vocational high school 2 Kendari, the most respondents were with a small vulnerability, 34 people (56.7%) and the least respondents were with a large vulnerability, 26 people (33.3%).

Table 2 shows that of the 60 respondents consisting of smoking Students at Public Senior High School 4 Kendari and vocational high school 2 Kendari, the most were respondents with a small seriousness, 37 people (61.7%) and the least were respondents with a big seriousness, 23 people (38.3%).

Table 3 shows that the results of the analysis of the relationship between promotional media on cigarette packaging and the level of vulnerability, it was found that 31 respondents thought the media was less, 26 people (83.9%) had a small

vulnerability and 5 people (16.1%) had a large vulnerability. Then, of the 29 respondents who thought the media was sufficient, 19 people (65.5%) had major vulnerabilities and 10 people (34.5%) had minor vulnerabilities. The statistical test results show that the calculated chi square value ($X^2_{\text{count}} = 13.240$) $>$ ($X^2_{\text{table}} = 3,841$).

Table 4 shows that the results of the analysis of the relationship between promotional media on cigarette packaging and the level of seriousness, it was found that of the 31 respondents who considered the media to be less serious, 24 people (77.4%) had little seriousness and 7 people (22.6%) had great seriousness. Then, of the 29 respondents who thought the media was sufficient, 23 people (79.3%) had great seriousness and 6 people (20.7%) had little seriousness. The statistical test results show that the calculated chi square value ($X^2_{\text{count}} = 17.086$) $>$ ($X^2_{\text{table}} = 3,841$).

Table 1.
Frequency Distribution of Respondents Based on Vulnerability at Public Senior High School 4 Kendari and Vocational High School 2 Kendari

Vulnerability	Public Senior High School 4 Kendari	Vocational High School 2 Kendari	n	%
Big	8	18	26	33.3
Small	12	22	34	56.7
Total	20	40	60	100.0

Table 2.
Frequency Distribution of Respondents Based on Seriousness at Public Senior High School 4 Kendari and Vocational High School 2 Kendari

Seriousness	Public Senior High School 4 Kendari	Vocational High School 2 Kendari	n	%
Big	11	12	23	38.3
Small	9	28	37	61.7
Total	20	40	60	100.0

Table 3.
Relationship between Promotional Media in Cigarette Packaging and the Level of Vulnerability in Senior High Schools and the Same Level in Kendari City

Media	Vulnerability				Total		Chi Square Test
	Small		Big		n	%	
	n	%	n	%			
Not enough	26	83.9	5	16.1	31	100.0	X ² count= 13,240 X ² table = 3,841 Phi(Φ) = 0.504
Enough	10	34.5	19	65.5	29	100.0	
Total	36	60.0	24	40.0	60	100.0	

Table 4.
Media Relations Promotion on Cigarette Packaging with the Level of Seriousness of Students to Quit Smoking in High Schools and the Same Level in Kendari City

Media	Seriousness				Total		Chi Square Test
	Small		Big		n	%	
	n	%	n	%			
Not enough	24	77.4	7	22.6	31	100.0	X ² count= 17,086 X ² table = 3,841 Phi(Φ) = 0.567
Enough	6	20.7	23	79.3	29	100.0	
Total	30	50.0	30	50.0	60	100.0	

Discussion

Relationship between Promotional Media on Cigarette Packaging and the Level of Susceptibility Perceived by Students to Quit Smoking in State High Schools of the Same Level in the City of Kendari

The results of the research showed that the students' perceived vulnerability to quit smoking was 60 respondents. Most of them had small vulnerabilities, namely 34 people (56.7%) and a small number had major vulnerabilities, namely 26 people (33.3%). Of the 31 respondents, 26 people (83.9%), considered promotional media to be lacking with little vulnerability. This is because the less attention the respondent pays to promotional media on cigarette packaging, the less the respondent's view of the risk of health problems. Meanwhile, 5 people (16.1%) considered the media to be less vulnerable, this was because even though promotional media on cigarette packaging did not attract the attention of respondents, their view of the risk of health problems on cigarette

packaging was high. This is because respondents smoke because they just want to appear more social in the eyes of their friends, so that it is easier to evaluate possible health problems caused by smoking. Then, of the 29 respondents, 10 people (34.5%), thought the media was sufficient with little vulnerability. This is because respondents think it is something that is commonly done by men. So, you don't feel the risk of health problems after seeing promotional media on cigarette packaging. Respondents felt that they were not included in the vulnerable group. Due to the physical effects of smoking, they will not feel it for a short time. Meanwhile, 19 people (65.5%), consider the media to be quite vulnerable. This is because respondents who pay sufficient attention to promotional media on cigarette packaging tend to feel the risk of health problems after seeing promotional media on cigarette packaging.

The results of the inferential analysis show that there is a moderate relationship between promotional media on cigarette packaging and the level of susceptibility of students to quit smoking

in State High Schools of the same level in Kendari City. The individual perceives that the disease they are experiencing is risky, the more likely it is that the individual will perceive it as a threat and take treatment. To support changes in individual behavior to stop smoking. Students' perceived vulnerability to the threat of smoking will influence students' behavior towards smoking.^[9]

Based on the results of the multivariate test, it was found that susceptibility had a significant relationship and had the strongest relationship strength, with promotional media on cigarette packaging. The relationship between perceptions of the dangers of smoking on cigarette packaging is the most dominant vulnerability variable for smoking behavior. Because the perception of vulnerability directly refers to a subjective assessment of the risk of health problems, including one of the factors that influence a person's smoking behavior which can be seen from the intensity of smoking. This is because the majority of students who smoke do not change their views on the risks of health problems after seeing promotional media on cigarette packaging. This is due to the small size of the images on the front and back of the packaging so they do not attract the attention of respondents.^[10]

In this research, what is meant by vulnerability is the view of smoking students in evaluating the possibility of health problems that will develop and being able to perceive that the disease they are experiencing is at risk. This will make smoking students perceive it as a threat, after seeing promotional media images on cigarette packs. The results obtained mostly have small vulnerabilities. This is because respondents think that smoking is something that is commonly done by men. So, you don't feel the risk of health problems after seeing promotional media on cigarette packaging. Respondents felt that they were not included in the vulnerable group. Due to the physical effects of smoking, they will not feel it for a short time.

These results are in line with other research, which suggests perceived susceptibility to pictorial

health warnings and text warnings may also influence a person's smoking behavior.^[11]

Relationship between Promotional Media on Cigarette Packaging and the Level of Seriousness that Students Feel in Quitting Smoking in State High Schools of the Same Level in the City of Kendari.

The results of the research showed that 60 respondents felt serious about quitting smoking by students. Most of them had little seriousness, namely 37 people (61.7%) and a small part had great seriousness, namely 23 people (38.3%). Of the 31 respondents, there were 24 people (77.4%), who considered promotional media lacking with a little seriousness. This is because the less attention the respondent pays to promotional media on cigarette packaging, the less the respondent's view of the disease caused. Meanwhile, 7 people (22.6%) of media respondents were less serious, this was due to the lack of attention of respondents to promotional media on cigarette packaging. However, because of the advice or suggestions from parents, this influenced the respondents' views on the diseases caused by smoking.

Then, of the 29 respondents, 6 people (20.7%) considered the media to be quite serious. This is because respondents consider smoking not a behavior that seriously harms health. Apart from feeling that the negative effects caused by cigarettes taking a long time, respondents also believe that smokers and non-smokers have the same chance of getting diseases as pictured on cigarette packaging. Meanwhile, 23 people (79.3%), consider the media quite seriously. This is because the more attention the respondent pays to the promotional media on cigarette packaging, the greater the respondent's view of the disease caused after seeing the promotional media on cigarette packaging.

The results of the differential analysis show that there is a moderate relationship between promotional media on cigarette packaging and the level of students' seriousness about quitting smoking in State High Schools of the same level in

Kendari City. According other research, the low perception of perceived seriousness makes it difficult for them to take action or behavior to overcome problems that will arise. The lower the level of seriousness about the perceived disease problem, the more difficult it is for students to change their smoking behavior.^[10]

Based on the results of the multivariate test, it was found that seriousness had a significant effect on promotional media on cigarette packaging. According to Heryana research, how seriously the individual considers the organic and social consequences that will occur, if they continue to allow the health problem, they are experiencing to develop without being given treatment by a health practitioner. The more individuals believe that a consequence that occurs will get worse, the more they will perceive it as a threat and take preventive action.^[12]

In this research, what is meant by seriousness is the view of smoking students, to consider the consequences of health problems or illnesses after seeing promotional media images on cigarette packaging. The results obtained are mostly of little seriousness. This is because the majority of students who smoke, after seeing promotional media on cigarette packaging, think that smoking is not a behavior that seriously harms their health. Apart from feeling that the negative effects caused by cigarettes taking a long time, respondents also believe that smokers and non-smokers have the same chance of getting diseases as pictured on cigarette packaging.

These results are in line with Ardan research, which shows that if someone does not feel the threat is significant (the level of perceived severity is also low), then that person will only ignore the information about the threat that is conveyed to him.^[13]

Conclusion

There is a relationship between promotional media on cigarette packaging and the vulnerability and seriousness felt by students to stop smoking at State High Schools of the same level in Kendari City. So, the government needs to make changes to the promotional media on cigarette packaging, by changing the size of the image to 50% of the width of the front and back of the cigarette pack along with larger warning writing.

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