

# THE EFFECT OF FEAR PERCEPTIONS ON CIGARETTE PACK IMAGE MESSAGES ON THE INTENTION TO STOP SMOKING STUDENTS FACULTY OF SHARIA AND LAW

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## THE EFFECT OF FEAR PERCEPTIONS ON CIGARETTE PACK IMAGE MESSAGES ON THE INTENTION TO STOP SMOKING STUDENTS FACULTY OF SHARIA AND LAW

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### ABSTRACT

**Introduction:** The policy for picture messages on cigarette packs is regulated in the Minister of Health Regulation No. 57 of 2017 concerning Renewal of Inclusion of Warnings and Health Information on Tobacco Product Packaging. The purpose of embedding Pictorial Health Warnings (PHW) on cigarette packs to create fear and motivate someone to quit smoking. **Method:** This study uses a quantitative research approach with a cross-sectional design using primary data. This research was conducted at the Faculty of Sharia and Law UIN North Sumatra. From May to July 2021. The population in this study was 2,411 students. The sampling technique used was purposive sampling. The sample of this study were 318 teenagers. Data analysis using descriptive analysis and correlation test using SPSS 22. **Result:** There is an influence between the perception of fear in the picture message smoking causes oral cancer (p-value <0.001 r = 0.373), picture message smoking causes lung cancer (p-value <0.001 r = 0.260), picture message smoking causes throat cancer (p-value <0.001 r = 0.422), smoking picture messages caused lung and laryngeal cancer (p-value <0.001 r = 0.420) and smoking picture messages caused throat cancer (p-value <0.001 r = 0.272) on intention to quit smoking students of the Faculty of Sharia and Law UIN North Sumatra. **Conclusion:** The more afraid someone sees the picture message on the pack of cigarettes, the higher the intention to quit smoking. It is hoped that the government can expand the picture message on cigarette packs to increase the desire to quit smoking and reduce the number of smokers in Indonesia.

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## 1. INTRODUCTION

Smoking behaviour continues to be a problem in many parts of the world. According to the 2015 WHO (World Health Organization) report, 57% of the population of Asia and Australia, 14% of the population of Eastern Europe and the Soviet Union, 12% of the American population, 9% of the population of Western Europe, and 8% of the population of the Middle East consume tobacco. ASEAN is a region that accounts for 10% of global smokers and 20% of global tobacco-related deaths (WHO, 2015).

The constant marketing, advertising, and sponsorship of cigarettes has an impact on the rising smoking prevalence among adolescents. In Indonesia, the number of people smoking cigarettes is rising. After China, Russia, and the United States, Indonesia is the fourth most cigarette-consuming country in the world. In Indonesia, the issue of smoking has become a point of discussion. Of course, the primary topic discussed is the harm caused by smoking, both to the addict's health and quality of life (Adiatatama et al., 2016). According to the 2018 Basic Health Research Data, people in Indonesia claim to smoke every day at a rate of up to 24.3% and occasionally at a rate of up to 4.6%. According to Basic Health Research data from 2018, 52.1% of adolescents aged 15-19 years reported smoking for the first time in 2018, while 14.8% of adolescents aged 20-24 years reported smoking for the first time (Kesehatan Kementerian Kesehatan RI, 2018).

North Sumatra Province has a daily smoking rate of 22.38%, and a smoking rate of 4.78%, according to the 2018 Basic Health Research Data. Smoking behaviour was 48.81% for the first time among adolescents aged 15-19 years and 29.56% for adolescents aged 20-24 years.

Medan City has an 18.16 percent smoking rate daily, and a 6.69% smoking rate weekly. Adolescents aged 15-19 years reported smoking for the first time in 43.84% of the time, while those aged 20-24 years reported smoking for the first time in 31.10% of the time (Balitbangkes, 2018).

Minister of Health Regulation governs the policy for graphic messages on cigarette packs No. 57 of 2017 on the Renewal of Warnings and Health Information on Tobacco Product Packaging. The Minister of Health details the requirements for the inclusion of health warnings and information on tobacco product packaging, including the type and

colour of the image, the method of writing, and the placement location. On cigarette packs, visual messages account for 40% of the surface area (Kemenkes RI, 2013). The Pictorial Health Warnings (PHW) on cigarette packs are intended to deter teenagers from smoking. Adolescent smokers are also expected to be motivated to quit smoking after viewing the frightening images on PHW (Rahmawati, 2018). Exposure to information can influence an individual's attitudes and behaviour (Sinaga, 2019).

According to Hamdan's (2015) research, a p-value (sig. 2-tailed) greater than 0.05 was obtained during hypothesis testing. This means that  $H_0$  is rejected and  $H_1$  is accepted, indicating that warnings about the dangers of smoking affect the intention (intention) to quit smoking. According to Santoso's (2016) research, the pictorial warning variable had a positive effect on the intention to quit smoking, with a coefficient value of 0.344. This demonstrates that as the pictorial warning variable increases, so does the intention to quit smoking.

According to the findings of Krisnasari's (2017) research, there is a significant relationship between pictorial warnings and intention to quit smoking (p-value 0.05), and that perception of a good pictorial warning increases intention to quit smoking by 5.9 times. According to Yuliati (2015) research, visualizing health risks on cigarette packs was sufficient to shift smokers' attitudes from heavy smokers to reduce their smoking habits; some even desired to quit smoking. The use of visual warning labels on cigarette packs effectively informs smokers about the dangers of smoking. The visual representation of health risks on cigarette packaging has been shown to affect a smoker's motivation to quit positively.

The researchers are interested in conducting a study titled The Effect of Perception Fear of Picture Messages on Cigarette Packs and Adolescent Smoking Intentions in Medan City based on the description and information above. The purpose of this study was to determine the effect of picture messages on cigarette packs on students of the State Islamic University of North Sumatra's sharia and law faculties who intended to quit smoking.

## 2. METODE

This study employs a quantitative approach and a cross-sectional design to analyze primary data. The purpose of this study is to determine the effect of picture messages on cigarette packs on the intention of students at North Sumatra State Islamic University's Faculty of Sharia and Law to quit smoking. This study took place at UIN North Sumatra's

Faculty of Sharia and Law. Between May and July 2021. The population for this study was 2469 students at UIN North Sumatra's Faculty of Sharia and Law. This study used a sample of 318 students. The research instrument was a questionnaire that included demographic information (age, major, semester), daily cigarette consumption, fear of graphic messages on cigarette packs, and intention to quit smoking. The correlation test is then used to analyze the data, which is then presented in tabular form using SPSS version

22.

### 3. RESULT

**Table 1. Frequency Distribution of Respondent Characteristics**

Characteristics	f	%
<b>Age Group</b>		
17 – 19 years	79	24,8
20 – 22 years	192	60,4
≥ 23 years	47	14,8
<b>Semester</b>		
Semester II	85	26,7
Semester IV	83	26,1
Semester VI	72	22,6
Semester VIII	78	24,5
<b>Age to start smoking</b>		
< 16 years	187	58,8
≥ 16 years	131	41,2
<b>Total consumption of cigarettes per day</b>		
1 – 4 sticks/day	51	16
5 – 14 sticks/day	237	74,5
≥ 15 sticks/day	30	9,4

The results indicated that the majority of respondents were between the ages of 20-22 years 192 people (60.4%), had a major in law 63 people (19.8%), and were in their second semester 85 people (26.7%). The average age of first smoking was 16 years for as many as 187 people (58.8%), and the average number of cigarettes consumed per day was 5-14 cigarettes for as many as 237 people (74.5%).

**Tabel 2. The Relationship between Perceptions of Fear of Cigarette Packs and Intentions to Quit Smoking by Students of the Sharia and Law Faculty of UIN North Sumatra**

#### Intention to Stop Smoking

Perception of fear of smoking image messages causes oral cancer	r	0,373
	<i>p-value (CI=95%)</i>	< 0,001
	N	318
Perception of fear of smoking image messages causes lung cancer	r	0,260
	<i>p-value (CI=95%)</i>	< 0,001
	N	318
Perception of fear of smoking image messages causes throat cancer	r	0,425
	<i>p-value (CI=95%)</i>	< 0,001
	N	318
Perception of fear of smoking image messages causes lung and laryngeal cancer	r	0,420
	<i>p-value (CI=95%)</i>	< 0,001
	N	318
Perception of fear of smoking image messages causes throat cancer	r	0,272
	<i>p-value (CI=95%)</i>	< 0,001
	N	318

The results of this study indicate that based on the analysis of the correlation test, there is a relationship between the perception of fear of smoking picture messages causing oral cancer and the intention to quit smoking ( $p$ -value <0.001). The strength of the relationship between the perception of fear in smoking picture messages causing oral cancer and the intention to stop smoking is positively correlated in the weak category (0.373).

The results of this study indicate that based on the analysis of the correlation test, there is a relationship between the perception of fear of smoking picture messages causing lung cancer and the intention to quit smoking ( $p$ -value <0.001). The strength of the relationship between the perception of fear in smoking picture messages causes lung cancer, and the intention to stop smoking is a relationship in the weak category with a positive direction (0.260).

This study indicates that based on the analysis of the correlation test, there is a relationship between the perception of fear in the image message that smoking causes throat cancer and the intention to quit smoking ( $p$ -value <0.001). The strength of the relationship between the perception of fear in the smoking picture message causes throat

cancer, and the <sup>4</sup>intention to stop smoking is a relationship in the weak category with a positive direction (0.425).

This study indicates that <sup>2</sup>based on the analysis of the correlation test, <sup>4</sup>there is a relationship between the perception of fear of smoking picture messages causing lung and laryngeal cancer to quit smoking (p-value <0.001). The strength of the relationship between the perception of fear in the smoking picture message causes lung and laryngeal cancer intending to quit smoking is the relationship in the weak category with a positive direction (0.420).

This study indicates that <sup>2</sup>based on the analysis of the correlation test, <sup>3</sup>there is a relationship between the perception of fear in the image message that <sup>3</sup>smoking causes throat cancer and the intention to quit smoking (p-value <0.001). The strength of the <sup>4</sup>relationship between the perception of fear in the <sup>4</sup>smoking picture message causes throat cancer, and the <sup>4</sup>intention to stop smoking is a relationship in the weak category with a positive direction (0.272).

#### 4. DISCUSS

Advertising media is a form of communication that can be applied and transformed into signs such as text, images, and photographs that convey the advertisement's meaning and message. According to Makmun (2017), cigarette advertisements combine text, image, and photo advertisements. The advertisement in question is the most recent packaged cigarette advertisement with written text. The media <sup>6</sup>is an important part of changing a <sup>6</sup>person's behaviour; when people get the media, it will facilitate information entry to individuals (Tarigan, 2020).

The government issued <sup>16</sup>Government Regulation Number 109 of 2012 concerning the <sup>16</sup>Safety of Materials Containing Addictive Substances in Tobacco Products for Health. <sup>16</sup>Article 17 states that cigarette companies must include a pictorial health warning (PHW) in every package of cigarettes sold. The obligation to include the PHW was officially enforced on June 24, 2014 with a display area of 40% of the PKB <sup>15</sup>on the front and 40% on <sup>15</sup>the back of the cigarette packaging. For the first round, through Permenkes No. 28 of 2013, the government has set five images. Then in 2017, it was renewed, and the Minister of Health Decree No. 56 of 2017. The placement of images and writing warnings about the dangers of smoking that must be included on every cigarette pack is an effort by the

government to create fear to give the impression that the dangers of smoking are real. It can kill smokers and is harmful to the environment.

The results indicated that the majority of respondents were between the ages of 20-22 years 192 people (60.4%), had a major in law 63 people (19.8%), and were in their second semester 85 people (26.7%). The average age of first smoking was 16 years for as many as 187 people (58.8%). According to WHO, the age range of 16 years is late adolescence (Sarwono, 2011). In general, 16-year-olds are 1st graders in high school. In this phase, adolescents are identical to self-discovery, such as by trying various things encountered in their environment, one of which is to try cigarettes.

Based on the study results, the number of cigarettes consumed per day was 5-14 cigarettes, as many as 237 people (74.5%). According to Smet, the number of cigarettes consumed is 1-4 cigarettes/day included in light smokers, 5-14 cigarettes/day included in the category of moderate smokers and more than 15 cigarettes/day included in the category of heavy smokers. Students of the Faculty of Sharia and Law UIN North Sumatra who smoke are included in the category of moderate smokers of 5-14 cigarettes/day as many as 237 people (74.5%).

The results showed that there was a relationship between the perception of fear in smoking picture messages causing oral cancer (p-value <0.001 r = 0.373), smoking picture messages causing lung cancer (p-value <0.001 r = 0.260), smoking picture messages causing throat cancer (p-value <0.001 r = 0.425), smoking picture messages caused lung and laryngeal cancer (p-value <0.001 r = 0.420) and smoking picture messages caused throat cancer (p-value <0.001 r = 0.272) with the intention of quitting smoking students of the Faculty of Sharia and Law UIN North Sumatra.

This study is in line with Adiyatama's (2016) research, which found that 50% of respondents were afraid of the combination of images and warning writings on cigarette packaging. By calculating the weight means score, an interpretation number of 3.2 is obtained, including in the medium category. So it can be stated that the written messages and pictures warning of the dangers of smoking are not effective enough to fear the dangers of smoking. According Nasution (2019) stated individuals will pass through adolescence numerous times with their friends, influencing their thinking patterns and daily habits such as smoking and responding to all information around them, including health warning message information contained in cigarette packs.



This research Hutabarat (2019) finding that up to 95 per cent (59.0 per cent) of people have a favourable perception of smoking but are unwilling to change their attitude after viewing an advertisement warning about the dangers of smoking. This is because they assume they have never been smokers in the manner described on cigarette packs, and thus, even if they have a favourable perception of the warning advertisements on cigarette packs about the dangers of smoking, they do not change their attitudes. Assuming that many people smoking around them do not have the same experience as those depicted on cigarette packs, they believe that having images of advertisements warning of the dangers of smoking and not having images of advertisements warning of the dangers of smoking have no effect on their health or are the same thing (Nasution, 2020).

The results of Rahmawati's (2018) research found that almost all informants, both those who had received the intervention and those who did not, considered the pictorial health warnings (PKB) for oral cancer, throat cancer, lung cancer, lung and laryngeal cancer and throat cancer as frightening warnings. Mayasari's (2018) states that the higher the threat level on cigarette packaging, the higher the fear of a smoker. Picture messages on cigarette packs regulated in Permenkes No. 56 of 2017 consist of 5 types of images, namely images of oral cancer, images of throat cancer, images of lung cancer, images of lung and laryngeal cancer and images of throat cancer. By looking at this picture, it is hoped that smokers are afraid and can suppress the number of smokers in Indonesia, increasing day by day (Inar, 2019). The warning of the dangers of smoking is accompanied by pictures of the effects of smoking on the package, including using verbal and non-verbal language that is built on the cigarette advertisement.

Ana (2016) and Nurlinda (2018) research findings indicate that communication messages on pictorial health warning labels on cigarette packages affect attitudes among young smokers in Surabaya. Communication messages on pictorial health warning labels on cigarette packaging have a 47.6 per cent effect on the attitudes of young smokers in Surabaya. According to Yuliati (2015) and Nurullah (2020) research, visualizing health risks on cigarette packs was sufficient to change smokers' attitudes, causing heavy smokers to reduce their smoking habits; some even desired to quit. According to Kusumaningtyas (2015) and Ningsih (2016) research, pictorial warnings on cigarette packs effectively deter students from smoking. Nurahmi (2018) research demonstrates that reducing the number of

cigarettes smoked and quitting smoking are more effective at preventing oral cancer than increasing life expectancy, and respondents are confident that they can accomplish both.

According to Trisnowati (2018), adolescents who have positive perceptions of cigarette pack image messages are more likely to quit smoking, become ex-smokers, or have smoked or reduced their cigarette consumption; on the other hand, respondents who have negative perceptions of cigarette pack image messages are more likely to continue smoking. According to Pelima (2020), adequate adolescent knowledge of the dangers of health messages on cigarette packs is critical for adolescents because adequate knowledge enables adolescents to understand the impact of the dangers of cigarettes as listed on cigarette packages. According to Siregar, (2015) and Tambunan (2020), many factors influence good knowledge, including education and information factors and the environment, family, and association.

One of the purposes of written messages and pictures warning of the dangers of smoking on cigarette packs is to make smokers afraid of the dangers of smoking. The extent to which written messages and pictures warning of the dangers of smoking on cigarette packs affect the attitude of smokers to avoid or stop smoking for fear of the dangers of smoking.

## 5. CONCLUSION

In this study, it was concluded that most respondents had smoking behaviour in the 20-22 year age group as many as with law majors and were in the second semester. The average age at first smoking was <16 years, with the number of cigarettes consumed per day was 5-14 cigarettes in moderate smokers. There is an influence of perception of fear in the picture message of cigarette packs to stop smoking students of the Faculty of Sharia and Law UIN North Sumatra. The more afraid someone is of a cigarette pack image message, the higher the intention to stop smoking. A person's success in his efforts not to smoke is determined by the extent of his intention to quit smoking. A strong intention to quit smoking totally will strengthen smokers to control their behaviour under any conditions when smoking. Thus, it is hoped that the government can expand the picture message on cigarette packs to increase the desire to quit smoking and reduce the number of smokers in Indonesia.

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