

THE IMPACT OF CIGARETTE ADVERTISEMENTS ON ADOLESCENTS

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ABSTRACT

Cigarette consumption occurs worldwide and high consumers are teenagers of developing countries. Moreover, cigarette advertisements can be found easily found in various mass media, with attractive promotion targeting adolescents. This study aimed to determine the effects of cigarette advertising in adolescent smoking initiation. A literature review was conducted between February to June 2019 from online databases. This methodology based on PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analysis) checklist 2009. We browsed Google Scholar, Sciene Direct, and Proquest to select numerous literatures related to the topic. The analysis in this study was also assisted with several articles found on the internet. The result showed that the influence of various types of cigarette advertisements some countries was attracted adolescents to smoking initiation beside the role of their peer group and social factors. Unique and attractive smoker image of the advertisements was the main factor. The adolescent who exposed to cigarette advertisements had a high curiosity about cigarettes and tend to be an active smoker. Cigarette advertisement had a main role to initiating smoking in adolescent. Providing peer group education of health impact of cigarette to adolescents could be decreasing number of young smokers.

Keywords: *Cigarette advertisement, adolescent health, smoking.*

DAMPAK DARI PAPARAN IKLAN ROKOK PADA REMAJA

ABSTRAK

Konsumsi rokok terjadi di seluruh dunia dan konsumen tertinggi adalah remaja dari negara berkembang. Selain itu, iklan rokok dapat ditemukan dengan mudah di berbagai media massa, dengan promosi yang menarik menargetkan remaja. Penelitian ini bertujuan untuk mengetahui pengaruh iklan rokok pada inisiasi merokok remaja. Tinjauan literatur dilakukan antara Februari hingga Juni 2019 dari database online. Metodologi ini berdasarkan PRISMA (*Preferred Reporting Items for Systematic Review and Meta-Analysis*) diambil dari 2009. Kami menggunakan Google Cendekia, Sciene Direct, dan Proquest untuk memilih berbagai literatur yang terkait dengan topik tersebut. Analisis dalam penelitian ini juga dibantu dengan beberapa artikel yang ditemukan di internet. Hasil penelitian menunjukkan bahwa pengaruh berbagai jenis iklan rokok di beberapa negara menarik remaja terhadap inisiasi merokok di samping peran kelompok sebaya dan faktor sosial. Citra perokok yang unik dan menarik dari iklan adalah faktor utama. Remaja yang terpapar iklan rokok memiliki rasa ingin tahu yang tinggi tentang rokok dan cenderung menjadi perokok aktif. Iklan rokok memiliki peran utama untuk menginisiasi merokok pada remaja. Memberikan pendidikan kelompok sebaya tentang dampak kesehatan rokok kepada remaja dapat mengurangi jumlah perokok muda.

Kata kunci : Iklan rokok, kesehatan remaja, merokok.

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INTRODUCTION

Smoking behavior impact have been confirmed for numerous health problem of active and passive smokers, including their closest family. Indonesian government have tried to control the impact of cigarette advertisement on the younger generation. One of the policy is restrictions of cigarette advertisement on television above 10 PM to 5 AM.¹ Furthermore, cigarette packs have to print images health effect warnings and state at least 10-15% of the total advertisement area. The advertisements banned to display any form of cigarettes or product names to avoid misleading sentences to adolescents, pregnant women or cartoon characters. The advertisements must include sign 18+ as the appropriate age for smoking.² Tobacco smoking is known as major risk factor for various health problems including cancer, chronic obstructive pulmonary disease, fibrosis, lung and cardiovascular disease. It due to tobacco contains thousands of harmful, carcinogenic and toxic substances, especially nicotine is a causative substance in tobacco smoke. Moreover, sensitivity of nicotine addiction may vary between individuals. Hence, stopping cigarettes will truly help prevent various health problems related.³

In 2016, the prevalence of smoking among adolescents in developed countries was reported between 15.9-28.6%, with the prevalence of current smoker in Europe was 17.9% and America was 17.5%. Africa reported the prevalence of smoking was 15.6% among adolescents through Global Youth Tobacco Survey (GYTS). In Nigeria, the prevalence of smoking is between 3.4% and 33.9% in adolescents of secondary schools, with 2.6%-11.2% are active smokers. GYTS has been used to estimate the prevalence of smoking among adolescents in most countries. World Health Organization (WHO) reported the prevalence of smoker in Nigeria was 3.5% who

aged 13-15 and they are current smokers.⁴ In 2014, the Global Youth Tobacco Survey (GYTS) in Indonesia among students, reported the prevalence active smokers was 18.3% in the age group 13-15 years and around 33.9% of all boys were reported as active smokers and 2.5% among girls⁵. According to The Tobacco Atlas 3rd edition 2009, ASEAN had a number of smokers around 10% of all smokers worldwide. The prevalence of smokers in several countries in ASEAN from the highest was Indonesia (46.16%), Philippines (16.62%), Vietnam (14.11%) Myanmar (8.73%), Thailand (7.74%), Cambodia (2.07%), Malaysia (2.90%), Singapore (0.39%), Laos (0.04%).⁶

Related factors of initiation of smoking in adolescent are the family role especially smoking father, peer group, and exposed of cigarette advertisements.^{7,8} Cigarette advertisement has a significant role in the initiation of adolescents to smoke because it could be found on television, radio, advertising boards and the internet. Those advertisement provide a lot of information about the types of cigarettes and even the negative impact of cigarettes. About 60% of smokers revealed that they started smoking around under 13 years old. Around 90% tobacco companies targeted adolescents because they are vulnerable, more effective than person who have never or not smoked and compared to product transfer promotion.⁹ Cigarette advertisement presents impressive adolescent freedom, masculinity in men or femininity in women through well-known models.¹⁰ This study aimed to explain the role of cigarette advertisements in initiating smoking among adolescents.

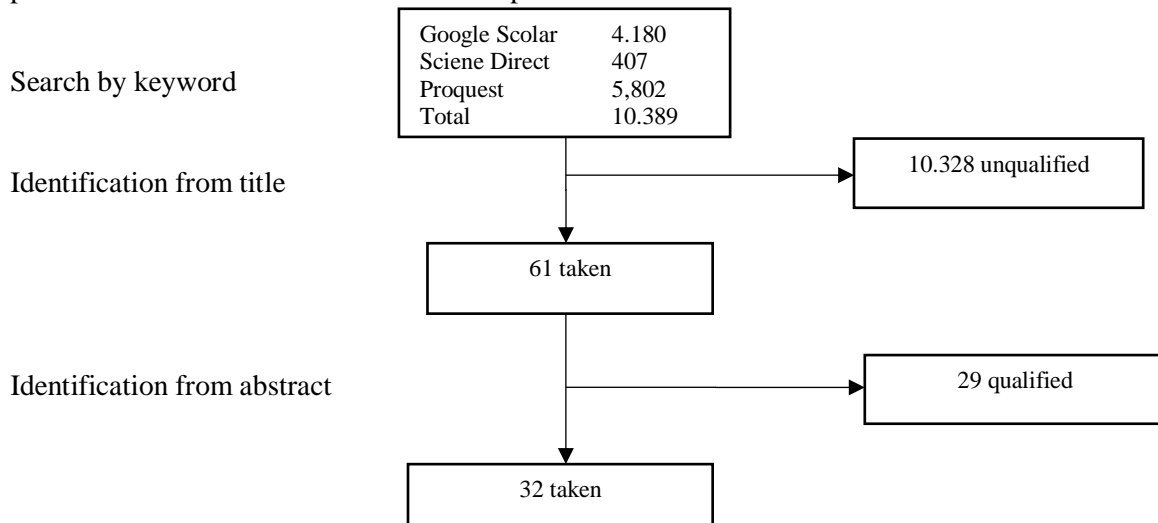
METHOD

This study used PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analysis) checklist 2009 methodology. A

literature review was conducted using Google Scholar, Sciene Direct, and Proquest databases to browsed related literature to the topic. We used key words related to cigarette advertisement like "the impact of cigarette advertising" and "impact advertisement cigarette adolescence perception on adolescence". We included articles and journals published in 2009 until 2019 which corresponds

to the keywords and the topics according to the information. We excluded the literature which not in line with the topic and articles which did not specific to the topic.

RESULTS



DISCUSSION

Cigarette Problems in Adolescents

Smoking is not only an individual problem but also an epidemic and general health problems. Three main factors of adolescent smoking behavior are culture, social environment, and personal situations. Cultural environments such as community characteristics, mass media exposure, social policies including family, and personality like character, gender, genetics, and age.¹¹ Adolescents have not understood the health impact of smoking for themselves and people around.¹² They remain as person who grow toward adulthood, and they even tend to negative or a risky health behavior. The risky behavior in adolescents refers to everything related to personality development and social adaptation.¹³

Many factors involved in determining the

decision of teenagers to start consuming cigarettes, such as family role and interaction with their peer groups.^{8,14} Gender is also one of the factors where men dominant in financial than women for cigarettes consumption¹⁵. However, alcohol consumption and fights among adolescents increasing the likelihood of consuming cigarettes.¹⁶ Cigarette advertising provide a cool, macho image and show the maturation stage for adolescents. Cigarette advertising is more effective in attracting teenagers who have never or do not smoke compared to product transfer promotion.⁹

The adolescent's view of cigarette advertising

Promotion increases through cigarette advertisements especially broadcast media such as television and radio, and internet. Adolescents being targeted by cigarette

advertisements because if once they exposed to cigarettes especially those who have low knowledge and ability to filter information will easily affect to smoking initiation in adolescents. Adolescents could realize if they see cigarette advertisements even though it does not directly show the cigarettes. Furthermore, they actually aware of the consequences of cigarette advertisements.^{9,17,18} Adolescents who realize the health impact of cigarettes have a lower chance of openness and curiosity about cigarettes. This briefly shows that adolescents who exposed to cigarette advertisements are more open minded and have a high curiosity towards the use of cigarettes¹⁹.

Exposure to cigarette advertisement as the main factor as smoking initiation

If exposure of cigarette advertisement to adolescents could be stopped, smoking-caused death which kills around 7 million people every year also could be prevent. High prevalence of smoking found in low- and middle-income countries and those countries also targeted by cigarette companies to produce new tobacco markets. In preventing young people from starting smoking and continuing as regular smokers, we need to understand the causes for smoking vulnerability.²⁰ Smoking known as main cause of cancer, but most smokers start smoking in adolescence phase. Cigarette advertising and promotion are important influences on beliefs about smoking. Evidence shows that pro-tobacco advertising exposure is associated with a positive attitude towards smoking. However, branded cigarettes used is more concentrated among teenagers. Thus, adolescents who smoke are more adept at identifying tobacco advertisements than their non-smoking counterparts. Unfortunately, non-smoking and smoking adolescents report that the image in cigarette advertisement makes smokers look attractive.²¹ In addition, anti-

smoking message through media was found to be associated with increased vulnerability to smoking among adolescents who have never smoked.²²

The influence of various types of cigarette advertisements on adolescents

In the United States, 82% of adult smokers revealed their first cigarette was before 18 years old and 93% before 21 years old. In the first 4 years of smoking, 30-50% of adolescents developing into regular user. Exposure of cigarettes marketing has grown rapidly. Effective marketing encourages product users with messages rising positive responses and increasing the likelihood that committed never smokers become vulnerable and then try to smoke.²³ Conventional cigarette advertisements associated with increased product attractiveness, intention to smoke, initiation, and use among young people.²⁴ The effect of advertising on smoking in adolescents is stated individual acceptance of the adverts order in depth about the consequences and impacts obtained if the adolescents smoke, but smokers are reluctant to quit smoking if they are interested in (for example, like cigarettes from ad impressions and even favorites). The vulnerability of advertising to smoking from cigarette advertisements is validated measures that predict the risk of smoking initiation. All subsequent users are considered to be susceptible to variability between sociodemographic, acceptance of existing tobacco marketing.²⁵

The impact of cigarette advertising online and offline on smoking behavior in adolescents

In the tobacco industry in various previous countries, targeting sexual or gender and race or ethnic minorities with focused campaigns in traditional offline marketing.²⁶ A

previous in-depth learning methods were developed to automatically classify individual risks based on the content of their Instagram profile. This result is the first shows that the deep learning approach applied to social media data can be used to identify risk behaviors using potential substances using automatic automated estimation techniques and providing new insights for the next generation of population level risk assessment and intervention.²⁷ Adolescents who have never seen cigarette advertisements have a lower risk of smoking compared to adolescents who are exposed to cigarette advertisements. Cigarette advertisements can affect perceptions of many adverts on cigarettes, especially those promoting "cigarettes" describe (such as cigarette display or taste) but also as a solution for lack of cigarettes (e.g. bad smell). While advertisements that display problems caused by cigarettes, can reduce the risk of smoking among smokers who have never smoked. Regulate cigarette advertising to minimize exposure to adolescents can prevent potential harmful effects on the perception of smokers who do not smoke.⁹

The role of anti-tobacco advertising

Anti-tobacco advertising is an easy and effective way to reach large populations and raise awareness about the risks of the dangers of consuming cigarettes. Anti-smoking advertisements can be found on television, radio or cinemas, newspapers or magazines for sporting events, community events and markets. Teenagers strongly agree that anti-smoking advertisements have influenced their attitudes towards changes in tobacco product use. Anti-smoking advertisements are considered more effective if they involve celebrities who are able to provide influence to their fans. In addition, advertisements that describe the health of adolescents emphasizing the effects of smoking

and describing social norms such as endangering others are also considered effective among adolescents²⁸⁻³⁰. Arresting strong advertising promotion policies and anti-smoking sponsors is an important component of an effective tobacco control program if the regulations are implemented effectively it can affect the smoking behavior of adolescents.³¹

Opposition to exposure to cigarette advertisements by consuming cigarettes

One important factor underlying the misleading dissemination and tactics of cigarette marketing is that the lack of rules or prohibitions on cigarette advertising in broadcast media.⁶ Does not show evidence that advertising exposure from TV is associated with increased intention to consume cigarettes or a better perception of smoking, after adjusting for others³². Party acknowledges that a comprehensive ban on advertising, promotion and sponsorship will reduce consumption of tobacco products. Each party must carry out a comprehensive list of all tobacco advertisements, promotions and sponsors. This should include a comprehensive account of cross-border advertising, promotions and sponsors from the region. Turkish Law No. 4207 prohibits mass media advertising and promotion of cigarettes and other tobacco products, and in 2008 legislation it was amended to prohibit sports sponsors and all corporate culture by the Tobacco Health Ministry for the need to study magazines looking at and whether newspapers are not and therefore international complying with the provisions of Law No.4207 Advertising is not direct (e.g. logos on objects and free cigarettes do not appear to be included in Law No. 4207 A new amendment to the second law No. can 4207 close this gap.¹³

Many biases in the selection of literature also in the selection of the titles of the literature sought. It is difficult for us to determine the relationship between exposure to cigarette advertisements and cigarette consumption among adolescents because they cannot quantitatively measure. Literature variables that researchers find contain too specific discussions regarding the topic of cigarettes such as electronic cigarettes where we only want to find data about cigarettes on other factors such as general friendships and involvement parents who dominate adolescents to smoke make it difficult for researchers to find data on cigarette advertisements.

CONCLUSION

There are factors that can affect adolescents to consume cigarettes in various countries, cigarette advertisement is easily

found in various media such as broadcast media advertising boards such as television and radio and the internet. The image in cigarette advertising makes teenagers exposed to cigarette advertisements more open and have a high curiosity towards cigarette users while teens who have never seen cigarette advertisements. A positive support is needed from the government to enforce strong promotional advertising policies and anti-smoking sponsors. In addition, an attractive anti-smoking advertisement describes the health of adolescents showing the consequences of smoking and describing social norms that emphasize cigarette consumption among adolescents. Another action that can be applied by the community to reduce cigarette consumption in adolescents is to provide education to adolescents related to the dangers of smoking.

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