

ABSTRACT

Visual communication uses visual language as the main force in conveying messages such as on cigarette packaging which is a strategy that serves to inform how much influence these products have on health so that people stay away from smoking. The visualization of cigarette advertisements is generally limited and has been regulated in PP 109/2012. Researchers used qualitative methods with a case study approach. The object of this research is visual health warnings printed on cigarette packs, with the research subject being West Java people who are in the Generation Y category (born in 1980 - 1995). The results showed that in the cognitive aspect, health warnings in cigarette packages succeeded in providing awareness to smokers about the impact of smoking. From the affective aspect, the smoker's response to these warnings is that they are not motivated to quit smoking. Then in the conative aspect, almost all informants decided to keep smoking even though there were those who reduced the smoking dose

Keywords: *Visual Communication, Health Warning, Smoking, Generation Y*