

ABSTRACT

FEMALE SMOKERS INTERPRET PICTORIAL WARNINGS OF DANGERS OF SMOKING

(A Phenomenology Studies Of Female College Students Towards Pictorial Warning On Cigarette Packaging)

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This study aims to determine how female college students who smokes in Bandung interpret their behavior through the dangers of smoking warning image on cigarette packaging today. Researchers are also examines how the motives and self-concept was created by female college student who also smoke.

This study used a qualitative research method with phenomenological approach and use constructivism as a paradigm. There were five people who became the informants in this study that are female college students in various campuses in Bandung. Researchers use observations, in-depth interviews, literature, online data tracking, and documentation as data collection technique in this study.

The results shows that female college student's motive in smoking is due to their curiosity by their persuasive friends (because of motives) and the informants began to smoke due to self-satisfaction and provide a sense of calm for themselves (in order motives). However, self-concept of female college student who smoke shows that the response of other people helped them to shape their self-mirrors. So it might be determined that the meaning of smoking for female college student in Bandung is a necessity, lifestyle, and avoidance of stress.

Keywords: *Smoking, Female College Student, Self-Concept, Meaning, Motives*