

ABSTRACT

Background : Smoking is bad for health, especially for teenagers and their future. PHW usage policy (*Pictorial Health Warning*) on all cigarette packs to raise awareness of risk health. The aim of the study was to see how students' perceptions of PHW were described on cigarette packages with the EPPM approach (*Extended Parallel Process Model*) at SMK Negeri 3 Jambi City in 2023.

Method : Research using descriptive method, a type of qualitative research. The research informants were class X students of SMK Negeri 3 Jambi City, 9 main informants who smoked and 9 supporting informants who did not smoke. Samples are taken by technique *Purposive sampling*. The research instrument was the researcher himself, using FGD guidelines and interviews. The analysis used is *Content Analysis* by using the application *software Open Code*.

Results : Most of the informants said that the picture of lung cancer was the worst, giving rise to excessive fear and disgust. Almost all informants felt they were at risk of contracting smoking-related diseases because they experienced coughing and shortness of breath. Almost all informants assessed the effectiveness of PHW in being able to motivate informants to reduce the number of cigarettes they smoked. Most of the informants avoid danger by reducing smoking.

Conclusion : Lung cancer images are considered the most severe because they cause death. Informants felt they were more susceptible to lung cancer, due to their coughing and shortness of breath. The effectiveness of PHW was able to motivate informants to reduce smoking. As well as the self-confidence of the informants who felt they were already addicted, so they could only consider reducing the number of cigarettes consumed.

Suggestion : The school makes activities to touch students' emotions regarding the negative effects of smoking, making the school a No-Smoking Area (KTR) which is implemented concurrently with regulations prohibiting smoking in schools. Students as much as possible avoid the application of smoking behavior, and stay away from smokers so they are not exposed to the smoke. Limitations or those that were not carried out in this study are expected to be carried out in further research.

Keywords: Perception, Adolescent, PHW (*Pictorial Health Warning*), EPPM (*Extended Parallel Process Model*)

ABSTRAK

Latar Belakang: Merokok berdampak buruk bagi kesehatan terutama bagi remaja dan masa depannya. Kebijakan pemakaian PHW (*Pictorial Health Warning*) di seluruh kemasan rokok untuk meningkatkan kesadaran akan risiko kesehatan. Tujuan penelitian untuk melihat bagaimana gambaran persepsi siswa terhadap PHW pada kemasan rokok dengan pendekatan EPPM (*Extended Parallel Process Model*) di SMK Negeri 3 Kota Jambi tahun 2023.

Metode: Penelitian menggunakan metode deskriptif, jenis penelitian kualitatif. Informan penelitian yaitu siswa kelas X SMK Negeri 3 Kota Jambi, 9 informan utama yang merokok dan 9 informan pendukung yang tidak merokok. Sampel diambil dengan teknik *Purposive sampling*. Instrumen penelitian adalah peneliti sendiri, memakai pedoman FGD dan wawancara. Analisis yang dipakai yaitu *Content Analysis* dengan menggunakan aplikasi *software Open Code*.

Hasil: Sebagian besar informan mengatakan gambar kanker paru-paru paling parah, memunculkan rasa takut dan jijik berlebih. Hampir semua informan merasa berisiko terkena penyakit akibat merokok karena mengalami batuk dan sesak nafas. Hampir semua informan menilai efektivitas PHW mampu membuat informan termotivasi mengurangi jumlah rokoknya. Sebagian besar informan menghindari bahaya dengan mengurangi rokok.

Kesimpulan: Gambar kanker paru-paru dinilai paling parah karena menyebabkan kematian. Informan merasa lebih rentan terkena kanker paru-paru, disebabkan batuk dan sesak nafas yang dialami. Efektivitas PHW mampu membuat informan termotivasi untuk mengurangi rokok. Serta keyakinan diri informan yang merasa sudah kecanduan, sehingga hanya bisa mempertimbangkan untuk mengurangi jumlah rokok yang dikonsumsi.

Saran : Sekolah membuat kegiatan menyentuh emosi siswa mengenai dampak negatif merokok, menjadikan sekolah sebagai Kawasan Tanpa Rokok (KTR) yang diterapkan bersamaan dengan peraturan larangan merokok di sekolah. Siswa sebisa mungkin menghindari penerapan perilaku merokok, dan menjauhi perokok agar tidak terpapar asapnya. Keterbatasan atau yang tidak dilakukan pada penelitian ini diharapkan dapat dilakukan pada penelitian selanjutnya.

Kata Kunci: Persepsi, Remaja, PHW (*Pictorial Health Warning*), EPPM (*Extended Parallel Process Model*)