THE EFFECTIVENESS OF ANTI-SMOKING ADVERTISEMENTS: THE ROLES OF MEDIA

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ABSTRACT

Introduction: Smoking is responsible for many complications and also cause one-third of all deaths worldwide. It is estimated that approximately 8 million deaths in 2019 according to World Health Organisation (WHO). It is always associated to cardiovascular disease and mainly respiratory disease. Hence, smoking is a major public problem in Malaysia.

Research problem: According to the majority of local's perception especially the teenagers, it is believed that the anti-smoking advertisements among the students in secondary school were not effective.

Significance: The findings of this study will contribute to the benefit of the people especially teenagers considering that smoking advertisement can prevent the students from smoking and stop them from continuing smoking. This study was undertaken to justify that the anti-smoking advertisement can affect their smoking behaviour.

Purpose: This study was aimed to determine the social demographic status of the respondents, to evaluate the respondents' perception on anti-smoking advertisement, to identify the most preferred social medias for anti-smoking advertisement and to determine the effectiveness of anti-smoking advertisements.

Method: A cross sectional descriptive study was conducted to assess the effectiveness of anti-smoking advertisements among teenagers' population. Individuals from thirteen to sixteen years old were chosen for this research. The social demographic status of the respondents, respondents' perception on anti-smoking advertisement, the most preferred social medias for anti-smoking advertisement and the effectiveness of anti-smoking advertisement were employed for data collections.

Result: The respondents' perceptions of anti-smoking advertisements has the average mean of 2.88 which shows that the anti-smoking advertisements were not useful to them. Next, the most preferred social medias for anti-smoking advertisement was televisions while the least preferred was billboards. After that, for the effectiveness of anti-smoking advertisements, the average mean shows 2.46 which means the advertisements were not effective to them.

Conclusion: Results of this study revealed that the anti -smoking advertisement among student was not very effective.

Keywords: Anti-smoking advertisement, media, effectiveness, perceptions, respondents.