

## **Student Pesception in Response to Warning Label of the Dangers of Smoking on Cigarette Packaging (Descriptive Study: FIS UNJ Social Studies Education Students Class of 2018 – 2021)**

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**Abstract:** *This study aims to describe students' perceptions in responding to the warning label of the dangers of smoking on cigarette packaging. This research was conducted in the campus environment of the Faculty of Social Sciences, State University of Jakarta. The research method used is descriptive research. This study used purposive sampling techniques and the subject of the study was social studies education student class of 2018-2021 who were active smokers, both men and women. The results of this study show that students know and understand the dangers caused by smoking activities for their health and those around them, students are also aware that in each package there is a warning label for the dangers of smoking which is equipped with a visual label in the form of a terrible image that aims to provide information related to the impact of smoking on their bodies. Students remain active smokers due to external and internal factors. Smoking has become a habit that they live in their daily lives, so they don't care about the existence of warning labels for the dangers of smoking.*

**Keywords:** *Perception, Warning Labels, Cigarette Packaging*

### **Introduction**

Smoking is a very difficult need to avoid for people who experience cigarette irritation. Cigarettes themselves are one of the addictive materials which means they can cause dependence or addiction for connoisseurs of these cigarettes (Soetjningsih, 2010). In other words, cigarettes can be categorized into the drug group (Narcotics, Psychotropics, Alcohol, and Addictive Substances). It is undeniable that smoking has become a deep-rooted habit for the people of Indonesia. It can be said that smoking has become a culture and tradition of the people. Smoking behavior is an act of smoking tobacco rolled up by burned paper and then exhaled out of the body which has a temperature of 900C for the tip of the burned cigarette and 300C for the tip of the cigarette between the smoker's lips. (RH &P, 2010).

Global data shows that at least six million people die each year from smoking. This alarming increase in the number of deaths has led the World Health Organization to call it an epidemic. For Indonesia itself, smoking is a source of a big problem, especially in the health sector. When compared to other ASEAN countries, Indonesia is the country with the highest level of cigarette consumption. The estimated number of new smokers or adolescents under 19 years of age is 16.4 million. And one in five between the ages of 13-16 years have smoked based on this data making Indonesia the country with the highest number of adolescent smokers in the world as well as the highest male smokers in the world, which is 66% (Sholeh, 2017).

For Indonesia, the cigarette industry itself is included in a dilemmatic commodity because on the one hand this cigarette contributes the highest income compared to other industries, but on the other hand this cigarette is considered to interfere with the health of its connoisseurs. With the existence of the cigarette industry, it also invites a lot of criticism because it is considered to be campaigning for an unhealthy lifestyle. According to historical records, cigarettes have begun to be mass-produced in Indonesia since 1700. (RI, 2018). Based on the Central Government Financial Report (LKPP), it is stated that government revenue from excise taxes is worth IDR 185.9 trillion in 2020. This value increased by 2.7% from the previous year's achievement of IDR 181 trillion (Kusnandar, 2021).

Cigarettes are one of the international industrial and commodity factors that contain around 4000 chemicals. Important elements include: tar, nicotine, benzopyrin, methicloide, acetone, ammonia and carbon dioxide (Muhasidah, 2016). In Indonesia alone there are 672 cigarette companies from 3,363 cigarette brands spread across Indonesia (Rokom, 2014). Some of the well-known international cigarette brands that are often bought by students and students are Marlboro, Lucky Strike, Esse, Camel, and LA. As for the national cigarettes, they are Gudang Garam, Djarum Super, Dji Sam Soe, Clas Mild, and Gudang Garam International.

Based on these data, it can be said that the cigarette industry cannot be turned off, besides being the largest income for the state, it can also have direct implications for tobacco farmers. Although many anti-smoking campaign movements are often carried out, in fact the number of cigarette consumption continues to increase. Smokers are generally aware of and understand the increased risk of disease caused by smoking, however, they tend to underestimate the health effects in contrast to non-smokers. In general, smokers are less aware of the dangers of cigarette smoke produced in other people. In fact, some studies say that passive smokers tend to have a higher risk than smokers themselves.

Smokers think that the smoke generated from smoking has its own pleasure but the smoke inhaled will also have a direct impact on health resulting in diseases such as coughs to lung cancer. Cigarettes themselves can be enjoyed by anyone regardless of gender and age, even now many students and underage children have enjoyed smoking only as a lifestyle. Not infrequently in life everyone experiences a pressure that makes him experience stress which then vents with activities such as smoking. Even in everyday life, smoking can not be separated, no wonder if in a day you can spend one or more packs of cigarettes.

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The media's intense role in advertising the figure of a smoker depicted as a masculine and tough man has attracted many men to become smokers. Cigarette advertisements and promotions carried out by cigarette manufacturers are a powerful tool in attracting someone to smoke, causing an increase in the number of new smokers, both adults, teenagers, and even children. Moreover, the more creative cigarette companies' marketing strategies have an impact on all circles. Various forms of advertising such as giant billboards to stickers. Advertising on television and print media makes the number of active smokers increase. In tackling this problem, government regulation no. 19 years old. 2003 article 8 paragraph (1) which states "Health warnings on every label must be in writing." and paragraph (2) which states "The writing as referred to in paragraph (1) is in the form of ?smoking can cause cancer, heart attack,

impotence and disorders of pregnancy and the fetus."(Government of the Republic of Indonesia, 2003). On every cigarette package in general, apart from displaying a warning label, it also displays frightening visualizations such as a perforated throat, lungs that are damaged to rot, and oral cancer.

Cigarette labels have an important role in motivating smokers to quit smoking and providing health information about the impacts. Warning labels in the form of pictures and text are considered more effective when compared to writing alone. Because the presence of images makes it easier for people to understand the impact, especially those who are still children will be afraid to smoke because of the effect of the image on the cigarette packaging where children are the most vulnerable group and are easily influenced by the surrounding environment.

Among students, not a few of them are active smokers. Students should have an understanding of the dangers of smoking for their bodies, but students do not seem to care about the negative impact of smoking activities. Based on the background that has been explained, the problems studied in this study are: (1) What are the perceptions of students of Social Studies Education at FIS UNJ in responding to the warning labels on the dangers of smoking on cigarette packaging? (2) Why do IPS FIS UNJ students continue to be active smokers even though there is a warning label on the dangers of smoking on cigarette packaging?

## **Literature Review**

Perception comes from the English Perception which means sight, feeling, and capture. Linguistically, the word perception comes from the English Perception which means sight, feeling, and capture. Perception can be interpreted as a process of observing a person's environment by using the senses possessed to make aware of everything that exists in the environment (Tanra, 2015). Perception is a process that is initially preceded through a sensing process, that is, the process of receiving a stimulus by an individual through a sensory device can be said to be through a sensory process. This perceptual process is inseparable from the sensing process, and the sensing process is a preliminary process of the perceptual process.

Moskowitz and Orgel stated that perception is an integrated process in the individual towards the stimuli. Perception is the acquisition, interpretation, selection and regulation of sensory information. This perception occurs when a person receives an external stimulus that is then captured by the auxiliary organs that enter the brain. Perception itself is a process of finding information that can be understood through sensing tools (Listyana & Hartono, 2015). accepteds (B Walgito, 2005).

Based on some of the understandings above, perception can be interpreted as something that is caused by stimuli in the individual and from his environment which is processed through the brain. In other words, perception is also an image or response that a person has had after the individual has absorbed to know some things through the five senses.

Labels are usually made of paper, paper laminates, or plasti film either with maupan not with the addition of adhesive, labels can cover all or only part of the packaging, can be cut in a variety of different shapes to complete the contours of a form of packaging (Krasovec & Klimchuck, 2006). A label is a part of a product that has information in the form of writing, images, or a combination of both about the product or its seller (Angipora, 2002). Labels are generally part of the packaging, it can also be an identification mark affixed to a product. Kotler stated that a label is a simple display of a product or image that is designed and becomes a

single entity on the packaging of this label usually only lists the brand or information (Kottler, 2000).

Cigarettes are rolls or rolls of tobacco wrapped in paper, leaves, or corn husks, with a size as large as a pinky and 8-10 cm long, which is usually smoked by a smoker after the tip of the cigarette is burned (Gagan, 2017). Cigarettes are processed products made from tobacco leaves that are burned at the ends and then smoked on other parts. Smoking can be said to be a smoking activity, while a smoker is a person who has done 1 or more cigarette smoking activities in a day. Meanwhile, if you stop smoking for 5 years, you are referred to as a former smoker (Sudaryanto, 2016).

The warnings contained in each pack of cigarettes also vary from warnings about the dangers of the cigarette itself to explaining what diseases can be caused by the cigarette itself such as throat and mouth cancer. In Indonesian government regulation number 19 of 2003 concerning the safety of cigarettes for health explains that, cigarette warning is any information about cigarettes in the form of pictures, writings, combinations of both or other forms included in cigarettes, inserted into, affixed to or is part of the cigarette packaging.

## **Methodology**

The research used by the researchers used descriptive research methods with a quantitative approach. Descriptive research (descriptive research) is a research method used to describe existing phenomena, which are ongoing or phenomena that have occurred. The subjects were active students of Social Studies Education, Faculty of Social Sciences, State University of Jakarta, batch 2018-2021, totaling 333 students, then 44 students were taken as samples. The data collection technique used purposive sampling. Data collection techniques using observation techniques, interviews, questionnaires, documentation. By using descriptive research, researchers can describe the perceptions of students in responding to the warning labels of the dangers of smoking on cigarette packaging.

## **Findings & Discussion**

### **1. Students' Perceptions of Social Studies Education FIS UNJ in Responding to Warning Labels on the Danger of Smoking on Cigarette Packaging.**

#### **Perception of the existence of a smoking hazard warning label on each packaging.**

Perception can be interpreted as a process of observing someone's environment by using their senses to make them aware of everything that exists in that environment (Tanra, 2015). Students have various perceptions they believe that the threats contained in the warning labels such as if smoking will cause lung cancer, throat cancer, oral cancer, and other terrible diseases are facts that must be avoided for their own good. By showing visual labels or pictures of damage to their limbs due to cancer as a result of smoking, it also increases their awareness that smoking is a very dangerous activity for the body. And the warning label also explains that smoking is dangerous for people around them even though they are not smokers but can also be affected by diseases caused by cigarette smoke exhaled by people around them.

Another view of the Social Sciences Education FIS UNJ students regarding the warning label on the dangers of smoking based on their data stated that the warning label on the dangers of smoking seemed too exaggerated in stating the side effects, especially with the visual images displayed, they thought that the images displayed were excessive.

The existence of this warning label is not enough to help suppress students who are active smokers because it is considered that the warning label is less able to convince students to stop smoking.

**The existence of a warning label on the dangers of smoking on cigarette packaging does not affect the desire to quit smoking.**

The results of data and interviews with Social Studies Education students from the 2018 to 2021 classes are not motivated to stop smoking just because of the warning label on the dangers of smoking. They don't care and even seem indifferent to the warning label. Many factors make it difficult for a person to quit smoking, the most common of which is where tobacco has addictive properties/substances.

Knowledge and understanding of the warning labels on the dangers of smoking do not necessarily make Social Science Education students of FIS UNJ stop consuming cigarettes because of their experience of never feeling symptoms or never suffering from smoking cigarettes. This behavior tastes good if it is associated with perception according to Stephen P. Robbins that perception is strongly influenced by the individual's personal characteristics. Personal characteristics that influence perception include attitudes, personality, motives, interests, past experiences and expectations (Stephen P. Robbins, 2002)

**The warning label on the dangers of smoking makes students reconsider when they want to smoke.**

Social Studies Education students always try to reduce the intensity of smoking cigarettes because they really understand the dangers of smoking. Then the size of the visual label is large enough so that it can be seen clearly by anyone. Although the warning label did not make the student completely stop being an active smoker, the warning label was considered successful in making the student active smoker consider smoking or buying cigarettes with regular intensity.

**The visual label contained in cigarette packs does not frighten the buyer.**

Students have their own perceptions in responding to the warning labels based on the results of the questionnaire, some students admit to being afraid of the warning labels by imagining that one day the disease listed on the warning label attacks their health. There is also the view that if someone smokes or does not smoke, they will still die, either because of a disease due to smoking or other factors. However, it is very unfortunate that many of their friends in the UNJ campus environment are addicted to cigarettes, it doesn't make them afraid because they think smoking is a normal thing.

The majority of students admitted that the presence of visual labels in the form of pictures of diseases on cigarette packages did not scare them, because they thought that the pictures were just made up and made up not in accordance with the effects of smoking they felt. Then others said they were not afraid to smoke because it was caused by several things, one of which was to reduce stress and release boredom in carrying out an activity.

**2. The Causes of Social Science Education Students FIS UNJ Still Being Active Smokers Even though There is a Smoking Hazard Warning Label on Cigarette Packaging.**

**Association and Environment**

In everyday life, we are always faced with socializing or interacting with the surrounding environment, such as interacting with parents, neighbors, lecturers, and friends on campus. And they are always faced with people who are active smokers whether it's their

parents who are heavy smokers or their peers who always smoke when they are with them. Having a close friend who is an active smoker will trigger other people to be curious about how the taste can be felt after smoking.

Basically, an active smoker smokes because he tries cigarettes repeatedly. Someone who tastes cigarettes, and then the activity is done repeatedly until it becomes a habit or addict. Smoking is a habit that is difficult to get rid of because you are used to it, so it encourages students of Social Sciences Education FIS UNJ to always smoke if there is a chance. In addition, the assumption that cigarettes is a loyal best friend. Cigarettes can accompany when needed and always make it more difficult to get rid of the habit.

### **Addicted**

Lack of self-awareness of the long-term impact on the body and ignorance of the dangers of consuming cigarettes are factors that cause students to smoke frequently. Students of Social Studies Education FIS UNJ actually understand the dangers and impacts on their health if they continue to smoke. Based on the results of the questionnaire, it also showed that all respondents were aware of the dangers of smoking and were aware of the warning labels on each cigarette package.

### **Indifference to the dangers of smoking cigarettes**

This wrong perception of smoking behavior by students who are active smokers is what makes them trapped and shackled in the trap of smoking pleasure. FIS UNJ Social Studies Education students are intelligent people, but smoking behavior in the campus area even though a smoking ban has been attached to every corner of the campus area, but many students and college students do not comply with the prohibition and it seems that it has become a hereditary tradition from seniors. Every student has their own style and character in life. For most of the Social Studies Education students of FIS UNJ who are active smokers, smoking is like their lifestyle.

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