
AN OVERVIEW OF ACTIVE SMOKERS' PERCEPTIONS OF THE POLICY OF INCLUSION OF PICTORIAL WARNINGS OF THE DANGERS OF SMOKING ON CIGARETTE PACKS IN PONDOK GEDE SUB-DISTRICT, BEKASI CITY

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Abstract. Background: The prevalence of smoking in Indonesia is so high in all walks of life that the government has made several policies to control it. One of them is the inclusion of health warnings and health information on tobacco product packaging which aims to prevent novice smokers from starting smoking, as well as guaranteeing the public's right to clear, correct and honest information, as well as choosing based on clearer (visual) information that they understand (informed decision). The purpose of this study was to determine the extent of active smokers' perceptions of pictorial warnings of the dangers of smoking on cigarette packs. Subjects and Methods: This study uses a qualitative approach and the Extended Parallel Process Model (EPPM) method. The research subjects consisted of active smokers who were found in Pondok Gede District, Bekasi City. Data collection techniques in this study were in-depth interviews. The research instrument used was the researcher himself who was directly involved in the research. Then the technique of checking the validity of the data uses source triangulation. Results: The results showed that the informants' perceptions of the pictorial warnings of the dangers of smoking on cigarette packs varied quite a lot. Not all informants feel afraid and horrified by the scary pictures on cigarette packs. These results affect their beliefs to be able to reduce or quit smoking. Those who feel afraid and spooky of the pictures on cigarette packs have more confidence to be able to stop smoking than those who don't feel scared or spooky. Conclusion: Based on the results of the analysis it can be concluded that the pictorial warnings on cigarette packs has not been able to reduce the desire to quit smoking among informants.

Keywords: Perception, Smoking, Pictorial Warning

Abstrak. Latar Belakang: Prevalensi merokok di Indonesia sangat tinggi di berbagai lapisan masyarakat menyebabkan pemerintah membuat beberapa kebijakan untuk mengontrolnya. Salah satu kebijakan yang disusun pemerintah adalah pencantuman peringatan kesehatan dan informasi kesehatan pada kemasan produk tembakau yang telah dijelaskan secara rinci dalam Peraturan Menteri Kesehatan Nomor 28 Tahun 2013. Tujuan pencantuman peringatan kesehatan dan informasi kesehatan pada kemasan produk tembakau yaitu mencegah perokok pemula untuk memulai merokok, selain itu hak masyarakat akan informasi yang jelas, benar dan jujur, serta masyarakat juga memilih berdasarkan informasi yang lebih jelas (visual) yang dipahaminya (informed decision). Subjek dan Metode: Penelitian ini bertujuan untuk mengetahui sejauh mana persepsi perokok aktif terhadap peringatan bergambar bahaya merokok yang ada di bungkus rokok menggunakan pendekatan kualitatif dan metode Extended Parallel Process Model (EPPM). Subyek penelitian terdiri perokok aktif yang ditemui di wilayah Kecamatan Pondok Gede, Kota Bekasi. Teknik pengumpulan data dalam penelitian ini adalah wawancara mendalam. Instrumen penelitian yang digunakan adalah peneliti itu sendiri yang terlibat langsung dalam penelitian. Kemudian teknik pemeriksaan keabsahan data menggunakan triangulasi sumber. Hasil: Hasil penelitian menunjukkan bahwa persepsi informan terhadap peringatan bergambar bahaya merokok di bungkus rokok cukup bervariasi. Tidak semua informan merasa takut dan ngeri terhadap gambar seram di bungkus rokok. Hasil itu mempengaruhi keyakinan mereka untuk dapat mengurangi atau berhenti kebiasaan merokok. Mereka yang merasa takut dan seram terhadap gambar di bungkus rokok memiliki keyakinan yang lebih untuk bisa menghentikan kebiasaan merokok yang lebih dibanding mereka yang tidak merasa takut atau seram. Kesimpulan: Berdasarkan hasil analisis dapat disimpulkan bahwa, kebijakan pencantuman peringatan bergambar pada bungkus rokok belum dapat mengurangi keinginan untuk berhenti merokok bagi para informan.

Kata Kunci: Persepsi, Rokok, Peringatan Bergambar

INTRODUCTION

According to The Tobacco Atlas 3rd edition, 2009, the percentage of the world's population who consume tobacco is found to be 57% in Asia and Australia, 14% in Eastern Europe and the Soviet Union, 12% in the Americas, 9% in Western Europe and 8% in the Middle East and Africa.(1) Meanwhile, from The ASEAN Tobacco Control Report 2012, the percentage of smokers in the population in 2012 spread in Indonesia (51.11%), the Philippines (13.60%), Vietnam (12.03%), Myanmar (6.97%), Thailand (10.22%), Malaysia (3.44%) Cambodia (1.16%), Laos (1.11%), Singapore (0.39%) and Brunei (0.06%).(2)

Cigarette consumption is an epidemic that threatens the continuity of generations in Indonesia. This is illustrated by the continued increase in cigarette consumption from year to year and places Indonesia as the fourth country with the highest number of smokers and the seventh highest in the world for the amount of cigarette production.(3)

Based on data from the National Commission on Children, as many as 293 thousand children aged 10 years have become active smokers.(4) With those huge numbers of children smokers, Indonesia is the country with the largest number of adolescent smokers in Asia and makes Indonesia a baby smoker country.

The 2018 Basic Health Research (Riskesmas) showed that the number of smokers over 15 years old was 33.8% (62.9% in men and 4.8% in women).(5) This figure does not show a significant decrease compared to the 2013 Riskesdas of 36.3% (65.8% in males and 4.1% in females) and the 2016 which is 32.8% (68.1% in males and 2.5% in females) despite the policy of pictorial warnings of

the dangers of smoking on cigarette packs that have been implemented since 2014 in Indonesia.(6,7)

Based on data on the increasing number of active smokers, the Government of Indonesia strives to prevent, reduce and even stop its citizens from smoking to realize a healthy society. The government has issued several regulations related to tobacco control policies in Indonesia, including Law on Health no. 36/2009, Government Regulation (Peraturan Pemerintah) No. 109/2012 on the Safety of Materials Containing Addictive Substances in the Form of Tobacco Products for Health, and Minister of Health Regulation (Peraturan Menteri Kesehatan/ Permenkes) No. 28/2013 on the Inclusion of Health Warnings and Health Information on Tobacco Product Packaging. The Permenkes outlines the provisions for the use of pictorial warnings of the dangers of smoking on cigarette packs in more detail, one point of which states that "every cigarette package in circulation and advertisements containing cigarettes in Indonesia, must display a warning image of the dangers of smoking.(8) The cigarette packaging in question includes packs, slots, and cylinder tubes. This obligation is imposed on both local and foreign cigarette manufacturers. Currently, the area of inclusion of pictorial warnings on cigarette packs is only 40% of the total area of cigarette packs.(8)

There are currently five scary images used for cigarette packaging, namely: Image 1: Mouth Cancer, Figure 2: Lung Cancer, Picture 3: Throat Cancer, Picture 4: Bandaged person, Figure 5: Throat Cancer.(8)



Figure 1. Currently five scary images used for cigarette packaging (mouth cancer, lung cancer, bandaged person and two images of throat cancer), source: Annex of Permenkes 28/2013

The scary pictorial message above is deliberately displayed on cigarette packs which aims to cause a person's feelings of fear and horror so that they do not do things according to the message conveyed, this is called fear appeal which is also referred to as the Extended Parallel Process Model (EPPM) model. The EPPM model is a framework developed by Kim Witte that aims to predict how an individual reacts when faced with stimuli that cause fear.(9)

A fear-inducing message contains two main elements: threat and efficacy or problem and discussion. A message must first threaten and convince a person that danger is looming.

This study aims at the perception of active smokers in the Pondok Gede Sub-district area, Bekasi City towards pictorial warnings of the dangers of

smoking in cigarette packs using a qualitative approach and the Extended Parallel Process Model (EPPM) method.

METHODS

The method used in this research is descriptive using a qualitative approach that will be more descriptive of the results of the interview. This study aims to obtain in-depth information about the description of active smokers' perceptions of pictorial warnings of the dangers of smoking in cigarette packs by exploring information from informants. Informant selection criteria are based on the principles of appropriateness and adequacy. The research was conducted in August-September 2020 in the Pondok Gede Sub-district area of Bekasi City. The data used in this study are primary data. The research subjects consisted of five active smoker informants with the focus of the study to explore the extent of the description of active smokers' perceptions of pictorial warnings of the dangers of smoking in cigarette packs.

The data collection method was semi-structured in-depth interviews using an interview guide containing the main questions that aimed to explore unlimited and in-depth information from informants from various perspectives. If the level of saturation has been reached, extracting information stops. The data analysis techniques used in this research are data collection, data reduction, data interpretation, analysis and conclusion drawing. Then the data validity checking technique uses source triangulation.

RESULTS AND DISCUSSION

Informant Characteristics

A total of five active smokers were interviewed. The age range of the informants, the youngest was 21 years old and the oldest was 47 years old, all of whom were male, because it is easier to find male active smokers than women. This is reflected in the 2018 Riskesdas data which shows the prevalence of tobacco consumption in men is higher (62.9%) than women (4.8%). Interviews were conducted in August-September 2020 in the Pondok Gede Sub-district area of Bekasi City.

Table 1. Characteristics of the Informants

Informan	Age	Job
Informan 1 (In1)	23	Office Boy
Informan 2 (In2)	40	Parking Attendant
Informan 3 (In3)	25	Employee
Informan 4 (In4)	47	Cleaning Service
Informan 5 (In5)	21	Jobless

Most informants started smoking in their teens. The youngest age of starting smoking was 12 years (In4) and the oldest was 20 years (In2), thus informants have been active smokers for quite a long time. The main factors that caused them to start smoking were almost the same, namely the influence of the environment and friendships and trial and error.

"I was about teenage, 16 or 17, at first I just tried it from friends. My friends mostly

Related to this, Wismaningsih (2014) said that one of the main factors for an adolescent to start smoking is the influence of friends. This is coupled with curiosity, curiosity or challenges to existing prohibitions including cultural and religious influences.(10)

The average informant consumes one pack of twelve cigarettes a day, only one informant consumes 6 cigarettes a day. When asked to mention the harmful substances contained in cigarettes, all informants were unable to mention these substances completely, only nicotine which is a very common harmful substance known to the public could be mentioned by all informants. While other harmful substances such as tar and CO and NO gases they did not know.

"nicotine, as far as I know there is none, that's it." (Informant 1)

As is well known, a cigarette contains 2,500 chemical components of tobacco, and 4,800 components in cigarette smoke. Some of the chemical components identified as harmful to health are tar, nicotine, CO gas, and NO as well as several residual materials formed during planting, processing, and presentation in trade, namely fertilizer and pesticide residues, TSNA (tobacco specific nitrosamine), B-a-P (benzo-a-pyrene), and NTRM (nontobacco related material) (Tirtosastro, 2010).

smoked. I smoked on the street, hiding from my parents. Until now I smoke one pack a day, about 12 cigarettes" (In1)

"since I was 12 years old. Actually, I tried it with many friends in the village, most of whom smoke" (In4).

"from junior high school from the age of 15, watching friends, trying it out, then getting used to it because of the environment, all my friends smoke. usually smoking is hiding at a friend's house, if at home I don't dare..." (in5)

The Riskesdas 2018 shows that the prevalence of smoking among school-age adolescents or those aged 10-18 years has increased. The percentage of adolescent smoking behavior in the 2018 Riskesdas was recorded at 9.1 percent, an increase from the 2013 Riskesdas of 7.2 percent. This figure is still far from the National Medium-Term Development Plan (RPJMN) target of 5.4 percent.

Fear

The fear referred to in this study is the feeling of trepidation (horror) related to the psychological and physiological dimensions felt by informants towards the scary pictures on cigarette packs. When asked about feelings when seeing scary pictures on cigarette packs, only three informants expressed feelings of horror, fear and disgust. They expressed concern that there would be a threat to themselves if the disease happened to them. This is in accordance with the concept of fear defined by Kim Witte as illustrated by the informants' statements as below:

"Yes, I was horrified to see the picture. The picture with the chest, throat hole and eee..." (In1)

"The picture is scary, the text is also scary. I'm afraid we'll have something like this happen." (In2)

"The picture is scary, when I look at it I imagine it could happen to us" (In3)

Meanwhile, there were two informants who expressed ordinary feelings and were not affected by anything when they saw these images. They said this was because they had often or even daily seen

these images. One of the informants revealed that he acted casually because the disease depicted had not yet happened to him.

"Nothing scary, not afraid, honestly it's just normal I'm used to seeing it" (In4)

"It's normal, I'm used to seeing it. If I'm like that, then I'll be scared" (In5)

When asked to rank the five message images starting from the scariest, the majority of informants chose image 2 (a picture of lung cancer) as the scariest and image 3 (a picture of throat cancer with a hollow neck) as the least scary.

Severity

The pattern of informants' answers regarding the severity of the disease is relatively the same, which leads to the magnitude of the threat as shown by the pictures on cigarette packs. All informants considered the pictures on the cigarette packs to be a condition that illustrates severity. This is in accordance with the concept of severity defined by Kim Witte, which is reflected in informants' statements containing the words "dangerous", "severe", "causing death".

"Yes, it's bad if it's like that, it can lead to death too" (In2)

Informants' knowledge about the dangers of smoking to their own and others' health is relatively similar. They can mention some of the diseases that can be caused by cigarette consumption. They get information related to the dangers of smoking from the media as well as images on the cigarette packs they consume.

"Yes, I know there is that, there is writing on the wrapper and see it from anywhere, the dangers such as cancer, heart, lungs. If other people think it's almost the same effect" (In1)

"Cancer, fetus, and then what, heart. I got it from the internet and friends and cigarette packs. Other people are dangerous too, with children, especially those around ten years old, they can suffocate. (In2)

Susceptibility

In the element of susceptibility, the informants obtained varied answers. Three of the informants admitted that they were vulnerable and at risk and thought that someday they could suffer from diseases like those they saw from the cigarette packs. The concern about the disease is obtained

from information in the media or the informant's personal experience when the informant sees the sufferer directly, which is illustrated in the following interview excerpt:

"Everyone must be thinking of getting a disease like this. It's horrible. I've seen people in public transportation getting this kind of disease" (In1)

"Yes, I really think if for example this happens to me or if for example my lung condition is like that" (In3).

In contrast to other informants, two informants said they were not so sure and did not believe they were vulnerable and at risk. They stated that the messages on cigarette packs did not affect them. One of them felt that smoking had a positive effect on them, namely reducing stress, boredom and fatigue as well as providing inspiration and a sense of comfort. While another said he was not sure because currently the disease has not happened to him.

"Yes, I'm used to it, maybe it's because it hasn't happened yet, if it has happened, then it's new." (In5)

The pattern of informants' answers is in accordance with the concept of vulnerability defined by Kim Witte in the EPPM theory. The informants' answers describe their belief that they are at risk of the same disease as what is depicted on cigarette packs. Witte said that if a person is not convinced of a threat or risk message then he will ignore the threat message that has been conveyed to him.

Response efficacy

When informants were asked what things can keep themselves away from diseases such as those shown in the picture, a similar pattern of answers was found. The answers that emerged included quitting smoking and living a healthy lifestyle such as exercise, regular and healthy meals. This is illustrated in the following interview excerpt:

"Yes you can, we stay away from cigarettes and exercise" (In2)

"The first thing is to have the intention to stop smoking first, then exercise and eat regularly" (In3).

When asked about their intention to quit smoking, all informants revealed that they had intended to quit smoking, as in the following interview excerpt:

"I have thought about quitting smoking and tried to quit but smoked again the first time because of the environment and addiction" (In3).

In general, no differences in the pattern of answers were found among informants. They believe that quitting smoking and adopting a healthy lifestyle can prevent them from the diseases shown in the pictures on cigarette packs. All informants had thought about quitting smoking; however, they did not have a strong determination to quit smoking. The reasons cited for the difficulty in quitting smoking were addiction, the environment of smokers and the fact that cigarettes are considered to be able to generate enthusiasm and drive away boredom.

The belief that the effects of cigarettes are considered to be able to generate enthusiasm and eliminate boredom, boredom and stress is an important factor, in addition to environmental factors that cause smokers to continue their smoking habits, even though they know the negative effects of cigarettes.

In addition to the above factors, the ease of getting cigarettes at an affordable price also influences informants to keep smoking. They revealed that if cigarettes are difficult to obtain and at an expensive price, people will think about buying cigarettes.

Self-efficacy

When informants were asked about their confidence in successfully reducing cigarette consumption or quitting smoking, the pattern of answers varied from sure, half sure and not sure.

"Insya Allah sure, it's like eating candy" (In1)

"I'm half sure I can quit smoking, but the intention is there" (In3)

"Not sure I can. Even if I stop smoking, it's because I don't have money" (In4)

In general, there was a different pattern of answers for informants who felt afraid and horrified by the images on cigarette packs from informants who were not afraid. Informants with a fearful response generally said they were confident or half-confident that they could reduce or stop consuming cigarettes. In contrast to informants who did not feel afraid, these informants said they were not sure they could reduce or stop consuming cigarettes.

CONCLUSION

From the element of fear, it can be concluded that not all informants feel fear or horror when they see scary pictures on cigarette packs. The purpose of the inclusion of scary pictorial messages on cigarette packs cannot be conveyed to all informants. From the element of severity, it can be concluded that all informants consider the pictures and messages of danger on cigarette packs to be a condition that illustrates severity. From the element of vulnerability, informants' answers varied, some informants did not feel the threat of disease risk as depicted in cigarette packs, causing them to ignore the threat message. In terms of response beliefs, almost the same pattern of answers was found, namely that quitting smoking and adopting a healthy lifestyle can prevent them from the diseases described in cigarette packs. All informants admitted that they had thought about quitting smoking, but the lack of strong determination made them fail to carry out their intentions. As for the element of self-belief, not all informants had enough confidence to quit smoking. Those who feel scared and scary about the images on cigarette packets have more confidence in stopping smoking than those who are not afraid.

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