

ABSTRAK

Agnia Aminuddin Kosnadi (1000621). Sikap terhadap *Pictorial health warning* dan Intensi Merokok Siswa SMP di Kota Bandung. Skripsi. Departemen Psikologi Fakultas Ilmu Pendidikan Universitas Pendidikan Indonesia. Bandung (2015).

Penelitian ini bertujuan untuk mengetahui hubungan antara variabel sikap terhadap *pictorial health warning* dan variabel intensi merokok pada siswa SMP di Kota Bandung. Penelitian ini menggunakan pendekatan kuantitatif dengan desain penelitian korelasional. Subjek penelitian adalah 384 siswa SMP di Kota Bandung yang berada pada rentang usia 12-15 tahun. Instrumen dalam penelitian ini terdiri dari skala sikap terhadap *pictorial health warning* dan skala intensi merokok yang dikembangkan oleh peneliti. Hasil penelitian menunjukkan bahwa terdapat hubungan negatif sebesar $-0,341$ antara sikap terhadap *pictorial health warning* dengan intensi merokok pada siswa SMP di Kota Bandung. Adapun gambaran sikap terhadap *pictorial health warning* siswa SMP di Kota Bandung berada pada kategori sikap positif dan gambaran intensi merokok siswa SMP di Kota Bandung berada pada kategori intensi merokok yang rendah. Saran yang dapat diberikan yaitu (1) sekolah dihimbau untuk memberikan informasi sedini mungkin tentang informasi kesehatan dan bahaya merokok (2) pemerintah membatasi peredaran rokok dengan menaikkan harga rokok, membatasi usia konsumen rokok, dan diharapkan mencantumkan *pictorial health warning* yang lebih bervariasi serta menayangkan iklan-iklan berdurasi pendek mengenai dampak nyata dari bahaya penggunaan rokok.

Kata kunci: Sikap, *Pictorial health warning*, Intensi Merokok, Siswa SMP

ABSTRACT

Agnia Aminuddin Kosnadi (1000621). *Attitudes toward Pictorial health warning and the Smoking Intention on Junior High School Students in Bandung.* Thesis. Departement of Psychology, Faculty of Educational Science, Indonesia University of Education, Bandung (2015).

This research aims to analyze the correlation between variable of attitude toward the *Pictorial health warning* and the smoking intention variable, on junior high school students in Bandung. This research uses quantitative approach with correlational research design. The subject of this research is 348 junior high school students at the age of 12-15 years old in Bandung. Instrumens of this research were scale of attitude toward *Pictorial health warning* and scale of intention to smoke developed by researchers. The result shows that there is a negative correlation of $-0,341$ between attitudes toward *Pictorial health warning* and smoking intention on junior high school students in Bandung. The representation of attitude toward *Pictorial health warning* is that the junior high school students in Bandung are in category of positive attitude and the representation of smoking intention of junior high school students in Bandung are in category of low of smoking intention. This research gives two suggestions: (1) schools are expected to give information about health and the dangerous of smoking as soon as possible and; (2) government should restrict the circulation of cigarette by increasing the price of cigarette, restricting the minimum age of cigarette consumer, and sticking more variable *Pictorial health warning* also publishing more short advertisements about real negative impacts of consuming cigarette.

Key words: attitude toward *Pictorial health warning*, Smoking Intention, Junior High School Students

