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## **The Impact of Visual Label Message is Bigger than Verbal Label toward Decreasing Smoking Habit**

Muhammad Fadhil Pratama  
Communications Department, Universitas Islam Indonesia,  
Jalan Kaliurang Km 14,5 Sleman, Yogyakarta, Indonesia  
fadhilpratama@yahoo.com

### **ABSTRACT**

This paper research was subjectively written aims to provide an interdisciplinary insight about pack of cigarettes innovation as a campaign for decreasing smoking habit in this world nowadays especially Indonesia. Moreover, verbal pack that used to apply did not strong enough to be a suitable healthy warn for a smokers years ahead. Thus, visualization covered which packed into it will be considered as an alternatively way to live for as a breakthrough. Most of countries have already applied this policy first before other countries such as US, UK, Australia with fully taken pictures covered into that pack of cigarettes. This made Indonesia do it also as well as effectively and can be relied to its country aims to pragmatically applying. Therefore because of this issue, a researcher did research on “how does pack of cigarette visual label can effectively influence a smokers to decrease even erase their smoke habit rather than a verbal one that used to apply” based on literature reviews.

*Keywords:* Visual and Verbal Label, Healthy Warn, Campaign of Cigarettes, Decreasing Smoking Habit.

### **Introduction**

Cigarette is a roll of tobacco wrapped in a paper or other thin materials with size 70-119 mm, the diameter around 10mm depends on the kinds and types of cigarettes. Cigarette is burned on one of the edges and let simmer so that the smoke can be inhaled through the mouth by the other edge of the cigarette (Jaya, 2009: 12). Cigarette is a result of tobacco when it burned then smoked, not only harm the health of the smokers but also the people who are surrounded by.

With a row of disadvantages which already known by those who smoke, the cigarette already become a lifestyle in urban communities even in rural. In terms of demography from young to old, men or women. With this kind of lifestyle there are a lot of harm things which are caused by the cigarette, not only in terms of smokers healthy life, but also in economic matters and education. Ironically cigarette for some people has become a primary need for them.

Cigarettes are usually sold in box-shaped packaging or packaging paper that can be easily inserted in the pocket. Since last few years, the wrap-packs were also generally accompanied by health messages that warn smokers of the health hazards that may result from smoking, such as lung cancer or heart attack (Jaya, 2009: 14).

But the verbal message that previously has not been effectively enforced, so it is designed in such a way to visually conveyed on cigarette packs along with firm pictures aim to provide information that smoking can cause serious diseases such as cancer in hopes that the number of smokers are not growing and the citizen can start their healthy life without cigarettes.

### **Purpose of Study**

The main purpose of this paper research is to show how visual label message is reliable and more effective to reach its function if it's compared with the verbal ones on the pack of cigarettes toward decreasing smoking habit.

### **Method**

Competition in writing descriptions is trusted to be a suitable method of this paper research because of its characteristic in analyze and explain the existing data and seen from the field. The data collection is done by taking some references from literature reviews, and also did research study in approach with the smokers.

### **Operational Definition**

Label is an explanation that contains full messages which are given the informations shortly toward a thing. The message that is delivered, is socialized to the people through the signs. Generally, the signs can be seen from two aspects, such as verbalizaion and visualization.

Visual is to make a concept and can be seen with the senses of sight such as illustrations, logos, and visual layout. So visual label is a message contains short information which can be seen with the senses of sight on a thing. Meanwhile Verbal is to make a concept to be read in form of words. Verbal label means a message that contains short information which can be read on a thing.

Verbalization would be approached on a variety of aspects of the language, themes, and understanding that is found. Meanwhile visualization will be seen of the way to describe it, whether in iconic, indexical, even symbolic, and how to reveal aesthetic idiom. The signs that had been seen and read from two aspects separately, then classified and searched for the connection between one to another (Piliang, 2009: 9).

### **The Comparison Between Visual Label and Verbal Label**

The label that had been given was the notable messages and not interpersonal approached concept. Therefore in delivering those messages, interested concepts are needed the most to see that label, such as ilustrations, logos, and visual system. They can be a helper to find other signs that verbal could not do.

The main focus differences between verbal and visual are theoritically indeed have two sides which are easy to decode. Visualitation concept is all about right brain optimization. Right brain uses pictures rather than words. Emotional aspects are on point, such as happy feeling, amazed, and cheerful.

By using carrying pictures as visual symbol in order to streamline the communication, efforts to empower the visual symbols from the reality that visual language has distinctive characteristic even special, to inflict any effect on observation. Such a things, on that cases which are not easy to reach if disclosed with verbal language (Piliang, 2009: 32).

Visual label function which is printed on product package was divided into 3 points. The first is to inform others by also submitting visual concept aims to interest everyone who sees. Second, visual label function is easier to be understood and memorized by many people rather than a verbal one. And the third, there is a fear that came from within after saw presented pictures creates a visual does good.

Some of the comparison results of variation explanation effectiveness had ever been observed verbally and visually by Dwyer in book of Pawit M. Yusuf. Those are the comparisons, as follow:

Table 1.  
*Visualization Effect and Remember Abilities through Time*

Instructional Method	Remember Ability After 3 Hours	Remember Ability After 3 Days
Verbally	70%	10%
Visually	72%	20%
Mixed	85%	65%

(Yusuf, 2010: 222)

From those explanations research above, it can be seen clearly that the combination between verbal and visual in case applying on a cigarette pack is more memorized with the thing that conceive itself. Therefore, it is way better if a message that want to be published in order as a warn condition will be more effective if it's delivered visually and verbally (mixed).

One of consumer characteristics who prefers visualization is a quick decision maker. The implication is indeed they like everything that can provide services quickly. In the other hand, the consumer who likes a verbal one is on the other side. They are the ones who seek for complete informations. If it was possible, they would absolutely like the data or the supporting facts which are taken as a consideration aims to make a decision.

There are 3 other factors exist that may influence the effect of a message and also can be manifested in cognitive (knowledge), affective (emotional and feeling), and behavioral (changes in behavior or habit). Thus, the message is not directly individual approached but it's filtered and considered depending on the willing of a message itself (Nurudin, 2003: 214).

### **The Effect of Visual Label Message Toward Smoking Habit**

Before the enactment of the healthy warn messages on pack of cigarettes few years ago the shape of cigarettes was relatively attractive because of the package was designed attractively as possible and impressed into fun and exciting things. It caused someone or everyone keeps their smoking habit.

The prevalence of smokers in children aged between 5-9 years in the last few years had increased by 400 percent. Likewise in children aged between 10-14 years by 40 percent and almost 80 percent smokers started to smoke when they were about 18th.

Drastic increase from year to year the number of smokers has demonstrated the big impact of the amount of disadvantages, in terms of health, economy and also education, the government took step to insert warning label messages on the packs of cigarettes and limit the cigarettes' design to make it unattractive. However, label message which were applied at first were only verbally and had been set in Government Regulations No. 19 of 2013.

The Government Regulation No. 19 of 2003 concerning Security Cigarettes for Health deemed not effective enough in preventing and tackling the dangers of smoking (Jaya, 2009: 36). Government regulations require that a warning label be verbal only affect cognitively, only as an addition to any community insights, which certainly has not changed the behavior of smoke in Indonesia. Moreover, if the smoke among children who do not yet fully understand the intent of the message.

According to WHO, every 6,5 seconds one person dies because of cigarette. Research suggests that people who start smoking in their teens and continue to smoke for two decades or more, will die 20-25 years earlier than people who never smoked cigarettes. In Indonesia itself, the number of smokers based on Basic Health Research Data (Riskesmas) of 2013 continued to increase to 36.3 percent or up to 2.1 percent compared to 2007. The number of

female smokers has also increased from 5.2 percent in 2007 to 6.9 percent in 2013. With the ineffectiveness of government regulation in the verbal label, especially teenagers in Indonesia increasingly exploited by the cigarettes industry. Government issued Regulation of the Minister of Health No. 28 Year 2013 as the implementation of PP No. 109 of 2012 on Tobacco Control, derived from Act No. 36 Year 2009 on Health then the declaration of any manufacturer of cigarettes must include a visual label with a picture terrible of disease that may result from smoking in each package. This is a serious step taken by the government in response to the case of cigarette addicts in Indonesia.

In some countries around the world, the warning about the harm of cigarettes has already enacted visual label since long time ago. Many countries are considered to have succeeded in suppressing the number of smokers by attaching health warnings using gruesome photograph of a disease that can be caused by smoking.

According to Public Health England (PHE) of Australia that in the last 20 years the number of smokers decreased. Since 2012 they implemented a standardized cigarette packs. Australia became the first country in the world that prohibits the use of logo, brand, symbol, picture, color, and other promotion texts on packs of cigarettes. As a replacement, a posted warning pictures of the dangers of cigarettes. Cigarettes and other tobacco products in the country are now being sold in containers with a variety of "spooky image" of cancer patients who are dying and so forth.

Effect of inclusion of visual label messages on cigarette packs does not directly impact such as reduction in the number of smokers in Indonesia. However, need to know that the use of visual label is more effective than verbal label. Interest for someone to smoke was also influenced by cigarette advertising and packaging design. Plain cigarette packs without symbols or brands of cigarettes, but given the pictures "spooky" dangers of smoking reduced the number of smokers in the long term.

The use of visual label on cigarette packs have long term effect, not marked by significant decreases in the number of smokers in Indonesia. However, at least visual label has been successfully carrying out its function, as can be seen that the visualization on cigarette labels to attract attention, it is understood and remembered by everyone, and include images that make people think twice to start to smoke after seeing and interpret it visually rather than verbally. After the enactment of the visual labels on cigarette packs, it is still difficult to measure addressed to people who have been addicted . Because of their smoking has become a necessity.

Consumers need is a real thing, and there is no denying the benefits of the products and services that offer pure usability. Consumers get the benefit while at the same time the economic system energized (Engel, Roger D dan Paul W, terj., F.X. Budiyanto 1994: 12). Things like this can cause permanent fortunately for the tobacco industry market despite the enactment of visual label message. However this was the government's way of pressing the form of increasing the number of people to start becoming smokers in the future.

### **Conclusion**

Smoking can insert many disadvantages which are included in term of health, economics and also education. Therefore the Government take a serious step by determining the pack of cigarettes are supposed to be covered by visual label that insert "spooky image". The previously policy that had been ongoing since 2003 was a verbalization. But It was considered not giving any changes in case reduce even influence smokers with their intentions and habits.

Cigarettes are an addiction. Once give a try even more can caused a serious step in changing a life of someone or everyone. The verbalization strategy aimed to provide a

campaign for reducing the number of smokers did not really help. It needs visualization as a breakthrough, at least to increase and influence smokers intention on how dangerous become a smoker is. Nevertheless in this case is not applicable yet for a heavy smokers to stop their habit.

Hopefully in the future, it is way better if the rule implementation of legislation is showing a larger portion visualization on pack of cigarettes at least up to 50% like other countries did. Likewise, it should be helped by eliminating cigarette ads and its good overview, the government also have to set the minimum use of tar and nicotine aims to reduce smoking addiction in someone, further improve the frequency and continuity in anti-smoking campaign, the expansion of anti-smoking area and also impose a highest fine if there was a smoker found in that area. Not only that, smoker's closest ones also take the responsibility in case to be a personal advisor.

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