

ABSTRACT

This study aims to analyze the verbal message structure on health warnings about the dangers of smoking found on cigarette packaging in Indonesia. Using a descriptive qualitative approach, the study evaluates how these messages are composed and their relation to communication principles, particularly context, content, and clarity. Data were collected through observation of various cigarette packages and interviews with communication and public health experts. The results show that most messages contain important medical information but exhibit weaknesses in language clarity, concreteness, and cultural sensitivity. General statements such as “Smoking kills you” are considered too abstract and nonspecific, making it difficult to foster understanding and emotional engagement. In contrast, messages featuring personal narratives and including practical solutions, such as quitline services, are deemed more communicative and effective in raising awareness. This study recommends redesigning verbal messages to be more contextual, personal, and culturally respectful to better reach a wider audience and contribute meaningfully to public health education.

Keywords: *Cigarette packaging, health communication, message structure, qualitative analysis, text message.*