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ANALYSIS EFFECT OF INCOME ON PEOPLE'S CIGARETTE CONSUMPTION LEVELS

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ABSTRACT

No smoking mass media campaigns have been shown to significantly help people quit smoking and reduce smoking prevalence in many countries. However, the Public Service Advertisement (ILM) on the dangers of smoking in Indonesia created to counteract cigarette advertising and promote the adverse effects of smoking cannot compete with massive and highly creative cigarette advertising in various media. Research on Public Perceptions of the Effectiveness of Public Service Advertising (ILM) The Dangers of Smoking on YouTube shows that ILM is most viewed by passive smokers and the 17-25 age group. Referring to these results, this paper aims to see the influence between income and cigarette consumption levels. The analysis method used is the statistical analysis of Chi square. The results of this study show that although there is no fixed income, respondents (both active and passive smokers) tend to smoke. The results of this study show that ILM is most viewed by the young age group (17-25 years) who actively use social media, with a non-fixed income that becomes the most passive smokers. This study concluded that there is no influence between income and cigarette consumption rates. This is because cigarettes can be bought in bars and sold freely, so it is a recommendation to the government to put in order the sale of cigarettes freely.

A. INTRODUCTION

Indonesia is still a smokers' paradise, with the third highest number of smokers worldwide, after China and India. In Southeast Asia, Indonesia has the highest number of smokers, with 67% of male smokers, including 36.2% of young men aged 13-15 years who are active smokers (Seatca, 2014). On the other hand, the number of female smokers is still low (6.7%). However, qualitative research on female smokers shows an increasing number of smokers among women, which is not documented in the survey data (Rosemary, 2013). There is still a social stigma against smoking women, which encourages them to smoke in secret or private spaces (Rosemary, 2018).

Several studies reinforce the fact in the field that the majority of smokers in Indonesia are from poor and low-income families (Huiming, 2022). The poor have a high dependence on addictive products, which is indicated by their spending on cigarettes exceeding other primary needs (Giovino, 2012).

Smoking behavior in Indonesia is still considered normal. However, various attempts to denormalize internalized values, beliefs, attitudes, and behaviors related to smoking are still a big challenge in Indonesia.

The challenge of implementing comprehensive tobacco control regulations is closely related to Indonesia's lagging position in the global tobacco control movement. Indonesia is one of the countries that have initiated the Framework Convention on Tobacco Control (FCTC) by WHO, but to date, Indonesia is among seven countries that have not signed and ratified the framework. As a result, tobacco control regulations in the country by international standards are considered rudimentary, with a deficient level of enforcement, including the proposed ban on tobacco advertising (Achadi, 2005)

Meanwhile, efforts to caulk massive cigarette advertisements through the existence of Public Service Advertisements (PSA) containing messages about the dangers of smoking are still lacking (Djutaharta, 2003). The danger or anti-smoking messages produced so far have not been able to compete with the many creative cigarette advertisements on various media platforms (Nichter, 2009). Messages encouraging people to quit smoking are still low in quantity and visibility. Indonesian people, especially smokers have limited information about the dangers of smoking.

The Ministry of Health of the Republic of Indonesia (Kemenkes RI) has implemented both interventions to protect the public from the adverse effects caused by cigarette consumption. This government obligation is stated in Government Regulation PP 109/2012 concerning the ways to control tobacco use and consumption (tobacco control), including producing Public Services Advertisements (PSAs), which is foun in article 32: the dangers of using tobacco products (Indonesia, R).

Through the Indonesian Ministry of Health, the government has produced and disseminated Public Service Advertisements (PSAs) containing messages about the dangers of smoking and recommendations for quitting smoking. However, the current PSAs are still very lacking in quantity, quantity, and content (quality) compared to cigarette advertisements, which can still be accessed in various media even though the ban has been regulated. PSA production in Indonesia is based on research results, which are based on the success and effectiveness of PSAs in reducing smoking prevalence in western and other developed countries (Caixeta, 2013).

In collaboration with a global public health organization engaged in media campaigns and advocacy—Vital Strategies (for Indonesia), the Indonesian Ministry of Health has produced around eight (8) official PSAs since 2014, which are broadcast on mainstream media such as TV, radio, and also online, namely via YouTube. The PSA dissemination is in collaboration with #suaratanparokok, a movement for passive smokers and former active smokers to inspire others to have the courage to speak up in controlling the use of tobacco as cigarettes. This movement partners with many non-profit tobacco control organizations in Indonesia (#suaratanparokok).

The results show that many factors contribute to smoking behavior, both among adults (Jefferis,2003); women; adolescents (Ennet, 1994); including in children (Jackson, 1997). Generally, the influence of peers and family members who smoke is the main reason that encourages adolescents to consume cigarettes (Bee, et al., 2011).

In addition, exposure to pro-smoking messages through the media also contributes significantly to smoking behavior among youth groups (Davis, 2008). The messages that encourage cigarette consumption are spread through electronic media — television, print media — newspapers, billboards/billboards (Luke, 2007), and new media—online (Freeman, 2012) . Here have been many studies showing a direct correlation between exposure to cigarette advertisements and smoking initiation among adolescents in Indonesia (Luke, 2000).

An evaluation study of four PSAs on the dangers of smoking from the Ministry of Health of the Republic of Indonesia conducted by VSI (then the World Lung Foundation-WLF) showed that people tend to choose PSAs that have emotional appeal. The PSAs referred to are generally in the form of testimonials explaining the dangers of smoking, such as in the PSAs version by Mr. Panjaitan, Mrs. Ike, and Roby (WLF, 2015). The results of this study differ from previous studies, which state that PSAs that display a bad/horrific graphic of the health effects of smoking (fear appeal) are more efficacious (Durkin, et al., 2012)

A previous study is exploring women's interpretations and perceptions of the dangers of smoking PSAs show relatively opposite results. The results of the study show that the implementation of PSAs that adopts a message about the dangers of smoking from outside – namely, the global message approach is not always effective because it does not represent the socio-cultural context of the local

community and is not under public expectations of PSAs shown in the media in Indonesia. Indonesian (Durkin, 2013). These various studies show that the manufacture of PSAs is highly dependent on the cultural context and the target audience targeted by the cigarette advertising counter-message.

Since the restrictions on cigarette advertising in mainstream media regulated in PP 10/2012, cigarette advertisements have been busy using online media to promote their products (Mutmainnah, et al., 2020). However, the supervision and control of cigarette advertising in online media (internet) is still a controversy. The large insistence on banning cigarette advertisements in online media and evidence of the increasing number of smokers in Indonesia, prompted the government through the Indonesian Ministry of Health to issue a call and appeal to block the internet from cigarette advertisements in mid-June last year. However, this effort continues to face challenges from various parties, especially the Indonesian Advertising Association and the cigarette industry in particular. However, the supervision and control of cigarette advertisements in online media (internet) are still controversial. The magnitude of the pressure to ban cigarette advertisements in online media and evidence of the increasing number of smokers in Indonesia prompted the government through the Indonesian Ministry of Health to issue calls and appeals to block the internet from cigarette advertisements in mid-June last year. However, this effort continues to face challenges from various parties, specifically the Indonesian Advertising Association and the cigarette industry.

Likewise, with PSAs that communicate the dangers of smoking, several individuals, NGOs, and government institutions have switched to using online media, such as YouTube, to broadcast PSAs on the dangers of smoking produced. However, the cost of placing advertisements (media placement) is enormous (expensive) in mainstream media, such as television, allegedly a factor that encourages the government, especially the Ministry of Health of the Republic of Indonesia, to find it challenging and reluctant to place and disseminate PSAs in electronic media such as TV.

Several studies have evaluated the audience's perception of the effectiveness of PSAs on the dangers of smoking on YouTube (perceived effectiveness). The effectiveness of the advertising message is assessed from three factors (a) exposure, exposure or frequency of video content watched; (b) engagement, the number of people involved in the discussion of ad content, and (c) insights, viewers' perceptions or opinions of the videos they watch—positive, neutral or negative). The third factor was analyzed from the viewers' comments on the videos they saw. The study results show that positive comments that support video content can strengthen the advertising message content and support the message's goals. For example, the following comment, "I'm an ex-smoker. . . and believe me. . . you don't want to pick up this bad habit" ("I am an ex-smoker…trust me…you don't want to get involved in this addiction") (Chung, 2015). Relatively similar results were found in a study conducted in America, assessing the impact of online comments and smokers' perceptions of the dangers of smoking PSAs (Shi, 2014).

In the Indonesian context, little attention is given to evaluating how the audience or the public perceives the dangers of smoking through social media such as YouTube. There are still very few efforts and research that looks at and evaluates how people's perceptions of the effectiveness of PSAs on the dangers of smoking and its effect on their smoking consumption (Rosemary, 2021).

The production and distribution of messages informing the dangers of smoking through PSA) is a mandate mentioned in Article 32 of Government Regulation or Peraturan Pemerintah no. 109/2012. The article has the consequence that national and regional/local governments are responsible for protecting their citizens from the dangers of cigarettes by providing access to sufficient and helpful information about the adverse effects that these tobacco products can cause.

This research has analyzed the public's perception of the #suaratanparokok smoking PSA on YouTube. The initial findings of the study found that the socio-demographic background of the community, especially smoking status (p-value = 0.001) and the respondent's place of origin (p-value = 0.049), was positively correlated with exposure to PSAs #suaratanparokok (Rosemary, 2021). Furthermore, within the same research, this study aims to measure the measure the effect between income and people's cigarette consumption levels.

B. METODE

This research uses a descriptive quantitative approach and inferential. The data used in this study is from the #suaratanparokok Public Service Advertisement (PSA) survey regarding the dangers of smoking through YouTube. Data collection is done by distributing questionnaires through google

forms. The sampling technique used was non-probability sampling with the purposive sampling method. The population is all Acehnese who has seen the PSA on social media. While the research sample is respondents who have seen #suaratanparokok PSA on YouTube during the research period and meet the criteria for a minimum age of 17 years and a maximum of 55 years. The number of samples used was 139 people. The statistical analysis tool used in this study is Chi-square. This analysis aims to see the effect between income and cigarette consumption rates. In the Chi-square test, the analysis with the significance limit = 0.05. Determining the significance test of the relationship by comparing the calculated value with the value = 0.05 at the 95% confidence level with the following decision rule [37]:

1. Value (p-value) < 0.05, then Ho is rejected, meaning there is a significant relationship between the independent and dependent variables.
2. The value (p-value) 0.05, then Ho fails to be rejected, which means there is no significant relationship between the independent and dependent variables.

C. RESULT AND DISCUSSION

The results of this study are divided into two major parts, namely (1) a descriptive description of the status of smokers on the demographics of respondents, and (2) the relationship of the impact of PSA @suaratanparokok from smoking status to the economic status of smokers. The impact of PSAs is measured by smoking or not. Smoker status is divided into two, active and passive. What is meant by passive smoking, in this case, are respondents who are not smokers and those who smoke less frequently. Meanwhile, economic status is measured by whether or not the respondent has income.

Overview of Smoker Status

Most respondents are passive smokers, with the age range being 17-25 years (41.7%). This age range is included in the category of the young group and the productive age group, with the most prominent absorption in the world of work (formal and non-formal). In addition, the productive age group is also the main driving force in the development and is expected to be actively involved in development sectors. Many studies have demonstrated the impact of smoking on both active and passive smokers (Warren, 2006). So this young group is the main target of Indonesia's tobacco control intervention by preventing novice smokers and reducing the number of smokers in the young group.

Tabel [1]. Age and Smoking Status

			Age				Total
			17-25	26-35	36-45	46-55	
Smoker	Passsive	Total	58	25	9	16	108
		% of Total	41,8	18,0	6,5	11,5	77,7
	Active	Total	9	12	6	4	31
		% Total	6,5	8,6	4,3	2,9	22,3
Total		Total	67	37	15	20	139
		% Total	48,2	26,6	10,8	14,4	100

The educational status also dramatically determines the status of smokers. The status of smokers is seen from their educational background. Most of them are from universities, which include S1, S2, and S3 graduates (table 2). Most active and passive smokers come from universities, which generally have a good education about the dangers of smoking. However, because the number of PSAs on the dangers of smoking is still liimited and there is a lack of socialization, young groups are more easily exposed to cigarette advertisements that affect their desire to smoke (Sebayang, 2012). An important note for campuses is to make the main focus in carrying out the tri dharma form of higher education to stem young people on campus as role models for creating changes related to campaigns related to the dangers of smoking using social media used by the majority of young people.

Tabel [2]. Education and Smoking Status

	Age		Total
	Senior High School	University	

Smoker	Passive	Total	53	55	108
		% of Total	38,1	39,6	77,7
	Active	Total	12	19	31
		% Total	8,6	13,7	22,3
Total		Total	65	74	139
		% Total	46,8	53,2	100

Table 3 shows the correlation between smoking status and income, 41.7% of passive smokers have no income. Meanwhile, 7.2% of passive smokers do not have a fixed income. The results of this study support other socio-demographic conditions regarding smoking status by age and work background. Young people who are students are the largest group of smokers with both passive and active status of smoking. The table also shows that cigarette products are still affordable, in terms of price and access, for groups who do not have a fixed income. Cigarette prices in Indonesia are still the cheapest compared to other Southeast Asian countries (Seatca, 2014).

Tabel [3]. Income and Smoking Status

			Age					Total
			No income	<1500000	1500000-2500000	2500000-3500000	>3500000	
Smoker	Passive	Total	58	15	13	8	14	108
		%Total	41,7	10,8	9,4	5,8	10,1	77,7
	Active	Total	10	5	4	5	7	31
		%Total	7,2	3,6	2,9	3,6	5,0	22,3
Total		Total	68	20	17	13	21	139
		%Total	48,9	14,4	12,2	9,4	15,1	100

The impact of #suratanparokok PSA on the Economic Status of Smokers

Through the Chi-Square test, this study shows that there is no relationship between smoking status and the economic status of smokers, as seen from the presence or absence of the respondent's income. The Chi-Square test value produces a significance value of 0.065, greater than 0.05 (table 4). This result means that although there is no fixed income, respondents (both active and passive smokers) tend to smoke.

Tabel [4]. Chi-Square Analysis

			Age		Total	Chi-Square
			With Income	No Income		
Smoker	Passive	Total	58	60	108	0.065
		% of Total	41,7	43	77,7	
	Active	Total	10	21	31	
		% Total	7,2	15,1	22,3	
Total		Total	68	69	139	
		% Total	48,9	49,6	100	

The results of the Chi-Square analysis show no relationship between income and smoking status because most respondents are students who generally focus on education, and only a few works part-time to earn extra pocket money. In addition, although the price of cigarette excise or tobacco products excise rates in Indonesia has been increased by 12 percent, it has not resulted in a significant increase in cigarette prices. Since January 1, 2022, the Indonesian government has increased the retail selling price of cigarettes ranging from cigarettes to cigars and e-cigarettes. The increase in cigarette excise is indeed lower than in 2021, with an average of 12.5 percent. This increase caused the price of cigarettes to penetrate up to Rp. 40,000 (1 pack of 20 sticks) (Assifa, 2022). However, in reality, the price of 40 thousand is still affordable for young students who do not work and have income. The findings are supported by the fact that in addition to the relatively cheap price, cigarettes in Indonesia are still sold and can be purchased in bars/retail. Due to financial conditions, young people buy cigarettes jointly, one pack, the contents shared and enjoyed together. Studies have proven the influence of peers to encourage a person's smoking behavior (Aloise, et al., 1994).

Besides the influence of peers on a person's smoking behavior, this study also shows that smokers (both active and passive, table 5 and table 6) often access YouTube social media for various purposes, either looking for information or entertainment. However, respondents rarely see PSA #suaratanparokok on YouTube. This result supports the initial findings of this study that 53.15% of passive smokers are more exposed to harmful PSAs on YouTube compared to these smokers (16.79%), followed by those who have quit smoking (30.08%). In addition, smokers tend to avoid messages that discuss the dangers of smoking. People who actively smoke also avoid advertising the dangers of smoking.

D. CONCLUSION AND RECOMMENDATION

Conclusion

This study looked at the effect between income and cigarette consumption rates. The results showed that there was no influence between income and cigarette consumption rates, both active and passive smokers who did not have income tended to carry out their smoking behavior.Both active and passive smokers who had no income tended to smoke. In addition to the need for a regulation on higher cigarette prices and a ban on selling cigarettes as a single cigarette, interventions that educate about the dangers of smoking need to be carried out immediately and comprehensively through various media platforms, including social media, because they are easier and cheaper to access.

Recommendation

This research still has weaknesses because it focuses on a group of respondents from Aceh. However, the results of this study encourage the need for more PSAs on the dangers of smoking. In addition, it is necessary to consider the high-quality messages about the harmful of smoking to attract audiences, especially young people, which can convince them not to start smoking or encourage them to stop smoking. Young groups also need to be encouraged to become agents of the promotion of the dangers of smoking to their peers.

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