Tobacco Advertisements on Social Media and Religiosity and Its Effect to Smoking Intention in Students Muslim

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Abstract

The tobacco industry tries to attract the attention of young people as potential consumers through cigarette advertisements on various platforms, one of which is cigarette advertisements on social media. Cigarette advertisements on social media appear and are broadcast directly or indirectly through television, radio, billboards, and other media. This study aims to determine how the influence of cigarette advertisements on social media and religiosity can affect smoking intentions in adolescents. This study uses quantitative research with a cross-sectional design with a population of 2,203 people and a sample size of 1000 respondents. The sampling technique in this study uses purposive sampling criteria to determine the sample, which includes 11th - 12th-grade students who have social media applications. The variables analyzed include cigarette advertisements (whether or not they have seen cigarette advertisements on social media, intensity, and duration), smoking intention (purchase intention and family smoking behavior), and self-religiosity (intensity of listening to lectures on the law of smoking and duration). This research was conducted at State Aliyah Madrasah 2 Model Medan in January 2024. Primary data came from Google Forms questionnaires distributed directly to students. To test this research, the variables analyzed were cigarette advertising, smoking intention, and religiosity. This study uses a correlation test and multiple linear regression test using SPSS version 20. This study shows the results that cigarette advertisements on social media affect adolescents' intentions regarding smoking behavior (Sig < 0.007), and there is an effect of religiosity on adolescents' intentions regarding smoking behavior (Sig < 0.001). The influence of cigarette advertisements on adolescent smoking intention and the results of religiosity research show that smoking intention is influenced by a lack of self-control and low self-confidence, so the desire to smoke cannot be minimized.

Keyword: Religiosity, Smoking intention, Social Media, Teenegers, Tobacco advertisement.

INTRODUCTION

The smoking behavior of the Indonesian people is increasing every year. This phenomenon does not only occur in adults but has extended to adolescents and minors (Daulay et al., 2018). This shows that the prevalence rate of smoking in Indonesian adolescents is 18.8% and then increased to 22.04%. The rise of smoking behavior among adolescents is a concerning phenomenon. This habit affects not only the health of adolescents themselves but also those around them. Although cigarettes provide a delicious sensation for users, the long-term effects are very detrimental. Smoking can increase the risk of various chronic diseases (Ayu, 2023). In Indonesia, many high school students smoke, which at that age is a transition period from

childhood to adulthood (Tauratiya, 2022)

In general, adolescents who smoke rely on different motivations, namely wanting to get recognition *(anticipatory beliefs)*, relieve disappointment *(relief beliefs), and* also realize that what is done is not deviant *(permission beliefs)* (Hasanah et al., 2021). During this adolescence, adolescents are looking for their identity, with smoking as the chosen method to represent symbolic maturity, leadership, strength, and attraction to the opposite sex (Fadhila et al., 2022). (Febrida et al., 2020) suggests that smoking behaviour in the younger generation is caused by various things, such as parents, environmental influences as well as factors related to one's will and religiosity.

Faith or religiosity is essential in human life, and its development is in line with age. Adolescence is a crucial period in the formation of individual religiosity, which will determine the level of faith as an adult (Nazhira Arifin et al., 2021). Teenagers' involvement in religious activities is expected to have a positive influence and strengthen their religiosity (Harahap, 2021). The level of religiosity is one of the protective internal factors that can influence a person's decision to smoke. Understanding and appreciation of religion can be a guide in daily behavior, including in terms of making decisions to smoke or not (Husna, 2022).

On the other hand, the development of technology is so massive that tobacco advertisements are considered one of the factors that encourage adolescents to smoke. The cigarette industry makes adolescents a target market because they are considered easily influenced by new things. Various strategies are carried out by cigarette companies, including placing tobacco advertisements in public spaces (billboards, banners and stickers). The industry also displays the cheap price of cigarettes per stick (Putro et al., 2022), through tobacco advertisements, cigarette companies offer concepts through their advertisements that are based on the characteristics of adolescents, the symbolization displayed depicts the image that smoking is a natural habit of men. This symbolization encourages curiosity and desire to smoke for the younger generation (Suryawati, 2022).

This situation encourages adolescents to show interest and set aside their pocket money to spend on cigarettes. Research (Farkhah, 2021) shows that advertising triggers rapid and long-term purchasing practices. Tobacco advertisements are used as a means of promoting cigarettes, and various other factors influence the attitudes and behaviour of adolescents towards smoking (Asmaunizar, 2019), This has an impact on the daily lives of the younger generation, namely decreased concentration, decreased fitness, disturbed health and decreased thinking power.

Theory Of Planned Behavior (TPB) is the development of Fishbein and Ajzen's *Theory Of Reasoned Action* (TRA) (1975). *Theory of Reasoned Action,* also known as the *Reasoned Action Model,* is a model with discussions focusing on behaviour, attitudes, behavioural interests, and other factors such as subjective norms. Behavioural interest serves as an evaluator of attitudes towards behaviour and what is believed to be the expectations of relevant people. It then considers the motivation to achieve these expectations (subjective norms); behavioural interest determines behaviour. Power affiliation and evaluation of consumer beliefs can shape attitudes and behaviour. Consumer subjective norms become a product of consumer beliefs when other important people provide opinions that guide consumers to follow these social expectations. TPB is relevant in predicting behaviour and intentions.

METHODS

This study used quantitative methods with a cross-sectional research design. This research was conducted at State Aliyah Madrasah 2 Model Medan in January 2024. The study population was Madrasah Aliyah Negeri 2 Model Medan students aged 15-18 years with the criteria of active smokers and not totaling 2,203 people. The sampling technique in this study uses purposive sampling criteria to determine the sample, which includes 11th - 12th grade students who have social media applications. The sample taken in this study amounted to 1000 respondents. Primary data came from Google Forms questionnaires distributed directly to students.

The variables analyzed include cigarette advertisements (whether or not they have seen cigarette advertisements on social media, intensity, and duration), smoking intention (purchase intention and family smoking behavior), and self-religiosity (intensity of listening to lectures on the law of smoking and duration). Students who answered yes received a score (one), while students who answered no received a score (zero). The instruments in this study have been tested using validity and reliability tests. The validity test is measured from Pearson's product-moment (r) to test the correlation value and the significance level of 5% so the r table is 0.062. Items with good validity are then tested for reliability with Cronbach's alpha, which compares the determined r (alpha) value with the r value in the table. The advertising questionnaire reliability test results were 0.962> 0.70; the intention questionnaire was 0.705> 0.70, and the religiosity questionnaire obtained 0.519> 0.70. Based on these results, it is concluded that the questionnaire is very reliable.

After conducting validity and reliability tests, the data were processed and analyzed using three types of statistics: univariate analysis, namely the frequency distribution of

characteristics, and bivariate analysis using the correlation test, which is to determine whether there is a relationship between the independent variable and the dependent variable and multivariate analysis using multiple linear regression tests (a=0.05) which aims to test the effect of two independent variables on the dependent variable and a confidence level of 95%. The Statistical Product and Service Solution (SPSS) version 20 application supports all data from the research and analysis process.
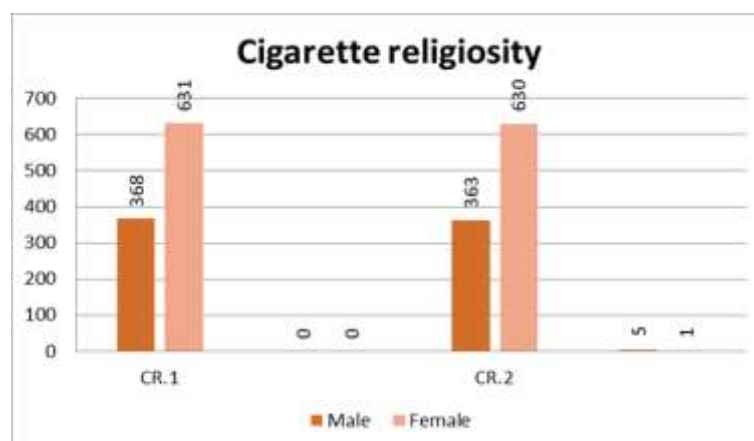
RESULTS
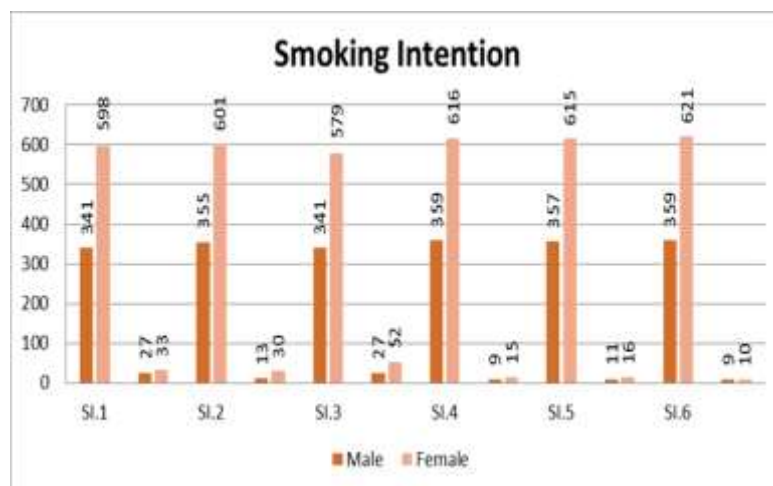
A. Univariate Analysis

Figure 1. Histogram of Cigarette Ads in students
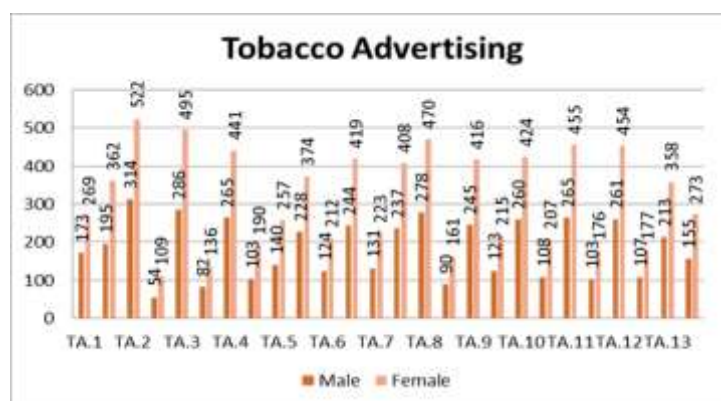
Figure 2. Histogram of Religiosity about Cigarettes in Students

Figure 3. Histogram of Smoking Intention in Students

B. Bivariate Analysis

Table 1. Results of Correlation Test Between Tobacco Ads and Smoking Intention

		Total Intention	Total Advertisement
Total Advertisement	Pearson Correlation	1	.086**
	Sig (2-tailed)		.007
	N	1000	1000
Total Intention	Pearson Correlation	.086**	
	Sig (2-tailed)	.007	
	N	1000	1000

**Correlation is significant at the 0.01 level (2-tailed)*

Based on the Significance Value Sig. (2-tailed) from the output table above, it is known that the Sig. (2-tailed) between advertisements and intentions is 0.007 <0.05, which means that there is a significant correlation between the variable advertisements and intentions. So, Ha is accepted, which means there is a relationship between tobacco advertising and smoking intentions. Furthermore, the correlation coefficient value is 0.086 which is worth the existence of a relationship between the two variables is close to perfect.

Table 2. Results of Correlation Test Between Tobacco Ads and Smoking Intention

		Total Islamic religiosity	Total Intention
Total Islamic religiosity	Pearson Correlation	1	.105**
	Sig (2-tailed)		.001
	N	1000	1000
Total Intention	Pearson Correlation	.105**	
	Sig (2-tailed)	.001	
	N	1000	1000

**Correlation is significant at the 0.01 level (2-tailed)*

Based on the output table above, it can be concluded that the relationship between the Religiosity Variable and the Intention Variable produces a significant number of 0.001 <0.05. Hence, the correlation between the Religiosity variable and the Intention Variable is real, and Ha can be accepted.

In the correlation coefficient value, a number of 0.105 is obtained which states a perfect correlation relationship..

C. Multivariate Analysis

Table 3. Multiple Linear Regression Test Results Between Advertising and Religiosity on Smoking Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Consatant)	1.367	.455		3.004	.003
Total Advertisement	.749	.226	.104	3.319	.001
Total Religiosity	.023	0.08	.085	2.711	.007

a .Dependenpent Variable : Total Intention

Based on the sig probability value of the advertising variable (X1), Table 3 shows that the value is 0.001, which means that the sig probability value is <0.05. thus, Ho is rejected, so the conclusion is that there is a significant influence between intention (X1) on smoking intention (Y). The form of influence is positive, as indicated by the positive sign on the regression coefficient, where the regression coefficient is 0.749. These results mean that an increase in the advertising score by 1 point will increase smoking intentions in students, with a score of 0.749 points.

Then, based on the sig probability value of the religiosity variable (X2), it shows that the value is 0.007, which means that the sig probability value is <0.05. thus, Ho is rejected, so the conclusion is that there is a significant influence between religiosity (X2) on smoking intentions (Y). The form of influence is positive, as indicated by the positive sign on the regression coefficient, where the magnitude of the regression Keynesian is 0.023. these results mean that an increase in the religiosity score by 1 point will increase the intention to buy cigarettes in students with a score of 0.023 points.

The coefficient value of Cigarette Advertising and Religiosity is positive, increasing the value of smoking intention in students and stating that the higher the value of cigarette advertising and religiosity, the higher the smoking intention in students. Independent variables include the level of advertising (X1) and the level of religiosity (X2), simultaneously affecting the dependent variable, namely intention (Y).

DISCUSSION

The Influence of Social Media Tobacco Advertisements on Smoking Intention

This study shows a positive relationship between tobacco advertising and adolescent

smoking intention. That is, the more often adolescents are exposed to tobacco advertisements, the more likely they are to have smoking intentions. This relationship is statistically significant, with a significance value of 0.007, which is smaller than 0.05; the proposed hypothesis that there is a positive relationship between tobacco advertising and smoking intention in adolescents is accepted (William D. Crano & Radmila Prislin, 2008), states that the more positive one's attitude towards a behaviour, the stronger the subjective norm, and the stronger the perception of behavioural control, the greater the behavioural intention.

These results are in line with research (Dyah et al., 2019), which shows that cigarette advertisements seen, heard, and read affect smoking behavior in adolescents and motivate them to start smoking. The same thing was also found in research (Deve et al., 2019)regarding the role of cigarette advertisements in influencing smoking behavior, where the advertisement shows that they are attracted to the content of cigarette advertisements they see, which can affect adolescents' lives to have a desire to smoke. Research conducted (Nafisa & Savira, 2021) shows that there is a positive relationship between exposure to cigarette advertisements and the desire to smoke in adolescents, meaning that the more students are exposed to cigarette advertisements, the greater their smoking intention. This is caused by sensory abilities that cause the desire to smoke.

This study was strengthened by (Alifiana et al., 2023), who found that exposure to cigarette advertisements and promotions in offline media (TV, billboards) and online media (Instagram, Facebook) affected adolescent smoking intentions. Cigarette advertisements partially (indirectly) have a significant effect on cigarette purchase intentions in adolescents. Cigarette advertisements have a positive value that can influence purchase intentions (Piddin et al., 2020). Creative and attractive cigarette advertising packaging encourages adolescents to buy and consume cigarettes. This study and other studies show that cigarette advertisements, both in offline and online media, can increase smoking intention and cigarette purchase intention in adolescents. This needs to be a serious concern in tobacco control efforts and prevention of early smoking.

The role of cigarette advertisements that influence smoking behavior indicates that adolescents' perceptions of the design and content of cigarette advertisements they see affect the desire or intention to smoke. As stated by (Oktaria et al., 2023). The results of this study also support (Syafitri, 2021) that the increasing tendency to smoke, especially among adolescents, is inseparable from the influence of advertising impressions in the mass media. In addition, the results of research (Daulay et al., 2018) show a relationship between cigarette advertising support and adolescent smoking behavior. This is detrimental to the smoking

behavior of adolescents who like to see and are also exposed to cigarette advertisements will be more interested in smoking. The same findings were also put forward by (Bala et al., 2019) in the journal (Putro et al., 2022) where adolescents who are exposed to tobacco advertisements that have positive messages related to smoking through the media affect adolescent behavior to start and intend to smoke.

Effect of Religiosity on Smoking Intention

Research shows that there is a positive relationship between religiosity and smoking intention. That is, the higher a person's level of religiosity, the less likely they are to have smoking intentions. The significance value of 0.001, which is smaller than 0.05, indicates that the results of this study are valid and reliable. Religiosity is defined as the internalization of religious values in a person. This internalization is related to belief in spiritual teachings and their practice in everyday life. A person's level of religiosity can be seen from how they control themselves and minimize things that hurt themselves, including smoking. Crano & Prislin, (2008) supports the findings of this study. This theory states that the more an individual has an assessment that a behaviour (smoking) will produce negative consequences (detrimental to health), the individual will tend to have a negative attitude towards the behaviour and have less intention to do so.

This research is in line with (Nafisa, 2021) that the lack of participation in religious activities and the low frequency of attendance at mosques cause adolescents to choose to consume harmful products such as cigarettes. Research conducted (Handayani et al., 2022) shows that highly religious people adopt the behaviour of consuming excellent and harmless halal products. Furthermore, research (Chabiba, 2021) shows that the more often a person is familiar with the religious environment, such as participating in spiritual experiences, it can affect the level of religiosity.

Jayadi (2021) states that the level of religiosity of the younger generation affects their behaviour. Adolescents who have a high level of religiosity will choose behaviour towards religious life. In contrast, adolescents who have a low level of religiosity will choose behaviour towards a life away from spiritual life. Similar findings were also put forward (Syukran, 2019) that the level of religiosity of a teenager affects his behaviour towards juvenile delinquency. The higher the religiosity, the lower the risk of adolescents committing juvenile crimes. Highly religious adolescents can strengthen themselves through faith and piety, through which they can also determine right and wrong (Radiyah, 2021).

The results of the above study are also in line with (Aldawiyah, 2023), showing that high religiosity can protect against smoking habits and one's ability to control oneself and

others to choose more positive things. (Taufik et al., 2020) religious appreciation is a reflex that arises in the human soul and encourages religious attitudes and behaviour to do good deeds. Research conducted (Lena, 2019) shows that a high level of religiosity is one of the internal protective factors that can influence the decision to smoke. Understanding and appreciation of religion can influence daily behaviour, including whether or not smoking is allowed. In addition, the results of this study also supported (Dinda et al., 2019) that religiosity has a positive relationship with smoking behaviour as a protective factor against smoking behaviour. This is due to the prohibition issued through the Ulama fatwa and the arguments that call for cigarettes are haram objects.

CONCLUSIONS

Cigarette advertisements have a significant influence favorable to smoking intentions in adolescents with a value of 0.001, which means the sig probability value <0.05. from cigarette advertisements seen, heard and read by adolescents, making adolescents have a positive perception of cigarette advertisements so that positive intentions arise towards cigarette advertisements, which increases smoking intentions in adolescents. And there is an influence of religiosity on smoking intentions the value is 0.007, which means that the sig probability value is <0.05. caused by a lack of self-control and weak faith so that they cannot minimize the desire to smoke.

Therefore, with a significant relationship between the influence of cigarette advertising on social media and religiosity on smoking intentions in adolescents, it is necessary to regulate advertising mechanisms, such as only adults who can access advertisements. In addition, it is also necessary to have the cooperation and commitment of teachers in implementing the values of religiosity by providing spiritual inspiration and conducting socialization about the dangers of smoking and the impact of smoking behavior. All of this is because cigarettes are haram objects.

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