

ABSTRACT

The purpose of this research is to analyze the reception response of female smokers in the city of Bandung regarding warning images on cigarette packaging using Stuart Hall's Reception Analysis theory to see the audience's response and interpretation in receiving a message, then the audience's message reception is identified from the reception analysis theory, namely Hegemonic Dominant Position, Negotiated Position, and Opposition Position. In this research, the researcher used a qualitative phenomenological method with the object of warning images on cigarette packaging and female students who smoked, then collected data using open and semi-structured interview methods, documentation, and Audio-Visual Material by Creswell. The results of the research showed that there were informants who received the warning image message on the packaging in full, the informant felt the effects of fear and was worried that they would contract a disease such as in the warning image on the cigarette packaging if they did not stop consuming cigarettes (Hegemonic). Then there are informants who negotiate and adapt the message of warning images on cigarette packaging to their own experiences, there is an interpretation which states that cigarette warning images are considered not enough to make smokers quit, warning images on cigarette packaging only discourage audiences who do not consume cigarettes, then the interpretation regarding The victims visualized on cigarette packaging are smokers who have been dependent for a long time and consume excessive cigarettes (negotiated). There was no rejection of messages found in the warning images on cigarette packaging (Opposition).

Keyword: Reception Analysis, smoking student, message, Pictorial Health Warning Cigarette Packages.