UNIVERSITI TEKNOLOGI MARA

THE IMPACT OF CIGARETTE WARNING LABEL TOWARDS SMOKER

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BROADCASTING

JANUARY 2019

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ABSTRACT

This research attempt to seek what is the impact of cigarette warning label towards smoker in area of Rembau. The analysis gathered in this research will also to identified adding an image to an existing text warning will be more effective to the smoker or not. A sample of 60 people around Rembau has been selected by using the random purposive sampling technique. The data collected in this research was taken by using the 'adapt and adopt' technique questionnaire. A total of 22 question is included to conclude the perception of the males and females people around Rembau area, to analyze the pictorial health warning on cigarette labels merged to changed their perception or not. Findings of this research shows that the smokers are aware to that cigarette warning label but they ignore it and does not have realize that smoking will effects their health in the future.

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