

## PERCEPTION OF UDINUS STUDENT ABOUT PICTORIAL HEALTH WARNING (PHWS) ON CIGARETTE PACK

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### Abstract

Ministry of Health Regulations No. 28 of 2013 requires pictorial health warning (PHW) on 40 5 size of pack side of cigarette that sold In Indonesia. However, there are two controversial PHW since there are images of “smoking man” and “a man who smoke with a child in his arm”. The two PHW seems encourage people to smoke. This study aims to determine UDINUS students' perceptions to the five PHWs.

This was descriptive research with 99 students as respondents that were selected by simple random sampling methods; they were the students from five faculties in Dian Nuswantoro University. A self administered questionnaire was used for collecting data.

Result shows that the best PHW based on respondent's perception were “throat cancer”, which 61.6% respondent perceive it was clear message, 54.6% threatening and 52.5% informative. While the worst PHW was “smoking man” which only 37.3% of respondent perceive it was clear message, 19.2% threatening and 29.3% said it was informative. The three of PHWs that perceived by respondents related to the danger of smoking were “lung cancer and chronic bronchitis” (55.6%), throat cancer (52.6%), and mouth cancer (53.6%). More than 50% of respondents said that smoking can caused serious health problems such as describe in those PHWs. Looking the “cancer” PHWs made (50.6%) of respondents had intention to quit smoking.

The recommendation is PHWs must be clear, informative and use threatening pictures such as throat, lung and mouth cancer.

**Keywords** : Perception, Pictorial Health Warnings, Cigarettes