



## ABSTRACT

**Background:** Smoking is a leading causal of death on non communicable diseases worldwide, while this is generally accepted by most people, Indonesia still leads on worldwide cigarette consumption. To overcome this situation, the government of Indonesia propose and deliver a new regulation by june 2014 which states that pictorial warning should be added to all cigarette packing available. This research aims to understand whether pictorial warning have any impact on cigarette consumption.

**Objective:** The objective of this study is to understand whether current pictorial warning on cigarette packs in Indonesia can conveys health warning to public, helps prevent new smokers emerge and aid current smokers to cease smoking.

**Methodology:** This research is an observational study with cross sectional design by means of survey questionnaire. Data will be calculated using univariate for baseline characteristics and bivariate chi square for the impact of pictorial warning.

**Result:** There is high correlation between pictorial warning awareness and knowledge of cigarette health risk. There is low correlation between knowledge of cigarette health risk and intention to smoke.

**Summary:** There is low correlation between pictorial warning awareness and intention to smoke.

**Keyword:** Pictorial warning. Awareness. Intention to smoke. Correlation. Senior high school students.