

ABSTRACT

This study aims to describe how the perceptions of teenagers who are members of the Outsider Indonesia Community towards the warning "Smoking Kills You" on cigarette packaging. Researchers utilize cognitive dissonance theory which focuses on the perception aspect. More specifically, this study looks at how the steps of a person's perception in order to resolve cognitive dissonance based on the flow of information about the dangers of smoking that conflicts with their smoking attitudes. This research used case study qualitative method. Data were collected through in-depth interviews with four members of Outsider Indonesia in Bandung, as well as observations and interviews. The analysis technique used the steps of condensation, data presentation, and conclusion drawing. The results show that the antecedent perception of Outsider members considers cigarettes as a need that can provide psychological pleasure and social functions. Outsider's perception see the jargon "Cigarettes Kill You" as a diffusion of information that reminds about the dangers of smoking for health continuously. This warning of the dangers of smoking has triggered a situation of inconsistency, where there is a discrepancy between knowledge regarding health hazards and smoking habits. This phenomenon marks cognitive dissonance due to the information flow from the "Smoking Kills You" warning. There are four forms of strategies carried out by Outsiders in order to overcome dissonance, which are to deny the truth of information, doubt the truth or delegitimize information, be defensive on messages, and efforts to rationalize or justify the Outsider Indonesia Community in responding to the message "Smoking Kills You". All of these types of strategies aim to harmonize the antecedent perceptions with the dissonance generated from the "Smoking Kills You" information. The implications of this research strengthen and increase the explanation of why the government campaign on "Smoking Kills You" has little impact in changing the attitudes of active smokers.

Keywords: Youth Perception, Anti-smoking Campaign, Smoking Kills You, Outsider Community, Cognitive Dissonance.