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Correlation Between Perception of Smoke Dangers Message with Adolescent Smoking Behavior in Banjarbaru

Fauzie Rahman, Musafaah, M Rezki Sholihin, Anggun Wulandari

Public Health Study Program, Medical Faculty Lambung Mangkurat University, Banjarbaru, Kalimantan Selatan, Indonesia

ABSTRACT

Government issued regulation No. 28 Year 2013 about Imprinting and Health Information Health Warnings on Tobacco Product Packaging control efforts for the health effects of cigarette consumption in Indonesia. The effort is greatly influenced by the perception of the dangers of smoking for messaging users. This study aimed to analyze correlation between perceptions of dangers of smoking message by Minister Regulation No. 28 of 2013 which is a picture “Merokok Membunuhmu” with adolescent smoking behavior of SMA / SMK private Banjarbaru. The study uses a quantitative method with observational analytic design with cross-sectional approach. The study population 3002 people. Calculation of the sample using hypothesis testing two proportions totaling 82 samples. The sampling technique using cluster sampling. The result showed the respondents have a positive perception many as 73 people (89%) and who behave smoke as many as 34 people (41.5%). Chi-square test showed that there is a relationship between perceptions message dangers of smoking and smoking behavior (p=0.03). Message dangers of smoking on cigarette packs may be used as an alternative medium of health promotion and health worker input in reducing the number of smokers in the target school teenagers. Other researchers can carry out research on the perception of dangers of smoking messages on other media such as audio-visual media

Keywords Perception, behavior, messages dangers of smoking

INTRODUCTION

Cigarettes by some people has become a necessity of life, and that is behavior that can not be left in their daily lives. Smoking and smoking behavior is an issue that is still sticking to this day. Various effects and dangers of smoking has actually been made public, but people are still smoking habit difficult to stoped. From the health side, the effect of the chemicals contained in cigarettes such as nicotine, carbon monoxide (CO), and tar will spur employment of nervous system central and sympathetic nervous system, resulting in increased blood pressure and heart rate quickened to stimulate cancer and various other diseases, such as narrowing of the arteries, high blood pressure, heart, lungs, bronchitis and diseases others.

Based on the results of Health Research (Riskesdas) in 2013 the average proportion with age ≥ 10 years who smoke in Indonesia is 29.3%, and sometimes smoked 3.5%. South Kalimantan had a mean proportion of smoking was 22.1% and occasional smoking was 3.6%. The amount is below the national rate is 30.5%. However, the average number of cigarettes smoked in South Kalimantan 16.7 rods while the average proportion in Indonesia as much as 12.3 rods that exceed the national average. The average number of cigarettes smoked in South Kalimantan ranks second in Indonesia after the Bangka Belitung. Based on data from Indonesia Global Youth Tobacco Survey (GYTS) in 2009 showed the prevalence of students who ever smoked by 30.4%. The figure consists of men by 57.8% and of women by 6.4%, and 20.3% of students are still using rokok. Based on survey data PHBS Banjarbaru household level, decrease number of smokers smoking in the house from 2012 to 2013, each as much as 61.9% and 50.8%. Although this number decreased, but the number is high enough, that more than half the population who smoke in the house.

Teenage smokers in Indonesia, which is a high background that adolescence is a time of transition
between children and adults who run the different time-beda. According to Nasution added that during this period teenagers will try to find the identity of dirinya. Adolescents tend to try behavior that have never been done better the behavior of both positive and negative behavior. One example of the negative behaviors that often do teenagers are smoking. Based on the research results and Purwandari Lestari, smoking behavior found that the average private school students (high school and vocational) higher than public schools (SMA and SMK) in the city of Sragen.

Efforts to control the impact of tobacco consumption on health in Indonesia through Law No. 36 Year 2009 on Health, Government Regulation No. 109 of 2012 on Safety Materials Containing addictive substances Form of Tobacco Products for Health and the Minister of Health Regulation No. 28 Year 2013 concerning Inclusion Health Warning and Health Information on Product Packaging Tembakau, understanding of the target to the warning message ads on cigarette advertising is expected to support efforts to prevent the dangers of smoking and contribute in reducing the number of smokers. However, in reality the increase in the number of smokers showed a worrying rise in the number mainly on the remaja.

Research Nurmayunita entitled relationship between knowledge, exposure to advertising media and perception of the level of vocational students smoking behavior Kasatrian Solo Kartosuro mentioned that there is a significant relationship between the perception of smoking behavior at the level of smoking behavior of students (p = 0.021). In addition, according to Widati that health messages on cigarette packs are not effective in improving knowledge and prevention of smoking behavior of informants Village Land Kedinding Kali Surabaya. This is due to the dangers of smoking message surveyed still use the old dangers of smoking message, that is, before the passing of Minister Regulation Number 28 of 2013 on June 24, 2014. Changes in cigarette new message is expected to change smoking behavior in Indonesia. Therefore, research is needed to explain the relationship of perception about the message the dangers of smoking and smoking behavior in adolescents.

The design of this study was analytical, with cross sectional study. The population in this study were all students / private high school and vocational school in the city of Banjarbaru derived from individual data SMA and SMK City Education Department Banjarbaru years 2014-2015. The population amounted to 3002 people. The population is spread across 18 private secondary schools are divided into five high schools and 13 vocational school. Samples were taken from 18 private secondary schools were selected using cluster sampling technique. This sampling technique is used to determine the sample if the object to be inspected or very comprehensive data sources such as district / city. Groups drawn from this study consisted of a geographical unit. Of the 18 private high schools located in the City Banjarbaru, researchers divided the study area into 4 clusters.

Based on a population that is already divided it can be seen, there are 4 sub-groups within the District of Banjarbaru, namely South Banjarbaru, North Banjarbaru, Liang Anggang and Platform Ulin. Furthermore, the draw to obtain Platform Ulin region at SMK Bhakti Nations by the number of students 424 people. Making the number of samples by using the formula hypothesis testing difference in two proportions. Obtained minimum sample size of 82 samples and will be taken at every class X, XI and XII by calculating based on the proportion of the number of students in each class with all students multiplied by the number of samples. Instruments in this study is a questionnaire that has been tested for validity and realibilitasnya. Validity and reliability conducted in Puskesmas Ulin River by 30 respondents.

RESULTS AND DISCUSSION

Based on Table 1 shows that based on the perception variables, respondents have a positive perception amounted to 73 (89%) of respondents. Based on Table 2, the results of this study also showed that respondents who have behaved smoke totaled 34 (41.5%) of respondents. Based on the results of the questionnaire, found respondents who chose a smoked the most are at a friend’s house (21 peoples), followed by home (14 peoples), at school (8 peoples) and others such as on the street or in the garden (5 peoples). The man who first influence respondents to smoke the most widely asked is a friend as much as 23 respondents (68%).

Based on Table 3, known that from 9 respondents (100%) who have a negative perception, there are seven
respondents (77.8%) who behave smoke and of 73 respondents (100%) that have a positive perception, there are 27 respondents (37.0 %) that behaves smoke. Fisher exact test results with a 95% confidence level, to see the connection between the perception of the message the dangers of smoking and smoking behavior found that, the value of $p = 0.03$. This means there is a significant relationship between the perception of the message the dangers of smoking and smoking behavior.

**Table 1. Frequency Distribution of Respondents by Perception and Smoking Behavior**

<table>
<thead>
<tr>
<th>No.</th>
<th>Variable</th>
<th>Frequency (n)</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Perception</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Positive</td>
<td>73</td>
<td>89</td>
</tr>
<tr>
<td>2</td>
<td>Negative</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Behavior</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Smoker</td>
<td>34</td>
<td>41.5</td>
</tr>
<tr>
<td>2</td>
<td>Not Smoker</td>
<td>48</td>
<td>58.5</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>82</td>
<td>100</td>
</tr>
</tbody>
</table>

**Table 2. Test Results Statistics between the Perception of the Dangers of Smoking Message to Smoking Behavior**

<table>
<thead>
<tr>
<th>No</th>
<th>Perception</th>
<th>Behaviour</th>
<th>Total</th>
<th>$p$-value</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Smoker (%)</td>
<td>Not Smoker (%)</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Negative</td>
<td>7 (77.8%)</td>
<td>2 (22.2%)</td>
<td>9 (100%)</td>
</tr>
<tr>
<td></td>
<td>Positive</td>
<td>27 (37.0%)</td>
<td>46 (63.0%)</td>
<td>73 (100%)</td>
</tr>
</tbody>
</table>

Respondents who have a positive perception amounted to 74 respondents (90.2%). Factors that lead to high perception among others attention selective where not all of the stimulus will be taken unless the stimulus is beneficial or useful or interesting to the individual, the characteristics of the stimulus or stimuli that move between excitatory silence will attract more attention, needs and emotional status which needs to motivate a person to be able to fulfill, past experience will be a cornerstone of thinking, and the function of the nervous system where the nerves are central to think that the damage either at the central or peripheral (sensory) can alter the creation persepisi13.

According to Nasution, usually young people smoking when you’re hanging out with friends, the weather was cold, and once scolded the parents. Teens also will smoke when there are problems, drowsiness, anxiety and requires concentration14. The first affects the respondents to smoke the most widely asked is a friend as much as 23 respondents (68%). This is consistent with research Chen, Huang and Chao that teens who smoke have a close friend who also smoked and Iqbal research, which found that most respondents (98.1%) had one or more friends who behave smoke. Approximately 70.1% of respondents have offered / given cigarettes by a friend14,15.

According Murdoko, behavior is something you do as an embodiment of the attitude of the establishment. Behavior will support change if the attitude held by someone positive. Behavior will resist change if a person has a negative attitude.14 Smoking behavior usually begins in adolescence even though the process of becoming a smoker has started since childhood. Adolescence also an important period of risk for the development of long term smoking behavior. In addition, smoking is the entrance of other negative behaviors such as substance abuse and drinkings6.

In this study, known although respondents have a positive perception but still behave smoke. As for the environmental factors associated with tobacco
use, among others, parents, siblings and peers who smoke. Another factor that causes people to smoke is the influence of advertising. Tobacco advertisement is expected to have a stronger influence than the influence of parents or peers, it is because perceptions affect the appearance and benefits merokok. Factors that lead to high perception among others attention selective where not all of the stimulus will be taken unless the stimulus is beneficial or useful or interesting to the individual, the characteristics of the stimulus or stimuli are stimuli that move between stimuli that silence be more interesting, needs and emotional status, namely the need to motivate a person to be able to fulfill, namely first experience of past experience will make it as the basis of reasoning, and the function of the nervous system where the nerves are central to think that the damage either at the central or peripheral (sensory) can alter the creation persepsi.

**CONCLUSIONS**

The results showed that no significant relationship between the perception of the dangers of smoking message about smoking kill smoking behavior (p = 0.03). Further research is needed to determine how much exposure the respondents in the provision of health promotion media especially print and video media in order to know which one is better used in the promotion. Messages dangers of smoking to health warnings can be used as an alternative medium of health promotion as an input by health workers in an effort to reduce the number of smokers in the target school teenagers. The government retains the promotion of health through picture messages dangers of smoking by Minister of Health Regulation No. 28 of 2013, as based on the results of this study, there was a message on the dangers of smoking that print media can be delivered as pictorial warnings are perceived positively. Researchers can carry out research on the perception of other media such as audio-visual media.

**Ethical Clearance:** This study approved and received ethical clearance from the Committee of Public Health Research Ethics of Medical Faculty, LambungMangkurat University, Indonesia. In this study we followed the guidelines from the Committee of Public Health Committee of Public Health Research Ethics of Medical Faculty, LambungMangkurat University, Indonesia for ethical clearance and informed consent. The informed consent included the research tittle, purpose, participants’s right, confidentiality and signature.

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<tr>
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<td>USD 350</td>
</tr>
</tbody>
</table>

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