

**PERSEPSI RISIKO REMAJA DALAM PROSES PENGAMBILAN
KEPUTUSAN UNTUK MEROKOK**

Luh Putu Tri Yulianti Ardana

ABSTRAK

Remaja perokok menjadi salah satu kekhawatiran bagi bangsa Indonesia. Data *Global Youth Tobacco Survey* menyebutkan Indonesia merupakan negara dengan jumlah remaja perokok terbesar di Asia. Peringatan terhadap bahaya merokok telah dicantumkan pada sebagian besar produk rokok yang beredar di Indonesia. Namun, adanya cantuman peringatan risiko merokok tidak menurunkan jumlah perokok melainkan menambah jumlah perokok. Oleh sebab itu peneliti hendak mendalami persepsi risiko remaja dalam proses pengambilan keputusan untuk merokok. Penelitian ini merupakan penelitian kualitatif dengan metode analisis isi induktif. Pengambilan data dilakukan lewat wawancara semi terstruktur terhadap tiga orang subjek perokok remaja berjenis kelamin laki-laki yang mulai merokok diusia remaja awal (12-16 tahun). Verifikasi data dilakukan dengan pengecekan sejawat, pengecekan anggota serta menyertakan rekaman wawancara sebagai bukti pendukung. Penelitian ini menemukan bahwa remaja mengalami beberapa tahapan selama proses pengambilan keputusan diantaranya, adanya dorongan untuk mengubah perilaku, munculnya konflik, menimbang konsekuensi, memutuskan untuk merokok, mendapat *feedback negative*, merasakan dampak dari merokok dan mempertahankan perilaku merokok. Para remaja tidak peduli terhadap risiko dari merokok. Ketidakpedulian remaja terhadap risiko merokok dilatarbelakangi oleh penilaian remaja terhadap risiko merokok. Para remaja menilai rokok tidak akan berdampak besar karena mereka memiliki antisipasi terhadap risiko merokok. Ketidakpastian dari konsekuensi merokok juga menyebabkan remaja bertahan dengan perilaku merokok hingga saat ini.

Kata kunci: Pengambilan keputusan, persepsi risiko, perokok remaja, analisis isi

***ADOLESCENTS' RISK PERCEPTION IN THE DECISION-MAKING
PROCESS TO SMOKE***

Luh Putu Tri Yulianti Ardana

ABSTRACT

Adolescent smokers become one of concern in Indonesia. The Global Youth Tobacco Survey data mentioned that Indonesia is the country with the largest number of adolescent smokers in Asia. The warnings of the dangers of smoking have been written on the most cigarette products in Indonesia. The warnings of the dangers of smoking do not decrease the number of smokers, but surprisingly the number of smokers increase. Therefore, the researcher conducted the study to go deeper to adolescents' risk perception in the decision-making process to smoke. This research is a qualitative study which was conducted by inductive content analysis method. Data retrieval were conducted by semi-structured interview to three boys as the participations who started smoking since 12-16 years. Data verification were done by peer-checking, member-checking and included the interview recording as evidence to support the study. The finding is the adolescents experienced several stages during the processes of decision-making; those are the motivation to change their behavior, the conflicts, the consideration of the consequences, the decision to smoke, getting negative feedback, experiencing the effects of smoking and continuing to smoke. The adolescent smokers did not care about the risks of smoking and it was influenced by their assumption towards the risks of smoking. The adolescent smokers assumed that smoking does not have any major impact because they had anticipation to the risks of smoking. The uncertain consequences of smoking also cause adolescent smokers still continue to smoke up to now.

Keywords: decision making, risk perception, adolescent smokers, content analysis