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## KNOWLEDGE AND ATTITUDE ABOUT NON-SMOKING AREA AND THE DANGER OF CIGARETTE ADVERTISING IN BUKITTINGGI CITY

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### ABSTRACT

*Global data indicates that 20% of the population over the age of 15 smokes as much as 16 cigarettes a day. The dangerous ban on smoking has been achieved by society as a whole in various media. The study aims to find out the knowledge and attitude about non-smoking area and the dangers of tobacco advertising in Bukittinggi City. This research method is descriptive with a quantitative approach. The research was carried out in the city of Bukittinggi, which is spread over three districts. (Kec. Mandiangin Koto Selayan, Kec. Guguak Panjang and Kec. Aur Birugo Tigo Baleh). Based on researchers considerations using purposive sampling techniques, the researchers took a sample of 400 people in each of the smoke-free areas. Implications of this study are raising youth awareness about the dangers of smoking, strengthening the ban on promoting, advertising, selling, and buying cigarettes in the workplace, and banning smokes in public places. The results of the study showed that more than half of the respondents (330 respondents) (82.5%) had a high knowledge of KTR. Then more than the half of respondents (293 (73.3%) had a good knowledge of tobacco advertising. On the attitude variable it was found that over half of those responding (250 respondents (625.5) had a positive attitude to KTR and then more than a half of 215 respondents (53.8%) had positive attitudes to to cigarette advertisement. It is expected that there will be efforts to restrict cigarette advertising, especially advertising presented through the media or electronics, and also to monitor the advertising of cigarettes in the Non-Smoking Areas so that people reduce their smoking consumption and maintain their own health.*

**Keywords:** *Non-Smoking Areas, Dangers of Cigarette Advertising, Knowledge, Attitudes*

## **INTRODUCTION**

Smoking is a common phenomenon in various age groups in different countries. 20% of the population smokes at the age of 15 and over, and they smoke 16 cigarettes a day. The production of cigarettes at the moment can capture the attention of the public, 5 trillion cigarettes produced every year all over the world in the last few decades (Torkashvand et al., 2021). Smoking is a common phenomenon in various age groups in different countries. 20% of the population smokes at the age of 15 and over, and they smoke 16 cigarettes a day. The production of cigarettes at the moment can capture the attention of the public; 5 trillion cigarettes have been produced every year all over the world in the last few decades (Natsir & Yulianto, 2023).

Based on data from the World Health Organization that 1.1 billion currently smoking people in the world (WHO, 2019) and the WHO also estimates that the number of deaths from tobacco by 2023 will reach 10 million per year, 70% of which occur in developing countries (Sulung, 2021). Smoking is still a serious problem in Indonesia. According to the Basic Health Survey results of 2018, the prevalence of smokers is still quite high, especially among the age group of 10-18 years. Data show that the number of cases between 2013 and 2018 has increased by 7.2 % to 9.1 % from the target of 5.4 percent in the 2019 RPJMN. Meanwhile, the proportion of people over 10 years of age who smoke once a day has risen from 29.3 % in 2013 to 28.8 % in 2018 (Kemenkes RI, 2018).

The smoking problem for Indonesia is still a government problem, as the number of smokers in Indonesia continues to rise. Steps can be taken by the government to activate the

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Framework Convention on Tobacco Control, or FTCT, but the government has not dared take these steps. The FTCT serves as a regulator of cigarette smoking policies such as prices, taxes, protection against exposure to tobacco smoke for the public, cigarette contents, packaging, education, public attention, and promotion or advertising of cigarettes with the intention and purpose of protecting today's people who have been affected by their health status due to exposure to tobacco smoke (Natsir, 2023).

According to the Global Adult Tobacco Survey (GATS), in 2021 there has been an increase in public exposure to tobacco advertising in the last 10 years by 21.4%. The province of West Sumatra is ranked sixth among smokers in Indonesia at 30.3%. The highest age of first-time smoking in West Sumatra was 15-19 years 42.1%. According to rules number. 11 of 2014 the Mayor of Bukittinggi prohibits public to smoke in public places and section 6A contains a prohibition on cigarette advertising, this ban is due to the steadily increasing cases of smoke-related abuse occurring in the city of Bukittinggi such as lung cancer, chronic obstructive pulmonary disease (COPD), coronary heart disease (CHD), cancer of the cervix, kidney cancer, etc.

A study conducted by Natsir & Yulianto (2023) found that there is a significant influence on cigarette decision making in adults with the purchase of cigarettes with a probability value of  $0,000 < 0,005$ . Another poll according to Harliantara & Rahmawati (2022) said that there was a relationship between cigarette advertising and smoking behavior in women aged 20-30 years with a value (sig)  $< \alpha 0,017 < 0,05$ . Whereas according to Fadhila et al (2022) the

results found that there is an influence between the role of tobacco advertising on teen smoker behaviour in urban areas with a p value = 0,029.

The government has issued a Pictorial Health Warning or Health Picture Warning on Cigarette Packaging in accordance with Permenkes number 28 Year 2013 which regulates the imposition of a warning for cigarette manufacturers attaching pictures of cigarette hazards on cigarette packaging such as images of mouth cancer, throat cancer and the danger of smoking near small children and the government also gives a fine of Rs. 500 million to manufacturers who do not respect this warning (Natsir, 2023).

The fact that this is happening in society, according to the observers of the researchers, means that the influence of this advertisement that has been regulated by the government seems to be ignored by the public. According to the researchers' observations, an increased number of smokers has already been seen among school-age teenagers; they are free to buy cigarettes in the stores available. Neither does the seller ban students who want to buy cigarettes.

People who are frequently exposed to cigarette smoke or they consume cigarettes will have many impacts that will be received such as developing failure, experiencing symptoms of lack of focus in learning, reduced capability, suffering from anxiety disorder to depression. As to the dangers that can be accepted by adolescents, these may include inability to develop lungs, symptoms of heart disease and blood vessels, tooth damage, muscle and bone cramps, and cancer (EMC Health Care, 2020).

## RESEARCH METHOD

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This research method is descriptive with a quantitative approach. The research was carried out in the city of Bukittinggi, which is spread over three districts. (Kec. Mandi Angin Koto Selayan, Kec. Guguak Panjang dan Kec. Aur Birugo Tigo Baleh). Based on researchers' considerations using *purposive sampling techniques*, the researchers took a sample of 400 people in each of the Smoke-Free Areas. In data collection, the tools used by researchers are questionnaires, observation sheets, notebooks and data processing using univariate analysis. This research has passed the ethical test at the University of Fort De Kock with the number: 423/IX/KEPK/2023.

## RESULT AND DISCUSSION

### Respondent Characteristics

**Table 1. Distribution of gender**

Gender	F	%
Female	179	44,8
Male	221	55,3
Total	400	100
Education	F	%
Not School	26	6,5
Elementary	7	1,8
School		6,8
Junior High	27	58,8
School		26,3
Senior High	235	
School		
College	105	
Total	400	100
Jobs	F	%
Students	128	32
Farmer	25	6,3
Civil Servant	23	5,8
Employee	59	14,8
Trader	123	30,8
Labor	28	7
Retirement	3	0,8
Housewife	11	2,8
Total	400	100

Table 1 shows that more than half of the respondents, or 221 respondents (55.3%), are male. More than half, or 235 (58.8%) have completed high school education, and almost 128 (32%) have a career as students/schoolers.

### Knowledge

According to table 2, more than half of the respondents (330 respondents) (82.5%) had a high level of knowledge about the Non-Smoking Area. Then more than a half of 293 respondents (73.3%) had a good level of information about cigarette advertising.

**Table 2. Distribution of Non-Smoking Area Knowledge and Knowledge of Cigarette Advertising**

<b>Non-Smoking Area Knowledge</b>	<b>F</b>	<b>%</b>
Low	70	17,5
High	330	82,5
Total	400	100

  

<b>Knowledge of Cigarette Advertising</b>	<b>F</b>	<b>(%)</b>
Low	107	26,8
High	293	73,3
Total	400	100

Knowledge is something known by a person that is made as a guideline in shaping character or action that has occurred and passed through based on experience. It happens to someone after performing a sensation of a particular object. This research is in line with the theory that emphasizes the importance of knowledge or cognitive that is the primary domain in shaping action in a person. When a person has good knowledge then the behavior, he conducts tends to be good according to what he knows. Therefore, both can contribute to

improving the quality of life and health of people who smoke (Torkashvand, 2021).

According to a study conducted by Junisa et al (2023) it was found that out of 249 respondents 111 people (44.57%) of them had good knowledge. Another study according to Narti et al (2024) showed that the level of knowledge of respondents of 70 respondents was 68 (97.1%) respondents category sufficient while 2 respondents (2.9%) category less. The researchers assumed that respondents have good knowledge related to cigarette advertising, smoking behaviour, smoke-free areas and the impact and danger of smokes.

The researchers assumed that respondents had a good knowledge of cigarette advertising, smoking behaviour, smoke-free areas and the impact and dangers of smoke. However, respondents have not understood and applied what they already knew about the smokeless area and its functions, as well as a lack of understanding of the harmfulness of the advertising of cigarettes itself.

Knowledge alone is not enough to stop cigarette advertising without being followed by real events in everyday life. If the individual only has knowledge but does not implement it, then that knowledge will become useless. A person's knowledge typically has an important level in shaping one's actions, behavior, and attitude toward what is to be done. However, if one has limited knowledge, what is done may be irregular or less organized.

Adequate knowledge of cigarette advertising and the various factors that cause smoking behavior can affect the likelihood of such behaviour occurring. Therefore, having good science is not enough to increase smoking cessation in society if it is not accompanied by action



or implementation in the smoke cessations, it requires more effort to be able to stop smoking behavior for someone.

### Attitude

According to the study, more than half of the respondents, or 250 respondents (62.5%) had a positive attitude toward the Non-Smoking Area.

**Table 3. Distribution of Non-Smoking Areas Attitudes and Attitudes to Cigarette Advertising**

<b>Non-Smoking Areas Attitudes</b>	<b>F</b>	<b>%</b>
Negative	150	37,5
Positive	250	62,5
Total	400	100

  

<b>Attitudes to Cigarette Advertising</b>	<b>F</b>	<b>%</b>
Negative	185	46,3
Positive	215	53,8
Total	400	100

Attitude is a person's response to being closed away from a particular object that is not always visible but can be interpreted. Attitude can reflect one's consistency by stimulating something specific in everyday life presented as an emotional response to a particular situation (Notoatmodjo, 2018).

According to the Narti study (2024), which showed that of the 70 respondents surveyed, there were 37 respondents (52.9%) who had a positive category attitude and as many as 33 respondents (47.1%) had a negative category.

The researchers assume that a positive attitude towards a non-smoking area and the dangers of tobacco advertising may reflect the respondents'

perception of the importance of being positive about cigarette advertising as well as not consuming cigarettes. Researchers argue that cigarette advertising on the rate of consumption still has a weak influence on what happens and is influenced by other factors such as the environment. The environment can directly change a person's attitude to smoking. Based on the findings of the researchers still found an environment free of the placement of cigarette advertisements either on billboards, shop banners etc, not only cigarettes advertising environment researchers are still finding that the attitude of the public is still disregarding the favors to the smoking ban in the non-smoking areas.

It can be concluded that the public does not understand the function of the Non-Smoking Area and its application, so it is necessary that the health officers, especially the promkes, always provide health education on the functioning of the No Smoking Zone and how to apply it in everyday life.

### CONCLUSION

The study concluded that more than half of the respondents (330 respondents) (82.5%) had a high level of knowledge about the Non-Smoking Area. Then more than the half of respondents (293 respondents (73.3%) had high levels of knowledge of cigarette advertising.

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