

INTISARI

Latar belakang: Merokok merupakan salah satu kebiasaan yang sering dijumpai di masyarakat. Pemerintah membuat beberapa peraturan tentang produk dari tembakau, salah satunya adalah pencantuman peringatan kesehatan bergambar mengenai dampak pemakaian produk agar para perokok tidak tertarik lagi membeli rokok karena minat beli seseorang dipengaruhi oleh beberapa faktor seperti perhatian, pengetahuan, keyakinan dan sikap tentang barang yang akan dibeli.

Tujuan penelitian: Untuk mengetahui hubungan antara perhatian, pengetahuan, keyakinan, sikap tentang *pictorial health warning* dengan minat membeli rokok pada siswa tingkat SMA/ sederajat Kota Yogyakarta setelah dikontrol oleh variabel uang saku dan status merokok.

Metode penelitian: Penelitian ini merupakan penelitian kuantitatif dengan desain *cross-sectional*. Populasi pada penelitian ini adalah siswa SMA/ sederajat di 71 sekolah yang ada di Kota Yogyakarta. Besar sampel dalam penelitian adalah 206 responden yang dipilih menggunakan metode *convenience sampling*. Variabel bebas adalah perhatian, pengetahuan, keyakinan, dan sikap yang diukur dengan kuesioner penelitian sebelumnya. Variabel kovariat pada penelitian ini adalah uang saku dan status merokok siswa dan variabel terikat adalah minat beli. Data dianalisis menggunakan analisis bivariat dengan uji *chi-square*, analisis stratifikasi dengan *test homogeneity* dan analisis multivariat dengan uji regresi logistik.

Hasil penelitian: Variabel keyakinan dan sikap memiliki risiko 6,51 kali (OR = 6,51; 95% CI 3,29 – 12,85) dan 6,01 kali (OR = 6,01; 95% CI 3,03 – 11,92) terhadap peningkatan minat beli rokok siswa setelah dibandingkan dengan variabel lain. Variabel kovariat yang berhubungan dengan minat beli rokok pada siswa adalah status merokok. Status merokok siswa adalah variabel yang memiliki peran paling besar terhadap minat beli rokok pada siswa, terlihat dari nilai OR status merokok pada keyakinan (OR = 9,09; 95% CI 3,11 – 26,53) dan pada sikap (OR = 8,53; 95% CI 2,95 – 24,68).

Kesimpulan: Terdapat hubungan yang bermakna antara keyakinan dan sikap siswa tentang *pictorial health warning* dengan minat membeli rokok setelah dikontrol oleh variabel status merokok. Untuk mengurangi minat membeli rokok pada siswa diharapkan sekolah dapat menyediakan media promosi kesehatan seperti spanduk dan mading kesehatan tentang bahaya merokok di tempat-tempat yang sering dilalui siswa.

Kata kunci: minat beli, *pictorial health warning*, status merokok, keyakinan

ABSTRACT

Background: Smoking is a habit that is often found in the community. The government made several regulations about tobacco products, one of which is the inclusions of pictorial health warnings about the impact of product use so that smokers are no longer interested in buying cigarettes because one's buying interest is influenced by several factors such as attentions, knowledge, beliefs, and attitudes about the goods to be purchased.

Objectives: To find out the relationship between attention, knowledge, beliefs, attitudes about pictorial health warning with the interest in buying cigarettes at high school / equivalent students in the City of Yogyakarta after being controlled by variable allowance and smoking status of students.

Method: This research is a quantitative study with a cross-sectional design. The population in this study were high school students / equivalent in 71 schools in the City of Yogyakarta. The sample size in the study was 206 respondents who were selected by *convenience sampling* method. The independent variables are attention, knowledge, beliefs, and attitudes as measured by a questionnaire in previous studies. The covariate variables in this study were pocket money and smoking status of students and the dependent variable was buying interest. Data were analyzed using bivariate analysis with chi-square test, stratification analysis with homogeneity test, and multivariate analysis with logistic regression test.

Results: Variable beliefs and attitudes have a risk of 6,51 times (OR = 6,51; 95% CI=3,29 – 12,85) and 6,01 times (OR = 6,01; 95% CI=3,03 – 11,92) to increase student buying interest after compared to other variables. The covariate variable that was related to students' interest in buying cigarettes was smoking status. Student smoking status was the variable that has the biggest role on the buying interest of cigarettes in students, it can be seen from the value of OR smoking status on confidence (OR = 9,09; 95% CI=3,11 – 26,53) and on attitude (OR = 8,53; 95% CI=2,95 – 24,68).

Conclusion: There was a significant relationship between students' beliefs and attitudes about pictorial health warning with the interest in buying cigarettes after being controlled by smoking status variable. Smoking status variable was a confounding variable between independent and dependent variables. To reduce the interest in buying cigarettes of students, the schools are expected to provide health promotion media such as banners and health bulletin about the dangers of smoking, in the places that are often passed by students.

Keywords: interest of buying, pictorial health warning, smoking status, beliefs