

ABSTRACT

Cigarettes is one of the products that are widely consumed by various groups in the world including Indonesia. This research was conducted to determine and analyze the effectiveness of messages in warning advertisements and health information on cigarette packaging in influencing the attitude of Bandung Youth. Bandung is the largest metropolitan area in West Java and the highest province of cigarette users which is always increasing. This research used quantitative methods with descriptive research type. Researchers used the EPPM (The Extended Parallel Process Model) theory. The main data analysis techniques used by researchers are correlation analysis, and simple linear regression analysis. According to the results of the study, there is a correlation between variable X to variable Y with a correlation coefficient of 0.748 (very strong correlation). The highest correlation coefficient value is the correlation between the message content indicator and the cognitive indicator with a number of 0.606, and the lowest correlation coefficient that is, the picture indicator with a conative indicator of 0.395. In the result of simple linear regression analysis also found that, variable X is effective in influencing variable Y of 55.9%, and the remaining 44.1% is influenced by factors not examined in this study. The conclusion in this study explains that the message in the advertisement warning and health information on cigarette packaging is quite effective in influencing the attitude of Bandung Youth, but there are some points that need to be improved such as the selection of images that are more appropriate in influencing the attitude of Bandung Youth, especially in conative points or actions.

Keyword: The Extended Parallel Process Model (EPPM), the effectiveness of messages, advertisements, and attitudes.