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by Universitas Muhammadiyah Kalimantan Timur

Submission date: 26-Dec-2023 06:57PM (UTC+0800)

Submission ID: 2264882936

File name: Jurnal_Sys_Pharm.pdf (284.66K)

Word count: 3144

Character count: 16339

8 Opinions and Stages of Change in Health Warnings on Cigarette Packaging through Transtheoretical Model

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Article History:

Submitted: 16.04.2020

Revised: 13.05.2020

Accepted: 17.06.2020

ABSTRACT

To prevent the tobacco epidemic, the government made Regulation No. 109 of 2012 concerning Safeguards of Materials containing addictive substances in the form of tobacco products for health. Article 17 states that cigarette companies are required to put pictorial health learning or PKB on each pack of cigarettes sold. The obligation was officially enforced since June 24, 2014, with the stipulation that the PKB display area will be 40% on the front and 40% on the back of the cigarette packaging.

Through a qualitative approach, the author wants to dig deeper into how the opinion of students of SMP Negeri 29 Samarinda regarding pictorial health warning messages contained in cigarette packets, as well as following the changes in informant behavior through Transtheoretical Model, namely the stages of behavior change starting from precontemplation, contemplation, preparation, action and maintenance, and was followed for 6 months on 12 informants, 6 informants who had the habit of smoking in the preparatory stage and 6

informants of the smoking behavior in the maintenance of smoking stage.

The results of the study, 4 prokoc informants at the preparatory stage, had a strong intention to stop smoking. 3 of them go through the stages of changing the preparation of the transition to action and one of them through the stages of changing the action of transition to maintenance. While 6 informants were in the shop of maintenance of smoking stage, 5 of them were precontemplated because they had fear after receiving PKB messages on cigarette packages, while 1 informant had no response at all.

Keywords: Illustration Health Warning, Stages of Change, Cigarettes

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DOI: 10.31838/srp.2020.6.62

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INTRODUCTION

Smoking behavior from an early age is the beginning of the formation of long-term smoking or addiction to smoking. Cigarettes have adverse effects in terms of health, economy, social and environment, Ministry of Health Republic of Indonesia (Anczak et al., n.d.). From the health aspect it is known that a cigarette contains 4000 types of chemicals that are harmful to the body, stages a person does the smoking habit, namely; The preparatory stage. Someone get a pleasant picture about smoking by listening, seeing or from the reading results, these things can lead to interest in smoking, Stages of initiation. Pioneering smoking phase is the stage whether someone will continue or not to the smoking behavior, The stage of becoming a smoker (Miller et al., n.d.). If someone already consumes four cigarettes per day, Maintenance of smoking stage. This stage of smoking has become one part of the way of self-regulation (Fry & Sherr, 1984).

Meanwhile, according to data from the East Kalimantan Fost research team who have surveyed 90 active smoker respondents in Samarinda, it was found that, 5% started to smoke at the age of 9-11 years and 42% of respondents smoked at the age of 15-17 years. The coordinator of the research team Erizal Repati said, generally smokers know cigarettes from the surrounding environment. Also from the family environment, from relatives to friends with games. And 37% of respondents said they were willing to hold hunger for smoking (Kishi, 1977; Post, 2002)

To prevent the tobacco epidemic, the government made Regulation No. 109 of 2012 concerning Safeguards of Materials containing Addictive substances in the form of tobacco products for health. Article 17 states that cigarette companies are required to put pictorial health learning or PKB on each pack of cigarettes sold. The obligation was officially enforced since June 24, 2014, with the stipulation that the PKB display area will be 40% on the front and 40% on the back of the cigarette packaging (Rau et al., 1983).

In 2013 the government through Permenkes No. 28 issued and set five pictures for the first time, namely; images of lungs blackened by cancer, images of people smoking with children nearby, images of throat cancer, images of people smoking with smoke that forms skulls and images of oral cancer (DeNiro & Epstein, 1978).

Through a qualitative approach, the author wants to dig deeper into how the opinion of students of SMP Negeri 29 Samarinda regarding pictorial health warning messages contained in cigarette packets, as well as following the changes in informant behavior through the Transtheoretical Model, namely the stages of behavior change starting from precontemplation, contemplation, preparation, action and maintenance for 6 months (Ishizaka et al., 1986). This study uses The Transtheoretical Model (TTM) which is also known as The Stages of Change Model developed by Prochaska and DiClemente. Health warnings illustrated on cigarette packaging, is a message that seeks to raise the fear of smokers against the effects of smoking (Fry, 1988).

METHOD

The method used is qualitative with a phenomenology approach through the Transtheoretical Model. Held at State Junior High School 29, Kelurahan Sempaja Selatan, Kec. North Samarinda, Samarinda City, from September 3, 2018 to March 6, 2019. SMP Negeri 29 was chosen as the research location because many of its students have been confirmed to be active smokers, from the preparatory stage to the maintenance of smoking (Wada et al., 1987)

With purposive sampling, the sample is taken randomly and selected 12 informants, where 6 informants are Preparatory smokers, 6 smokers are maintenance of smoking. Retrieval of data through in-depth interviews, observation and documentation of informants and the school environment, Sugiyono (Aoki, 1991).

Before conducting in-depth interviews, firstly show the five pictures on the cigarette packaging of the informant, after

that ask the opinion of the informant on the PKB and proceed with in-depth questions for the Pre-contemplation stage, continued Contemplation and continued preparation of the informant in Preparation. The next meeting with the informant is one month after receiving the PKB message, the aim is for an in-depth interview about the Action or what efforts have been made to stop smoking. if there is an effort made by the informant, then six months later a next

meeting is held to find out the Maintenance process that has been sought by the informant (Atkinson et al., 1987).

2 ANALISYS AND RESULT

Based on the results of interviews with 6 informants of the Preparatory stage of smokers, after seeing PKB installed on scary cigarette packages, the following three pictures;



Pic 1: PKB Oral Cancer



Pic 2: PKB Lung Cancer



Pic 3: PKB Throat Cancer

All informants of the preparatory stage smoker were afraid to see the PKB picture, the informant felt afraid because in picture 1 it showed burning lips, burning, festering, swelling and changing shape. In figure 2, the organs of the lung are all black, while in picture 3, the neck that has a hole and changes shape becomes terrible. Based on an excerpt from an interview with one of the informants;

"How come your lips can look like this, sis? eheh" (SAL.01) the informant believes that experiencing this will be difficult, because the disease is embarrassing, torturing and can even cause death, as the results of in-depth interviews; "Just looking at the picture feels scared and disgusted, let alone experiencing it ,,,, don't want to imagine not being able to". (US.2)

While the opinions of 6 informants who smoked the maintenance of smoking stage varied, five informants who had fear after receiving the PKB message, and one informant who was relaxed without a response. As the interview excerpts follows:

"Is this picture real, sis? because I have never heard good news on Facebook, IG, WA or other social media, there is an incident in Samarinda, if there is already a scene, that's it." (DD.4)

According to the informant, he did not believe in the existence of diseases such as the PKB cigarette packaging, but had fear, because this was never witnessed directly by a disease like this. In addition, there were also informants who argued the following interview excerpts;

"Yes ... I'm still safe, I'm only 2 years old so I am an active smoker, my father just mbauda of children smoking until old age is still healthy and strong at work, there is no disease like in this picture." (YD.7)

The stages of change in the 6 informants of the preparatory stage smokers, as follows;

1. Pre-contemplation: Almost all informants smoke because they go along with friends. in the preparatory stage, trying to smoke in order to enter and be accepted into a group of friends who smoke. They get information about fun things if

they smoke from friends so they start to smoke, as the following interview with informant cites as follows;

"Friends smoke cigarettes, so you come along too, so that they are not ridiculed so pious." (MH.3)

after receiving a PKB message on cigarette packages, informants who are preparatory smokers know the dangers that threaten active smokers.

2. Contemplation: All informants who are preparatory stage smokers, after seeing the PKB picture on cigarette packs, claim to think that one day they might suffer from oral cancer, throat cancer or lung cancer, so there is an intention to stop smoking. as the interview excerpt as follows;

"Yeah, so I think about it, and it makes sense because when you smoke cigarettes, you have mint flavor and other flavors, maybe it's a dangerous ingredient in cigarettes, right? If it's often smoked and attached to the lips and mouth, yes it could be make cancer this time, OK?" (HF.8)

Some informants answered that they were scared when they saw the three pictures of PKB contained on cigarette packages, based on the results of the interview as follows;

"Usually I see it at a glance, I don't really pay attention, this is the first time I have observed this picture very well, it turns out it was really terrible ... even more that this picture has a perforated neck and this one has festering lips and the shape doesn't look like it understands." (SW.11)

While on the other hand, the smoker informants in the maintenance of smoking stage have different opinions, as the interview excerpts follows;

"If it's the intention to stop it ... there is no MBA yet, it's difficult, if it's possible to reduce it, but I'm not sure because friends all smoke eh, if you don't smoke like a fool it seems" (NAS.10)

"The picture on the cigarette pack is in my opinion just frightening, so that we don't smoke, so a scary picture is installed, because there isn't any fact." (IR. 12)

The informant claimed there was no strong intention to reduce or stop smoking, this was influenced by the environment of residence, school environment and the

social community of informants who were strong in supporting smoking. In addition they also have the assumption that those who are vulnerable to illness as shown in the cigarette packaging are people who have unhealthy lifestyles, such as; the number of cigarettes smoked is indeed large, alcohol dependence, likes to stay up late and also irregular eating patterns and sports activities have never been carried out. As the interview excerpts follows:

"It seems like I would prefer other healthy lifestyle patterns, mba, for example, does sports work like that, because it's hard to stop smoking." (YD.7)

Based on the research data above, the opinion of informants about the PKB images contained in cigarette packs in general feels worried, disgusted and scared because the disease is deadly, embarrassing and torture. It's just that there are some informants who hide their fear to maintain behavior that is considered comfortable. Explained that, the stages of change after the informant received the PKB message contained in cigarette packets were fear, disgust and worry. It is a negative emotional reaction to a threat. Threats are conceptually distinguished in two ways, namely; Threats as perceptions perceived by informants, namely perception of threats are subjective evaluations of the informants of threats contained in pictorial health warning messages listed on cigarette packages. The informant felt that, if he maintained his smoking behavior, one day he would experience one of the examples of the disease displayed on the cigarette packaging. There are two dimensions of threat perception, namely; a). Perception of severity that is, perception of severity is a belief about the magnitude, seriousness, or severity of a threat. For example, "lip cancer can cause death, embarrassment, pain and make a lifetime miserable. b). Perceptions of vulnerability, while perceptions of vulnerability are a person's beliefs about his risk to the threat. For example "I am at risk for throat cancer because I smoke. Threats as a component of messages in the form of images displayed through cigarette packs, which emphasize how frightening the PKB message about the severity of a threat to informants and the vulnerability of experiencing the threat. Based on interviews with informants (HF.8), who felt vulnerable to lip cancer because when he smoked there was a substance in the form of mint flavor mixed with other flavors that were felt attached to his lips and mouth when smoking cigarettes, and if he did so continuously, then the dangerous substances that will make it mouth cancer. The whole series above is a precontemplation process.

Contemplation and Preparation reactions from informants that can be observed include the response. The responses shown by the informants after receiving the PKB message on cigarette packages were of three types, namely; Hazard control response, where the informant thinks that the example of the disease contained in the PKB message will not happen to him, on the grounds that he can do other healthy lifestyles, such as not drinking alcohol, healthy eating patterns, exercising and other healthy patterns. Fear control responses. The reaction of the informant in controlling fear after receiving a PKB message on various cigarette packages, some said "I smoke die also don't smoke

die too, it is better that I continue to enjoy smoking." Some of the informants responded with the sentence, "My father started smoking from still children until old age is now still healthy, moreover I am a smaller number of cigarette consumption and slower to start smoking." There is no response. One in 12 informants had no response at all, he just resigned to his condition at the time, the informant was a smoker of the maintenance of smoking stage.

Environmental factors strongly influence informants failing to prevent non-smoking behavior. Neighborhood or peer environment is a need for association, peers encourage adolescents to be fully accepted in the group, if they have the same principles, if there are different things will be eliminated by themselves. Stages of action is a stage of full vigilance against extraordinary invitations or temptations that come from peers. Someone must begin to actively behave as planned, so that the process needs to be supported in order to remain committed to the plan to stop smoking, such as; appreciation, support from others to change behavior, other alternatives from a behavior and stimulus control, such as joining a sports community that is favored and useful

CONCLUSION

In accordance with the concept of research through the Transtheoretical Model or knowing the stages of informant changes after receiving a PKB message that is listed on the cigarette packaging through three images, namely images of oral cancer, throat cancer and lung cancer. And also know the informants' opinions about the three images.

ACKNOWLEDGEMENT

The author thanks the Chancellor of the University of Widya Gama Mahakam Samarinda for research funding assistance through PM. Samarinda State Junior High School 29 for your permission and assistance so that the research process we carried out went well. All members of the research team for their cooperation in conducting research.

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