

Conference Paper

Visual Terror: A Warning Picture of the Adverse Effects of Smoking for Health on Cigarettes Package in Indonesia

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Abstract

Visual Terror is a threat to a person through the medium of photographs, drawings, and other imagery. Inciting terror visually is considered very effective because it matches the thought. Roland Barthes in his book *The Photographic Message* (1961) argues that the photograph is a reality that contains the denotative message. Denotative messaging is conveyed in a manner immediately grasped by the recipient without having to solve specific codes. This technique is used in Indonesia to deter smokers, using photographs depicting the adverse effects of smoking on cigarette packs. The photos are displayed on all cigarette packs manufactured in Indonesia, to ensure that smokers see the photo repeatedly to enhance the impact of visual terror techniques on the smoker's subconscious. A smoker's decision-making process in response to terror is presented in this article. It is possible for smokers to quit smoking abruptly, although it is difficult to do this consciously. One example of visual terror photos is depiction of a human mouth that suffered damage, in addition to the picture the packet displays health warnings and information about mouth cancer. In addition to the denoted message about cancer of the mouth, smokers absorb the connotative message that oral cancer is a dangerous disease caused by smoking, which, if not treated immediately will continue to grow and eat away parts of the body and even lead to death. The connotative message could inflict terror on the people who see it. It will continue, according to the experience and socio-cultural circumstances in which the person had been.

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1. Introduction

In 2012 the government issued regulations requiring cigarette manufacturers to include a warning photo adverse effect of smoking for smokers on cigarette packs. The photos included are the adverse effects of smoke following text on the front and back of cigarette packs. The photos were intended to warn smokers of the dangers of smoking itself. This will be the visual terror every smoker when buying cigarettes and

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started to suck it. The campaign also aims to reduce the number of patients with non-communicable diseases caused by smoking. The policy was set in Permenkes No.28 Year 2013 about Health Warning Inclusion and Health Information On Tobacco Product Packaging. The rules derived from the Government Regulation No. 109 Years 2012 Regarding Tobacco Control.

The policy aims to provide information to consumers about the dangers of smoking. In addition, the government also seeks to provide effective health education and easy in order to increase public awareness of the impact of smoking. With photo media can prove to the smoker, that the negative effects of smoking is a real happening and not just to scare him. Like on cigarette packs Djarum Super featuring a photograph of throat cancer suffered by a smoker. In the photo is real featuring a perforated throat because the organ is subverted by cancer caused by smoking. In this case, the photo displayed is a message to be conveyed, to help people understand the dangers posed by nicotine which bad impact for the health.

Therefore, in this paper focused on assessing photos using visual semiotics approach. Visual semiotics specifically learn about any kind of meaning is conveyed by means of sensory vision / visual senses.

2. Visual Semiotics

Semiotics is the study of signs. Signs that something physical that can make or represent their ideas, thoughts and feelings naturally. Semiotic visually examines the mark in the form of wider, which forms the significance of visual function is the function of delivering meaning. As formulated by Roland Barthes that semiotics is built from some elements of signification, denotation, connotation and myth. Significance is a process that binds the signifier and signified that produces a mark. On a sign, markers and markers depend on each other. Where both parts are mutually revealing sign. For example, the word "rose". When we integrate marker "rose" with markers "thorny stem flower", then the "rose" arise. So, in this case, markers are text, whereas markers is the context of the mark.

Roland Barthes Yasraf (2004) developed two storied portending system, the denotation and connotation. Here Barthes uses the term Order of Significations. In analyzing the mark, be divided into two levels. First, the degree to which the background of the sign can be seen from the signifier and signified. This level seen more denotative sign, which is, have a real meaning and universally agreed upon. Denotation is referring to what he believed common sense / crowds (common sense), meaning that observed from

a sign. Same humane expressed Piliang that the meaning of denotation is mark levels that explain the relationship between the sign and the reference to the reality, which results in an explicit and definite meaning. While the second, which is the connotation that contain words change meaning by association.

Develop and combine signs in the work of art is very important in loading a specific meaning in the objects produced. The photo is one of the works of art of visual communication. In the pictures there is a message that is plain, naked. As disclosed Barthes that photographs, images have a special status that is, "he is someone that message without a code". Because, basically a scene recorded in the photos is a reality that directly readable. During the process of copying a real object in the photo does not need to insert specific code, even a perfect copy is the strength of the photo itself. At the time of the assessment of a photograph, of a very small possibility of code found connotation.

3. Visual Terror

In terms of language, meaning terror is an attempt to create fear, horror and cruelty by a person or group (KBBI). Prof Dr Abdul Hadi, Professor of University of Paramadina, as quoted by Reuters explains, the word terror comes from the Old French language (14th century AD) that "terreur" which means "something that is intimidating, the object of fear". So, Terror is a state of extraordinary fear the dangers that may threaten it. This condition is often characterized by anxiety, worry and confusion over what they should do next. Terror can be a sentence, a picture, a photo, or a body language. The photo is one of the forms of visual terror.

Visual words when seen in KBBI is can be viewed with a sense of sight (eyes); by sight, so the visual is something that really can delight with eyes, sample photos, video images, etc. Then, through a good photograph is reality or settings, a person is able to pose a threat to others who see it. This threat can remember consciously by those who see it. But only reached the stage of a conscious mind in nature, has not been able to influence the person. That is, the chances of a feeling of being threatened or affected by visual terror has not happened. Terror in order to successfully influence and even change a person's behavior, then the key is in the mind of terror conscious and not conscious nature that is by repetition and consistency in the conduct of terror, because it would create its own terror when this threat is carried out repeatedly.

4. Photos Warning Smoking Bad for Health Impact on Pack of Cigarettes in Indonesia

Begins by observing and studying the object to be studied are cigarette packs bearing the image of photo, negative impacts or risks of smoking, then, collect the data mining objects in the form of how the meaning of terror against the effects of tobacco products, especially cigarettes. The data mining is done by in-depth theoretical study of the object using visual semiotics approach "Roland Barthes", and examines how a photo is presented an aggressive disease on cigarette packs which is analogous to a mechanical or direct from the reality of what happened as the risk of cigarette consumption. Thus, the message of the first layer (denotative) very fulfilling and rooted in the photo.

4.1. Photos Lungs Blackened Cancer

The government together with concerned citizens and anti-smoking have attempted warning of the dangers of smoking. However, the appeal is not taken seriously by the smoker. They assumed



Figure 1

that the warning was just a suggestion and myth do not important. Because at that time the government only appeals without any further action on the rules for smokers. Until finally created affix photograph relatively horrible diseases caused by smoking on cigarette packs.

As shown in Figure 1, a visual signal in the form of pictures of organs in the human body, the lungs have a much different view in terms of color when compared to normal human lung in general tend to be reddish. In the photo, plainly showing the condition of a person known to her internal organs blackened when surgery for lung cancer and chronic bronchitis are caused by smoking. Visually the photo conveys a straightforward message, the same as the visual that denotative sign in the photo is a view of the symptoms caused by lung cancer and chronic bronchitis caused by smoking, which allows continued to be a connotative sign that The threat to smokers on the impact that occurs to immediately abandon the habit and more concerned about his health. Nothing found a symbolic sign of the photo.

4.2. Mouth Cancer Photos

Mouth cancer photo terrible is a visual signal in the form of illustrations of the human mouth are damaged become a real picture of oral cancer diseases that threaten the smokers. This is a sign that gives a mental picture of the person who saw the photo in accordance with the purpose of visual terror to be conveyed. Visual cues in the form of illustrations of the human mouth are damaged plaster on the center of the health warning technique that became the center of attention of the viewer to accentuate warned of oral cancer. Their installation, illustration human mouth that suffered damage in the picture health warnings would provide information, education, and limits on how mouth cancer is meant by the sender of the message, namely cancer eating area of the mouth so that the lips of the most severely damaged.

Denotative, the image is very straightforward and without code and symbol trying to describe the smokers of the risks of smoking. Denotative message can develop at the level of connotation, when analyzed with the connotation of Barthes' theory, that picture is something straight out of reality, so that the first layer messages or messages that meet denotative substance. However, it takes some sort of deal to describe cooperation between the link (relay) or a message into two layers (derived from a code which is the language) with the denoted message, so as to form a connotation. From the photos on cigarette packs of oral cancer is very likely will get the sense, for example, oral cancer is a dangerous disease which if not treated immediately the disease will continue to



Figure 2

grow and eat away parts of the body. Then it will undergo further proceedings that may be life threatening when the situation was very bad. It is therefore necessary medical treatment at a cost not least because cancer is not the same as other diseases that can be cured with one-way treatment. The connotative message could inflict terror on the people who see it. It will continue, according to the experience and socio-cultural circumstances in which the person had been.

5. Discussion

The visual terror acceptance by smokers about the photos terrible diseases caused by smoking on cigarette packs is determined by the mind of the smoker. The human mind is divided into three levels (Freud in psychoanalysis, Sigmund Freud, K. Bertens, namely consciousness (10%, conscious), unconscious (50% -60%, the subconscious) and unconscious (30% -40 %, unconscious). This means that all decisions, speech, action, and human behavior, 10% come from consciousness, 50% -60% come from the subconscious, and 30% -40% come from the unconscious mind. This applies to the decision-making process smokers in response to terror is presented. Freud describes the conscious mind and the subconscious like an iceberg. If you see an iceberg looming up likened to the conscious mind, and towering down (even many-fold higher) likened the subconscious mind. From the parable had been able to be seen how much influence the subconscious mind of the person. Likewise with a cigarette addict, may suddenly stop smoking because the visual look of terror that were presented in the photograph

of diseases caused by smoking on cigarette packs which is actually very difficult and requires a long workout. Because, in the subconscious mind, there is the potential of a person. The subconscious mind also processes the perspective of the smoker on the photo. May suddenly stop smoking because the visual look of terror that were presented in the photograph of diseases caused by smoking on cigarette packs which is actually very difficult and requires a long workout. Because, in the subconscious mind, there is the potential of a person. The subconscious mind also processes the perspective of the smoker on the photo. May suddenly stop smoking because the visual look of terror that were presented in the photograph of diseases caused by smoking on cigarette packs which is actually very difficult and requires a long workout. Because, in the subconscious mind, there is the potential of a person. The subconscious mind also processes the perspective of the smoker on the photo.

Terror visual wants presented by the government on smoking-related illnesses photo will be successful if it is able to penetrate the subconscious mind smokers. The trick is (1) the image is presented over and over. Because repetition can make smokers to focus on the information submitted and the information entered into the subconscious; (2) in addition to the repetition, consistency is also very necessary. The government and some related Institutions have always been consistent in campaigning for the negative impact of smoking and terrible diseases, even cause death; (3) then the last is doing the campaign in a long time. The longer photograph terrible disease caused by smoking is campaigned the easier will be the visual entrance to nature terror subconscious smokers.

6. Conclusion

Terror present visual semiotics of messages through a commemorative photo adverse effect of smoking for smokers on cigarette packs in Indonesia, namely:

6.1. Fear

The fear generated after smokers see a message displayed on a commemorative photo adverse effect of smoking for smokers on cigarette packs. Messages that contain more disease or threat creates fear that the greater the impact on the beneficiaries.

6.2. Threats

The threat refers to the severity of the perceived message (Perceived Severity), the photo cancers of the mouth and lung cancer, which was terrible due to smoking, and the perception of the vulnerability of the message (perceived susceptibility), i.e., The disease can attack and suffered by any person who smoke.

6.3. The success of the perceived

The perceived success consists of the success of responses that, by not smoking a person would be protected from diseases caused by smoking. Anti-smoking campaigns using health warnings in the form of photos have a major positive impact. Health warnings using images more attention than text, more effectively for education to smokers about the health risks of smoking and to increase knowledge smokers about the health risks of smoking as well as their influence on the attitude to not smoke.

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