

ABSTRACT

In the low income family of Indonesia, cigarette is the second priority of expenditure after rice purchasing. Low income people spare 12 % of their budget on cigarettes and 22% for rice purchasing. Cigarettes expenditure reached 15 times higher than educational budgeting and 9 times higher than health budgeting. Nowadays, health marketing communications remain using traditional method. In the other hand, tobacco industries are using Integrated Marketing Communications (IMC) to sell their product.

The purpose of this study was to analyze low income family's particularly youth's smoker to build IMC model that match to youth needs in Surabaya. This study applied 3 steps of data collecting. First step was to identify the IMC of tobacco industries, government regulation, and activities of health related institutions. In this step, observational and reference study were employed. Second step was to evaluate the characteristic of low income family, IMC's impact, and smoking behavior of father and son by structured questionnaire's interviews. There were 400 participants that selected by multistage random sampling. The third step was to build IMC's model based on the result of first and second step.

The results showed that 1) Youth chosen television as main channel to transfer information. 2) Their favorite colors were black, blue, red. 3) Law enforcement to ban promoting of regulation UU No. 36/ 2009 which mentions that tobacco is addictive substances and the other regulation, UU. No.32/ 2008, which mention that addictive substances is banned to promote like narcotic. 4) There was no significant influence between respondent's characteristic and IMC's impact from awareness until action. 5) There was a significant influence between IMC's impact and smoking behavior among youth. 6) There was a significant influence between father's smoking behavior and son's in knowledge. 7) Son's smoking behavior was influenced more by friends than by the impact of IMC. 8) Youth's favorite activities were musics and physical exercises. 9) Youth prefer advertisement as marketing communication.

It can be concluded that IMC on healthy behavior without tobacco are conducted law enforcement to ban cigarette's advertisement comprehensively and disseminate the tobacco's impact through peer to peer education using musical and physical exercise activities in local district area, advertise the cigarettes impact and quit line in local television with red, blue and black as dominant color.

Keywords: smoking behavior; integrated marketing communications (IMC); low income family; youth