

# Pengaturan periklanan rokok setelah terbitnya Peraturan Pemerintah Republik Indonesia Nomor 109 tahun 2012 ditinjau dari perspektif perlindungan konsumen = The rule of tobacco advertising after the publication of the Indonesian government regulation no 109 of 2012 in terms of consumer protection

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## Abstrak

[<b>ABSTRAK</b><br>

Iklan merupakan salah satu strategi penjualan yang dapat menyampaikan informasi kepada konsumen. Hal ini terlihat jelas dalam hubungan antara iklan rokok dan konsumsi masyarakat. Penelitian ini akan fokus terhadap intervensi pemerintah melalui peraturan perundang-undangan dalam menangani masalah iklan rokok. Titik beratnya bagaimana peraturan dapat mengatur masalah iklan rokok. Metode penelitian yang dipergunakan bersifat yuridis normatif dengan menitikberatkan penelitian terhadap data sekunder.

Dapat dibuktikan bahwa anak-anak dan kaum muda lebih cepat menangkap makna dari iklan rokok dibandingkan orang dewasa dan kaum muda lebih cenderung mengkonsumsi rokok oleh karena pengaruh iklan. Penelitian menunjukkan bahwa anak-anak yang sangat muda memahami bahwa promosi tembakau mempromosikan merokok daripada merek tertentu dan bahwa ketika mereka semakin tua mereka dapat membedakan pesan merek.

Sebagai kesimpulan dapat diketahui bahwa pemerintah sudah mulai mengambil sikap dalam mengatur iklan rokok termasuk sponsor dalam acara olahraga, beasiswa dan lain-lain. Diharapkan kedepannya pemerintah dapat lebih berperan lagi dalam pelaksanaan pengaturan periklanan, khususnya iklan rokok.

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<b>ABSTRACT</b><br>

Advertisement is one of the marketing strategies with the aim to deliver the information to consumers. There is a clear relationship between tobacco advertising and consumption. This research will focus on government intervention from the regulation. How the regulation able to set up the tobacco advertisement. This research is based on juridical normative research, emphasizing on secondary data.

Here is also evidence that children and young people are more receptive than adults to tobacco advertising and that young people exposed to tobacco advertising and promotion are more likely to take up smoking. Research suggests that very young children understand that tobacco promotion is promoting smoking rather than a particular brand and that as they get older they can differentiate the brand messages.

As a conclusion, the regulation in Indonesia already make a move to set up the tobacco advertisement include the sponsor for sport events, scholarship and others. From this research it is expected that the Government can have more role in implementing the regulation on advertisement, especially tobacco advertisement.

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