

The Visual Strategic of Government Health Warning System with Public Services Advertisement at Cigarette Packaging in Indonesia

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Abstract: The inclusion of health warning on cigarette packages in Indonesia has changed several times. The government's message is delivered using both verbal and non verbal language. The ministry of health require the inclusion of health warning in the form of pictures and writing on the packaging of tobacco products. This study examines the health warning on cigarette packs. Research using qualitative approach through visual analysis. Performed also the dissemination of a questionnaire and interviews to find out the public perception over the health warning. The results of this research are expected to be input in desingning the horror-themed messages on verbal communication (visual) and as additional material how to "read" the images.

Key words: Health warning, cigarette, visual literacy, horror-themed, tobacco

INTRODUCTION

Public health is a major supporter of the factors in the development of the whole person, it is realized by the government of Indonesia as a country that is being actively built. The government is trying to continue to improve the infrastructure in particular in the field of health because a healthy nation is the backbone in the advancement of the nation. One of the government's vigorous efforts are how to reduce the number of smokers in Indonesia.

Some of the steps that the government has done is to do the banning of smoking in public spaces in schools and in offices, warning of the dangers of smoking to be writing on each ad and cigarette packs. But these efforts are not too give optimum results to stop your smoking habit at the people. This phenomenon makes the government more regulatory again tighten up on the manufacturer in Indonesia. The government also issued a rule number 109 in 2012 on health warnings on cigarette manufacturers in the form of pictures. The rule is the visualization of horror on cigarette packs nationwide and also attached in any ad impressions (Canadian Cancer Society, 2014).

Dangers of smoking warnings at first the government in the form of writing that are always shown on the packaging and the national cigarette advertisements but the less give optimum results even though it was followed also with public service advertisements. The government of the Republic of Indonesia strives to find solutions in the habit of smoking prevention efforts through the rise in customs regulation to cigarette smoking ban in public places. Visualization efforts horror on cigarette packs is a

follow-up effort of the government it is inspired from the efforts made by other countries such as Singapore or Thailand.

The community enough to feel surprised at the government's warning in the form of display advertising tagline "smoking kill you" accompanied by visualization of horror at any display advertising and cigarette packs but the instantaneous reactions that appear on the early establishment of such regulations. At the moment the effort is yet to be seen effectively in social life because many people still look keep smoking from among teenagers, adults are even sometimes seen also on the children and women of the general public space. It is of utmost concern amid the government's vigorous efforts in an effort to raise awareness for public health.

Despite the efforts of the warning will be the impact of the smoking habit by the government continued to do, there are some interesting things which concern them is public perception towards visualization of horror. On the visualization of this warning campaign consists of five versions in denotative form description of cancer of the mouth, the image of smoking kill you, picture of throat cancer, an overview of smoking near children, an overview of lung cancer and chronic bronchitis. The visualization psychologically have a direct impact on active smokers with the hope they can reduce the activity of smoking because of worry will impact posed in the form of photographs visualizing disease and ugliness in the smoke. In this study the researcher sees there are some interesting side on visualization in a campaign warning of the government and how the community appreciates the government's warning campaign with various views. Visualization of horror is rarely used as a preventive effort

or stop the habit of smoking behavior but the effort was done as reminding approach towards active smokers. The perception of the people of Indonesia, especially for active smokers against the pattern of the campaign it is uncomfortable but still can not stop the smoking habit.

Outline of research: This research see the visual side of the communication campaign warning the government based on the horror aspects arising from viewing ads or product packaging cigarettes. On the explanation on the introduction above, the researcher formulates the grain problem that appears as follows: How the concept of visual horror ads warning of dangers of smoking by the government to the community?. How the communication strategy used service advertisements warning of the danger of smoking as a step in the awareness effort to smokers?

Research objectives: As for the purpose of this research is to find relations in the context of strategy implementation with visual information messages related to the habit of smoking reduction program in the community. Discover the impact of horror against the multitude of information and know how persuasive communications received as the message intact.

Benefits research: As for the benefits of this research are:

- Produce a concrete step in the visual context associated with a positive campaign by using a strategic approach through the horror
- In the Visual communication design makes the scientific approach to horror as a series of campaign implementation and become part of the strategic design of a methodology in the preparation of the campaign
- The long-term goal of becoming a preferred method that can be used by similar campaigns as an approach that can be implemented on a campaign
- For the community, the persuasive horror can be a means of communication campaigns that are able to provide a deterrent effect against the banning of an object
- For the development of literacy material for national or international journal concerned with the methods of the campaign through a strategy of using visualization approach to horror

Literature review

Theory of campaign: The government's warning against the dangers of smoking on various media both in advertising smoking to the wrap/package smoking is an attempt of the government done to encourage people to

care about health. The appeal is in principle a campaign effort is a process of communication activities undertaken by the government/institution aims to create a certain effect or impact. It also shows that the government's responsibilities and obligations as countries that guarantee and safeguard the health of its people so that it attempts to perform actions with the campaign. The campaign as a business communications that deliver the message is done by the government to produce impact, i.e., reduction of consumption of cigarettes.

Definition of campaign: To understand the actions of the campaign as a aims message communication can create a positive impact for the community, there are several definitions about the campaign, including the following: rogers and storey defines the campaign as "a series of actions planned communication with the aim to create certain effects on a large number of audiences is conducted on an ongoing basis at a certain period of time".

The given definition of Rogers and Storey according to some expert communications is the most popular definition it is based on two things, firstly the definition clearly states that the campaign is a form of communication, action and the second that this definition can include the overall practice of the campaign process and the phenomenon that occurs in the field.

Pfau and Parrot defined the campaign as "a process which devised a conscious, sustained and gradual that specific span of time was carried out with the aim of influencing the predetermined target audience".

Leslie B. Snyder campaign defines as follows, "a communication campaigns is an organized communication activity, directed at the particular audience for a particular period of time to achieve a particular goal" (the communication campaign is an organized communication actions directed at a specific audience, at a certain time period in order to achieve a particular goal).

Rajasundarman defines the campaign as "a campaigns is acoordinated use of different methods of communication aimed at focusing attention on a particular problem and its solution over a period of time" (a campaign can be defined as the utilization of a variety of different communication methods are coordinated within a period of time devoted to direct the audiences on the issue following a certain resolution).

This definition shows that in any campaign activity containing four things, namely the action campaign that aimed to create a certain impact has a large number of targets, do/restricted its implementation in a particular period and is done through a series of organized communication actions. The campaign also has the characteristic that is campaigns have a clear source from

visionary, designer, messenger while in charge of an action campaign, so that each individual who receives a message campaign can identify even evaluate the credibility of the source of the message.

In addition to that message and the idea of the campaign is also open to discussed and critiqued. The nature of an open campaign in accordance with the objectives of the campaign that basically contain the goodness to the public. In addition to this campaign has the principle of persuasion that is inviting and encouraging the public to receive or do something that is recommended from the idea that campaign on the basis of volunteerism.

Objectives and types of campaigns: The campaign Objectives the objectives of the campaign are always related to three aspects, namely: knowledge, attitude (attitude), behavior (behavioral). Ostergaard said that call it 3A; awareness, attitude and action. Awareness: evocative awareness, attract attention and give information about the product or idea that campaigned. Attitude: eliciting sympathy, taste it, like it or partisanship on issues that became the theme of the campaign. Action: change the behavior of your audience are concrete and measurable. Type of Product oriented campaigns campaigns/commercial/corporate campaigns: campaign-oriented products, generally occur in the business environment. Candidate oriented campaigns/political campaigns: campaign-oriented to grab political power. Ideologically or caused oriented campaigns/social change campaigns: campaign-oriented dimension of social change.

Public service advertisements: Public service is one of the types of ads as described in some sources as found in the ACT of broadcasting the ad type is divided into two categories namely: broadcast advertising commerce (commercial) and the public service. Djayakusumah in his book advertising ad divides in two forms, namely the commercial advertisements and public service announcements.

Public service advertisements is a form of socialoriented campaign efforts are made to provide information or to influence the behavior of the community and created for the purpose of social and non-profit, through the mass media. Usually the message conveyed in this public service announcement in the form of invitation or exhortation to the community to perform an action in the interest of the public or to change a habit or behaviour in society. Public service advertisements are part of a social marketing campaign that aims to sell an idea or ideas to interest or community service.

The definition of the public service according to the crompton and lamb, an announcement or notice a non commercial to promote programs activities, government service, the service organization's non-business and other notices about the service needs of the community outside the weather forecasts and notices that non-commercial use.

Public service advertisements are usually made by a government agency or the agency-specialized institutions that have the responsibility or attention towards social issues to convey the message that social community.

Government warning against the dangers of smoking on public service advertisements: The government imposed the inclusion of Pictorial Healt Warning (PHW) or the inclusion of spooky pictorial warnings for producers of cigarettes since 24 June 2014, the rules contained in the regulation of the Minister of Health (Permenkes) No. 28 2013 about inclusion of health warnings and health information on tobacco product packaging. The regulation is derived from government regulation (PP) number 109 in 2012 about tobacco control, the regulation also refers to Act No. 36 of 2009 about health.

The government regulations are implemented into the form of the enactment of the provisions the inclusion of victorial healt warning on the overall media advertising smoking including on cigarette packs. The warning in the form of healt pictorial display of images that visualize parts of organs damaged by smoking, the dangers of which consists of five versions in denotative form description of cancer of the mouth, the image of smoking kill you, picture of throat cancer, an overview of smoking near children, an overview of lung cancer, chronic bronchitis and a description. The purpose of the inclusion of the spooky images to give a deterrent effect, shock effects for the consumers of cigarettes because of the expected impact with visualization directly for active smokers in order to reduce the activity of smoking because it conjures up fears of negative consequences psychologically from smoking. This action is an attempt of the government to maintain the stability of public health. These efforts can also be described as a social campaign activities undertaken by the government (Fig. 1 and Table 1).

Visual communication: Nakilcioglu (2013) stated that communications related to the transfer of information between humans. If the transfer of this information is done through disclosure of an idea or feeling by using a form of picture writing (words and numbers)



Fig. 1: The five versions of the image of the victorial healt warning used by the government of Indonesia as a campaign warning of the dangers of smoking are noted in each cigarette packs.<http://lifestyle.kompasiana.com/catatan/201410/17/gambar-seram-buat-saya-URberhenti-merokok-696296.html>)

Table 1: Five versions of the image of the victorial healt warning used by the government

Picture	User instrument			
	Font	Layout	Colour	Picture
	<p>The text consists of a warning and smoking caused cancer of the mouth. The name of the fonts used arial bold capital san serif type face, size 7-10 point, white text color set to black, the letters with a relatively small size and the font color to white on a black background has low readability level (the use of colored text on a black background on a generally white to produce contrasts so easily read text)</p> <p>The text consists of a warning and smoking kill you. The name of the fonts used Arial bold capital, san serif typeface, size 7-10 point, white text color set to black, the letters with a relatively small size and the font color to white on a black background male on the left was the major has low readability level (the use of colored text on a black background on of objects in the skull on the right a generally white to produce contrasts so easily read text)</p>	<p>At the top and bottom sides of the space (space), placed the text on black rectangular field, framing a picture. Pictures dominate the space (space). There is no empty space on the plane of the image. Pictures are in the midst of the black frame so that the eye of the beholder fixed on the picture</p> <p>At the top and bottom sides of the space (space), placed the text on black rectangular field, framing a picture. Pictures dominate the space (space)</p> <p>The location of the object of the area of the image and the layout seblah area of the image. Pictures are in the midst of the black frame so that the eye of the beholder fixed on the picture</p>	<p>Photographic techniques used produce a color image of a realist on the images of the mouth, the dominant red color identifies the state of a bad lip. On the bottom lip of the black and white adds firmness of the lips condition</p> <p>Photographic techniques used produce a color image of a realist, on the image of the person being smoked the color of smoke and white skull looks more prominent on a black background. So, the image of smoke and the skull is clearly visible</p>	<p>The image used in the form of a mouth, made up of the upper lip, lower lip, the inside of the mouth and Chin. the result image from photographic technique citraan generates a realist photography, can present a picture as a whole and detail (Barthes, 2010). Mouth up, pictures presented in close the condition of a broken lip</p> <p>The image used is composed of the left part of the head of a man who was being pulled out of the smoke, two skulls of human head at the right side of the smoke covers around the mouth and the two skulls, all arrayed on a black background. In contrast with the picture number one, no two of these pictures using the techniques of manipulation on an image that is the existence of two skulls</p>

Table 1: Continue

User instrument				
Picture	Font	Layout	Colour	Picture
	The image used is composed of the left part of the head of a man who was being pulled out of the smoke, two skulls of human head at the right side of the smoke covers around the mouth and the two skulls, all arrayed on a black background. In contrast with the picture number one, no two of these pictures using the techniques of manipulation on an image that is the existence of two skulls	At the top and bottom sides of the space (space), placed the text on black rectangular field, framing a picture. Pictures dominate the space(space). There is no empty space on the plane of the image Pictures are in the midst of the black frame so that the eye of the beholder fixed on the picture	Photographic techniques used produce a color image of the realists, the color looks details shows in the image part of the neck detail the hole in the neck and a red bump into the main points in this picture	The image used is composed of the part of the neck, the neck of the picture presented of the chin and upper chest the result image from photographic technique produces a citraan realist, can present a picture as a whole and detail image neck presented in close up, showing the condition of the neck with a hollow throat andthroatredbumps, ter have Images used made up of a man who was smoke and carrying a small child. Smoke covers most of the man's face and spread to an empty space on the right. All arranged on a gray background
	The text consists of the warning and danger of smoking near children for them. Name of the font used Arial bold capital, san serif typefaces, sizes 7-10 points, the color black background and white text, capitalization with a relatively small size and the color white letters on a black background have a lower reading level (using a normal text color black on a white background to produce keokntrasan so easy to read text)	At the top and bottom sides (space), the text is placed on a rectangular field of black, framed pictures. Figure dominates the space (space). There is no empty space in the image field. Pictures are in the midst of black frames so your eyes fixed on the picture seer	Photographic technique which is used produce realistic color image in the image of people who were smoking and the smoke color and the white child who looks more prominent on the gray background. So that, the image clearly visible smoke and children	

maps, charts, etc., then the birth of visual communication (communication is the dealing between all sorts of information among people. When this deals are done via visual elements, visual communication is born).

Visual communication can be described as an expanding subfield of communication science that uses social scientific methods to explain the production, distribution and reception processes but also the meanings of mass-mediated visuals in contemporary social, cultural, economic and political contexts. Following an empirical, social scientific tradition that is based on a multidisciplinary background, visual communication research is problem-oriented, critical in its method and pedagogical intentions and aimed at understanding and explaining current visual phenomena and their implications for the immediate future (Muller, 2007).

Dondis, as quoted by Clair and Jia (2006), developing and expanding the image literacy terminology (Teun *et al.*, 2006). According to him must be available "grammar" basic visual communication. Images. Development and his opinion can be seen through the Fig. 2.

Visualization of horror (fear appeals) as a visual strategy: Based on the notion of the great dictionary of the language of Indonesia (KBBI) horror has understanding as follows; "horror and juggernaut arouse horror or fear of very, very lucrative: fill " in terms of the theory of fear appeals (fear/creepy) has a meaning that is

same with horror. Definition of fear appeals in Witte and Allen as follows; "fear is defined as a negatively valenced emotion, accompanied by a high level of arousal".

In Kim witt and Mike Allen last 50 year of research on fear appeals identified three variables, namely; fear, threat and effectiveness. The threat and the effectiveness is an important variable. The threat consisted of two dimensions, namely, perceived vulnerability to threats and perceived severity of perceived threat. While the fear and threats have different conceptual has a complicated relationship and reciprocity are interlinked, so the higher the threat, the greater the experience of fear.

On the study of fear appeals voices in two general categories. Results related to the receipt of messages recommendation (attitudes, behavioural intentions, in accordance with the recommendations). Proceedings relating to the rejection of messages (defensive, avoidance, denial).

Fear appeals approach used in visual strategy for public service advertisements and campaigns. Fear appeals approach is an approach that uses horror and fear as a threat. The power of fear appeals generate high levels of anxiety and vulnerability and more able to coax/low and weak from the persuasive fear appeals.

Fear appeals approach as an approach to visual communication is widely used in social campaigns, one of which is often used in public health campaigns such as the dangers of smoking campaign, the dangers of alcohol,

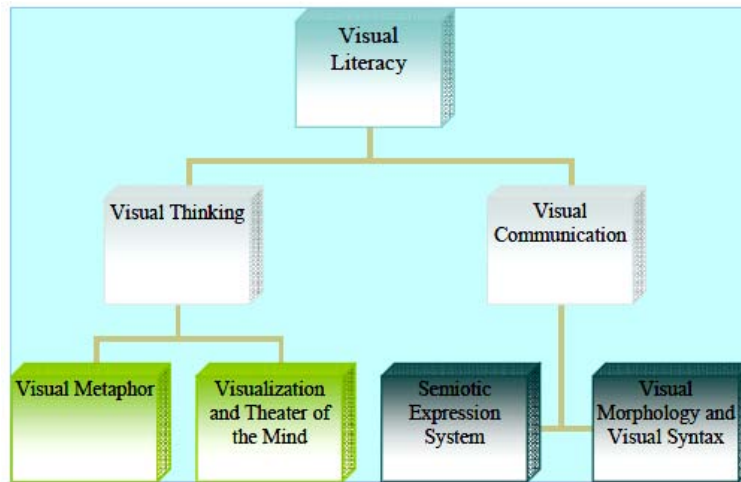


Fig. 2: Literacy pictures by Clair and Jia (2006)

the dangers of drug use, the dangers of AIDS and more. Visualization on the average campaign shows the visual that contains life threatening emotional and frightened audiences. This approach is considered more effective in to persue the audiences (Fig. 3).

Visual analysis: Visual picture or dish not so only can be understood as a message, experiences and relationships against an image that is owned by a person affects the ability to read drawings. Visual analysis is a method for dissecting a visual element consists of pictures and text, containing information or specific message so that the message can be understood.

Visual analysis is one of the application forms of visual communication. Visual analysis is one of the methods used in qualitative research, visual methods of analysis approach has a broad perspective of the coverage. More visual analysis is used to investigate the visual representation of a significant social issues. Text charge (verbal and non verbal) issues in social practices, contextual information is shown in a visual basic component in visual analysis.

Visual arguments: Visual argument is one of the many types of visual analysis. Visual argument is a discipline from the field of visual communication. Here are a few definitions concerning visual argument according to the experts.

Birdsell and Groarke in van Eemeren and Garssen stated; “we understand visual arguments to be of arguments which are conveyed in images”. According to Blair in Georges Roque, stated; “visual arguments are arguments ‘visually’, expressed for example by paintings and drawings, photographs, sculpture, film or video images, cartoons, animations or computer-designed visual”. A visual voicing arguments through the elements

comprising the arrangement of images, connected with the context. To find out what a visual, voiced in visual argument must identify the following:

- Identify internal elements of a visual image
- Understand the context in which the image in the interpretation
- Establish the consistency of visual interpretation
- Changes in visual perspective chart from time to time

In Ramage, Bean and Johnson to understand how to produce a visual argument, it takes an understanding of design elements that work together generate a visual image. The 4 basic components of the visual design IE; use of fonts, use of space and layout, use of color and the use of the image.

The use of alphanumeric characters; letters of important visual elements in the writing of the argument, a variation of the letter such as size, shape, boldface, italics, capital letters and can be brought on the structure of the argument readers attention and headlines. In the argument letters are specifically designed to produce visual impact as in a poster or campaign socially, the letter was often presented with prominent and meaningful.

Distance and layout; it is very important to create the visual appeal of an argument and to convey meaning. Use arguments in visual distance and the layout is very necessary. Bullet points from a distance and layout follow some things namely; the page size and the paper type and size, the proportion of the text towards the margin, the proportion of the text against the pictures and graphics, the arrangement of text on the page (distance, margin, column, size, etc.,) color have significant contributions in visual appeal in arguments and bring the emotions and imagination of audiences. With regard to the use of



Fig. 3: Dangers of smoking advertising campaigns that use fear appeals approach as visual strategies on public health campaigns



Fig. 4: Example of presentation of visual letter on the argument of an advertisement for WWF on climate change

colour in visual argument, the maker of a poster design for example have the control to use colors to suit the visual context was made. As an example of academic posters using simpler color compared to the popular magazine. Images and graphics; a strong visual element is the part of information into a visually striking and impressive, explained the idea, adding a depth of meaning and the emotions of an argument (Fig. 4).

MATERIALS AND METHODS

The approach used in this study is a qualitative approach. Research methods used in this research consists of collecting data through quisioner, interviews and literature study. In conclusion, the analysis of a withdrawal that is used is the visual analysis of the arguments.

Qualitative approach: The qualitative approach used in the study that raised the social problems of the community. In a study using qualitative approach, the purpose of the research is directed to understand a social phenomenon (Piliang, 2012). The inclusion of picture health warnings in the form of visualization of the horror/fear appeals that have an impact on the community through a variety of responses. To see the phenomenon quisioner and conducted interviews.

Data acquisition techniques: The process of data collection is conducted gradually based on the level of interest in research. In stage of this research starts from the determination of the object of research and done an effort limitation so that problems are not widespread. The next process is the formal legal determination that limit problems based on external elements who are against regulating object of research. The next data collection process through the determination of the sample selected research based on the level of importand things. The next process is data collection and recording of all forms of information and store it in the form of a data warehouse that is ready for analysis and synthesis of research (Pradopo, 1998).

The data analysis process more focused on the entire data entry and data management is done in the form of grouping data based on triangulation method based on visual objects public service advertisements in the form of health warnings on cigarette packs. The data consists of a visual object data in the form of picture health warnings in visual form consisting of five types. The data receiver message or target audience is an aspect of the determination of samples from a population so that it can represent from communal voice data is obtained through a process of dissemination of questionare.

RESULTS AND DISCUSSION

The results of the external and achieved

Analysis from questionnaire: Questionare deployed on 100 of respondents consisting of male and female respondents, the spread of questionare carried out in Bandung. Respondents consisted of smokers and not a

smoker. Questionnaire is composed of leading questions on whether the image warnings and health information on cigarette packs could reduce smoking habit with a choice answers (strongly agree, agree, disagree, somewhat disagree).

In addition there is a questionnaire in the comments field above a brief picture of the warning and health information are filled in by the respondent to know the opinion of the respondents against horror/fear appeals approach as visual strategies in picture health warnings.

Tabulate the results of questionnaire toward 100 male and female respondents aged 18 up to 23 year, both respondents smokers or not can be seen. The number of respondents who have a habit of smoking is as much as 23% and who do not have the habit of smoking as much as 77%. In this there is no questionnaire respondents women who declared himself to have the habit of smoking. Percentage of respondents smokers is relatively small compared to respondents who do not have the habit of smoking.

Pie charts consolidated the opinions of respondents against the health warning pictures on cigarette packs can be seen in Fig. 1. To see that 41 and 57% (16%) respondents stated do not agree that the health warning pictures on cigarette packs can reduce your smoking habit. Respondents suggested that the health warning pictures on cigarette packs in the future in order to: Enlarged and image plus variations.

Analysis from interview: The interview is conducted to see the perception or response experts about visualizing public service advertisements warning and health information on cigarette packs. The question refers to the outline of a research problem that is public service advertisements warning pictures and health information may affect the behaviour of smokers to quit smoking. From the results of data collection questionnaire and interviews obtained the following results:

- The majority of respondents did not agree that the pictures warning and health information can influence smokers to reduce your smoking habit
- Only a few respondents who agree that horror/fear appeals approach as visual strategy on the image the image warning and health information carried

Analysis of visual image argument warning and information: Perform a visual analysis of the argument against the image warning and health information based on four basic components on the visual that is use of fonts, use of space and layout, use of color and the use of the image. Referring to the theory of the visual analysis of the argument.

Conduct analysis of visual argument against image warning and health information based on three main elements contained on the visual, IE; claims, evidence and assumptions. Referring to the theory of analysis of visual argument j. The results of the analysis of visual arguments based on the basic elements of design, can be summed up as follows. The use of basic design elements on a visual argument analysis to identify the image based on the elements of the text, color, images composed on the space/field and layout. These elements affect how an argument can be perceived.

The existence of the text on to the five images of such health warning size is too small with black background and white letters, it will be difficult to read, however the obscured writings by other visual elements. Text as anchor meaning towards the picture didn't work because of perceived writing can't be read. Besides colour and photographic images that produce imaging realist, detailed and clearly placed in the middle of the field, it directs attention to the picture. However, in the image of the mouth, throat and breast are in close up resulting in the image can not be perceived as a threat. On the image of cigarettes kill you and smoking dangerous to children, using different image. Skulls and smoke, used as a metaphor.

The results of the analysis of visual arguments based on the main elements of visual arguments like, claims, evidence and assumptions, can be summed up as follows: on the fifth the health warning pictures, claims (assertions) that obtained an outline describing the writings of rendering on an image like "warning and smoking caused cancer of the mouth", served with a small font size are on the edge of the picture, colored white on a black background, however the use of white color for the writing on a black background makes it difficult for people to read. Presentation of the images close up of mouth image, throat and chest open will complicate the identification that the picture of health threats. The text and images have no relation so that it can not be understood logically, besides statements and facts from the authorities not contained in the images led to the credibility of the images is doubtful. the absence of the facts (the evidence) as evidence/arguments undermine the meaning of anchor in the picture.

CONCLUSION

Research that has been done to the visualization of public service advertisements warning and health information on cigarette packs, the emphasis is focused on the research of visual to find out how the response of the community towards these images. This qualitative research in addition to using the method questionnaire and the interview to get the phenomenon of society, also do

a visual analysis against pictures of the health warnings and information using visual analysis method of argument.

Research conducted in reference to the research questions consist of three things, namely. Whether horror/fear appeals approach as visual strategies on public service advertisements warning and health information on cigarette packs carried. Whether the presence of public service advertisements warning and health information on cigarette packs reduce the number of smokers. What is the visualization of public service advertisements warning of health meet the rules of rendering message argued.

The research results showed that the phenomenon that occurs in the community, namely; approach to horror/fear appeals as a visual strategy on public service advertisements warning and health information on cigarette packs mostly not perceived. The existence of public service advertisements warning and health information on cigarette packs mostly are not able to reduce the number of smokers. Visualization of public service advertisements warning and health information most do not meet the rules of rendering message argued.

From this research also obtained the conclusion that message will not immediately change the behavior, because of the pictures, the order of the layout and writing to make people take the time to read longer. Image perception by viewers in the process can not be immediately understood as a message because in the process viewers need to think of the content of the message. When a message is read by the recipient, the consideration process requires thinking ahead, especially when in the picture and these writings there is a distortion so that the mindset of the message recipients to be able to understand the meaning of exhaustion, the message is not easy to understand. When you see something that is not necessarily the human brain will try to reconstruct the fact whether such pictures. The slow response in reading the image will affect the speed of thought, the more difficult they understood the more complicate the receiver to

capture messages from these images. An effective message has a chance of easy to understand and can affect audiences.

SUGGESTIONS

Research done still have many shortcomings in terms of the number of samples, the range of research areas, the theoretical review, factors in analyzing the subjectivity and also the limitations of insight researchers. However, the research is expected to contribute in terms of improvement or development of warning and health information in the future for health development of the Republic of Indonesia, along with the results of other studies that have the scope of the same theme.

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