

**Agus Gunadi (2016)** Pengaruh Poster Berbasis *Pictorial Health Warning* Terhadap Motivasi Berhenti Merokok Remaja Dusun Tlogo, Tamantirto, Kasihan, Bantul

**Pembimbing:**

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**INTISARI**

**Latar Belakang:** Indonesia mengeluarkan PERMENKES RI No 23 Tahun 2008 yang didalamnya dijelaskan tentang penggunaan peringatan kesehatan *Pictorial Health Warning* (PHW). Peraturan tersebut telah membuka lahan baru bagi pedagang stiker untuk menutupi gambar peringatan sehingga keefektifan PHW berkurang. Motivasi berhenti merokok dikalangan remaja perlu ditingkatkan dengan memanfaatkan media visual berbentuk poster berbasis gambar peringatan atau PHW.

**Tujuan:** Tujuan penelitian ini adalah untuk mengetahui pengaruh pemberian poster berbasis PHW terhadap motivasi berhenti merokok remaja dusun Tlogo

**Metode Penelitian:** Penelitian ini adalah penelitian kuantitatif, *Quasy-Experimental with pre-test and post-test control group design*. Pengukuran motivasi dilakukan saat *pre-test*, 20 menit, 1 minggu dan 1 bulan. Penelitian dilaksanakan pada Januari hingga Maret 2016 di dusun Tlogo. Responden terdiri dari 16 orang di kelompok perlakuan yang berikan intervensi berupa poster berbasis PHW dan 16 orang di dalam kelompok kontrol dengan teknik *simple random sampling*.

**Hasil Penelitian:** Hasil analisis uji Friedman kelompok perlakuan diperoleh nilai  $p < 0,001$  dengan rerata motivasi tertinggi pada pengukuran motivasi 20 menit (7,87). Analisis *Post-Hoc* uji Wilcoxon menunjukkan  $p = 0,001$  pada pengukuran motivasi *pre-test* terhadap motivasi 20 menit dan nilai  $p = 0,002$  pada pengukuran motivasi 1 minggu terhadap *pre-test* dan *post-test* terhadap *pre-test*. Hasil uji Friedman kelompok kontrol diperoleh nilai  $p = 0,035$  dengan rerata motivasi paling tinggi ditunjukkan pada saat *pre-test* (7,67). Hasil analisis *Post-Hoc* dengan Wilcoxon diperoleh hasil  $p = 0,046$  pada pengukuran motivasi 1 minggu terhadap *pre-test* dan *post-test* terhadap *pre-test*. Hasil uji dengan Kruskal-Wallis menunjukkan nilai  $p = < 0,001$ .

**Kesimpulan:** Terdapat pengaruh pemberian poster berbasis PHW terhadap motivasi berhenti merokok. Oleh karena itu, peneliti menyarankan untuk peneliti selanjutnya agar dapat mengembangkan penelitian ini agar lebih baik kedepannya dan memperdalam semua faktor yang berhubungan dengan motivasi berhenti merokok remaja.

**Kata Kunci:** *Pictorial Health Warning*, Poster, Motivasi berhenti merokok, Remaja perokok

**Agus Gunadi (2016)** *The Effect Of Poster-Based Pictorial Health Warning Toward Motivation To Quit Smoking In Adolescents Of Tlogo, Tamantirto, Kasihan, Bantul*

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**ABSTRACT**

**Background:** Indonesia has issued PERMENKES Decree No. 23 of 2008 which described therein concerning the use of health warnings Pictorial Health Warning (PHW). The regulation has opened up new areas for traders warning stickers to cover the image so that the effectiveness of the PHW reduced. Motivation to quit smoking among adolescents need to be enhanced by the use of visual media in the form of image-based poster warning or PHW.

**Objective:** The aim of this study was to determine the effect of posters based PHW on motivation to quit smoking on adolescent of Tlogo

**Methods:** This study was a quantitative research, quasy-Experimental with pre-test and post-test control group design. Measurement of motivation to do as a pre-test, 20 minutes, 1 week and 1 month. The research was conducted from January to March 2016 in Tlogo. Respondents are divided into 16 people in the treatment group were given intervention in the form of posters based PHW and 16 people in the control group with simple random sampling technique.

**Results:** The results of analysis by Friedman test experimental group obtained by value  $p = <0.001$  with the average of the highest motivation on the measurement of motivation 20 minutes (7.87). Post-hoc analysis with the Wilcoxon test showed  $p = 0.001$  at pre-test measurement motivation to motivation 20 minutes and  $p = 0.002$  at 1-week measurement motivation to pre-test and post-test of the pre-test. The results of Friedman test obtained in the control group  $p = 0.035$  with the highest average was shown in pre-test (7.67). Post-hoc analysis of the results with the results obtained Wilcoxon  $p = 0.046$  in the measurement of motivation 1 week to pre-test and post-test of the pre-test. The results of Kruskal-Wallis test to demonstrate the value of  $p = <0.001$ .

**Conclusion:** There is effect of PHW poster based on the motivation to quit smoking. Therefore, researchers suggested for further research in order to develop this research to be better in the future and deepen all factors related to motivation to quit smoking teenagers.

**Keywords:** Pictorial Health Warning, Poster, motivation to quit smoking, Adolescents Smokers