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## The impact of television anti-smoking campaigns on university students in Indonesia

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### Abstract

This research was conducted to find out the influence of public service advertisement about the danger of smoking to the student who smoked regularly. This research uses a quantitative approach with the explanative type of research where the relationship between variables was examined. The research method used is a survey by spreading the questionnaires to 400 sample members of the specified population in 11 cities in Indonesia. This study discusses the influence of the television campaign on the student smokers with regard to the dimensions of cognitive, affective and behavioral. The results showed that the campaigns were less effective since they did not change significantly students' smoking habits.

**Keywords:** smoking, campaign, students, Indonesia, television

### 1. Introduction

From various information in the mass media, especially television, advertisements are the most unavoidable. Advertising is non-personal communication structures that are usually financed and persuasive about products (goods, services, and ideas) by identified sponsors through various media. It required a certain media (television) to deliver advertising messages from communicators (producers) to the communicant (consumer). The media is used to connect the two. Selection of these media is very important because it relates to the success of advertising companies in conducting sales promotion strategy. The selection of media that is less precise will cause the information that contained advertising messages to be less effective in influencing the target consumers. In advertising, producers need mass media as means of delivering messages about the products they produce to the audience.

Public service advertisement (PSA) is a form of the mass communication program to convey messages on behalf of good will. The objectives of PSA is to provide information, influence or remind the audience of specific ideas concerning the facts and background or causes of occurrence of a particular social phenomenon (Madjadikara, 2004) <sup>[15]</sup>. Ads submitted will not exist without a message. The message conveyed through an ad can be a mix of verbal and nonverbal messages. Verbal messages are messages delivered both orally and in writing. While the nonverbal form means uncontrolled communication messages. Based on the goal, the advertisement can be divided into 2 types: commercial ads and public service. Commercial ads are also called business ads. As the name suggests commercial or business advertising aims to gain economic benefits, primarily an increase in sales. PSA is an advertisement that is used to deliver information to persuade and educate audiences with the ultimate goal not to profit economically but to society's profit or social gain. Social benefits in question are the emergence of knowledge, awareness and attitude changes as well as changes in

community behavior on the issues advertised and obtaining a good image in the eyes of the community. Public service ads aim to spread messages that are informative and educational. The normative benefit of the largest public service advertisement is to increase the knowledge, awareness, and behavior of the community itself. The community is awakened by the PSA and led to a better situation. Generally, the message material delivered in this type of advertisement is in the form of public information to arouse the audience to do a normative good. For example electricity-saving, care to education, preserving the environment, and others.

The second benefit of public service ads is good imagery an institution or institution may get from society as well as economic benefits. The social benefits gained from public service advertisements can be intermediate goals to help smooth economic gains. Logically a good image, which has been obtained by the company in the community, will also affect consumer decisions in the end in choosing, buying, and using the product so that the business profits to be achieved indirectly. This can happen because the decisions and behavior of many consumers are also influenced by the significance of the good image of the company in the eyes of consumers socially. In addition to bringing good and improving people's quality of life, increasing public knowledge, better awareness, attitudes, and behaviors in line with the core message delivered via PSA will also benefit the advertisers themselves. In addition to getting a good image in the community, the working programs launched by the institutions or agencies might obtain more supports. The vision and mission of the institution can be more easily realized.

Based on the provisions of Indonesian broadcasting regulations, it has been determined that public service announcement must be broadcast free of charge or receive special discounts. This provisions especially valid for public service advertisements concerning public safety, awareness of natural disasters, public health, and other public interests

submitted by governmental bodies. In January 2017, the global public health experts called Vital Strategies Institute working together with the Government of Indonesia launched a new campaign that visually highlights a number of harmful diseases caused by tobacco consumption. Vital Strategies in collaboration with the Ministry of Health plans run a four-week television campaign on six national television stations. The campaign is also promoted and disseminated through social media using hashtag #Suara Tanpa Rokok or #Voice Without Smoke and also at [www.suaratanparokok.co.id](http://www.suaratanparokok.co.id), a site where Indonesians can share stories about the dangers of cigarettes (Tim Viva, 2018)<sup>[28]</sup>.

Based on data from Basic Health Research Report (Riskesdas) issued by the Ministry of Health in 2013 the number of smokers in Indonesia recorded at 29.3% of the population. Riskesdas is a nationwide community-based health research conducted every 5-6 years in the district or city level. Riskesdas is implemented by the Health Research and Development Agency (Badan Litbangkes) of the Ministry of Health of Indonesia with a sample framework conducted by the Central Bureau of Statistics (BPS). The number of smokers aged 15-24 years including high school students and university students always showed an increasing trend. Riskesdas in 2007 reported the number of smokers aged 15-24 years as much as 24.6%, in 2010 increased to 26.7% and the number increased again in the Riskesdas report in 2013 to 29.3%. Five to six years is considered an appropriate interval to assess the development of public health status, risk factors, and development of health development efforts (Riskesdas, 2013).

Health Minister Nila Moeloek said more than a third or 36.3 percent of Indonesia's population currently are smokers. Even today 20 percent of young people aged 13-15 years are smokers. Some scientific evidence suggests that there is no safe level of tobacco consumption, but smokers often do not realize or underestimate the dangers of the habit. It is very unfortunate because the disease caused by smoking that causes death can actually be prevented. By showing the true picture of the dangers of smoking, it is expected to prevent teenagers to start smoking and encourage smokers to quit smoking. Public service ads "Cigarettes-Caused Disease" showcase real victims from smoking such as stroke, throat cancer, lung cancer and Buerger disease. The 30-second PSA is designed to change the mind of the smoker who wants to stop so they stop smoking completely. The campaign is continuing the previous national tobacco control campaign launched in 2015 and 2016 focusing on the impact of smoking on health and the economy.

Consuming tobacco is not only detrimental in terms of health, apparently, tobacco consumption is also detrimental in terms of the economy. World Economic Forum estimates that the Indonesian economy in 2030 will suffer a loss of US \$ 4.5 trillion if the burden of the smoking-related diseases such as heart disease and cancer is not reduced. As demonstrated by this campaign tobacco consumption is a major risk factor for these diseases. The number of smokers in Indonesia occupies the third largest in the world, after China and India. Based on the results of the meeting between Indonesian Broadcasting Commission (KPI) and all representatives of television stations on July 18, 2017, broadcasters have committed to spend as

much as 10% of all commercials air time for the anti-smoking public service announcements. As of August 1, 2017, KPI demanded all broadcasters to deliver such advertisements at least 5 (five) times a day.

Based on the above explanation, this research was conducted to determine the extent of effectiveness of the publication of the dangers of smoking through PSA on television. In this regard, television in question is all the private television stations in Indonesia. The reason for choosing television because television is currently the most popular media and most often watched. Given the fact that the largest smoker is a younger generation aged 15-24 years that include the students then it is important to study the effects of PSA on students smokers in Indonesia. A survey of students was conducted using sampling techniques of purposive sampling with the criteria: students who have watched the PSA "No Smoking Voice". The research question set for this study: "How the effect of public service advertisements the dangers of smoking on television to students smokers in Indonesia?"

### 1.1 Advertising as Communication Process

According to Wells William (1992)<sup>[30]</sup> in his book Advertising Principles and Practice: "Advertising is a complex form of communication that operates with objectives and strategies leading to various types of impact on consumer thought, feelings, and actions." As for Bittner (in Liliweri, 1992)<sup>[14]</sup> says that advertising consists of two types: standard ads and public service ads. Standard ads are ads that are specifically designed for the purpose of introducing goods and services to consumers through the media. The purpose of standard advertising is to stimulate the motives, feelings and attitudes toward the goods and services offered. While public service ads are a nonprofit type of advertising, so these ads are not looking for profit.

According to Wright, there are several elements of advertising (in Liliweri, 1992)<sup>[14]</sup>: (1) *Information and persuasion*. Information in the communication process represented by "advertisement" indicates a line of relationship between a person/group of people or anyone who wants to sell the product to a person/group of people or anyone who needs the product. The key to advertising lies in the sophistication of the information provided; (2) *Information is controlled*. Information about a particular product is disseminated through mass media and is open. Prior to broadcast, the ads must be controlled through certain stages and ways. These controls may include content, use of time, space, and target audiences. It should be mutually agreed between the advertiser and the media; (3) *Information is identified*. It is intended that the sincerity of information is not only controlled but it must be clear who has that information; who the sponsor that pay the space and time of the media. This clear sponsor is what distinguishes advertising with propaganda; (4) *Mass communication*. The difference in advertising with other marketing communications is non-personal. Advertisent space and time owned by mass media. Besides, the role of advertising is designed to advise people to buy a particular product, to form the desire to own and consume it regularly.

### 1.2 Public Service Announcement

Advertising is a form of paid communication, although some

forms of advertising, such as public service advertisement (PSA), use space and time to donate (Wells, 1992) [30]. Non-commercial advertising aims to "sell" ideas for the benefit or public service. These types of ads are commonly called public service ads. Usually, the message in public service advertisement is an invitation or appeal to the public to do or not to do something in the public interest or to change people's unfavorable habit or behavior to be better (Madjadikara, 2004) [15]. Anyone can launch this public service campaign: government agencies, companies, private or government, associations of professionals, NGOs and so on. Of course, provided that there are sponsors, usually PSA is still showing logos, slogans, or even the name of the sponsor (Madjadikara, 2004) [15]. According to the US advertising council, Ad Council, as quoted by Rhenald Khasali (1993) [10], the criteria used to define public service campaigns are: non-commercial, non-religious, non-political and intended for all levels of society. PSA is usually produced by organizations that have been acknowledged or accepted, while the message can be advertised, has high impact and importance so it deserves local and national media support.

Basically public service ads are designed to support a particular non-commercial program. Unlike commercial advertisements aimed at creating awareness, image or brand loyalty, public service ads are used to influence opinion, perception, or consumer behavior without profit motivation. If commercial advertising is used to drive sales, public service ads are used to encourage donations, persuade audiences to choose a way, or to awaken people to a social issue.

### 1.3 Ads Exposure

Liliweri (in Launa, 2013) says exposure in communication discuss media usage behavior that includes message content, ad appeal and viewing intensity. The basic understanding of exposure is consumer interaction with messages from marketers. Advertisement exposure is a process whereby a cognitive response occurs when a person reads, sees, or hears commercial messages. It is an important beginning to the next stages of the information process. Media exposure occurs when the stimulus comes within an acceptable distance to human sensors. Individual attitudes are shaped by the information he or she receives. Attitude is formed through the stages of mental processes in themselves, ranging from the introduction of problems, the emergence of needs, and purchase of products.

The more consumers get exposed, the more they will remember the product or brand. Advertising exposure process theory said consumers who received advertising exposure will create certain feelings and attitudes toward the brand that will move consumers to buy. Media and advertisement exposure as an independent variable can be measured through three dimensions: frequency, duration, and intensity. The frequency dimension is how often consumers receive advertising exposure through one or more media within a specified time span (Wells, 1995). Duration is the length of something lasts. Duration can be calculated in units of years, months, weeks, days, hours, and seconds (Sutisna, 2002) [27]. While the intensity is the state of the level or size of the possibility of an ad getting attention.

Generally, audiences who consume media doesn't intend to

see, listen or read advertisement but to enjoy broadcast programs or articles shown by a media, so their objective to see the media is not ads. Thus media planners should be able to attract the attention of the audience of a media vehicle so they are also willing to pay attention to the contents of advertising messages. Frequency is an important factor to take attention of the audience. Frequency is the number of how much a person is exposed to a medium, but does not include exposure to the advertisement (Belch & Belch, 2001) [5]. According to Tom Duncan, the frequency is the average amount of time the audience got exposure from a commercial message in a certain period (Duncan, 2005) [6]. The researchers found the fact that a ratio of one to one (1: 1) in which the number of audiences watching the program and the audience watching the ads is as much is unlikely.

Thus, when an advertiser puts an ad spot on a television program, it is not necessarily the audience who watch the program also watch the advertisement, rather than giving effect. Usually media planners will always propose to multiply message frequencies more than once to ensure that the target audience is exposed by the content of advertising messages. There are three reasons for this (Morissan, 2010) [17, 19]. First, the audience is always more concerned about the program than the advertisement; second, enough frequency will increase the chances of a message to be better understood by consumers, the more complex the content of an advertising message the more frequency it needs; third, high frequency allows the message to be more remembered by the audience.

A popular view says that the effective frequency, or the number of messages that should be shown to impress the viewer, is as much as three to 10 times (Duncan, 2005). Thus an advertising message will be effective if the message is displayed between three to 10 times. Media planners agree with the statement that once is the insufficient frequency to raise awareness of the audience, while they agree at least three times in order to generate awareness. The higher the frequency of advertisement delivery, the more reachable audiences will be, but keep in mind that views over 10 times will be overestimated, while the frequency of ads less than three times will be judged to be insufficient. Apart from the frequency, duration should also be considered. Advertisement duration is the amount of time given when an ad is shown in the media. On television, the ad duration is calculated by minute and second. Ad durations are organized in certain time frames such as 30 seconds, 60 seconds, and so on for significantly different costs (Morissan, 2010) [17, 19].

### 1.4 Mass Communication Effects

**Cognitive Effects.** The effects of mass media messages include cognitive, affective and behavioral effects (Rakhmat, 2012). Cognitive effects occur when there is a change in what is known, understood, or perceived by audiences. This effect is related to the transmission of knowledge, skills, beliefs, or information. Affective effects arise when there is a change in what audience perceived, liked or hated. This effect is related to emotions, attitudes or values. Behavioral effects refer to the observed real behavior that includes patterns of actions, activities, or habits. McLuhan assumes that mass media is an extension of the human sense apparatus (Rakhmat, 2012). With the mass media, information can be obtained about



objects, people, or places that are not experienced directly. The mass media came to convey information about the social and political environment; television becomes a small window to watch events that are far from the reach of the viewer's sense apparatus. Mass Media provides detailed, analysis, and in-depth reviews of events. The explanation does not alter but clarifies the image of the environment. Mass media reduce the uncertainty of media users. Currently, media users can even determine which issues are important and which are not. When the mass media proved to be able to form the image of the environment by conveying information, it can be said certain mass media also play a role in conveying knowledge, skills, and good values.

The effects of television, radio, newspapers, magazines and especially books have been proven to disseminate information and inculcate understanding, both with field and historical research. Many people gain in-depth knowledge of the field they are interested in from the news and views presented in the newspaper. Magazines have become a source of information and referrals for readers. Books have become a place of memory of human civilization throughout the ages. In books, people store knowledge, and from their books they acquire knowledge. In the development of human civilization, in inheriting the values and treasures of human knowledge, any mass media have contribution.

### Affective Effects

Much of the research usually cited in discussing the effect of mass communication on opinions and attitudes used experimental methods that include forcible communication exposure conducted by a single communicator. The results generally show very little evidence of the effects of mass media on attitude changes. Solomon Asch (in Rachmat, 2012) assumes that all attitudes stem from a cognitive organization or the information and knowledge we have. Attitudes are always directed at objects, groups, or people. Our relationship with them must be based on the information we get about their properties or by using the terms we have described, the attitudes to someone or something depending on our image of that person or object. Asch concluded that there would be no theory of social attitudes or actions that were not based on an investigation of cognitive foundations. In short the attitude is determined by the image, and in turn, the image is determined by the sources of information. Among the most important sources of information in modern life is the mass media. The mass media will not change the attitude directly, the mass media to change the image and image become a basis for the attitude change.

In fact, the affective effects are proven in scientific research. Research in the field of political communication, especially the role of mass media in political socialization, has repeatedly shown a significant correlation between exposure to mass media and political attitudes. Attitudes toward government, rejection of authority, the pleasure to the leaders of the state, and attitudes to politicians are closely related to the exposure of television, radio, and newspapers. Charles K. Atkin has reviewed various literature on political

communication and socialization and assumes that various findings show that mass media significantly affects affective orientation, although the impact is not as great as in cognitive orientation (Rachmat, 2012).

### Behavioral Effects

When discussing the effect of the mass media, we have also mentioned the effects of behavioral changes such as the change of activities and the scheduling of daily work. Behavioral changes were not only caused by stimulus elements of the mass media. A complex learning process also takes place. One theory that explains the effects of mass media is the social learning theory of Bandura (Rachmat, 2012). According to Bandura, we learn not only from direct experience, but from imitation. Behavior is the result of various cognitive factors of the environment. That is, we are able to have certain skills, when there is a positive relationship between the stimuli that we observe and the characteristics of ourselves. According to social learning theory, people tend to mimic the behavior they observe; the stimulus becomes an example for his behavior. Furthermore, it can also be expected that the presentation of stories or scenes of violence in the mass media may cause people to commit violence as well; in other words, encouraging people to be aggressive. Television becomes parents or teacher for children and spiritual leader who subtly convey the values and myths about the environment.

### 2. Methodes

The type of explanative research is used because it examines the relationships that occur between variables (Rachmat, 1999). This study aims to examine the extent to which a factor is related to the variation of other factors. This study is also used to explain the causal relationship between variables through hypothesis testing. Research can be mentioned as a study looking at the relationship between two or more variables without trying to change the treatment of the variables. This research uses survey method, which according to Winarno Surakhmad (In Arikunto, 2006), is generally a way of collecting data from a number of units or individuals at the same time. In general, the definition of the survey is limited to the survey of samples in which information is collected from several parts of the population representing the population. So the survey research is a study that takes samples from a population using a questionnaire as the primary data collection instrument (Singarimbun, 1986). The study population focused on university students in Indonesia who smoked. The purposive sampling used in this study has the criteria: active student in 11 cities in Indonesia, active smokers and aware with the public service advertisement about the socialization of the dangers of smoking on television with the title "No Smoking Voice". The active smoker in question is someone who deliberately sucks smoke from tobacco wrapped in paper, leaves, and corn leaves. Directly they inhale the cigarette smoke before they blow it out from their mouths (Gagan, 2018).

**Table 1:** Operationalization of concepts

Variable	Dimension	Indicator	Measurement
Campaign exposure (X)	Frequency	The number of times viewers watch the ad	Likert scale
	frekuensi Iklan	Jumlah Tayangan (Berapa Kali Penonton menonton tayangan tersebut)	Skala Likert
	Duration	The time span viewers watched the ad	Skala Likert
Media effect (Y)	Cognitive	The amount of viewers' knowledge about the ad	Cognitive test
	Affective	Feelings, emotions after watching the ad	Likert scale
	Behavioral	The tendency to change because of the ad	Likert scale

This research uses the nonprobability purposive sampling technique since the number of population is unknown and there is no list of population member. Criteria of respondents selected as sample members to fill out the questionnaire were: 1) Active students in 11 cities in Indonesia; 2) The respondent is an active smoker. The distribution of the questionnaire was conducted after the researchers do the screening to prospective respondents by asking orally whether or not the respondent has the criteria in accordance with predetermined criteria. Subsequently, in the next stage, the researcher gave the respondents questionnaires to fill. In this study, advertising exposure (variable X) has two dimensions: frequency and duration. While the media effects have three dimensions: cognitive, affective and behavioral. Each dimension is measured using a Likert scale with reference to the indicator of each dimension contained in Table 1.

In order to know the strength of relationship (*r*) and the direction of relationship between variables, this research will use pearson product-moment correlation to analyze data as the following formula

$$r_{xy} = \frac{EXY - EXEY}{\sqrt{[NEX^2 - (\Sigma X)^2][NEY^2 - (\Sigma Y)^2]}}$$

**This research proposes three zero hypotheses as follows:**

- H<sub>0</sub>: There is no significant correlation between public service advertisements regarding the dangers of smoking with the cognitive rate of smoker students.
- H<sub>0</sub>: There was no significant correlation between public service advertisements regarding the dangers of smoking with the affective level of the smokers,
- H<sub>0</sub>: There is no significant correlation between public service advertisements concerning the dangers of smoking with behavioral smokers from students.

**3. Findings and Discussions**

In this study, the research object was a Public Service Advertising video (PSA) on the 30-second smoking hazard that showed images of smoking-related diseases. PSA is designed to change the smoker's thoughts and behavior to stop smoking or to actively stop any attempts of smoking by showing the dangers of smoking. The PSA 'Cigarettes Damaging Your Body' shows how smoking causes damage to almost every vital organ and tissue. This advertisement begins by showing a man in a silhouette smoking and followed by a rapidly growing picture of the human heart, healthy lungs turning black, mouth cancer, decaying teeth, throat cancer, and stroke-induced blockage of the arteries. PSA ends with a message, "Love Your Body - Stop Smoking!"

For the exposure variables, this study uses statements relating to how long and how many respondents watch the public service advertisement. The statement used is "I often watch PSA about the dangers of smoking" and respondents can answer by choosing "strongly agree" to "strongly disagree". If the respondent answered "strongly agree" then it means the frequency of respondents to watch PSA is very often and vice versa. If the respondent answered "strongly disagree" then it means that respondents very rarely or even never see it on television. Thus the statement to measure the extent of advertising exposure to respondents is valid.

In order to measure the knowledge of respondents about PSA, a cognitive test is used by asking several questions related to the content of PSA. For example: "Who is the figure shown in the Public Service Ads campaign about the dangers of smoking?". In the case the respondent can answer correctly all the questions then it can be ascertained the respondent successfully received information very well from the PSA. In this way, the cognitive test to know the level of knowledge of respondents can be said to be valid. This study also measures affective effects by asking respondents for opinions on a number of statements. For example: "The phrase the narrator speaks in public service advertisements about the dangers of smoking is easy to understand". Then respondents answered by choosing "strongly disagree" to "strongly agree". In this way, the measurement of the affective effect is valid.

The study also measured how much change occurred in respondent behavior by proposing statements such as "After watching the public service ads, I have quit smoking". If the respondents choose "strongly agree" then it means that there has been a significant change in smoking behavior; on the contrary if the respondents choose "strongly disagree" then it means no behavior change. In this way the statement to know the behavior change is valid. In this study, the reliability of the questionnaire was tested using Cronbach Alpha using SPSS resulting in a score of 0.713 so that the questionnaire data can be said to be reliable.

This research has an objective to measure the influence of public service advertisement (PSA) on smoking hazard, which is an independent variable, toward variables of cognitive, affective and behavioral of smoker students who watched the advertisement, which is dependent variable in this research. Data collection in this study was conducted toward active students in 11 cities in Indonesia ie those who have watched public service ads on the dangers of smoking. The results of data collection are listed in Table 1. The data was analyzed with Pearson Product Moment correlation. In this test the researcher wanted to see how the relationship between each variable and how the relationship level.

**Table 2:** Demographics of Respondents by Age

Age	Frequency	%
20 – 23 years	151	37.7
24 – 27 years	131	32.7
28 – 30 years	118	29.5
Total respondents	400	100

The correlation of advertisement exposure toward respondents' cognitive level shows the correlation value  $r = 0.135$ . Thus it can be concluded that the correlation between ad exposure and cognitive level is not significant. The correlation of advertisement exposure toward respondents' affective level shows the correlation value  $r = 0.548$ . It can be concluded that the relationship between ad exposure variable and affective effect is moderate. The correlation of advertisement exposure toward respondents' behavior shows correlation value  $r = 0,330$ . Then it can be concluded that the level of relationship between ad exposure variable with the behavior of respondents is low / weak.

The data above show that the public service ads on smoking hazard have a very low effect on cognitive, affective and behavior variables of the respondents. The data showed that most respondents still remain smoking despite watching the ads. In this case, there are several factors why public service ads are less influential. One of them is due to short ad duration that only last 30 seconds. This ad short duration is not enough to inform the audience rather than persuasion. In addition, based on the theory of limited media effects, since World War 2 the mass media is known to have a limited effect. The mass media no longer has the power to influence the wider society as it was a few decades before. Carl Hovland did research on a number of American soldiers in order to know the influence of government campaigns or propaganda on their attitudes. He found that propaganda had little effect on the attitude of the army. The result of Hovland's research is known as the theory of attitude change which also marks the beginning of the period of limited effect theory (Morissan, 2010)<sup>[17, 19]</sup>.

A mass communication will only be effective if there is feedback from the recipient of the message while public service ads in this study is a one-way communication process from communicator to the recipient without any feedback. This became one of the less influential advertising factors to the audience. Another factor that causes the public service ads to be less effective is due to the large number of sources of information coming from various media. The development of mass media technology is currently not only profitable but also has a disadvantage. The large number of media types makes people receive too many messages coming from various media. This can distract attention of recipients so much that it is difficult to focus on a single message.

#### 4. Conclusions

This study examined the effect of television public service advertisement concerning the smoking hazard toward university students in 11 cities in Indonesia and it concludes that: 1) There is no significant correlation between public service advertisement on the smoking hazard to cognitive aspect of smoker student in 11 cities in Indonesia. The data analysis shows the probability is not significant so  $H_0$  must be

rejected; 2) There is no significant correlation between exposure of public service advertisements and the affective aspects of the smokers toward the advertisement so  $H_0$  is rejected; 3) There is no significant correlation between exposure of public service advertisements about the dangers of smoking and behavioral aspects of smoker students so  $H_0$  must be rejected.

Public service advertisements about the dangers of smoking are considered less effective in changing the behavior of the student smokers because: 1) It used a one-way communication system without considering the feedback; 2) Advertisement was short and voiced through television only, less acceptable by the message recipient.

Based on the research results, some recommendation can be put forward. First, the smoking hazard campaign must have duration more than 30 seconds as well as the extended period of broadcast so the information and its persuasive element can be effectively accepted by those who watch it. In addition, it would be better if the campaign is not only in the form of advertising on television alone but it needs to be produced in a program that has a feedback element so there is two-way communication that is considered to be more effective to give effect. In addition, anti-smoking campaigns should be voiced in many other media such as newspapers, magazines, radio, banners, and billboards.

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