

ABSTRACT

Smoking is an unavoidable need for people who have a predisposition towards cigarettes. The growth of active smokers in Indonesia is also supported by the tobacco industry that aggressively markets its products, especially to children and teenagers through social media. cigarette packaging is required to include health warnings in the form of prominent images. These images are designed to warn users about the risks of smoking, such as lung cancer, heart disease and other health complications. This study examines the influence of warning messages on cigarette packaging on the smoking cessation attitudes of Generation Z in Bandung City. This study aims to understand consumer behaviour through the variable of warning messages on cigarette packaging on the smoking cessation attitude of Generation Z in Bandung City. This research uses quantitative methods with descriptive research types. This study uses a nonprobability sampling technique method using purposive sampling technique. The sample used in this study was 384 respondents and analysed by simple linear regression analysis with the help of SPSS software version 29. Based on the results of data processing, it was concluded that warning messages on cigarette packaging contributed 93.3% to the smoking cessation attitude of generation Z in Bandung City, while the remaining 6.3% was influenced by other factors not examined in this study.

Keywords: *Marketing Communication, Message, Attitude, Generation Z, Smoking*