

ABSTRACT

Cigarette addiction is currently very widespread in the world, especially in Indonesia. Many of the victims of the dangers of smoking today are teenagers, at Telkom University Bandung. The dangers of smoking for teenagers' health make parents very worried. Because smoking not only makes health worse but has other impacts that make children's behavior naughty. The aim of this research is to find out the appropriate communication patterns of parents in dealing with their child's addiction to cigarettes at Telkom University Bandung Communication Sciences. The theory used in this research is the family relationship schema theory proposed by Fitzpatrick. This research method is a descriptive qualitative research method, data collection techniques using observation, interviews and documentation. The results of this research explain that the interaction communication pattern (two-way communication) is more effective in dealing with children who are addicted to smoking. Because by using this theory the communication process gives rise to feedback from the communicator to the communicant, and vice versa. This communication process gives rise to interactions that occur when the message is delivered.

Keywords: *Cigarette Opium, FeedBack, Persuasive.*