

ABSTRACT

Cigarettes become one of the objects that can not be separated from everyday human life. Starting from children, adolescents and adults, men and women can suck cylindrical paper rolls containing the dry tobacco. Although many warnings about smoking are harmful, people still ignore the warning and keep consuming it, especially the people of Torjun District. A few months ago there was a debate about the issue of rising prices of cigarettes that made the smokers become restless. The purpose of this study researchers wanted to know the opinion of the people of the District of Torjun about the issue of rising prices of cigarettes.

From the research result, the researcher found that the respondents from Torjun sub district are said to know (Attitude) about the issue of cigarette price increase from 396 respondents as much as 297 (75%) respondents know about the increase of cigarette price. And respondents' attitudes toward cigarette price issue were respondents from Torjun sub-district of 396 respondents as many as 187 (47.2%) respondents stated that they were not enthusiastic about the issue of cigarette price increase. While respondent's action (Practice) on the issue of cigarette price increase is respondents from District of Torjun with 396 respondents as much as 291 (73.5%) respondents stated that they will stop smoking if the cigarette price is raised up to 50 thousand per pack..

Keywords: Community Opinion, cigarette price, tabulation crosstab, frequency.

ABSTRAK

Rokok menjadi salah satu benda yang tidak dapat lepas dari kehidupan manusia sehari-hari. Mulai dari anak, remaja dan dewasa, pria dan wanita dapat menghisap gulungan kertas silinder yang berisi tembakau kering tersebut. Meskipun sudah banyak peringatan tentang merokok itu berbahaya, tetapi masyarakat tetap mengabaikan peringatan tersebut dan tetap mengkonsumsinya khususnya masyarakat Kecamatan Torjun. Beberapa bulan yang lalu muncul perdebatan tentang isu kenaikan harga rokok yang membuat para perokok menjadi resah. Tujuan dari penelitian ini peneliti ingin mengetahui opini masyarakat Kecamatan Torjun tentang isu kenaikan harga rokok.

Dari hasil penelitian peneliti menemukan responden dari Kecamatan Torjun dikatakan mengetahui (*Attitude*) tentang isu kenaikan harga rokok dari 396 responden sebanyak 297 (75%) responden mengetahui tentang iasu kenaikan harga rokok. Dan sikap (*Knowledge*) responden terhadap isu kenakan harga rokok yaitu responden dari Kecamatan Torjun dari 396 responden sebanyak 187 (47.2%) responden menyatakan tidak antusias dengan adanya isu kenaikan harga rokok. Sedangkan tindakan (*Practice*) responden terhadap isu kenaikan harga rokok yaitu responden dari Kecamatan Torjun dengan 396 responden sebanyak 291 (73.5%) responden menyatakan akan berhenti merokok jika benar harga rokok dinaikan hingga 50 ribu per bungkus.

Kata kunci : Attitude, Knowledge, Kecamatan Torjun, Opini Masyarakat, Practice