



THE EFFECT OF POSTER MEDIA ON STUDENTS' INCREASING KNOWLEDGE ABOUT THE DANGERS OF SMOKING IN SDIT AL MUDDATSIRIYAH

Rosini^{1*}, Yulinda²

* rosini@yarsi.ac.id

^{1,2} *Library Science, Faculty of Information Technology, YARSI University, Jakarta*

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Abstract

This study aims to determine the effect of using of poster media on students' increasing the knowledge in SDIT Al Muddatsiriyah, Jakarta. The study population was fifth-grade students of SDIT Al Muddatsiriyah. This type of research is an experiment using one group pretest-posttest with a sample of 90 respondents. The sampling technique used is saturated sampling. The t test results show value sig. (2-tailed) equal to 0.000 < 0.05, which means t count < from t table. Thus, there is a difference between before and after the treatment on the use of posters, H0 is rejected and H1 is accepted. It is known that the value before being given health education about the danger of smoking is equal to 32.56 and after being given treatment, the knowledge of students about the dangers of smoking increases as much as 38.26. It can be concluded that the media poster effectively can increase students' knowledge about the dangers of smoking.

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh penggunaan media poster terhadap peningkatan pengetahuan siswa SDIT Al Muddatsiriyah, Jakarta. Populasi penelitian ini adalah siswa kelas V SDIT Al Muddatsiriyah yang terdiri dari 3 kelas. Jenis penelitian ini adalah eksperimen dengan menggunakan *one group pre test-post test* dengan jumlah sampel 90 responden. Teknik pengambilan sampel yang digunakan adalah sampling jenuh. Hasil uji t menunjukkan nilai sig. (2-tailed) sebesar 0,000 < 0,05 yang berarti t hitung < dari t tabel. Dengan demikian terdapat perbedaan antara sebelum dan sesudah perlakuan pada penggunaan poster, H0 ditolak dan H1 diterima. Diketahui nilai sebelum diberikan edukasi kesehatan tentang bahaya merokok sebesar 32,56 dan setelah diberikan perlakuan, pengetahuan siswa tentang bahaya merokok meningkat sebesar 38,26. Sehingga dapat disimpulkan bahwa media poster berpengaruh dalam meningkatkan pengetahuan siswa SDIT Al Muddatsiriyah tentang bahaya merokok.



INTRODUCTION

The habit of smoking is an activity that is harmful to the health of the body. It stated by the World Health Organization (WHO) that cigarettes are addictive substances which contain about 4000 elements. From those elements, there are 200 elements are harmful to the healthness of the body. Cigarettes contains tar, nicotine, and carbon monoxide as a dangerous toxic substances. The poison is what will then endanger the health of the smoker (Jaya, 2009) .

The number of smokers in Indonesia is always increasing. According to the Indonesian Ministry of Health, (2017) as many as 54 percent of Indonesian people in 2016 were smokers. In 2013 as many as 36 percent to 54 percent in 2016. Still according to the same source, among adolescents aged 13-15 years, there are 20% smokers, 41% of whom are teenage boys and 3.5% adolescent girls. Even The World Health Organization (WHO) places Indonesia as the third highest cigarette market in the world after China and India. The prevalence of adult male smokers in Indonesia is even the highest (68.8%) in the world.

Diana W. Stewart in “Associations Between Health Literacy and Established Predictors of Smoking Cessation” (2013), stated that smoking is the leading cause of death in the United States. About a third of all deaths are caused by cancer, and 87% to 90% of deaths are caused by lung cancer each year. Although the prevalence of smoking has decreased in recent years, nearly 21% of adults in the United States continue to smoke despite warnings about the dangers of smoking but they still have not succeeded in quitting smoking (Stewart et.al, 2013, E43) . There have been many warnings and messages that we often hear from various media about the dangers of cigarettes, in fact there are even warnings about the dangers of cigarettes on the cigarette packaging itself.

Those situation in United States almost the same in Indonesia. The Indonesian National Health Survey (2016) shows the prevalence of smokers aged children (under the age of 19 years) increased from 7.2% in 2013 to 8.8% in 2016. In DKI Jakarta, the capitol city in Indonesia, smokers who smoke every day are 21% with the average number of cigarettes smoked is 9 cigarettes per day. The young group (10-14 years) needs attention, although the prevalence is only 1.4%, but the average number of cigarettes smoked is 5 cigarettes per day



and for this group it was found that 6.9% started smoking at the age of 5 - 9 years.

Smoking habits also occur in schools where students are supposed to study. Centers for Diseases Control and Prevention (2022) stated that “In 2021, 80.2% of high school students and 74.6% of middle school students who used tobacco products in the past 30 days reported using a flavored tobacco product during that time, 85.8% of high school students and 79.2% of middle school students who used e-cigarettes in the past 30 days reported using a flavored e-cigarette during that time”

There are many impacts of smoking on children, as stated by Nimas Mita Etika, (2021) that various diseases appear in children and teenager who smoke are lung atrophy, early symptoms of heart and blood vessel disease, tooth decay, muscle and bone problems. Other negative impacts of smoking were also conveyed by the Australian government which stated that children who were exposed to cigarette smoke would have a greater risk of suffering asthma, behavioural problems (ADHD and anti-social), middle ear infections, poor lung development, respiratory illness (bronchitis, croup, bronchiolitis and pneumonia), sudden infant death syndrome (SIDS). Even American Lung Association (2020) said that if the current pattern of tobacco use continues, it is estimated that 5.6 million teenagers currently under the age of 18 will eventually die prematurely from smoking-related diseases.

Various reasons that cause children to start smoking at an early age include: just experimenting and then getting addicted, being invited by friends, feeling inferior, feeling more engrossed in smoking, thinking smoking is a cool activity, cheap cigarette prices - even for children and teenager. Still in the same sources, it said that teenagers can carry a stick, don't understand the impact of smoking on the health of themselves and those around them, high curiosity, bad and free association (Utami, 2011). Other reasons why kids smoke are to look cool, act older, lose weight, seem tough, or feel independent (Kids and Smoking, 2019)

From the description above, it can be concluded that smoking at the age of children is very dangerous. So to make children do not smoke, it is necessary to provide information about the dangers of smoking clearly so that children will understand the dangers of smoking. After understanding, it is hoped that this information will be used by children to



make a decision not to smoke. When information is used for decision making regarding health, the process can already be said to be health literacy. Health literacy is defined as the ability of an individual to obtain and translate knowledge and information in order to maintain and improve health in a way that is appropriate to the individual and system contexts (Liu et al., 2020)

One of the media that can be used to convey information about the dangers of smoking is a poster. Poster is a usually large printed sheet that often contains pictures and is posted in a public place (as to promote something) (Merriam-webster Dictionary) . Posters are frequently used to share data and are an essential piece of numerous meetings, workshops and shows (Harsono, Rosanti, & Seman, 2019). Posters are viewed as dismissed sort of learning media in delivering the contents to students (Osa and Musser in Harsono, Rosanti, & Seman, 2019).

This research aim to determine the effect of using poster media on increasing the knowledge of SDIT Al Muddatsiriyah students about the dangers of smoking.

METHODS

This research uses quantitative with experimental methods. Experiments carried out by researchers are one group pretest-posttest design, that is before being given a test – after being given a test in a certain sample group (Sugiyono, 2014). This method was chosen because the researcher wanted to examine the increasing knowledge about the dangers of smoking as an effect of poster media. So it must be measured or observed before and after experimental treatment.

The amount of respondents are 90 students in SDIT Al Muddatsiriyah. While the data collection techniques used were questionnaires. Statements and questions on the questionnaire were made based on posters about the dangers of smoking. And The poster made based on the literature. The data generated from the questionnaire was processed using SPSS and an analysis of the results was carried out by distinguishing interrelated variables, namely a) education about dangers of smoking using posters (X), b) the increasing of knowledge about the dangers of smoking (Y). Meanwhile, the hypothesis of this study is that there is an influence between these variables based on the H0 and H1 hypotheses. With



the following conditions :

H0 = there is no significant effect between after and before the use of posters on increasing knowledge about the dangers of smoking.

H1 = there is a significant effect between after and before the treatment of using posters on increasing knowledge about the dangers of smoking.

Before taking the data using a questionnaire, the questionnaire was tested first as a research instrument with validity and reliability tests. The results prove that the test states that the questionnaire used is valid and reliable. From the results of the validity test using Pearson Product Moment on 20 items about the dangers of smoking, the results show that all items about the dangers of smoking have an r value > 0.1726 and all items about the r count are greater than 0.1726. It means that the questionnaire are valid. While the results of the reliability test obtained a Cronbach alpha value of 0.901 which means it is greater than 0.05, then the measuring instrument or questionnaire can be said to be reliable and is included in the reliable category and has high reliability.

In addition to testing the hypothesis, a ranking is also carried out on increasing knowledge about the dangers of smoking so that it can be seen more clearly how effective the use of poster media is in increasing the knowledge of SDIT Al Muddatsiriyah students. The ranking of knowledge is carried out based on the theory of Ircham Machfoedz and Arikunto Suharsimi quoted by Nurhasim (2013) dividing the understanding of knowledge into four criteria, namely:

- 1) Very low category, if it has a true value $< 40\%$.
- 2) Low category, if it has a correct value of $40\% - 55\%$.
- 3) The category is quite high, if it has a correct value of $56\% - 75\%$.
- 4) High category, if it has a correct value of $76\% - 100\%$.

RESULTS

1. Respondents

The number of respondents in this study were 90 respondents consisting of 51 respondents or 56.7% were male and 39 respondents or 43.3% were female. Thus, it can

be seen that the number of male respondents is higher than the number of female respondents. For the age of the respondents, the average number of students is at the age of 10 years.

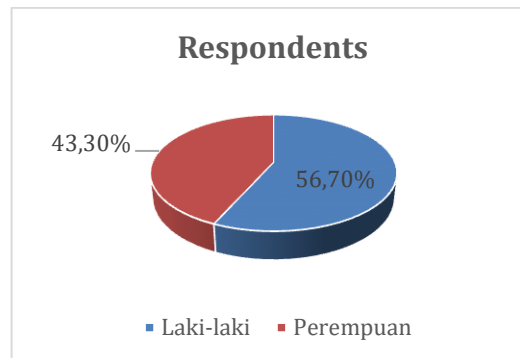


Figure 1. The Amount of Respondents

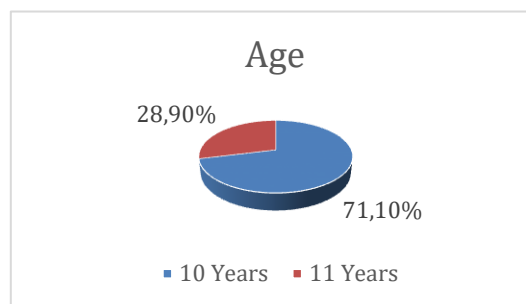


Figure 2. The Age of Respondents

2. T-test results

To examine whether there is an increase in knowledge about the dangers of smoking or not, then the hypothesis proposed is tested previously. Before the hypothesis is carried out, normality and homogeneity tests are first carried out in order to find out that hypothesis testing must use parametric or nonparametric statistics. Because the data in this study are not homogeneous and not normal, the t test is a difference test using a non-parametric t test with the help of SPSS. T-test is used to test the hypothesis of this study.



Table 1 Test Statistics

		Posttest – Pretest
Z		-8,163b
asymp. Sig. (2-tailed)		,000

Based on the results of the t-Test table output, it is known that the value of sig (2-tailed) is $0.000 < 0.05$, meaning $t \text{ count} < \text{from } t \text{ table}$. Therefore, it can be concluded that H_0 is rejected and H_1 is accepted. This means that there is a significant effect on providing health literacy through poster media to increase students' knowledge about the dangers of smoking.

In this study, it was proven that the use of poster could increase the knowledge of SDIT Al Muddatsiriyah students about the dangers of smoking. This study is in line with the research of Fatimah (2012) which showed that there was a significant difference in the increase in knowledge in the two groups ($p < 0.05$), with the highest mean difference in the health education and participatory poster groups (4.04). These results answer the hypothesis, namely health education methods and participation posters (active posters) further increase students' knowledge of the dangers of smoking to health compared to using only health education methods.

The results of this study also are in line with the results of Ambarwati (2014) on “Media Leaflet, Video, dan Pengetahuan Siswa SD tentang Bahaya Merokok (Study on Students of SDN 78 Sabrang Lor Mojosongo Surakarta)”. In this study, it was stated that based on the results of statistical tests with T-test obtained the value of $p = 0.000 = 0.05$ on the use of leaflets as media for health education. This means that H_0 is rejected, which means that there is a significant effect of giving health education about the dangers of smoking with leaflet media to the students of SDN 78 Sabrang Lor Mojosongo Surakarta.

In addition to testing the hypothesis to prove there is a difference in values between before and after treatment, the average score before and after treatment is also calculated.



Table 2 Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Pretest	90	23.00	38.00	32.5667	3.16955
Posttest	90	34.00	39.00	38.2667	1.27904
Valid N (listwise)	90				

The statistical description above shows that the average value before treatment is 32.5667 and the average value after treatment is 38.2667. It can be seen that the value after treatment is higher than before treatment, which is 5.7. This means can be said that students' knowledge has increased after being given treatment through poster media.

The same result was also shown by research conducted by Sari and friends (2020) concluded which that "the use of poster media at SDN Sudimara 10 Ciledug, Tangerang City when students study social sciences was given treatment in the form of poster media, it was proven to get an average score In addition, based on the results of the teacher's observation sheet, it said that students' motivation also increased after studying social science using poster media".

3. The Increasing Knowledge on Student

In addition to testing hypotheses and using descriptive statistics to see the effectiveness of the use of posters, the study also compared research variables by calculating manually using excel to see the comparison of values so that the increasing in knowledge could be seen.

Table 3. Substance Content in Cigarettes

QUESTION	BEFORE TREATMENT		AFTER TREATMENT		IMPROVEMENT	
	CORRECT	%	CORRECT	%	VALUE	%
Cigarettes contain chemicals that are harmful to the body	42	46,70%	85	94,40%	43	47,70%
Nicotine is a dangerous chemical substance that could be found in cigarette	54	60%	86	95,60%	32	35,60%
Carbon monoxide is a dangerous chemical substance that could be found in cigarette	57	63,30%	86	95,60%	29	32,30%
Tar is a dangerous chemical substance that could be found in cigarette	57	63,30%	85	94,40%	28	31,10%
One cigarette contains more than 4000 chemical substances	63	70%	87	96,70%	24	26,70%

From Table 3, it can be seen that all knowledge has increased. However, the greatest increasing in knowledge about the substance content in cigarettes is "the presence of chemicals in cigarettes that are harmful to the body" with a percentage of 47.70%. Further increased knowledge is "Nicotine is a dangerous chemical found in cigarettes" with a percentage of 35.60%.

Table 4. Effects of Smoking

QUESTION	BEFORE TREATMENT		AFTER TREATMENT		IMPROVEMENT	
	CORRECT	%	CORRECT	%	VALUE	%
Nicotine and carbon monoxide can cause heart disease and make the heart beat faster	45	50%	88	97,80%	43	47,80%
Nicotine, tar and carbon monoxide substances in cigarette can cause lung disease	51	56.70%	84	93,30%	33	36,60%
Nicotine can be harmful for brain and nerve system	60	66,70%	87	96,70%	27	30,00%
Nicotine can cause a stroke	60	66,70%	86	95,60%	26	28,90%

From Table 4, it can be seen that all knowledge about the impact of smoking has increased. The greatest improvement is "Nicotine and carbon monoxide can cause heart disease and make the heart beat faster" with 47.80%. While the knowledge that increases after is "Nicotine, tar and carbon monoxide substances found in cigarettes can cause lung disease" with 36.60%.

From Table 5, it can be seen the increase in knowledge are "Carbon monoxide can cause disease in the lungs" with a percentage of 46.60%, "Nicotine can cause lung disease" with a percentage of 42.30%.

Table 5. Dangers of Smoking (summary)

QUESTION	BEFORE TREATMENT		AFTER TREATMENT		IMPROVEMENT	
	CORRECT	%	CORRECT	%	VALUE	%
Carbon monoxide can cause a lung disease	42	46,70%	84	93,30%	42	46,60%
Nicotine can cause brain disorders	42	46,70%	83	92,20%	41	45,50%
Nicotine can cause a lung disease	48	53,30%	86	95,60%	38	42,30%
Tar can cause a lung disease	57	63,30%	86	95,60%	29	32,20%
Nicotine can cause a stroke	54	60%	83	92,20%	29	32,20%
Carbon monoxide can cause a heart disease	63	70%	87	96,70%	24	26,70%
Nicotine can cause a heart disease	78	86,70%	83	92,20%	5	5,50%

4. Increasing Knowledge of Each Students

To find out the amount of increased knowledge about the dangers of smoking by the respondents, the researchers calculated the increase in knowledge of each respondent (Table 6).

Table 6. Increased Knowledge of Respondents

RESPONDENT	AFTER TREATMENT	
	CORRECT	%
R1	19	95,00%
R2	20	100,00%
R3	14	70,00%
R4	17	85,00%
R5	16	80,00%
R6	15	75,00%
R7	20	100,00%
R8	13	65,00%
R9	19	95,00%
R10	20	100,00%
R11	18	90,00%
R12	17	85,00%
R13	17	85,00%
R14	20	100,00%
R15	19	95,00%
R16	20	100,00%
R17	18	90,00%
R18	20	100,00%
R19	20	100,00%
R20	20	100,00%
R21	19	95,00%
R22	15	75,00%



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R23	19	95,00%
R24	20	100,00%
R25	14	70,00%
R26	19	95,00%
R27	20	100,00%
R28	20	100,00%
R29	19	95,00%
R30	18	90,00%
R31	17	85,00%
R32	17	85,00%
R33	20	100,00%
R34	19	95,00%
R35	20	100,00%
R36	17	85,00%
R37	20	100,00%
R38	16	80,00%
R39	20	100,00%
R40	18	90,00%
R41	16	80,00%
R42	11	55,00%
R43	20	100,00%
R44	19	95,00%
R45	20	100,00%
R46	20	100,00%
R47	18	90,00%
R48	19	95,00%
R49	18	90,00%
R50	19	95,00%
R51	19	95,00%
R52	18	90,00%
R53	18	90,00%
R54	19	95,00%
R55	20	100,00%
R56	19	95,00%
R57	20	100,00%
R58	11	55,00%
R59	19	95,00%
R60	20	100,00%
R61	20	100,00%
R62	19	95,00%
R63	20	100,00%
R64	19	95,00%
R65	20	100,00%
R66	9	45,00%
R67	16	80,00%
R68	20	100,00%
R69	15	75,00%
R70	19	95,00%
R71	20	100,00%
R72	17	85,00%
R73	20	100,00%



R74	14	70,00%
R75	20	100,00%
R76	16	80,00%
R77	18	90,00%
R78	20	100,00%
R79	18	90,00%
R80	20	100,00%
R81	18	90,00%
R82	13	65,00%
R83	12	60,00%
R84	17	85,00%
R85	13	65,00%
R86	18	90,00%
R87	20	100,00%
R88	18	90,00%
R89	10	50,00%
R90	10	50,00%

Based on the results of Table 6 above, there was an increase in the percentage of each respondent. A recapitulation table or conclusion based on knowledge grouping using the theory of Arikunto Suharsimi and Ircham Machfoedz in Nurhasim (2013) can be seen in table 7 (Table 7).

Table 7. Knowledge Rating

No.	Knowledge Rating	Correct Number	% Correct Number	Respondent	% Respondent
1	Very Low	0-7	0 – 39 %		
2	Low	8-11	40 – 55 %	5	5,6%
3	High	12-15	56 – 75%	9	10%
4	Very High	16-20	76% - 100 %	76	84.4%

From Table 7 above can be concluded that all of the respondents has increased their knowledge about the dangers of smoking after being given treatment. Based on the theory of Ircham Machfoedz and Arikunto Suharsimi in Nurhasim (2013), the increase in respondents' knowledge becomes:

- a. Respondents who answered correctly on the questionnaire with a percentage of 76% of the total number of 76 respondents, which means that the respondent's knowledge is categorized as very high.
- b. Respondents who answered correctly on the questionnaire with a percentage of 56-75%



of the total number of questions were categorized as high as 9 student or 10%

c. Respondents who answered completely on the questionnaire with a percentage of 40 - 55% of all questions were categorized as low as 5 people or 5,6%.

In this study it was proven that the understanding of students and students had increased, this research was supported by research (Nurul Ashari, 2017) about the level of understanding of upper-class students about the dangers of smoking at SD Negeri Kawunganten 07, Kawunganten District, Cilacap Regency for the 2016/2017 academic year. The results showed that the majority of students had an understanding of the dangers of smoking in the high category (61.3%). The descriptions are as follows: 7 children in the very high category (22.6%), 19 children in the high category (61.3%), in the low category 3 children (9.7%), and the very high category low as many as 2 children (6.5%).

DISCUSSIONS

a. Student Awareness on Danger of Smoking

In addition to describing the increase in knowledge about the dangers of smoking, at the end of this study also explored the attitudes and opinions of students in general regarding the dangers of smoking. It is conducted that after the educational treatment about the dangers of smoking hopefully the students become more aware and do not smoke.

Table 8. Students' Opinion on Smoking

QUESTION	BEFORE TREATMENT		AFTER TREATMENT		IMPROVEMENT	
	CORRECT	%	CORRECT	%	VALUE	%
I believe cigarette contains many harmful chemical substance	54	60%	90	100%	36	40,00%
I believe smoking is not good for health	57	63,30%	90	100%	33	36,70%
I believe smoking can cause several dangerous diseases	57	63,30%	88	97,80%	31	34,50%
I do not want to try smoking	60	66,70%	90	100%	30	33,30%

In Table 8 it can be seen that after being given education about the dangers of smoking using posters, the number of respondents whose understanding increased so that they agreed that "cigarettes contain a lot of harmful chemicals", "smoking is not good for health" is 100%. The rest "smoking can cause dangerous diseases" by 97.80%. What is encouraging is the closing statement that all respondents agreed that they "wouldn't try smoking". It is the



hope of this education, that when they are given education, they understand the dangers of smoking, and finally they decide not to smoke. It is in line with what was concluded by Z. Daud, M.A. Musa, and S.N.A.M. Riduan (2019) that it is important to educate students about the harmful effects of smoking, as well as to maintain a level of awareness among them.

b. The Role of Schools and Related Institutions

Based on the results of this study and confirmed by several other similar studies that have been done previously, it can be said that there has been an increase in knowledge about providing education through poster media. This means that posters can be used as learning media to provide education about health, especially about the dangers of smoking.

If knowledge about the dangers of smoking increases after being educated through media posters, the school must follow up. The school can make various efforts to remind students continuously about the dangers of smoking. If the increase in knowledge about the dangers of smoking in students is not maintained, then over time this knowledge will decrease, even disappear altogether so that students will no longer be "aware" of the dangers of smoking and encourage students to take action to try smoking. Because as reported by the American Lung Association (2020) it is stated that "Every day, nearly 2,500 children under the age of 18 try their first cigarette, and more than 400 of them will become new smokers every day". Still in the same source, it is stated that "people who start smoking at an early age are more likely to develop a severe nicotine addiction than those who start smoking at an older age. Of the teens who had smoked at least 100 cigarettes in their lifetime, most of them reported that they wanted to quit, but were unable to do so." This opinion is also shared by the Better Health Channel (2019) which states "Smoking is becoming more common as students progress in school. One in eighteen schoolchildren (about 5.5 percent) had tried smoking by age 12, and this increased to one in seven students by age 14 (about 14 percent). By the time they are 17, about 40 percent of schoolchildren have tried smoking and 12 percent are 'current smokers'" (Better Health Chanel, 2019).

One of the things that can be intervened by the school in terms of maintaining the "awareness" of its students is to make a policy about smoking. Some things that schools can



do regarding smoking policies are as follows:

1. Conduct education about the dangers of smoking on a regular basis so that knowledge can be maintained and remembered by students.
2. Make and paste posters about the dangers of smoking and the consequences of smoking in various locations in the school environment, especially in places that are often used as gathering places
3. Encourage the use of various audio-visual media in educating, or not just lectures so that educational materials about lighting can also be more easily understood and remembered.
4. The school ensures and makes the school environment smoke-free. This does not only apply to students but of course to everyone including teachers, staff and everyone who comes to school.
5. The Department of Education and Culture makes schools a target place for education about the dangers of smoking.

CONCLUSIONS

Based on the results of the analysis described previously, it can be concluded as follows: Poster media has a role in increasing knowledge about the dangers of smoking at SDIT Al Muddatsiriyah. This role can be seen from the influence of education conveyed through poster media on the respondents. The effect of this increase is quite significant. This can be seen from the value of the t-Test before and after treatment.

All students of SDIT Al-Muddatsiriyah has an increase in knowledge about the dangers of smoking after being given health education through poster media.



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