

Analisis perbedaan persepsi masyarakat terhadap gambar peringatan bahaya merokok di Jakarta dan Kabupaten Cirebon tahun 2007

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Abstrak

[ABSTRAK

Perilaku merokok sampai sekarang masih merupakan salah satu penyebab kematian tertinggi dan menjadi masalah kesehatan dunia. Data Susenas 2004, jumlah perokok meningkat dari 32% menjadi 35%. Jakarta menempati urutan teratas untuk jumlah perokok terbanyak pada survei merokok tahun 2000. Di Kabupaten Cirebon, penyakit ISPA non spesifik menempati urutan teratas pada penyakit terbanyak tahun 2006, yang diperkirakan merupakan dampak dari kebiasaan merokok.

Salah satu upaya pemerintah menurunkan kebiasaan merokok adalah tulisan peringatan di bungkus rokok. Penelitian yang dilakukan Pusat Penelitian Kesehatan Universitas Indonesia di Jakarta dan Kabupaten Cirebon tahun 2007 menyatakan bahwa 76,3 % memilih peringatan kesehatan dalam bentuk gambar dan tulisan sebagai peringatan kesehatan yang efektif. Belum diketahui perbedaan persepsi masyarakat terhadap gambar peringatan bahaya merokok berdasarkan usia, jenis kelamin, status sosial ekonomi dan status perokok.

Penelitian ini merupakan analisis lanjut data Penelitian Peringatan Bahaya Merokok Melalui Gambar Pada Bungkus Rokok di Jakarta dan Kabupaten Cirebon tahun 2007, menggunakan desain cross sectional. Jumlah responden sebanyak 138 orang yang berdomisili di Jakarta dan Kabupaten Cirebon. Analisis Analisis perbedaan..., Nina Candra Dewi, FKM UI, 2007

data yang digunakan adalah analisis univariat dan analisis bivariat dengan menggunakan uji Mann Whitney dan Kruskal Wallis.

Hasil penelitian memperlihatkan ada perbedaan persepsi terhadap gambar peringatan bahaya merokok berdasarkan usia terutama pada gambar yang paling efektif $p=0,030$. Ada perbedaan persepsi terhadap gambar peringatan bahaya merokok berdasarkan jenis kelamin terutama pada gambar yang paling jelas $p=0,000$, gambar yang paling mendorong $p=0,002$, gambar yang paling menakutkan $p=0,000$ dan gambar yang paling efektif $p=0,001$. Ada perbedaan persepsi terhadap gambar peringatan bahaya merokok berdasarkan status sosial ekonomi terutama untuk gambar yang paling mendorong $p=0,022$ dan gambar yang paling efektif $p=0,000$. Ada perbedaan persepsi terhadap gambar peringstsn bahaya merokok berdasarkan status perokok pada gambar yang paling menarik $p=0,000$, gambar yang paling jelas $p=0,000$, gambar yang paling mendorong $p=0,000$, gambar yang paling menakutkan $p=0,000$ dan gambar yang paling efektif $p=0,000$.

Berdasarkan hasil penelitian, disarankan agar dalam promosi kesehatan terhadap gambar peringatan bahaya merokok sebaiknya memperhatikan perbedaan usia, jenis kelamin, status sosial ekonomi dan status perokok agar pesan-pesan kesehatan lebih mudah diterima masyarakat.

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ABSTRACT

Smoking habit is a cause of the highest mortality and becomes a world health problem. From Susenas data

in 2004, smoker number increased from 32% became 35%. Jakarta is on the highest level and a large number of smoker on smoking survey in 2000. Non specific disease of ISPA is on the highest level and most number of disease in 2006. This is estimated that it is impact of smoking habit.

One of government effort to decrease smoking habit is warning writing on cigarette bale. This study which was conducted on Health Study Center, University of Indonesia at district of Jakarta and Cirebon in 2007 indicated that 76,3% choosed health warning in the form of picture and writing as an effective health warning. It is not known yet the difference of public perception on warning picture of smoking danger based on age, sex, economic social and smoker status.

This study is data analysis of warning picture of smoking danger on cigarette bale by using a cross sectional design at district of Jakarta and Cirebon in 2007. This study used 138 responders who live at district of Jakarta and Cirebon. Data analysis was conducted by using univariate and bivariate analysis with Mann Whitney and Kruskal Wallis test. Analisis perbedaan..., Nina Candra Dewi, FKM UI, 2007

Study result indicated that there is perception difference on warning picture of smoking danger based on age especially for most effective picture $p = 0,030$. There is perception difference on warning picture of smoking danger based on sex especially for most effective picture $p = 0,000$, most support picture $p = 0,002$, most terrible picture $p = 0,000$, most effective picture $p = 0,001$. There is perception difference on warning picture of smoking danger based on economic social status especially for most support picture $p = 0,022$ and most effective picture $p = 0,000$. There is perception difference on warning picture of smoking danger based on smoker status especially for most attractive picture $p = 0,000$, clearest picture $p=0,000$, most support picture $p = 0,000$, most incredible picture $p=0,000$ and most effective picture $p=0,000$.

According to study result, it was suggested for health promotion on warning picture of smoking danger to see the differences of age, sex, economic social status and smoker status so health message can be understood well by public., Smoking habit is a cause of the highest mortality and becomes a world health problem. From Susenas data in 2004, smoker number increased from 32% became 35%. Jakarta is on the highest level and a large number of smoker on smoking survey in 2000. Non specific disease of ISPA is on the highest level and most number of disease in 2006. This is estimated that it is impact of smoking habit. One of government effort to decrease smoking habit is warning writing on cigarette bale. This study which was conducted on Health Study Center, University of Indonesia at district of Jakarta and Cirebon in 2007 indicated that 76,3% choosed health warning in the form of picture and writing as an effective health warning. It is not known yet the difference of public perception on warning picture of smoking danger based on age, sex, economic social and smoker status.

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