

The Influence of Poster Media on the Knowledge of the Danger of Cigarettes in Employees of the Gebang 24 Vegetable Stall Yogyakarta

Emanuel Sohomile Bhala¹, Rodiyah Soekardi^{2*}, Merita Eka Rahmuniyati³

^{1, 2, 3} Prodi Kesehatan Masyarakat Program Sarjana Fakultas Ilmu Kesehatan Universitas Respati Yogyakarta

*Email: rodiyahsoekardi@gmail.com

*Penulis korespondensi: Jl. Raya Tajem km. 1,5 Maguwoharjo, Depok, Sleman, Yogyakarta, Indonesia

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ABSTRAK

Cigarette is one of the causes of preventable death in society. Based on the Riskesdas report (2018), there are groups of active smoking population of 25.66 % are 20-24 years old and 23.86% are 25-29 years old. Health promotion is an effort to improve public health that focuses on promotive and preventive efforts. This research is done to determine the effect of poster media to the knowledge of the dangers of smoking among employees of Gebang 24 Vegetable Stall Yogyakarta. This research was carried out at Gebang 24 Vegetable Stall Yogyakarta. This is analytical research with a quasi-experimental approach and a One-Group-Pretest-Posttest design. The number of samples were 30 employees. Data collection uses a structured questionnaire while the sampling technique was total sampling. Data analysis uses the Wilcoxon matched pairs sign rank test. The research results show that most respondents (63.3%) are 20-24 years old, (83.3%) of respondents work as shopkeepers, (73.3%) of respondents were senior high school graduates, almost all (96.7%) of respondents were unmarried. Regarding smoking behavior, more than half (53.3%) first smoked in junior high school. Regarding knowledge about the dangers of smoking, before the intervention the majority (63.3%) of respondents had insufficient knowledge about the danger of smoking. After the intervention, most (83.3%) their knowledge improved to good category. Statistically, there is influence of poster media to the knowledge of the dangers of smoking among Gebang 24 Vegetable Stall Yogyakarta because of the p value=0.000.

INTRODUCTION

Cigarette is one of the causes of preventable death in society. The consequences can be caused not only for smokers themselves as active smokers but also for people who inhale the smoke, who are passive smokers. Apart from having an impact on health problems, smoking can also have social economic and environmental impacts. (1)

The number of active smoker who ≥ 15 years old in Indonesia 2020 was 28.69% and increased in 2021 to 28.96%. In Yogyakarta Special Region the number of active smokers aged ≥ 15 years is 24.54% in 2022. (2) One of the reasons that really supports the increase of active smoking in relatively young age because smoker believe that cigarettes reduce anxious and stressed to be calm.(3)

One of the factors that causes someone smoking is ignorance of the dangers of cigarettes. Most Indonesian people are permissive towards smoking behavior. Smoking is same as eating a snack that anyone can do if they want and can afford it. That is why Indonesian society is a very good cigarette market.

Health promotion is an effort to improve public health that focuses on promotive and preventive efforts. This effort is to change people's behavior so that they are able to maintain and improve their health status independently (4). Through health education as a form of health promotion it will be increase knowledge and awareness about the dangers of smoking. With this awareness, it is hoped that those who have not smoked will not try smoking and who was already smoke reduce or stop smoking.

Smoking behavior is formed or determined from predisposing factors or factors within the individual including knowledge and attitudes, enabling factors such as facilities (lots of cigarette stalls and the price of cigarette) and reinforcing factors (health workers or public figure's behavior).(5)

The use of media such as posters can be an alternative for conveying information to the public. Poster as an education media can display images more attractive and complete of information. A poster also more practical to carry, long lasting, economic, easier to understand and easy to learn anywhere. This media also does not require electric current which is sometimes an obstacle to health education using slide media (6). As a media poster is simple and efficient to use.

A preliminary study conducted by researchers at Gebang 24 Vegetable Stall Yogyakarta on seven employees, there were five people who had insufficient knowledge of cigarettes danger and two people had sufficient knowledge of the dangers of smoking. Based on the fact, the researcher intends to conduct research on "The Influence of Poster Media to the Knowledge of the Dangers of Cigarettes among Employees of Gebang 24 Vegetable Stall Yogyakarta".

RESEARCH METHODS

This is analytical research with a quasi-experimental and uses a one group pretest-posttest research design. The independent variable in this research is the poster media and the dependent variable in this research is knowledge of the dangers of smoking.

The population were 37 employees at Gebang 24 Vegetable Stall Yogyakarta and the sampling technique was total sampling. Seven employees as respondents on preliminary study and the rest as respondents on this research. Univariate and bivariate analysis was used in this research. Univariate analysis was carried out to determine the frequency of general characteristics of respondents, knowledge of the danger of smoking before and after being given intervention through poster media. The bivariate test used the Wilcoxon matched pairs sign rank test.

The instruments of the research were posters media about the danger of smoking which was taken from as an educational media. (7) To measures the knowledge of the dangers of smoking was used questionnaires. The questionnaires prepared by the researcher consists of eleven favorable statements and nine unfavorable statements and had been expert validity test.

RESULT

Table 1. The Figure of Respondents' Characteristics

1	Age	n	%
-	20-24 years old	19	63,3
-	25-28 years old	11	36,7
Total		30	100
2	Job Division		
-	Production	2	6,7
-	Shopkeeper	25	83,3
-	Driver	3	10
Total		30	100
3	Education		
-	Undergraduate	8	26,7
-	Senior High School	22	73,3
Total		30	100
4	Marriage		
-	Not Married	29	96,7
-	Married	1	3,3
Total		30	100
5	First Time Smoking		
-	Elementary School	10	33,3
-	Junior High School	16	53,3
-	Senior High School	4	13,3
Total		30	100

Table 1 is about the characteristics of respondents, based on the age most namely 19 respondents (63.3%) were 20-24 years old. Based on the respondent's occupation, the majority or 25 respondents (83.3%) were the shopkeeper work division. Based on the respondents' last education, the majority of respondents namely 22 person (73.3%) had a high school/vocational school education. According to the marital status of the respondents, the majority of respondents namely 29 respondents (96.7%) were unmarried. The smoking behavior, there were 16 respondents (53.3%) smoked for the first time in junior high school.

Table 2. The Figure of Knowledge of the Respondents *about the Danger of Cigarette*

Category	Pretest		Post Test	
	n	%	n	%
Good	0	0,0	25	83,3
Fair	11	36,7	5	16,7
Poor	19	63,3	0	0,0
Total	30	100	30	100

Table 2 shows the respondents' knowledge categories during the pretest and posttest. Based on the pretest results, the majority of respondents were namely 19 respondents (63.3%) have poor category of the knowledge of the danger of cigarettes. While the posttest result, shows the majority of respondents namely 25 respondents (83.3%) were in the good category of the knowledge of the danger of cigarettes.

Table 3. Influence of Poster Media on Knowledge of the Dangers of Cigarette

Result	n	SD	<i>p-value</i>
<i>Prestest</i>	30	13,65	0,000
<i>Posttest</i>	30	9,40	

Table 3 shows that the effect of visual poster media on knowledge of the dangers of cigarettes is obtained by a p-value of 0.000, where this value is $p < 0.05$, which means that there is an influence of visual poster media on knowledge of the dangers of cigarettes.

DISCUSSION

Based on the data that 63.3% of the respondent were 20-24 years old and 73.3% of them had a high school/vocational school education. On the age of 20-24 years someone face the developmental task of forming intimate relationships with other people which are realized in the form of friendship. (8) Our community manifest a friendship through smoking together. So that, association or friendship became one of some factors influence smoking behavior. According the marital status of the respondents, almost all of respondents namely 29 respondents (96.7%) were unmarried. A man will have more responsibility after having married, so that they feel free for smoking. The smoking behavior, most of respondents or 16 (53.3%) smoked for the first time in junior high school because of friendship. Giving information about the danger of cigarette as young as possible is one way to prevent smoking behavior. Adequate knowledge of the danger of cigarette will arise the awareness to body from chemical from smoking. (5) Knowledge is the result after someone senses a particular object. Sensing occurs through the five human senses, the senses of sight, hearing, smell, taste and touch. Most human knowledge is acquired through the eyes and ears (9).

This research using poster of the danger of cigarettes which was put up on the wall behind the cashier and one in vegetable stall warehouse for a week. Cashier and warehouse are places which visited by all the worker every day. So that they saw the poster daily. According to the theory above, knowledge occur after someone senses a particular object through the five human senses, including senses of sight and hearing. So that, their knowledge about the danger of cigarettes increased.

The research results show that the knowledge of the respondents before being given the intervention, that 19 respondents (63.3%) had insufficient knowledge, 11 respondents (36.7%) had sufficient knowledge). This data indicated most smoker did not have sufficient knowledge of the danger of cigarette when they begin to smoke. After being given the intervention can be seen that 25 respondents (83.3%) had good knowledge, five respondent (16.7%) had sufficient knowledge of the danger of cigarette. This mean after seeing a certain object (media poster of the danger of cigarette) in a period of time (a week), there was an internalization of the object into respondents' mind. Most of a person's knowledge is acquired through the sense of hearing (ears) and the sense of sight (eyes). In this research the sight has an important role to construct new knowledge of the respondent. That's why after putting up poster for a week, the respondents' knowledge was improved.

The results of this research show that there is a significant difference between respondents' knowledge before and after being given intervention using the poster media. After being given the intervention the respondents' knowledge had higher average than before being given the intervention.

Smoking behavior has a significant impact on health issues in society, creating various risk factors for disease and even resulting in death, both for active and passive smokers. Although many people realize that smoking has serious risks to health, in reality, controlling smoking behavior is a very difficult and challenge.

Cigarette have negative impacts on life, such as causing cardiovascular disease, respiratory tract problems, decreased fertilization, and can trigger the growth of cancer in the body. When cigarettes are burned, the dangerous chemical substances contained in cigarettes will come out and be very dangerous to human life because they produce trigger various diseases. (10)

Someone who has good knowledge about the dangers of cigarette as a teenager will naturally avoid smoking behavior. Adolescence is a phase where someone has high curiosity so they are easily influenced to do new things such as smoking. This is confirmed by theory which explains that knowledge is a dominant factor that is very important in forming a person's actions. (11) Behavior that is based on knowledge will be stronger and long lasting than behavior that is not based on knowledge.

Knowledge is the result of "knowing" after people sense a particular object. Sensing occurs through the five human senses, such as the senses of sight, hearing, smell taste and touch. The knowledge possessed is very important for the formation of attitudes and actions (6). In the case of the danger of cigarette there are many people lack of knowledge about it so they are smoking.

Many of them are smoking because of friendship and our community are very permissive to smoking behavior.

The result of the analysis using the Wilcoxon matched pairs sign rank test obtained a value of $p = 0.000$, which means that there is an influence of visual poster media on knowledge of the dangers of cigarette before and after giving the intervention. Based on the results of this processing, it can be concluded that the respondents' knowledge before and after being given poster media had a significant difference. This is proven by the increase in respondents' knowledge after being given the poster.

CONCLUSION

The respondents' knowledge about the danger of the cigarette was increased after intervention and there is an influence of poster media on knowledge of the dangers of cigarette among Gebang 24 Vegetable Stall Yogyakarta employees, with the p value = 0.000.

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