Leverage Marketing Communication Studies To Behave Healthy Communities without Smoking

Abstrak:

Marketing communications science not only for profit oriented but also non profit field, like public health. It's used to transfer of knowledge which can help people to get healthy behavior without cigarettes. The competitor of public health, tobacco industries, did it first. They used its to raise their selling. But public health practitioner use its to encourage people getting healthy life without tobacco. This research is qualitative approach. The method of observation is used to know marketing communications of tobacco industries and public health practitioners. Indepth interview is used to know effect of marketing communications and what people wants related to marketing communications of public health. There are 400 participant for indepth interview. Literature study is used to know other research and theory. In the result, marketing communication has important position to encourage people getting healthy life without cigarettes. It's not to forbid smoker. But it's to protect secondhand smoke, to give them healthy air. It also protect children who too young to make risky decision like smoking cigarettes. Marketing communications also give enough information about tobacco before people making decision to smoke cigarettes and will do it in all of their life because of the addiction of nicotine.

Keyword:

marketing communications, health behavior, smoke, cigarettes
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