

Dynamics of Youth Image in Sampoerna A-Mild Cigarette Advertising 2020-2022 Edition

ACADEMIC JOURNAL RESEARCH PAPER

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree of
Strata I Communication Studies Program Faculty of Social and Political
Sciences University of Muhammadiyah Yogyakarta



Arranged By:
Alga Sapanca
20190530140

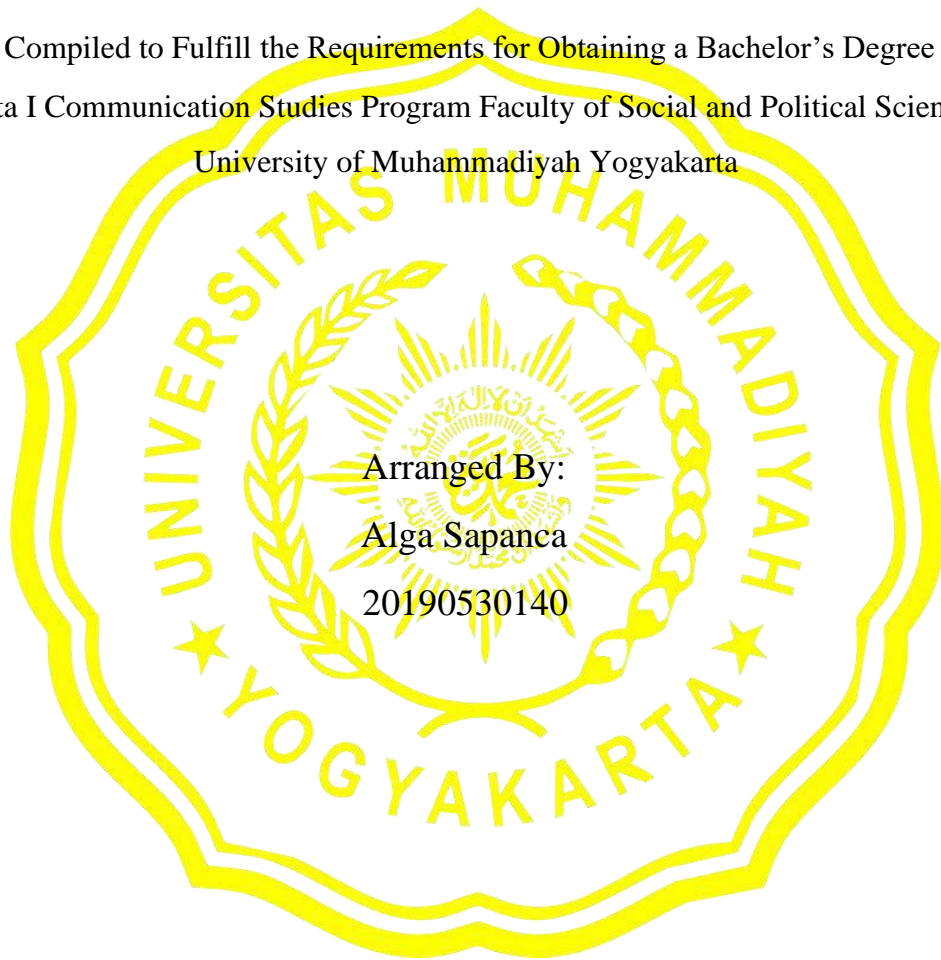
**COMMUNICATION SCIENCE STUDY PROGRAM
FACULTY OF SOCIAL AND POLITICAL SCIENCE
UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA**

2023

TITLEPAGE
ACADEMIC JOURNAL RESEARCH PAPER

**DYNAMICS OF YOUTH IMAGE IN SAMPOERNA A-MILD
CIGARETTE ADVERTISING 2020-2022 EDITION**

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree of
Strata I Communication Studies Program Faculty of Social and Political Sciences
University of Muhammadiyah Yogyakarta



Arranged By:
Alga Sapanca
20190530140

COMMUNICATION SCIENCE STUDY PROGRAM
FACULTY OF SOCIAL AND POLITICAL SCIENCE
UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA

2023

RESEARCH AUTHENTICITY STATEMENT PAGE

I made the statement below:

Name : Alga Sapanca
NIM : 20190530140
Concentration : Advertising
Study Program : Communication Studies
Faculty : Faculty of Social and Political Science
Research Paper Title : Dynamics of Youth Image in Sampoerna A-Mild Cigarette Advertising 2020-2022 Edition

Stating that the article with the title “Dynamics of Youth Image in Sampoerna A-Mild Cigarette Advertising 2020-2022 Edition” contains no work that has ever been submitted for a bachelor’s degree at a university, and to the best of my knowledge there are no works or opinions that have been written and published by other people, except those referred to in writing in this manuscript are mentioned in the Bibliography. If it turns out that in this journal manuscript it is known that some works or opinions that have been written or published by other people, I am willing this journal manuscript is take downed.

Yogyakarta, 24th February 2023



Alga Sapanca

PREFACE

Bismillahirrahmannirrahim

All thanks and gratitude go to Allah SWT for His mercy and blessings in enabling me to finish writing my thesis titled " Dynamics of Youth Image in Sampoerna A-Mild Cigarette Advertising 2020-2022 Edition." This research was conducted as part of the fulfillment of the requirements for a Bachelor's degree in the Communication Studies Study Program at the Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta.

The completion of this thesis would not have been possible without the guidance and support of many individuals, and thus, I would like to express my utmost appreciation and gratitude to:

1. Allah SWT's mercy, grace, and sustenance have been my constant source of gratitude and appreciation
2. Jogjakarta Communication Conference (JCC) who held conference
3. The author greatly values Mr. Dr. Filosa Gita Sukmono, S.I.Kom, M.A. unwavering support and guidance, which have been immensely helpful throughout their academic journey. In particular, the author is grateful for Mr. Filosa's constructive feedback and patience during the process of completing this thesis.
4. Mr. Dr. Fajar Junaedi, S.Sos, M.Si, in his role as the Head of the Communication Science Study Program at Muhammadiyah University of Yogyakarta, has facilitated a convenient learning environment during my study period.
5. Mr. Janwardi and Mrs. Rika Triana, my loving and devoted parents, have patiently raised and educated me with endless love.
6. Tarisyah Hariani, my dear companion, has been a consistent source of motivation and strength, always believing in my ability to overcome any challenge.

Yogyakarta, 24th February 2023



Alga Sapanca

PRESENTATION PAGE

The completion of the thesis entitled " Dynamics of Youth Image in Sampoerna A-Mild Cigarette Advertising 2020-2022 Edition." would not have been possible without the mercy and grace of Allah SWT.

This thesis was written as a requirement for obtaining a Bachelor's degree from the Communication Studies Study Program at the Faculty of Social and Political Sciences, University of Muhammadiyah Yogyakarta. The author's intention in choosing this topic is to impart knowledge to both academics and the public about the importance of discerning news based on its aspect, as news can have a significant impact on one's actions and reactions.

The author of this thesis also aims to highlight the importance of being cautious in selecting the information we receive, to avoid being deceived by false news. The author hopes that this message will resonate with the readers and inspire them to take an active role in countering the spread of misleading news. By gaining a better understanding of the various aspects of news, we can prevent the dissemination of false information, which can influence people's perspectives and decisions. It is crucial that this effort starts with individuals, as they can make a significant impact in reducing the proliferation of hoaxes, particularly in Indonesia where such news is prevalent.

The author recognizes that the completion of this thesis was only possible with the help and support of many individuals, and would like to express gratitude to the following parties:

1. Mr. Janwardi and Mrs. Rika Triana, my loving and devoted parents, have patiently raised and educated me with endless love.
2. Mr. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of the Communication Science Study Program at the Muhammadiyah University of Yogyakarta who has provided convenience during the author's completion of the study period.
3. The author greatly values Mr. Dr. Filosa Gita Sukmono, S.I.Kom, M.A. unwavering support and guidance, which have been immensely helpful throughout their academic journey. In particular, the author is grateful for Mr. Filosa's constructive feedback and patience during the process of completing this thesis.
4. All Lecturers of the University of Muhammadiyah Yogyakarta, especially Lecturers of the Faculty of Social and Political Sciences, Study Program of Communication Studies.

5. To Rayhan Iswara, who was willing to sacrifice his energy to take the author to the conference venue.
6. Tarisyah Hariani, my dear companion, has been a consistent source of motivation and strength, always believing in my ability to overcome any challenge.
7. All my friends who cannot be mentioned one by one, thank you for all your support. It means a lot for me.

In closing, the writer realizes that in this final project or thesis, there are still many things that need to be improved. Therefore, criticism, suggestions, and further research development.

MOTTO

The only true wisdom is in knowing you know nothing. – Socrates

TABLE OF CONTENT

TITLEPAGE	II
RATIFICATION SHEET	III
RESEARCH AUTHENTICITY STATEMENT PAGE.....	IV
PREFACE.....	V
PRESENTATION PAGE.....	VI
MOTTO	VIII
1. Introduction.....	1
2. Method	2
3. Result and Discussion	3
3.1 Youth and Cigarette Advertising.....	3
4. Conclusion.....	5
5. Acknowledgement	5
6. Reference.....	5