International Journal of Science and Research (IJSR)
ISSN (Online): 2319-7064
Index Copernicus Value (2015): 78.96 | Impact Factor (2015): 6.391

Research on Teenager's Interpretation of Smoking Ban Pictures in Denpasar

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Abstract: ***Indonesia is one country in the world that have the largest populations, also have a big enough problem. One of them is increasing the total number of smokers. According to WHO data (2008), Indonesia is the third largest number of smokers in the world after China and India as many as 62 million people. Approximately 34.7% of the Indonesian population aged 10 years and older were smokers. Smoking habits not only on adults, but also carried out by children and teenagers. Approximately 20% of smokers in Indonesia are teenagers aged between 15 and 21 years. 1,7% of smokers start smoking at the age of 5-9 years and most (43,3%) started smoking at the age of 15-19 years. More than 40,3 million Indonesian children aged 0-14 years living with smokers and exposed to cigarette smoke in the environment (Kemenkes, 2010). It is feared that children and teenagers will be easier to be active smokers and will more quickly feel the bad impact. This research uses quantitative descriptive approach with 128 respondents where 85 respondents are passive smokers and 43 respondents are active smokers. The results showed that relationship differences and strong influence on halo effect instruments of both teen smoker types made Denpasar teenagers as High Culture Context (HCC) society. HCC society tend to be on collectivism cultural dimension and prioritize the society values and traditions and communicate with implicit language.***

Keywords: Interpretation, Attribution, Stereotype, Hallo effect, Expectancy, Experience

1. Introduction

Indonesia is one country in the world that have the largest populations, also have a big enough problem. One of them is increasing the total number of smokers. According to WHO data (2008), Indonesia is the third largest number of smokers in the world after China and India as many as 62 million people. Approximately 34.7% of the Indonesian population aged 10 years and older were smokers. Smoking habits not only on adults, but also carried out by children and teenagers. Approximately 20% of smokers in Indonesia are teenagers aged between 15 and 21 years.

1.7% smokers starts this activity in 5-9 years old and some of them start in 15-19 years old or about 43.3% from the total number of Indonesia smokers. More than 40,3 million Indonesian children aged 0-14 years living with smokers and exposed to cigarette smoke in the environment (data from KEMENKES 2010). It is feared that children and teenagers will be easier to be active smokers and will more quickly feel the bad impact.

Some efforts and regulations launched by the government in order to decrease smoking habit. One of the government's regulation by issued PP No. 19 Tahun 2003 dated march 10, 2003 about the warning that smoking can damage health and regulations that must be obeyed by the cigarette company, i.e. warning label about the danger of smoking, therefore the product will be legal to go to market (Depkes RI, 2003). In addition, government also issued PP No. 109 Tahun 2012 about the warning composition that contain additive substance for the health such as tobacco. Especially for the regulation on health warning displayed on the cigarettes products cover under the Minister Regulation (PERMEN) No. 28 Tahun 2013, all cigarette products in Indonesia must display the danger of smoking for the health.

One of the government warning form is scary picture on cigarette packs, both local and imported cigarette. There are five scary pictures that must displayed, mouth cancer, a smoking man with skull shaped smoke, throat cancer, a smoker and carrying toddler and lung cancer visualization. the government is trying to set limits smoke per day, informing and educating people about the dangers of smoking by requires the cigarette company to put the danger of smoking picture in every cigarette pack. It is interesting to analyze especially the impact of warning picture displayed on teenager interpretation.

Figure 1: Prohibited smoking picture

2. Objective

The objective of this research is to find out the teenager's interpretation on smoking ban warning pictures on the cigarette pack. In addition, help the government to get the response of teenagers towards this warning.

3. Method

Place of research
Research conducted in Denpasar for Denpasar has a number of active and passive smoking teenagers. The place chosen was gathering place for teenagers in leisure such as cafes, internet cafes, and cinemas.

Population and sampling
The population used in this research were teenagers' ages 14 to 18 years old since highest active and passive smokers are teenagers in this range.

The sampling is purposive sampling with teenagers' respondents whose active and passive smokers in Denpasar Bali.

The samples used are as many as 128 (one hundred and twenty-eight), with respondent distribution 85 people are passive smokers and 43 are active smokers.

Research Instruments
This research uses descriptive quantitative method to provide an overview and explanation of the object under study.

This study used a questionnaire with the instrument in the form of exogenous variables (cause) and endogenous variables (result) as well as other variables such as demographics.

In the exogenous variables (cause) consisting of attribution, stereotypes, halo effects, expectations, and experiences. As for the endogenous variable (result) is an interpretation.

Attribution variable use explanatory attribution and interpersonal attribution instruments. Stereotype variable use attitudes and behaviors of others instruments. Halo effect variable use impression and value instruments. Expectation variable use motivation and decision instruments. Experience variable use impression and problems instruments.

Likert scale used in this study with the reference values as follows:
1: Strongly disagree
2: Disagree
3: Neutral
4: Agree
5: Strongly agree

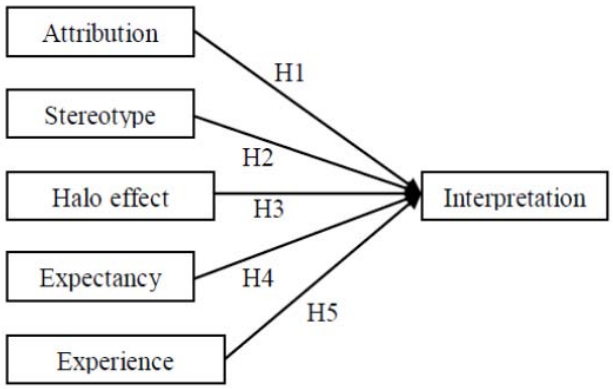
Data collection
Data collected by distribute questionnaires to teenagers who are still students in the age range 14 to 18 years old in Denpasar City.

Data Analysis
Data analysis used in this research is simple regression analysis (linier) to see the influence level on the Denpasar teenager interpretation caused by five variables above.

In addition, correlation analysis used to see the connection between variable. Analysis of this data using SPSS in its calculations.

4. Hypothesis

This research used the following hypotheses:



H1: Attribution impact fairly significant on the teenagers interpretation
H2: Stereotype impact fairly significant on the teenagers interpretation
H3: Halo effect impact fairly significant on the teenagers interpretation
H4: Expectancy impact fairly significant on the teenagers interpretation
H5: Experience impact fairly significant on the teenagers interpretation

5. Literature Review

Merriam-Webster dictionary explain "interpretation" as the way something is explained or understood; a particular way of performing something. So as to be able to do the interpretation of an object then someone would have to have the experience of the object. The experience can be obtained from the surrounding environment and others. The surrounding environment experience more from the culture of the people.

Interpretation is the core of perception, which is identical to the decoding process. Decoding is the interpretation of the message by the receiver (decoder) so the message understood as intended by the sender (encoder).

The decoding process is not as simple as imagined that influenced by recipient mental factors when he/she decodes the messages sent by sender. Mental factors influenced by internal factors and external factors.

Internal factors are factors from self as motives, values, interests, attitudes, past experience and expectations. External factors are outsider factors that can affect mental.

Family environment is one example of someone closest external factors where they are still interacting and much more. Other external factors that also influence are law, social, political, cultural, religious, government, education, employment and so on. Internal factors usually owned by a person to interpret are expectancy and experience. While external factors are attribution, stereotypes and halo effect.

Attribution is someone assessment another person based on the motive or cause the other person to behave (Heider, 1958). According to Kelly (1955), there are three causes someone commits an act, the condition, various responded stimulus, or from person's own. There are two types of attribution, (Liliweri, 2015:227):

1) Explanatory Attribution that individuals understand the world around and find out why a certain behavior may occur.
2) Interpersonal Attribution that individual describes an incident involving two or more other individuals.

Stereotype is a person's tendency to judge others based on person appearance characteristics and associated with a certain group, such as race, gender, nationality, and verbal and non verbal communication appearance. Narrow eyes are Chinese, blacks are African, and so on are all examples of stereotype. There are some conditions where stereotype is unavoidable as explain in this link (http://www.pengertianpakar.com/2015/07/pengertian-stereotip.html, accessed on 18/08/2016):

1) Humans need something to simplify the complex life reality.
2) Humans need something to relieve anxiety when faced with something new, human then use stereotype.
3) Humans need an economical way to form a picture of the world around.
4) Humans may not experience all the events, then human rely on information from other parties or the media as the world window. Therefore, there was stereotypes duplication.

Halo effect is the individual assessment of a person's character influenced by the overall impression of the person. The individual assessment occurs on first impression when people meet someone. First impressions can be positive and negative based on certain characteristics. This occurs because individual way of thinking who tend categorize human character into both good and bad. This impression can be seen from someone attitude and physic. Smile when first met, how to shake hands when first met and so on give a first impression for someone. A smile can signify hospitality and pleasant impression to others.

According to Asch (1946), people judge a person based on first impressions saw, and then these individuals will provide an assessment of average characters called "middle character". Averagely the character are based on: physical attraction, appearance patterns, speaking style, and social behavior. These character seen as the main determinant that affecting decisions whether like or not to these factors.

According to West and Turner (2009:69), halo effect is matching quality form of one another to create an overall perception of the person or something. West and Turner divide halo effect based on quality into 2 (two) namely positive halo and negative halo. Positive halo arises when an individual puts positive qualities on someone's together like warmth, sensitive and intelligence. While negative halo arise when the individual classify the negative qualities in a person together such as emotional, temper tantrums, and stupid. Once individuals form an impression (positive or negative) on someone, then he/she will begin to interact with others in a ways that support that impression.

Expectancy theory suggests that someone will decide to behave or act in a certain way (rather than the other way) because motivated by the expectation that only in this way someone will be able to get what is wanted or needed. The election process of "certain way" associated by the cognitive processes where individuals choose some kind of different motivation but then at the end chose the best ways to get what it needs (Oliver, R. 1974). Outcome Expectancy Theory has a social learning perspective (Rotter, Chance & Phares,1972; Bandura, 1977). It collaborates principles of learning established through research on observable behavior with constructs based on cognitive processes that are, themselves, not directly observable (White, Bates & Johnson, 1990). Within expectancy theory, behavior explained by individuals having expectations of particular reinforcing effects as the outcome of performing the behavior in question (more properly described as Expectancy Outcome Theory: the shorter term is more usually used).

6. Data Analysis and Discussion

6.1 Data Analysis

6.1.1 Validity Test and Reliability

Validity test conducted to assure how good an instrument used to measure the concept. According Sugiyono (2010) the construct validity test conducted by correlating between the question point scores with the total score. The formula used to test the validity of these instruments is Product Moment of Karl Pearson, as following:

$$r_{xy} = \frac{N\sum XY - (\sum X)(\sum Y)}{\sqrt{\{N\sum X^2 - (\sum X)^2\}\{N\sum Y^2 - (\sum Y)^2\}}}$$

Where:
r_{xy} = the total - items correlation coefficient (bivariate pearson)
X = item scores
Y = total scores
N = number of subjects

Then the results of r_{xy} compared with the product moment critical price (r_{table}), if $r_{calculate} > r_{table}$, then the instrument is valid. After getting the value of r_{xy}, to determine the correlation coefficient validity use the instrument criteria as following (Arikunto, 1991:29):

1	0,81 - 1,00	:	Very high
2	0,61 - 0,80	:	High
3	0,40 - 0,60	:	Fair
4	0,21 - 0,40	:	Low
5	0,00 - 0,20	:	Very low

From validity test conducted on passive smoker respondents, obtained the following results:

Table 1.1: Interpretation validity test on the passive smokers respondents

Correlations		Interpretation
Attribution	Pearson Correlation	.738**
	Sig. (2-tailed)	.000
	N	85
Stereotype	Pearson Correlation	.534**
	Sig. (2-tailed)	.000
	N	85
Halo Effect	Pearson Correlation	.553**
	Sig. (2-tailed)	.000
	N	85
Expectancy	Pearson Correlation	.381**
	Sig. (2-tailed)	.000
	N	85
Experience	Pearson Correlation	.642**
	Sig. (2-tailed)	.000
	N	85

Considering the validity criteria described earlier where for value N=85 with the significance 0.05 result r_{table} = 0.2133, it can see in the table below:

Table 1.2: Summary of interpretation instrument validity test result of passive smoker

Variable	$r_{calculate}$	r_{table}	Remarks
Attribution	0.738	0.2133	Valid
Stereotype	0.534	0.2133	Valid
Halo effect	0.553	0.2133	Valid
Expectancy	0.381	0.2133	Valid
Experience	0.642	0.2133	Valid

Based on the above results it can be said that the whole question used for research on passive smoking respondents are valid. The instrument validity used can be seen in the table below.

Table 1.3: Summary of interpretation instrument validity level of passive smoker

Variable	$r_{calculate}$	Remarks
Attribution	0.738	High
Stereotype	0.534	Fair
Halo effect	0.553	Fair
Expectancy	0.381	Low
Experience	0.642	High

On validity level test shown that the highest validity level obtained at the variable attribution with the correlation coefficient 0.738, next is an experience with correlation coefficient 0.642. Stereotypes variable and halo effect have the same validity level with not much different correlation coefficient. The lowest validity level is expectancy with the correlation coefficient 0.381.

Table 1.4: Interpretation validity test on the active smoker respondents

Correlations		Interpretation
Attribution	Pearson Correlation	.739**
	Sig. (2-tailed)	.000
	N	42
Stereotype	Pearson Correlation	.555**
	Sig. (2-tailed)	.000
	N	42
Halo Effect	Pearson Correlation	.756**
	Sig. (2-tailed)	.000
	N	42
Expectancy	Pearson Correlation	.589**
	Sig. (2-tailed)	.000
	N	42
Experience	Pearson Correlation	.759**
	Sig. (2-tailed)	.000
	N	42

On active smokers with N=42 and significance 0.05 obtained rtable = 0.3044, the results are summarized in the table below:

Table 1.5: Summary of interpretation instrument validity test result of active smoker

Variable	$r_{calculate}$	r_{table}	Remarks
Attribution	0.739	0.3044	Valid
Stereotype	0.555	0.3044	Valid
Halo effect	0.756	0.3044	Valid
Expectancy	0.589	0.3044	Valid
Experience	0.759	0.3044	Valid

Based on the above results it can be said that the whole question used for research on active smoking respondents are valid. The instrument validity used can be seen in the table below.

Table 1.6: Summary of interpretation instrument validity level of active smoker

Variable	$r_{calculate}$	Remarks
Attribution	0.739	High
Stereotype	0.555	Fair
Halo effect	0.756	High
Expectancy	0.589	Fair
Experience	0.759	High

On validity level test shown that highest validity level obtained at the variable attribution, variable attribution, halo effect, and experience. While the two (2) other variables have fair validity, they are stereotypes and expectancy.

Reliability related to the accuracy of measuring instruments. An instrument considered reliable if it can be trusted as research data measuring tool. Reliability testing performed by Cronbach's Alpha formula as follow:

$$r_{11} = \left[\frac{k}{(k-1)}\right]\left[1 - \frac{\sum \sigma_b^2}{\sigma_t^2}\right]$$

r_{11}= reliability coefficient.
k = number of question.
σ_b^2 = variance value of b-item answer.
σ_t^2 = variance value total score.

The condition for consistent or not the data is $r_{11} > r_{table}$. r_{table} determined based on the number of respondents (N). When the reliability coefficient calculated, then to determine reliability instrument criteria based on the reliability coefficient is as follows (Arikunto, 2003:75):

1. $0,00 < r_{11} < 0,21$: very low
2. $0,21 < r_{11} < 0,40$: low
3. $0,41 < r_{11} < 0,60$: fair
4. $0,61 < r_{11} < 0,80$: high
5. $0,81 < r_{11} < 1,00$: very high

From reliability test of passive smoker respondents obtained the following results:

Table 1.7: Reliability on passive smoker respondents

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.615	.660	10

Values on Cronbach's Alpha as 0.615 shown the reliability value of questionnaire items when compared with r_{table} with N=85 and significance 5%, then obtained r_{table} = 0,2133 so it can be said that given questionnaire items are reliable. While Cronbach's Alpha value based on standardized items shown 0.660 where this value is the instrument criteria of questionnaire items, then based on instrument criteria condition the questionnaire items shown high criteria.
While reliability test of active smoker respondents obtained the following results.

Table 1.8: Reliability on active smoker respondents

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.882	.884	10

Values on Cronbach's Alpha as 0.882 when compared with r_{table} with N=43 and significance 5% then obtained r_{table} =0.3008 so it can be said that given questionnaire items are reliable. While Cronbach's Alpha value based on standardized items shown 0.884 which is instrument criteria means that questionnaire items shown high criteria.

Regression and Correlation Analysis

Regression analysis defined as analysis on the relationship of a variable into another, which is independent variable in order to make estimation or prediction on dependent variable average value with the recognition of independent variable value. Generally, there are two kinds of relationships between two or more variable, they are relationship form and relationship closeness. If want to see relationship closeness, correlation analysis used.

Correlation analysis is two or more variables test to determine the relationship level between two or more variable without treatment. Correlation is not causal relationship, but it is a possible cause indication or domain for further investigation, in other words, relationships can be a clue (Riadi, 2016:207). Therefore, the correlation analysis aims to measure "how strong" or "closeness degree" relationship occur between variable. For correlation test, Pearson correlation (product moment) used.
According to Sugiyono (2011:184), relations level between variables based on correlation coefficient value as follows:

Table 1.9: Relationship Level between Variable

Coefficient Interval	*Relationship Level*
0,00 - 0,199	Very Low
0,20 - 0,399	Low
0,40 - 0,599	Fair
0,60 - 0,799	Strong
0,80 - 1,000	Very Strong

Regression and correlation analysis of passive smoker respondent shown as follow.

Table 1.10: Correlation coefficient interval of passive smoker respondent

Instrument	Coefficient Interval	Relationship Level
Attribution	0.738	Strong
Stereotype	0.534	Fair
Halo effect	0.553	Fair
Expectancy	0.381	Low
Experience	0.642	Strong

These results showed that on passive smoker respondents the relation level “strong” occur between interpretation with variable attribution and experience. Relationship level “fair” occur between interpretation with stereotype variable and halo effect. While low level relationship occur in expectancy.

Table 1.11: Summary model of passive smoker respondents

Instrument	R Square	Std. Error of the estimate
Attribution	0.544	3.401
Stereotype	0.285	4.258
Halo effect	0.306	4.198
Expectancy	0.145	4.657
Experience	0.413	3.861

On the above table can be explained as follows. Attribution contributed influence 0.544 or 54.4% of interpretation and other 45.6% influenced by other factors out of attribution. Stereotype contributed influence 0.285 or 28.5% of interpretation, halo effect contributed influence 0.306 or 30.6%, expectancy contributed influence 0.145 or 14.5%, and experience contributed influence 0.413 or 41.3%. The assumption used were other factors out of referred variables with no value yet. Therefore, from table on passive smoker respondents, attribution has highest contribution influence among others. Next experience, halo effect, stereotype, and the last expectancy.

On standard calculation of interpretation value deviation for each variable has the same value as 5.008 where this value is higher than standard error of estimate of each variable so it can be said that regression model is fit for use as interpretation prediction.

Table 1.12: Anova of passive smoker respondent

Instrument	$F_{calculate}$	F_{table}	Sig.
Attribution	99.078	3.96	0.000
Stereotype	33.148	3.96	0.000
Halo effect	36.516	3.96	0.000
Expectancy	14.108	3.96	0.000
Experience	58.277	3.96	0.000

In anova table hypothesis used as follow:
H_0 : $F_{calculate} < F_{table}$ and Sig. > 0.05, both variable are from the same population or homogen and not significant.

H_1 : $F_{calculate} > F_{table}$ and Sig. < 0.05, both variable are not from the same population or heterogen and significant.
Based on anova value given it can be said that population whose answered this questionnaire is not the same population or heterogen and can be used to predict interpretation significantly.

Table 1.13: Regression equation coefficient of passive smoker

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. error	Beta		
1 (Constant)	17.185	1.028		16.710	.000
Attribution	2.062	.207	.738	9.954	.000

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. error	Beta		
1 (Constant)	16.949	1.762		9.617	.000
Stereotype	1.325	.230	.534	5.757	.000

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. error	Beta		
1 (Constant)	19.753	1.243		15.894	.000
Halo effect	2.216	.367	.553	6.043	.000

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. error	Beta		
1 (Constant)	19.450	2.006		9.697	.000
Expectancy	.888	.236	.381	3.756	.000

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. error	Beta		
1 (Constant)	20.432	.926		22.054	.000
Experience	1.882	.246	.642	7.634	.000

Note: Interpretation becomes dependent variable
On linier regression equation table above hypothesis used as follow:
H_0 : $t_{calculate} < t_{table}$ and Sig. > 0.05, the regression equation is not significant
H_1 : $t_{calculate} > t_{table}$ and Sig. < 0.05, the regression equation is significant
Based on t value table, for df=83 and probability 0.05 obtained t_{table} = 1.98896. if compare with existing value on regression equation coefficient of each variable become:

Table 1.14: Regression linier of passive smoker

Instrument	*Regression equation*
Attribution	Y = 0.738X
Stereotype	Y = 0.534X
Halo effect	Y = 0.553X
Expectancy	Y = 0.381X
Experience	Y = 0.642X

Regression and correlation analysis on active smoker respondents showed the following results.

Table 1.15: Correlation coefficient interval of active smoker respondents

Instrument	*Coefficient interval*	*Remarks*
Attribution	0.739	Strong
Stereotype	0.555	Fair
Halo effect	0.756	Strong
Expectancy	0.589	Fair
Experience	0.759	Strong

The survey showed that strong connection occurs in variable of attribution, halo effect, and experience. Fair connection occurs in stereotype and expectancy.

Table 1.16: Model summary of active smoker respondents

Instrument	R Square	Std. Error of the estimate
Attribution	0.546	4.823
Stereotype	0.308	5.957
Halo effect	0.572	4.684
Expectancy	0.347	5.789
Experience	0.575	4.667

The above table can be explained as follows. Attribution contributed influence 0.546 or 54.6% of interpretation and other 45.4% other factors out of attribution. Stereotype contributed influence 0.308 or 30.8% of interpretation, halo effect contributed influence 0.572 or 57.2%, expectancy contributed influence 0.347 or 34.7%, and experience contributed influence 0.575 or 57.5%.

The assumption used were other factors out of referred variables with no value yet. Therefore, from table on active smoker respondent experience, halo effect, and attribution have high contribution influence. Next stereotype and expectancy with low contribution.

On standard calculation of interpretation value deviation for each variable has the same value as 7.074 where this value is higher than standard error of estimate of each variable so it can be said that regression model is fit for use as interpretation prediction

Table 1.17: Anova of active smoker respondents

Instrument	$F_{calculate}$	F_{table}	Sig.
Attribution	48.200	4.08	0.000
Stereotype	17.820	4.08	0.000
Halo effect	53.518	4.08	0.000
Expectancy	21.226	4.08	0.000
Experience	54.208	4.08	0.000

Based on anova value given it can be said that population whose answered this questionnaire is not the same population or heterogen and can be used to predict interpretation significantly.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. error	Beta		
1 (Constant)	18.452	2.217		8.322	.000
Attribution	2.417	.348	.739	6.943	.000

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. error	Beta		
1 (Constant)	17.567	3.759		4.674	.000
Stereotype	2.026	.480	.555	4.221	.000

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. error	Beta		
1 (Constant)	16.604	2.349		7.069	.000
Halo effect	2.826	.386	.756	7.316	.000

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. error	Beta		
1 (Constant)	19.029	3.151		6.038	.000
Expectancy	1.899	.412	.589	4.607	.000

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. error	Beta		
1 (Constant)	17.781	2.183		8.146	.000
Experience	2.432	.330	.759	7.363	.000

Note: Interpretation becomes dependent variable

Based on t value table, for df=40 and probability 0.05 obtained t_{table} = 2.02108. If compare with existing value on regression equation coefficient of each variable become:

Table 1.19: Regression linier of active smoker

Instrument	*Regression equation*
Attribution	Y = 0.739X
Stereotype	Y = 0.555X
Halo effect	Y = 0.756X
Expectancy	Y = 0.589X
Experience	Y = 0.759X

7. Discussion

Based on calculations shows that there are significant differences in interpretation between active smokers and passive smokers. However, in the validity and reliability, the results showed that the questionnaire is valid and reliable. The calculation results validity shown by table moment product critical value (r_{table}) smaller than calculation moment product critical value ($r_{calculate}$) on both respondents. This indicates that all questions items given to the respondent are in accordance with the instrument used. The calculation results reliability shown by Cronbach's Alpha value compared with table value on both respondents. Therefore, it can be said that the questions items used in the questionnaire are suitable as research measurement tool for its consistency and stability. Validity and reliability results stated that question items on the questionnaire deemed appropriate and feasible as measurement tool of this research. On the validity test, instrument criteria show different results. The discrepancy could indicate that the questions item in the questionnaire have different interests between passive smokers with the active smokers so that the responses given have significantly different values. Passive smoker respondents considers that the questions given did not have relationship with them, so that the answers given have low correlation coefficient and of course affect the instrument criteria given. Unlike the active smokers who believe that they have an interest in the picture so, the correlation coefficient value was high and the instruments criteria also high.

On correlation analysis, there are significant differences in both types of respondents. On passive smoker respondents, strong relationship occurs in attribution variable and experience variable. While on the active smoker respondents, the strongest relationship occurs in attribution variable, halo effect variable, and experience variable. The emergence of attribution variable and experience variable as variable that has strong relationship with interpretation on both respondent are in accordance with existing theories.

Hurlock (1980:213), said that one of the teenager development task is associated with social adjustment. To achieve the objectives of adult socialization patterns, teenagers have to make many new adjustments. The most important and most difficult adjustment is the increasing influence of peer groups, changes in social behavior, new social groupings, values in the friendship selection, new values in social support and rejection, and new values in the leader's selection. Adjustment made by teenagers that they can be socially acceptable causing them to behave according to existing social patterns in their environment. Teenagers tend to looking for ideal considered figure and in line with sex group so the anxiety they experienced reduced. In social interaction known as "conformity" which is social influence forms where individuals change its attitudes and / or behavior to follow the groups norms or social norms.

Geerzt Hofstede (1991), stated that the Asian region is more collectivist than the western world such as Europe and the United States which are more individualist. Collectivism usually interpreted as a behavior based on the concern for others and the attention on the values and traditions. While on Individualism usually interpreted as a complex behavior based on attention to their own interests and their own family members or group rather than to another group or society in general. Results of research conducted proves that teenagers are more tend to be collectivism than individualism with the high value attribution affect the interpretation given.

Edward T. Hall divide cultural context into 2 (two), High Context Culture (HCC) and Low Context Culture (LCC). High Context Culture is culture that possess, store, and display implicit information code. This means that we can not understand the meaning of the words spoken, written, or real behavior without understanding the values and norms underlie or which is behind expression. While Low Context Culture is a culture that possess, store, and display the explicit information code. That is, everyone immediately understand and give meaning to a message through explicit codes; so the words spoken, written, or real behavior immediately understood without a more detailed understanding of values and norms that underlie the expression.

The difference between HCC and LCC is the way to communicate. HCC tend to communicate indirectly, ambiguous, and understated. Conversely, LCC is more likely to communicate directly and precisely, and express their feelings and intentions rather open (Gudykunst et.al., 1996:8). Communication in HCC need a lot more related context cues, some of which related to the communication partner (e.g., gender, age, group, and others).

HCC and LCC has close relationship with collectivism and individualism. Based on the characteristics given it can be said that the HCC is more likely on the cultural dimensions of collectivism. In collectivism culture, prefer the values and traditions belong to society which use more implicit language than explicit language to communicate. This caused by the power distance that occurs in the culture. Halo effect is a form of society that embraces collectivism cultural dimension. If there are people who have a neat appearance by wearing a tie then surely they will give the impression that the person honored, intellect, officials and so on. The research results indicate high influence of halo effect variable on the interpretation show that smoking teenager have a tendency collectivism cultured. Conversely nonsmoking teenager, lower halo effect, caused by the importance level of the research object given. They feel they have no emotional connection of the research object so can not give the impression to others.

8. Conclusion

Based on the research results showed that the whole question used for research on both the respondents indicate valid and reliable results so this instrument deserves to be a reference for further research. In instrument validity level, based on the correlation coefficient there is a difference between passive smokers and active due to the difference in interest between both respondents. Different interests led teenager to adjust increasing influence of peer groups, changes in social behavior, new social groupings, values in friendship selection, new values in support and social rejection, and new values in leader selection. In correlation test, based on data obtained from passive smoker respondents shown strong connection of interpretation occurs in attribution and experience instrument. While in active smokers occurs in attribution, halo effect, and experience instrument. In the regression test, overall show that whole instrument has significant influence on the interpretation. It can be seen from $t_{calculate}$ value and the significance of regression equation coefficients. On the passive smoker respondents shown that high influence occurs in attribution and experience, while on active smoker occurs in attribution, halo effect, and experience. Connection and strong influence on halo effect instrument shows that teenagers in Denpasar are High Culture Context (HCC) society. On HCC society, the tendency is collectivism cultural dimension and prefer the values and traditions belong to society and communicate in implicit language.

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