

## Hubungan pesan gambar dibungkus rokok dengan perilaku merokok pada siswa SMA Putra Bangsa tahun 2015 = Relationship between warning labels on tobacco product with smoking behavior in Depok Senior High School students in 2015

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### Abstrak

[Banyak masalah kesehatan ekonomi sosial akibat perilaku merokok yang akan berpengaruh terhadap keberhasilan pembangunan nasional. Namun perokok remaja setiap tahunnya meningkat. Padahal pemerintah sudah berupaya memperingatkan bahaya merokok. Sekarang pemerintah menempuh cara baru melalui pesan gambar di bungkus rokok. Penelitian ini untuk mengetahui hubungan pesan gambar dengan perilaku merokok. Ini merupakan penelitian diskriptif korelatif dengan pendekatan cross sectional metode pengambilan data stratified random sampling dan menggunakan kuesioner Responden sebanyak 100 siswa. Hasil penelitian menunjukkan bahwa pesan gambar komunikatif berimbang dengan yang tidak 90 siswa berstatus bukan perokok ada hubungan bermakna antara pesan gambar dengan perilaku merokok siswa. Penelitian ini merekomendasikan agar perancang pesan gambar dibungkus rokok membuat gambar lebih menakutkan dan mengganti pesan gambar yang kurang menakutkan.

.....So many health problems economic social consequence of smoking behavior that affect national development. But smokers especially young population being increase. The Government used warning labels on tobacco product. The aim of this research was to determine the relationship between warning labels on tobacco product and smoking behavior of students in senior high school. This study was conducted in SMA Putra Bangsa Depok. The method was descriptive correlation. The total of samples was 100 peoples. The tool to collected data in this research is questionnaire. The data analyzed using Chi Square. Based on the results of this research can be concluded that there is a balance between communicative and does not communicative the warning labels 90 students is non smoker status. This result show that there is relationship between warning labels on tobacco product and smoking behavior in Depok senior high school students in 2015. Based on this result recommend that warning labels on tobacco product designer that made more scary., So many health problems economic social consequence of smoking behavior that affect national development. But smokers especially young population being increase. The Government used warning labels on tobacco product. The aim of this research was to determine the relationship between warning labels on tobacco product and smoking behavior of students in senior high school. This study was conducted in SMA Putra Bangsa Depok. The method was descriptive correlation. The total of samples was 100 peoples. The tool to collected data in this research is questionnaire. The data analyzed using Chi Square. Based on the results of this research can be concluded that there is a balance between communicative and does not communicative the warning labels 90 students is non smoker status. This result show that there is relationship between warning labels on tobacco product and smoking behavior in Depok senior high school students in 2015. Based on this result recommend that warning labels on tobacco product designer that made more scary.]