

ABSTRAK

Reddi Ladiasalman (1003264). *Persepsi Konsumen Rokok Terhadap Fear Appeal Yang Terdapat Pada Bungkus Rokok (Studi Eksperimen pada Perokok Mahasiswa UPI Bandung)*. Skripsi. Departemen Psikologi. Universitas Pendidikan Indonesia. Bandung. 2015

Penelitian ini bertujuan untuk mengetahui perbandingan persepsi *Fear Appeal* antara kelompok yang diberikan *treatment High Efficacy* dan *treatment High Threat* pada perokok mahasiswa UPI Bandung. Desain dalam penelitian ini adalah eksperimen dengan metode *Untreated Control Group Design with Dependent Pretest and Posttest Samples Using Reversed-Treatment Control Group*. Penentuan subjek sebanyak 40 orang dengan menggunakan teknik sampel titik jenuh. Data diperoleh dengan memodifikasi kuesioner RBD (*Risk Behavior Diagnosis Scale*). Skala ini dibentuk dan dikembangkan dengan menggunakan semua aspek yang terdapat dalam EPPM (*Extended Parallel Process Model*) sebagai dasar teori. Hasil penelitian berupa hasil uji T, antara kelompok yang diberikan *treatment high efficacy* dan *treatment high threat*. Hasil penelitian ini menunjukkan bahwa *fear appeal* dengan *high efficacy* secara signifikan dapat mengubah persepsi perokok mahasiswa UPI Bandung. *Fear appeal* dengan *high threat* tidak signifikan mengubah persepsi *fear appeal* perokok mahasiswa UPI Bandung; penelitian ini memperoleh temuan bahwa, *fear appeal* dengan *high efficacy* dapat mengubah persepsi mahasiswa sehingga mengikuti pesan yang dianjurkan (*fear appeal*). ($M_{pre-test}=53,60$, $M_{post-test}=59,70$), dibandingkan dengan ($M_{pre-test}=55,85$, $M_{post-test}=59,95$).

Kata kunci: Persepsi, *Fear Appeal*

ABSTRACT

Reddi Ladiasalman (1003264). *Consumer perception on cigarettes and fear appeal in a cigarette package (An Experimental Research on college smokers in UPI Bandung). Bachelor Thesis. Department of Psychology Indonesia University of Education Bandung. 2015*

This research aimed to examine the difference in fear appeal perception between two groups on college smokers in UPI Bandung; one is presented with a high efficacy treatment while the other is presented with a high threat treatment. The research design applied is experimental by using untreated control group design with dependent pretest and posttest samples using reversed-treatment control group. 40 subjects is the point of saturation from the data collection. Data was gathered by using modified questioner Risk Behavior Diagnosis Scale (RBD). This scale is developed with a basic theory of the entire aspects from EPPM (Entire Parallel Process Model). T- test results were obtained among groups that are presented with high efficacy treatment and high threat treatment. Results indicated that fear appeal in a group with high efficacy treatment changes college smoker's perception in UPI Bandung significantly. While, fear appeal in a group with high threat treatment does not change college smoker's fear appeal perception in UPI Bandung significantly. In conclusion, this research discovers that fear appeal in a group with high efficacy treatment could change college smoker's perception to accepted message (fear appeal) (M pre-test = 53,60, M post-test = 59,70) in contrast with the other (M pre- test = 55.85, M post test = 59,95).

Keyword: Perception, Fear appeal.