

## THE RELATIONSHIP BETWEEN OUTDOOR MEDIA ADVERTISING, COUNSELING FOR COUNSELING TEACHERS, AND PEERS ON SMOKING BEHAVIOR AMONG STUDENTS AT STATE VOCATIONAL SCHOOL

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### ABSTRACT

**Background:** Smoking is still one of the biggest health problems. This habit is a risk to global health and can cause human death. Apart from that, smoking can also result in other health risks related to chronic diseases such as heart attacks, strokes, chronic obstructive pulmonary disease, emphysema, and cancer. This researcher aims to determine the relationship between outdoor media advertising and counseling from tutors and peers on smoking behavior among students at SMK Negeri 3 Oku in 2023. **Method:** This research design uses observational analytical research with a cross-sectional approach where data for both variables are collected at the same time. or at one time. In this research, the researcher will look for the relationship between outdoor media advertising, guidance counselors, and peer counseling on smoking behavior among students at SMK Negeri 3 Oku East Baturaja in 2023, totaling 876 students, so the sample size used in this study uses a finite sample size formula of 86.65 (rounded to 87) respondents. The statistical test used is the chi-square test. **Results:** The results of the bivariate analysis show that there is a significant relationship between outdoor media advertising and smoking behavior with a p value of 0.001, a significant relationship between counseling teacher counseling and smoking behavior with a p value of 0.000, and a significant relationship between peers and smoking behavior with a p value of 0.000. **Conclusion:** There is a significant influence on outdoor media advertising. Counseling guidance counselors and peers with smoking behavior.

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## INTRODUCTION

The smoking habit is a risk to global health that can cause human death. Apart from that, smoking can also result in other health risks related to chronic diseases such as heart attacks, strokes, chronic obstructive pulmonary disease, emphysema, and cancer. Currently, smoking behavior is becoming increasingly common, not only among adults but also as a lifestyle for teenagers. Adolescence is a transitional period between childhood and adulthood that is still in the process of finding one's identity. They want to try new things and are easily influenced by the environment around them. Teenagers who start smoking can become addicted, so they may continue smoking when they grow up. Cigarettes not only cause dangerous diseases but are also a gateway to illegal drug abuse (Mirnawati et al., 2018).

This can be seen from the report released by the Asia Tobacco Control Alliance (SEATCA) in 2019, where as many as 65.19 million Indonesians consumed cigarettes, beating the Philippines, which had 16.4 million smokers, and Vietnam, which had 15.6 million (Widowati, 2019). Through data published by SEATCA, it is also known that Indonesian teenage smokers are the highest in ASEAN countries. In

## METHODS

This research is quantitative with a cross-sectional approach (Creswell, 2014). Collecting data using a survey using a questionnaire that has been tested for validity and reliability. The questionnaire asked about smoking habits and whether outdoor media advertising influenced

## RESULTS

Based on Table 1, it was found that the incidence of smoking behavior was 80.5%. Outdoor media advertising, counseling for guidance, and counseling teachers and peers.

The results of data analysis are presented in Table 1 and Table 2 below:

Indonesia 2020, the prevalence of teenage smokers aged 10–18 years has increased, namely in 2018 by as much as 7.2%, in 2019 by as much as 8.8%, and in 2020 by as much as 9.1%. Based on data from the 2020 National Health Indicator Survey (Sirkesnas), the population and sample of men in the age group  $\leq 18$  years (10–18 years) are 13,265 people. Nationally, it is 8.8%, with a prevalence men and 0.2% in women. The proportion of smokers in the population aged 10 years in Indonesia with daily smoking behavior is 24.3%, and occasional smoking is 4.6% (Ministry of Health of the Republic of Indonesia, 2020). Based on data from the OKU District Health Service, in 2020 there were 819 (33.98%) cases from 278,306 residents, and in 2021 there will be 819 (33.98%) cases from 278,306 residents, and in 2022 there will be 826 (33.69%).

At the age of 15–19 years, of the 715 cases of smoking, there were 3 health centers, namely Sekarjaya Health Center (5.73%), Tanjung Baru Health Center (4.33%), and Community Health Center (4.33%). Sukaraya (9.51%) turned out to be active smokers. In fact, this figure increases every year as the population in OKU Regency also increases (OKU Health Office, 2022).

them or not. The population was 876, all male students in grades 1 and 2. The sample in this study was 86.65, rounded up to 87 people. The sampling technique used by researchers is simple random sampling. Data analysis using bivariate analysis using chi-square analysis.

**Tabel 1.** Frequency Distribution of Smoking Behavior

Variables	Frequency (n)	Percentage (%)
Smoking		
1. Smoking	70	80.5
2. No smoking	17	19.5
Outdoor media advertising	57	62.6
1. Affected	30	34.5
2. No affected		
Guidance and guidance teacher counseling	62	71.3
1. Did not receive counseling	25	28.7
2. Get counseling		
Friends of the same age		
1. Influenced	60	69.0
2. No affected	27	31.0

**Table 2** Relationship Between The Incidence Of Smoking Behavior and The Characteristics of Respondents

Variables	Smoking Behavior				<i>p value</i>
	Yes		No		
	n	%	n	%	
Outdoor media advertising					
1. Affected	52	91,2	5	8,8	0.001
2. No affected	18	60,0	12	40,0	
Guindaceand guindace teacher counseling					
1. Did not receive counseling	58	93,5	4	5,5	0.000
2. Get counseling	12	48,0	13	52,0	
Friends of the same age					
1. Influenced	57	95,0	3	5,0	0.000
2. No affected	13	48,1	14	51,9	

Based on Table 2, the results of the chi-square test show that these variables are significantly

related to all incidents of smoking behavior.

## DISCUSSION

Of the 70 students who smoked, there were 52 (91.2%) respondents who were not influenced by outdoor media advertising, and there were 18 (60.0%) respondents who were influenced by outdoor media advertising. According to research from interviews with students, because students still do not understand the content conveyed or do not understand what is conveyed in the advertisement, there are still children who are not affected, but the students still smoke because before there were outdoor media advertisements, these students already smoked from the start, and after the outdoor media advertisements appeared, students still smoked outside the school, and there were no banners about the dangers of smoking. Students still did not believe the risks of smoking contained in the advertisements, and there was a lack of knowledge about whether smoking was actually dangerous or whether smoking was prohibited at school.

Previous research was examined by Mufrikhah in 2016 entitled The Influence of Cigarette Advertisements in Television Media on the Smoking Behavior of Early Adolescents (Study of Students at SMP Negeri 2 Dayun, Siak Regency). The big influence of cigarette advertising in television media on smoking behavior in early adolescents at SMP Negeri 2 Dayun Siak Regency is 0.34. The coefficient of

determination obtained was 0.12; this means that 12% of smoking behavior achievements in early adolescents at SMP Negeri 2 Dayun, Siak Regency, were influenced by cigarette advertising, while 88% were influenced by other factors outside the model.

Of the 70 students who smoked, 58 (93.5%) never received guidance and counseling from a guidance and counseling teacher, and only 12 (48.0%) smoked and received counseling from a guidance and counseling teacher, according to the author's assumption based on interviews with students. This happens because of several things, namely, that students only smoke outside of school, they never reveal at school that they smoke, they never admit during counseling that they smoke, and teachers are busy. and there are too many BK teachers. Another researcher, Eka Nofiya Sari, researched the implementation of group tutoring services for reducing the smoking behavior of students at SMA Negeri 1 Darul Imarah Aceh Besar in 2021. Researchers concluded that after being given treatment in the form of group guidance services, it was effectively used to reduce smoking behavior in students. So there is a change from being in the high category to being low.

Of the 70 students who smoked, there were 57 (95.0%) respondents who were not influenced

by their peers and there were 18 (60.0%) respondents who were influenced by peers, from research interviews with students that there are several factors that cause teenagers to smoke, but the most influential factor is the peer factor because students themselves are more easily influenced by what friends do, they are curious and want to be seen more being cool causes teenagers to carry out this behavior, and there are also many students who are new to smoking at school considering that most of their peers smoke, there are also their own friends who give or treat cigarettes to their friends when they hang out.

## CONCLUSION

The conclusion of this research is that there is a significant relationship between outdoor media

According to another researcher, Alfina Magrifathul Vingky An Nafik, peers have a big impact on the lives of today's teenagers, investing more time in friends than their own parents. Many teenagers today smoke in the hope of imitating the behavior of their friends and gaining acceptance and recognition from their peers. Teenagers can avoid smoking in several ways, including by paying attention to their peers, staying away from negative things, and doing better things. Parents must also consider their child's relationship with their friends. Young people are vulnerable to not only external but also internal factors.

advertising, guidance counselors, and peers and smoking behavior.

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