



Analysis of Image Messages on Cigarette Packs Using Religious, Persuasive, and Financial Messages on Smoking Behavior

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Article Info

Article history:

Received 05 Agustus, 2020

Revised 09 Oktober, 2020

Accepted 28 Desember, 2020

Keywords:

Cigarette Pack Picture Messages, Religious, Persuasive, Financial, Smoking

ABSTRACT

Smoking behavior is still a problem in the world and Indonesia. The policy of picture messages on cigarette packs is regulated in the Minister of Health Regulation No. 28 of 2013 concerning the Inclusion of Warnings and Health Information on Tobacco Product Packaging. The purpose of this study was to analyze the picture messages on cigarette packs using religious, persuasive, and financial messages on smoking behavior. This research is quantitative research with a cross-sectional study design with primary data. This research was conducted in Indonesia. The time of this research was in January-August 2021. The sample in this study was 430. The data collection technique in this study was using a questionnaire with an online google form. Data analysis in this study is Univariate analysis with descriptive. The results of the study are the impact of religious image messages on cigarette packs on smoking behavior, namely the average respondent feels afraid of 8.42, feels disgusted by 7.40. believe in the picture is 8.46, feel worried about 8.61, feel the picture is excessive 3.71, want to exchange the picture of a cigarette message with another one is 1.52 and want to stop smoking is 8.98. It is hoped that the Government will conduct a more effective campaign to message the dangers of cigarettes on cigarette packs to reduce the number of smokers in Indonesia and review or update the images on cigarette packs with more effective ones to be enlarged to reduce the number of smokers among Indonesia.

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1. INTRODUCTION

Cigarettes are still a problem in the world and Indonesia. Based on the World Health Organization (WHO) in 2015 stated that the percentage of cigarette consumption in the world is 57% for the population of Asia and Australia, the population of Eastern Europe and the Soviet Union is 14%, the American population is 12%, the population of Western Europe is 9%, and the population of the Middle East and Africa by 8%. The number of smokers in the world by 20% is one of the causes of death from tobacco and 10% of ASEAN is a smoking area (WHO, 2019)

Based on the Basic Health Research Data (Riskesdas) in 2013 smoking behavior every day in Indonesia was 36.3% with an average number of cigarette consumption of 12.3 cigarettes per day (equivalent to one pack) (Kementrian Kesehatan RI, 2018). In 2018, based on the 2018 Basic Health Research data, daily smoking behavior in Indonesia decreased to 24.3% with an average number of cigarettes consumed per day of 12.8 cigarettes (Kementrian Kesehatan RI, 2018).

In 2008 the World Health Organization (WHO) formulated a practical control strategy known as MPOWER. Picture messages on cigarette packs are included in the Warning point (Warning the public about the dangers of tobacco) to reduce the prevalence of smoking in Indonesia (S. F. Siregar, 2021). Pictorial Health Warnings listed on cigarette packages have been in effect in more than 40 countries, including Indonesia. Canada was the first country to implement it in 2001 and other countries followed suit. In ASEAN such as Singapore has implemented pictorial health warnings in 2004 and Malaysia in 2009, with each image percentage of cigarette pack size Singapore 50%, Malaysia 60%.

The government is currently making policies in the form of government regulation (PP) No. 109 of 2012, regarding the safety of addictive substances in the form of tobacco products for health and Minister of Health Regulation No. 28 of 2013 concerning the inclusion of health warnings and health information on tobacco product packaging. Through the regulation, cigarette manufacturers are required to include scary images of the consequences of smoking on the packaging by 40%, including images of smokers with smoke that forms a skull, mouth cancer, throat cancer, people smoking with children nearby, and blackened lungs due to cancer (Nasution, 2019)

The policy of picture messages on cigarette packs is regulated in the Minister of Health Regulation No. 28 of 2013 concerning the Inclusion of Warnings and Health Information on Tobacco Product Packaging. The Minister of Health explains in detail the inclusion of health warnings and health information on tobacco product packaging and contains the requirements for the inclusion of the intended health warnings and information, including the type and color of the image, the method of writing, and the location of the placement (S. F. Siregar, 2020). Picture messages on cigarette packs are 40% of the surface of cigarette packs. The purpose of including picture messages on cigarette packs is to prevent teenagers from smoking. By looking at the scary pictures on PHW, adolescent smokers are also expected to be motivated to stop smoking because they see the impact of smoking (Rahmawati, 2015).

The Ministry of Health of the Republic of Indonesia has made various efforts to overcome this smoking habit problem. One of the efforts that have been made by the Ministry of Health of the Republic of Indonesia is by broadcasting Public Service Advertisements (PSA) entitled the dangers of smoking. Law of the Republic of Indonesia Number 32 of 2002 concerning Broadcasting in article 46 paragraph 7 has explained that broadcasters are required to provide time for PSAs broadcast. The next explanation is in paragraph 9 with an explanation that the minimum length of time for broadcasting PSAs is 10% (ten percent) of commercial advertising broadcasts. PSAs for the dangers of smoking in

Indonesia are made in such a way as to persuade active smokers to quit smoking (Putri, 2017).

The scary image in the Public Service Advertisement (PSA), the dangers of smoking is a persuasive message, which aims to remind smokers about the dangers of smoking. This persuasive message is known as a fear appeal. Fear appeal is a persuasive message based on fear. This message is intentionally made in such a way with the main purpose of scaring someone. The message will scare someone by showing terrible things that will be felt if the person does not do the things suggested by the message (Putri, 2017).

Tobacco packaging is a marketing tool that has the potential to influence smokers' attitudes and behaviors toward smoking (Lee, 2017). This could have an effect on consumer behavior, as internal tobacco industry research and marketing documents indicate that packaging that deviates from the 'traditional' style (e.g., bevelled edges and novel opening methods) is viewed positively and deemed 'elegant' or 'classy' (Moodie, 2018). Apart from pack structure changes, brand variant names allow tobacco companies to differentiate products sold in standardised packaging (Morton, 2018).

According to Rogers (1975) that the presence of an advertisement with a fear appeal will have a stronger influence on the formation of a person's behavior. Fear appeal is also known in the Extended Parallel Process Model (EPPM) theory. The EPPM theory developed by Witte (1992) explains when and how the fear appeal will affect, or will not affect a person. Fear appeals usually use clear language, personal language, accompanied by detailed pictures or bloody pictures, as a strategy. The EPPM formulated consists of five main components, namely; (1) Scary Impression. (2) Fear. (3) Threat Perception. (4) Perception of Efficacy. (5) Response. EPPM theory also explains how threats can motivate someone in processing a message. The greater the threat felt by a person, the greater the fear felt. This EPPM theory aims to frighten the target of the message until the target acts according to what has been recommended by the message (Putri, 2017).

The image on the cigarette pack is a message about health warnings against the dangers of smoking. Health warning images made by the government on cigarette packs include nonverbal communication to reduce active smokers in Indonesia and are expected to be able to influence the values, attitudes, beliefs, motivations, and behaviors of smokers. The government changed the policy of health warning labels in the form of sentences to be in the form of images to attract the attention of smokers to the impact that will occur if smoking so that smokers better understand the impact of smoking if they continue to smoke (Nella, 2019). Many people who smoke 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 has no effect on their health or is the same thing as not having images of advertisements warning of the dangers of smoking (Nasution, 2020).

According to Ali, (2020) and P. A. Siregar, (2015) that persuasive communication in good interpersonal relationships between active smokers and their partners who are passive smokers can lead to a reduction in smoking intensity from active smokers. Cigarette packaging is used as a medium to communicate the dangers of smoking (Negoro, 2017). The use of a scary appearance based on a certain idea allows a person to pay more attention to the message and then act in changing his health behavior according to the fear or concern that is formed.

Based on the background and data above, the researcher is interested in researching image message analysis on cigarette packs using religious, persuasive, and financial messages on smoking behavior. The purpose of this study was to determine the picture message on cigarette packs using religious, persuasive, and financial messages on smoking behavior.

2. RESEARCH METHODE

This research is quantitative research with a cross-sectional study design. This study uses primary data. This research was conducted in Indonesia. The time of this research is starting in January-August 2021. The population in this study is all Indonesian people who smoke and do not smoke. The sample in this study was 430. The data collection technique in this study was using a questionnaire distributed to respondents using an online google form and using the Self-Administered Questionnaire technique. The Self-Administered Questionnaire technique is a data collection method that covers a certain area, making it easier for researchers to collect all the necessary data in a relatively shorter time. Data analysis in this research is using descriptive univariate analysis. The univariate analysis aims to see the frequency distribution of each variable.

3. RESULT

Table 1. Frequency Distribution of the Impact of Picture Messages on Cigarette Packs Using Religious, Persuasive and Financial Messages on Smoking Behavior

Score	Variable						
	Feeling Scared	Feeling Disgusted	Believe in Pictures	Feeling worried	Exaggerated Image	Want to swap with others	Want to Quit Smoking
The Impact of Religious Image Messages on Cigarette Packs on Smoking Behavior							
N	463	463	463	463	463	463	463
Mean	8,42	7,40	8,46	8,61	3,71	1,52	8,98
SD	2,12	3,07	2,24	2,04	3,32	1,20	1,96
Min	1,00	1,00	1,00	1,00	1,00	1,00	1,00
Max	10,00	10,00	10,00	10,00	10,00	10,00	10,00
The Impact of Financial Picture Messages on Cigarette Packs on Smoking Behavior							
N	346	346	346	346	346	346	346
Mean	7,98	7,38	8,33	8,04	4,30	1,39	8,13
SD	2,486	2,745	2,077	2,357	3,163	0,490	2,334
Min	1,00	1,00	1,00	1,00	1,00	1,00	1,00
Max	10,00	10,00	10,00	10,00	10,00	2,00	10,00
The Impact of Persuasive Picture Messages on Cigarette Packs on Smoking Behavior							
N	436	436	436	436	436	436	436
Mean	7,96	7,40	8,23	8,04	4,86	1,45	8,19
SD	2,48	2,81	2,05	2,31	3,16	0,50	2,20
Min	1,00	1,00	1,00	1,00	1,00	1,00	1,00
Max	10,00	10,00	10,00	10,00	10,00	2,00	10,00

Based on Table 1, the results show that the average respondent feels afraid of 8.42 on the impact of religious picture messages on cigarette packs on smoking behavior. On average, respondents feel disgusted by 7.40 on the impact of religious picture messages on cigarette packs on smoking behavior. The average respondent believes in the image of 8.46 on the impact of religious picture messages on cigarette packs on smoking behavior. The average respondent was 8.61 worried about the impact of religious picture messages on cigarette packs on smoking behavior. The average respondent felt that the image was excessive at 3.71 on the impact of religious picture messages on cigarette packs on smoking behavior. The average respondent who wants to exchange pictures of cigarette messages with others is 1.52 after seeing the impact of religious picture messages on cigarette packs on smoking behavior. And the average respondent who wants to quit smoking is 8.98 after seeing the impact of religious picture messages on cigarette packs on smoking behavior.

The average fear of respondents is 7.98 on the impact of financial picture messages on cigarette packs on smoking behavior. On average, respondents feel disgusted by 7.38 on the impact of financial picture messages on cigarette packs on smoking behavior. The average respondent believes in the image of 8.33 on the impact of financial picture messages on cigarette packs on smoking behavior. The average respondents feel worried about 8.04. The average respondent felt that the image was excessive by 4.30 on the impact of financial picture messages on cigarette packs on smoking behavior. The average respondent who wants to exchange for another is 1.39 on the impact of financial picture messages on cigarette packs on smoking behavior. And the average respondent who wants to quit smoking is 8.13 after seeing the impact of financial picture messages on cigarette packs on smoking behavior.

The average respondent who feels afraid is 7.96 on the impact of persuasive picture messages on cigarette packs on smoking behavior. The average respondents who feel disgusted are 7.40 on the impact of persuasive picture messages on cigarette packs on smoking behavior. The average respondent's believes in the picture is 8.23 on the impact of persuasive picture messages on cigarette packs on smoking behavior. The average respondent who feels worried is 8.04 on the impact of persuasive picture messages on cigarette packs on smoking behavior. The average respondent felt that the image was excessive at 4.86 on the impact of persuasive picture messages on cigarette packs on smoking behavior. The average respondent who wants to exchange with another is 1.45 on the impact of persuasive picture messages on cigarette packs on smoking behavior. And the average respondent who wants to quit smoking is 8.19 after seeing the impact of persuasive picture messages on cigarette packs on smoking behavior.

4. DISCUSS

The Impact of Picture Messages on Cigarette Packs Using Religious, Persuasive and Financial Messages on Smoking Behavior

Health warnings in the form of images on cigarette packs aim to provide information to consumers about the dangers of smoking, as well as an effective and inexpensive health education effort and can increase public awareness of the impact of smoking on health. To be effective, health warnings must be easy to see, relevant, and easy to remember and must also describe aspects that smokers and potential smokers need to know . Providing information will have a significant impact on knowledge and attitudes about health(Saragih, 2020).

The more fearful someone is of a cigarette pack image message, the more likely they want to quit smoking. The degree to which an individual succeeds in his or her efforts to abstain from smoking is governed by the intensity of his or her intention to quit. A strong desire to completely quit smoking will help smokers maintain control of their behaviour when smoking under any circumstances. Thereby, it is hoped that the government can enlarge the picture message on cigarette packs to encourage the desire to quit smoking and thus lower the country's smoker population(S. F. Siregar, 2020).

Based on the results of the study, the average respondent felt afraid of 8.42 on the impact of religious image messages on cigarette packs on smoking behavior. On average, respondents feel disgusted by 7.40 on the impact of religious picture messages on cigarette packs on smoking behavior. The average respondent believes in the image of 8.46 on the impact of religious picture messages on cigarette packs on smoking behavior. The average respondent was 8.61 worried about the impact of religious picture messages on cigarette packs on smoking behavior. The average respondent felt that the image was excessive at 3.71 on the impact of religious picture messages on cigarette packs on smoking behavior. The average respondent who wants to exchange pictures of cigarette messages with others is 1.52

after seeing the impact of religious picture messages on cigarette packs on smoking behavior. And the average respondent who wants to quit smoking is 8.98 after seeing the impact of religious picture messages on cigarette packs on smoking behavior.

The average fear of respondents is 7.98 on the impact of financial picture messages on cigarette packs on smoking behavior. The average respondent believes in the image of 8.33 on the impact of financial picture messages on cigarette packs on smoking behavior. The average respondents feel worried about 8.04. The average respondent felt that the image was excessive by 4.30 on the impact of financial picture messages on cigarette packs on smoking behavior. The average respondent who wants to exchange for another is 1.39 on the impact of financial picture messages on cigarette packs on smoking behavior. And the average respondent who wants to quit smoking is 8.13 after seeing the impact of financial picture messages on cigarette packs on smoking behavior.

According to Trisnowati (2018), adolescents who have favorable attitudes toward 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 attitudes toward cigarette pack image messages are more likely to continue smoking. According to Pelima (2020), adequate adolescent understanding of the dangers associated with health messages on cigarette packs is crucial for adolescents, since adequate information enables teenagers to comprehend the significance of the dangers associated with cigarettes as indicated on cigarette packages.

The average respondent who feels afraid is 7.96 on the impact of persuasive picture messages on cigarette packs on smoking behavior. The average respondents who feel disgusted are 7.40 on the impact of persuasive picture messages on cigarette packs on smoking behavior. The average respondent's believes in the picture is 8.23 on the impact of persuasive picture messages on cigarette packs on smoking behavior. The average respondent who feels worried is 8.04 on the impact of persuasive picture messages on cigarette packs on smoking behavior. The average respondent feels that the image is excessive is 4.86 on the impact of persuasive picture messages on cigarette packs on smoking behavior. The average respondent who wants to exchange with another is 1.45 on the impact of persuasive picture messages on cigarette packs on smoking behavior. And the average respondent who wants to quit smoking is 8.19 after seeing the impact of persuasive picture messages on cigarette packs on smoking behavior.

Based on research by Adiyatama (2016) stated that the warning images of the dangers of smoking that can cause fear for most of the respondents who smoke are warnings about the dangers of smoking which describe oral cancer, then throat cancer and are harmful to the existing environment. around smokers, lung cancer, and chronic bronchitis, and smoking can cause death. This is because this perception is certainly strongly influenced by psychological factors from each person to the illustrations that cause the most fear-based on one's experience of the impact of cigarettes for users whom they know are afraid of warnings about the dangers of smoking on cigarette packs (Sutton, 2019). Someone who has a positive perception of health warning images on cigarette packs tends to reduce cigarette consumption, compared to someone who has a negative perception of the dangers of cigarettes on cigarette packs who tend to smoke more (Nasution, 2020).

Laiya (2019) states that images are very easy to find in media. Words and pictures are an excellent combination in the process of sending messages, information, or materials in health promotion. The results of delivering messages/materials using only words should be different from the results of delivering messages/materials with a combination of words and images (Yang, 2015). Academic research with young adults has discovered that certain pack features, such as bevelled edges, novel opening styles, and slimmer formats, increase appeal (Mucan, 2017).

Given the similar rating scores of religious and nonreligious HWLs, religious and nonreligious HWLs were functionally equivalent in terms of efficacy. With adequate consideration of potential unintended consequences, religious HWLs could be considered for a portion of HWLs in countries where religion has a significant impact on social life. (Kaplan, 2019).

The increased use of color descriptors following the introduction of standardised packaging suggests that tobacco companies may be using brand variant names to communicate product characteristics or evoke memories of fully-branded packaging. Only one study has examined how consumers react to brand names on cigarette packaging in a market that has implemented standard packaging (Skaczkowski, 2017). Smokers were randomly assigned to smoke a cigarette from one of two standardised cigarette packs, one bearing a premium brand name and the other bearing a value brand name; the cigarettes contained in both packs were identical (Greenland, 2016).

Smoking behavior is the act of a person doing smoking activities or actions that are done intentionally to simulate smoking, as well as the results of a person's decision after considering the good and bad of smoking (Smith, 2015). Information about cigarettes from the environment is an important thing that influences the consideration of whether smoking is good or not. Therefore, the decision-making process to smoke is strongly influenced by the environment (Laiya, 2019). According to Tantri (2018) there is a motivational drive from within to not smoke or reduce the number of cigarettes consumed after seeing and reading advertisements warning of the dangers of smoking on cigarette packages.

The image on the cigarette pack is a message about health warnings against the dangers of smoking (Joanna, 2016). Health warning images made by the government on cigarette packs include nonverbal communication to reduce active smokers in Indonesia and are expected to be able to influence the values, attitudes, beliefs, motivations, and behaviors of smokers (Noar, 2016). The government changed the policy of health warning labels in the form of sentences to be in the form of images to attract the attention of smokers to the impact that will occur if smoking so that smokers better understand the impact of smoking if they continue to smoke (Nella, 2018).

The existence of advertisements in the form of persuasion of cigarette image messages on cigarette packs has succeeded in reducing the number of cigarette consumption, but some have not. Interest in quitting smoking is even higher in smokers with high cigarette consumption (Purmehdi, 2017). This interest is also related to attitudes towards smoking and smoking behavior (Nurahmi, 2018). Smokers who are aware that smoking has an impact on health and are economically wasteful as well as other negative impacts have a high interest in quitting smoking (Sibarani, 2018). According to Ali (2020) that persuasive communication in good interpersonal relationships between active smokers and their partners who are passive smokers can lead to a reduction in smoking intensity from active smokers.

Picture messages on cigarette packs using religious, persuasive, and financial messages on smoking behavior can reduce the amount of cigarette consumption and can make someone stop smoking, this is because the messages on cigarette pack images related to religious, persuasive, and financial messages on smoking behavior can make someone reduce the amount of cigarette consumption and will make someone stop smoking because after seeing the picture message someone will be afraid, disgusted, believe in the picture, feel worried, ask to exchange pictures with others and want to stop smoking as a result of the information that has been obtained after seeing the message the dangers of smoking in the picture of the cigarette.

5. CONCLUSION

The conclusion from the results of this study is that the impact of religious picture messages on cigarette packs on smoking behavior is that the average respondent feels afraid of 8.42. The average respondent felt disgusted at 7.40. The average respondent believes in the picture of 8.46. The average respondents feel worried about 8.61. The average respondent felt the image was redundant at 3.71. The average respondent who wants to exchange a picture of a cigarette message with another is 1.52. And the average respondent wants to quit smoking is 8.98.

The impact of financial picture messages on cigarette packs on smoking behavior, namely the average fear of respondents is 7.98. The average respondent felt disgusted at 7.38. The average respondent believes in the picture of 8.33. The average respondents feel worried about 8.04. The average respondent felt the image was redundant at 4.30. The average respondent who wants to exchange with another is 1.39. And the average respondent who wants to quit smoking is 8.13.

The impact of persuasive picture messages on cigarette packs on smoking behavior is that the average respondent feels afraid of 7.96. The average respondent felt disgusted at 7.40. The average respondent believes in the picture of 8.23. The average respondents feel worried about 8.04. The average respondent felt the image was redundant at 4.86. The average respondent who wants to exchange with another is 1.45. And the average respondent who wants to quit smoking is 8.19.

It is hoped that the Government will conduct a more effective campaign to message the dangers of cigarettes on cigarette packs to reduce the number of smokers in Indonesia. It is hoped that the Ministry of Health and the Health Office can review or update the pictures on cigarette packs with more effective ones to be enlarged to reduce the number of smokers in Indonesia.

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