

ABSTRACT

Gisella Arnis Grafiyana, 11410100, The Effect of Perception Pictorial Warning Labels on Cigarette Packaging against Interest of Smoking Students at Islamic State University of Malang Maulana Malik Ibrahim. *Thesis*. Faculty of Psychology at State Islamic University of Maulana Malik Ibrahim Malang, 2015.

Perception is a process of knowing or recognizing an object with the help of the senses, where a person receives a stimulus from the outside with full awareness and trying to understand and interpret the stimulus into a meaning that can be understood. While interest is an attitude toward smoking cigarettes continues over time with positive feelings that smoking is an activity that is valuable and motivating to remain tend to cigarettes. There are three aspects that make up a person smoked interest, namely: the response to smoking attitudes, feelings toward cigarettes, and motivation tend to cigarettes. Pictorial warning labels on cigarette packs is a form of visual communication design that is trying to influence trends and positive attitude towards smoking cigarettes and consumers realize that smoking can harm their health. Images on cigarette packs that will continue to encourage smokers to be exposed to such warnings for cigarette consumption so that it can form a new perception of the cigarettes and change personal tendency towards cigarette smokers.

The purpose of this study was 1) to determine how much influence the level of perception pictorial warning labels on cigarette packs against interest of smoking male student smoker's UIN Maliki Malang, 2) to determine the level of smoking interests on male student smoker's UIN Maliki Malang.

Researchers used quantitative approach. The instruments that is used were open questionnaire of perception and the scale of interest in smoking that is spread on 206 research subjects. Open questionnaire of perception consists of 5 item and the scale of interest smoke consists of 36 item. Data analysis which is used was product moment correlation and simple linear regression.

Results of the study showed that perception is obtained with a high percentage of 26,2% high category, 32% medium category, and 41,7% lower category. As for the smoking interest obtained by a high percentage of 65,5% medium category, 30.6% high category, and 3.9% lower category. The correlation product moment result were a variable correlation $r = - ,245$; $p = 0.000$ and regression analysis was 6%. This means that the hypothesis is accepted. There is a negative correlation between perception of pictorial warning labels againts the smoking interest of student male smokers UIN Maliki. The higher level of perception of pictorial warning labels, the lower level of interest smoke and vice versa. Perception of pictorial warning labels to influence smoking interests of 6%, while 84% are influenced by other factors such as friends, environment, addiction, and pleasure.

Keywords : *Perception, Pictorial Warning Labels, Smoking Interests*