



# Effect the Influence of Tobacco Advertisements on Social Media and Religiosity Smoking Perception Among High School Students in Medan

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<p><b>Track Record Article</b></p> <p>Accepted: 19 March 2024 Revised: 10 January 2024 Published: 26 March 2024</p> <p><b>How to cite :</b> Mumtaz, S., Siregar, P. A., &amp; Aidha, Z. (2024). Effect the Influence of Tobacco Advertisements on Social Media and Religiosity Smoking Perception Among High School Students in Medan. <i>Contagion : Scientific Periodical of Public Health and Coastal Health</i>, 6(1), 536-547.</p>	<p style="text-align: center;"><b>Abstract</b></p> <p><i>Tobacco advertisements on social media are one of the marketing tools used by the tobacco industry to attract teenagers to smoke. The purpose of this study was to see how the influence of tobacco advertisements on social media and religiosity on the perception of smoking in adolescents, especially in the Islamic Senior High School Model 2 Medan. This study used quantitative research with a cross-sectional design. This research was conducted at Islamic Senior High School Model 2 Medan from January to February 2024. The population in this study was 2,203, and the sampling technique used was a purposive sampling of 1.000 respondents. The variables studied in this study include tobacco advertising, smoking perceptions, and religiosity with the research instrument, namely a questionnaire. The data will be tested for validity and reliability and then will be processed with correlation tests and multiple linear regression tests using the SPSS Version 20 application. The results of this study indicate that there is an influence of tobacco advertisements on social media on adolescents' perceptions of smoking behavior (Sig &lt; 0.005, t = 3.553) and there is an influence of religiosity on adolescents' perceptions of smoking behavior (Sig &lt; 0.005, t = 2.809). Tobacco advertising is the most dominant influence on the perception of smoking. While religiosity also affects the perception of smoking. Therefore, efforts can be made to implement policies that prohibit tobacco promotion in the school environment, including on official school social media, and to develop educational programs that strengthen religiosity values and increase social media literacy among students</i></p> <p><b>Keywords:</b> <i>Adolescents, Perception, Religiosity, Social Media, Tobacco advertisements</i></p>
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## INTRODUCTION

Smoking behavior is a global phenomenon that has a significant impact worldwide. According to the World Health Organization (WHO), in 2023, as many as 80% of the 1.3 million tobacco users worldwide are in low and middle-income countries, one of which is Indonesia (WHO, 2023). Smoking behavior in school-age children in Indonesia is often seen in high school students because this age is a transition period between childhood and adulthood. (Fransiska et al., 2019). Based on data from the Central Statistics Agency in 2023, the prevalence of smoking in Indonesia is 28.62%, which is dominated by ages  $\geq 15$  years, namely adolescents (Statistics Center Agency, 2023) .

According to the WHO (2019), smoking can kill  $\geq 5$  million people per year. In the era of rapid technological development, adolescent smoking behavior is based on the idea that smoking is a common thing to do. Still, tobaccos have a more deadly impact than adult smokers (Ropikah, 2022). Smoking behavior is generally carried out by adolescents, starting from

curiosity, wanting to show identity, and becoming a necessity that is considered to pleasure smokers (Farkhah, 2021).

Teenagers are one of the targets of the tobacco industry because teenagers are considered easily influenced by something new, unique, and exciting. The number of tobacco companies carrying out strategies in tobacco marketing, one of which is through social media, can be seen from the massive increase in usage in Indonesia (Husna et al., 2022)

Based on SOR Theory or Stimulus - Organism - Response, the theory says that behavior change depends on the stimulus communicating with the organism. Exposure to tobacco advertisements that are briefly able to influence adolescents' initiation to smoke with various symbols such as a relaxed and contemporary luxury lifestyle or glamorization, thus attracting someone to buy tobacco (Alifiana et al., 2023).

Tobacco advertising broadcasts on various social media such as Instagram, TikTok, Twitter, YouTube, and others are aired by influencers by displaying videos or pictures of attractive tobacco products so that they have an impact on the normalization of smoking behavior in adolescents (Ramadona et al., 2023). Perceptions of tobacco are formed through seeing, hearing, and reading based on experience. (Nuradela et al., 2023) Advertisements on social media will influence adolescents to imitate and follow the behavior of models in introducing these tobacco products, coupled with the image formed by influencers in tobacco advertisements so that it looks as if people who smoke are successful, calm, mature, and challenging people who can go through any obstacle (Fadhila et al., 2022).

According to the Central Agency on Statistics in 2022, the prevalence of smoking in North Sumatra province at the age of  $\geq 15$  years was 26.28% (Statistics Center of North Sumatra Province, 2022). The increase in smoking prevalence is caused by many factors, one of which is a person's decision to commit the act of smoking, namely religiosity. Religiosity is a person's belief or belief in religious values related to the application of religious teachings to daily behavior, both in deeds and behavior (Handayani et al., 2022)

Smoking behavior is a form of delinquency among adolescents caused by not practicing actual religious values in their lives (Aldawiyah et al., 2023). Someone with a good level of religiosity will encourage good behavior and vice versa (Pratama et al., 2019). The adolescents' level of religiosity is due to their reluctance to participate in religious guidance (Lena, 2019).

The phenomenon of smoking among teenagers is not a strange sight anymore. The habit of smoking has become a culture and does not have a definite law. Several madhhabs have different opinions, such as Imam Syafi'i, Imam Hambali, Imam Hanafi, and Imam Maliki. Therefore, the problem of smoking is still a pro and con (Jayadi, 2021). In Indonesia, most

Muslims adhere to the Imam Syafi'i school of thought in practicing jurisprudence. The Syafi'i school of thought is the first reference for scholars who spread Islam in the archipelago in determining an Islamic law (Rohmah et al., 2020).

Based on global smoking data in adolescents aged 10-18 years in Indonesia, they increased from 7.2% in 2013 to 9.1% in 2018. Smoke-free areas in the school environment must be implemented optimally to stop student smoking behavior, especially in the school area. In Islamic Senior High School Model 2 Medan several students were found smoking even in the area around the school. Based on the results of a survey that has been conducted, 30 students smoked throughout January 2024. Therefore, the purpose of this study is to see how the influence of tobacco advertisements on social media and religiosity on the perception of smoking in adolescents, especially at Islamic Senior High School Model 2 Medan.

## **METHODS**

This study used quantitative methods with a cross-sectional design. This research was conducted at Islamic Senior High School Model 2 Medan from January to February 2024. The population in this study were high school students in Medan as many as 2.203 samples. The sample was 1.000 people with purposive sampling technique, namely using inclusion criteria are students aged between 15 to 18 years, grade 11 and grade 12 students, actively using social media while exclusion criteria are students outside the age range of 15 to 18 years, students who are not grade 11 and grade 12, not actively using social media.

Smoking perception is the dependent variable. The independent variables are tobacco advertising and religiosity. Each question item has two categories of answers, scoring 1 for "Yes" and 0 for "No". Data collection methods were carried out using Google Forms with the instrument, namely a questionnaire.

The validity used in this study is Pearson correlation, with the results obtaining a value  $< 0.05$ , which can be valid. The reliability used in this study is Cronbach alpha, with the test results obtaining a value of  $> 0.6$ , which can be realizable.

Data analysis in this study used three types of statistics, namely univariate analysis to determine descriptive statistics, bivariate analysis using a Pearson correlation to determine whether there is a relationship between the independent variable and the dependent variable, and multivariate analysis using multiple linear regression tests, at the confidence level (95%) to test how much influence between two independent variables on the dependent variable then the data will be processed using the SPSS Version 20 application.

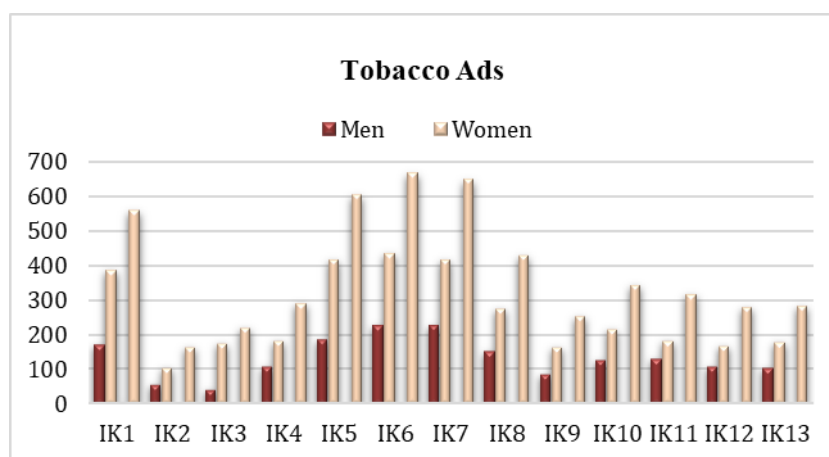
## RESULTS

**Table 1. Descriptive Statistics on**

Variable	Minimum	Maximum	Mean
Perception of Tobaccos	0	9	1.50
Tobacco Ads	0	13	5.06
Religiosity	0	3	2.00

Based on table 1. It is known that the tobacco perception variable shows a minimum value of 0 and a maximum value of 9, with an average value of 1.50. The tobacco advertising variable shows a minimum value of 0 and a maximum value of 13, with an average value of 5.06. Meanwhile, the religiosity variable shows a minimum value of 0 and a maximum value of 2, with an average value of 2.00.

**Figure 1. Histogram Of Tobacco Ads**



Based on the figure above, men and women have different perceptions of tobacco advertisements. It was found that women tend to be more responsive to tobacco advertisements compared to men.

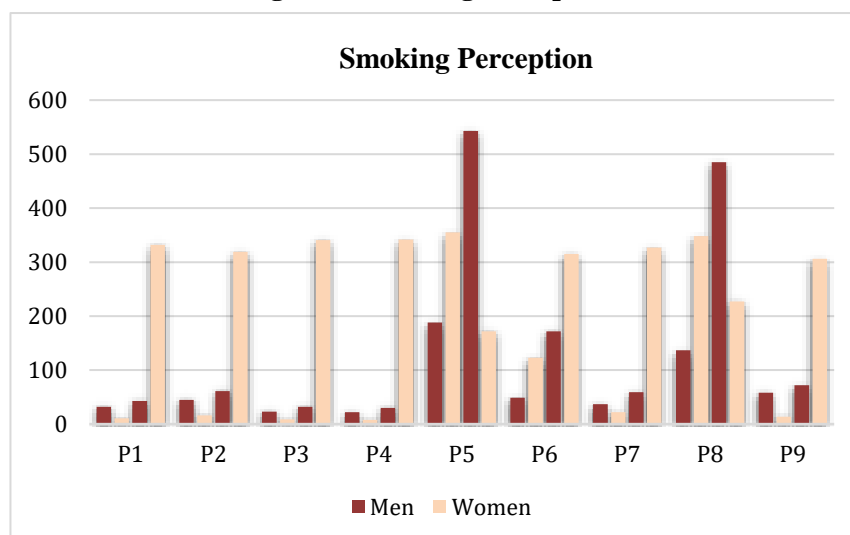
**Table 2. Frequency Distribution of Tobacco Advertisements**

Number	Variable	Categories			
		Yes		No	
		n	%	n	%
1	Anti-Tobacco Media Message (Instagram)	559	56	441	44
2	Anti-Tobacco Media Messages (Facebook)	164	16	836	84
3	Anti-Tobacco Media Message (Twitter)	219	22	781	78
4	Anti-Tobacco Media Message (Youtube)	291	29	709	71
5	Anti-Tobacco Media Message (TikTok)	602	60	398	40
6	Health Warnings of Tobacco Packaging on Social Media	665	67	335	34
7	Influencers Use Tobacco on Social Media	647	65	355	35
8	Tobacco Product Promotion Ads on Social Media	430	43	570	57

Number	Variable	Categories			
		Yes		No	
		n	%	n	%
9	Tobacco Slogan on Social Media (Djarum Kretek)	253	25	747	75
10	Tobacco Slogan on Social Media (Gudang Garam Signature)	344	34	656	66
11	Tobacco Slogan on Social Media (Sampoerna U Mild)	317	32	683	68
12	Tobacco Slogan on Social Media (LA Lights - Go Ahead)	279	28	721	72
13	Tobacco Slogan on Social Media (Gudang Garam, Surya Pro Mild)	285	29	715	72

Based on the table above, tobacco advertising has 13 question items. The Health Warnings of Tobacco Packaging on Social Media was found to be the most dominant question at 67%. The most dominant tobacco slogan is Gudang Garam, which is as much as 34%.

**Figure 2. Smoking Perception**

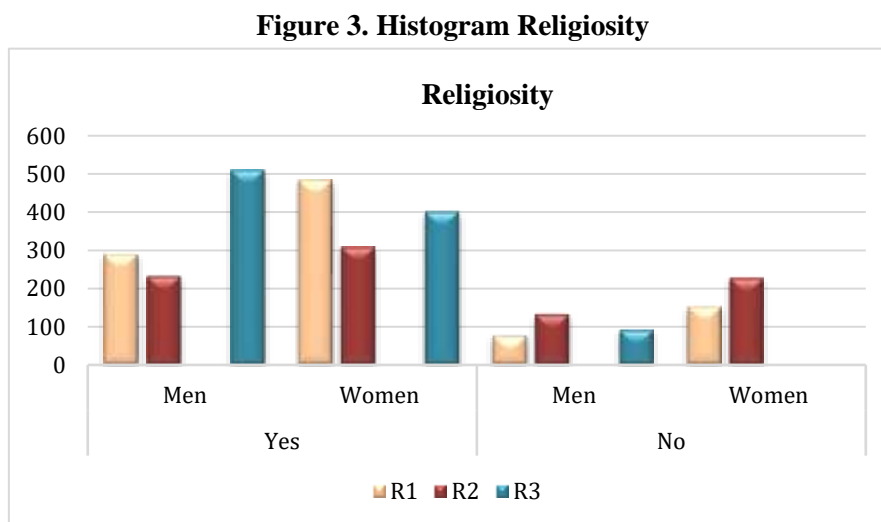


Based on the figure above, men and women have different perceptions of smoking. It was found that men tend to be more responsive or affected by smoking compared to women

**Table 3. Frequency Distribution of Perceived Smoking**

Number	Variable	Categories			
		Yes		No	
		n	%	n	%
1	Purpose: People who smoke cool	43	4	957	96
2	Purpose: People who smoke slang	61	6	939	94
3	Purpose: People who smoke macho	32	3	968	97
4	Purpose: A handsome smoking person	30	3	970	97
5	Purpose: Smoking more friends	543	54	453	45
6	Purpose: Smoking fewer friends	172	17	828	83
7	Purpose: Smoking looks more attractive	59	6	941	94
8	Purpose: Smoking is less attractive	485	49	515	52
9	Smoking can provide pleasure	72	7	928	93

Based on the table above, there are 9 question items, namely smoking perception. It was found that the question, namely the perception that smoking will have more friends, was the most dominant at 54%.



Based on the figure above, men and women have different perceptions of religiosity. It was found that women have a high level of religiosity compared to men, as seen from the differences in religious practices between men and women.

**Table 4. Frequency Distribution of Religiosity**

Variable	Categories					
	Yes			No		
	n	%	n	%	n	%
The issue of tobacco in Islam: Listening to lectures on tobacco	773	77.0	227	23		
The issue of tobaccos in Islam: finding out about tobaccos	541	54.0	359	36		
<b>Variable</b>	<b>Haram</b>		<b>Makruh</b>		<b>Mubah</b>	
The perception of the law of smoking	n	%	n	%	n	%
	509	50.9	400	40.0	91	9.1

Based on the table above, namely religiosity, there are 3 question items. It was found that the question is the issue of tobacco in Islam, with listening to lectures on tobacco being the most dominant, as much as 77%. Then, the perception of the law regarding smoking. As many as 509 respondents (50.9%) have the perspective that smoking is haram. In comparison, 400 respondents (40%) have the perspective that smoking is makruh, and as many as 91 respondents (9.1%) have the perspective that smoking is permissible.

**Table 5. Results of Correlation Test Between Advertising and Religiosity Towards Smoking Perceptions**

Variable	Sig.	R-value
Tobacco Ads	0.000	0.115
Religiosity	0.003	0.092

Based on table 5. Variable  $X_1$  tobacco advertisements have a significant value of 0.00 < 0.005, then  $H_a$  is accepted, meaning there is a significant relationship between tobacco advertising and smoking perceptions. She obtained a correlation coefficient value of 1.15, which indicates a perfect relationship.

While the variable  $X_2$  religiosity has a significant value of 0.03 < 0.005,  $H_a$  is accepted, which means a significant relationship exists between religiosity and perceptions of smoking. Obtained a correlation coefficient value of 0.92, which indicates a very strong relationship

**Table 6. Results of Multiple Linear Regression Test Between Advertising and Religiosity on Smoking Perception**

Variable	B	t	Sig	95.0% Confidence Interval for B	
				Lower Bound	Upper Bound
(Constant)	1.215	16.742	0.000	1.072	1.357
Tobacco Ads	0.040	3.553	0.000	0.018	0.061
Religiosity	0.132	2.809	0.005	0.040	0.224

*a. Dependent Variable: Total Perception*

Based on Table 6, because the regression coefficient value is positive, it can be said that advertising ( $X_1$ ) and religiosity ( $X_2$ ) have a positive effect on perception (Y), so the regression equation is  $Y = 1.215 + 0.040 (X_1) + 0.132 (X_2)$

In addition, it is obtained at  $X_1$ , namely Tobacco advertisements with a significant level in the table of 0.000, which means  $0.000 < 0.005$ , so  $H_0$  is rejected, and  $H_a$  is accepted, which means that it can be known that Tobacco advertisements significantly affect smoking perceptions. While  $X_2$ , namely religiosity, has a significant level in the table of  $0.005 = 0.005$ ,  $H_0$  is rejected, and  $H_a$  is accepted, which means that it can be known that religiosity significantly affects the perception of smoking.

It can be concluded that the variable  $X_1$  (Tobacco Advertising) is the most dominant effect of 3.553 times on the perception of smoking. At the same time, the variable  $X_2$  (Religiosity) has an effect of 2.809 times on the perception of smoking.

## DISCUSSION

### The Influence of Social Media Tobacco Advertisements on Perceptions of Smoking

Stimulus - Organism - Response (SOR) theory explains that a stimulus from outside influences a person's behavior. Tobacco advertisements are a stimulus that is poured in the form of communication media, namely through social media, to create an image aimed at

adolescents as target organisms to create a response based on the results of the perception of each organism. This SOR theory can be positive or negative.

There is a positive influence between tobacco advertisements in social media and the perception of smoking in students, with a significant value of  $0.000 < 0.05$ . Exposure to advertisements circulating in social media states a positive relationship between advertising and smoking perceptions in adolescents. The higher the exposure to tobacco advertisements, the use of tobacco will significantly increase positive expectations of tobacco.

This is in line with research conducted by Afif et al., (2015), which shows a positive relationship between advertising and perceptions of smoking in adolescents. It also illustrates that if advertising is against the perception of smoking, then smoking behavior in adolescents tends to be high. Conversely, if the advertisement is against negative perceptions, then smoking behavior in adolescents will tend to be low. Research conducted by (Tutuhatuwena et al., 2022) showed that a positive perception of smoking would give confidence to each individual that smoking activities are suitable. In the end, the individual increases their smoking behavior. Research conducted by Aracely et al., (2024) said that the direction of a positive relationship between these two variables illustrates that if adolescents have a positive perception of tobacco advertising, it will further encourage smoking behavior.

Based on the results of this study, adolescents consider that smoking can increase self-confidence in socializing in their peer environment, such as by smoking to look macho, cool, slang, and handsome. A positive view of smoking can increase interest in consuming tobacco. As has been found by (Rahmawati et al., 2022), the number of advertisements circulating creating a good image for smokers will add to the belief in each individual that smoking is good so that smoking behavior also increases. Research conducted by (Prasetya et al., 2019) found that the number of advertisements circulating on social media regarding tobacco can change the wrong perception of tobacco.

Tobacco advertisements as a means of promoting tobacco products for the tobacco industry by displaying slogans such as a luxurious lifestyle, symbolic of friendship, which, as a result of marketing advertisements on social media, can change teenagers' perceptions and interest in buying them. As stated by Putra et al., (2020), strategies in tobacco marketing can change their point of view; they tend to be interested and want to try what is displayed by tobacco advertisements.

Research conducted Fadhila et al., (2022), Tobacco advertising marketing displays that smokers are the epitome of masculinity, which makes adolescents triggered to follow behaviors such as these advertisements. This is in line with research conducted by Nabila et al., (2023)



that a result of advertisements circulating so that adolescents remember tobacco brands that the advertisements influence adolescents in choosing tobacco consumption.

### **The Effect of Religiosity on Perceptions of Smoking**

Stimulus - Organism - Response theory views the level of religiosity that respondents have as a stimulus together, which can affect teenage respondents as organisms; this can affect the response, namely the perception they have of smoking. There is a positive influence between religiosity and the perception of smoking, with a significant value of  $0.003 < 0.005$ . This means that if the level of religiosity is high, then the perception of smoking is also good. However, if the level of religiosity is low, then the perception of smoking could be better and will encourage adolescents to smoke.

This is in line with research conducted by Pratama et al., (2019) that adolescents who have good religiosity can prevent juvenile delinquent behavior such as smoking, brawls, etc. Research conducted by Jayanegara et al., (2023) shows that someone who has good religiosity can control himself from harmful actions such as smoking. Research conducted by Taufik et al., (2020) showed that the lower the level of religiosity possessed by a teenager, the more vulnerable he is to committing juvenile delinquency, such as smoking, using illegal drugs, etc. Some adolescents rarely follow religious guidance, such as attending recitations or lectures. This causes adolescents to have the view that smoking is standard and is an excellent thing among their circle of friends.

The research conducted by Nafisa et al., (2021) showed that the more often a person is accustomed to a religious environment, such as participating in religious experiences, it can affect their level of religiosity.

This study's results indicate that the perception of the smoking law is significant. Most respondents have the perception that smoking is haram as much as 50.9%, the perception of smoking is makruh as much as 40%, and the perception of smoking is mubah as much as 9.1%. Views on the law of smoking, according to several madhhabs, vary. This can be seen from the Imam Shafi'i opinion that the law of smoking is makruh. The determination of the Shafi'i school of law is based on the approach of the Qur'an and Hadith and the importance of maintaining reason and rationality in interpreting the law and providing space to choose the better opinion and the interests that take precedence (Anwar et al., 2023).

Hambali priests argue that the law of smoking is haram. The determination of the Hambali school of law is based on the approach of the Qur'an and Hadith with the rejection of individual opinions and the use of analogies in determining the law and giving precedence to the agreement of the ulama (Adriyani et al., 2023).

Imam Hanafi argues that the law of smoking is haram. The determination of the Hambali school of law is based on the approach of the Qur'an, the Sunnah of the Prophet Muhammad, and the Fatwa of the companions (Nur'aini et al., 2020). Imam Maliki argues that the law of smoking is haram. The legal determination of the Maliki school of thought is based on the Qur'an and the Sunnah of the Prophet Muhammad SAW (Kasdi, 2018).

## CONCLUSIONS

Tobacco advertisements are the most dominant influence on smoking perceptions; this is due to Tobacco advertisements circulating on social media providing a good image, which will increase the desire of adolescents to smoke. At the same time, religiosity affects the perception of smoking because of the low level of religiosity that adolescents have, which will increase adolescents' desire to smoke. Therefore, efforts can be made to start schools that implement policies that prohibit Tobacco promotions in the school environment, including on official school social media, and can develop educational programs that strengthen religiosity values and increase social media literacy among students. The program can help students understand the negative impact of smoking and provide strategies to deal with exposure to Tobacco advertisements on social media.

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