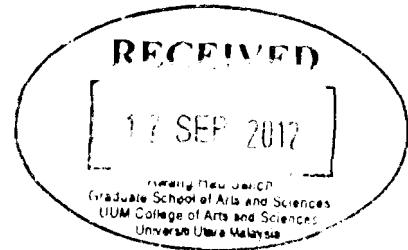


**HUBUNGAN CIRI INOVASI DAN SALURAN KOMUNIKASI
DENGAN RINTANGAN KEMPEN TAK NAK MEROKOK**



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Kebenaran Mengguna

Tesis ini dikemukakan sebagai memenuhi sebahagian daripada keperluan pengijazahan Doktor Falsafah di Universiti Utara Malaysia. Saya bersetuju membenarkan pihak perpustakaan universiti mempamerkan sebagai bahan rujukan umum. Saya juga bersetuju bahawa sebarang bentuk salinan sama ada secara keseluruhan atau sebahagian daripada tesis ini untuk tujuan akademik adalah dibenarkan dengan kebenaran penyelia tesis atau Dekan Awang Had Salleh Graduate School of Arts and Sciences. Sebarang bentuk salinan dan cetakan bagi tujuan komersial adalah dilarang sama sekali tanpa kebenaran bertulis daripada penulis. Pernyataan rujukan kepada penulis dan Universiti Utara Malaysia perlulah dinyatakan jika terdapat sebarang rujukan ke atas tesis ini.

Kebenaran untuk menyalin dan menggunakan tesis sarjana ini sama ada secara keseluruhan ataupun sebahagian daripadanya hendaklah dipohon melalui :

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Abstrak

Kajian ini bertujuan untuk mengenal pasti hubungan di antara ciri inovasi, saluran komunikasi dan faktor demografi dengan rintangan yang wujud dalam kempen “Tak Nak Merokok”. Di samping itu, kajian ini cuba untuk menjelaskan peranan pemimpin pendapat sebagai pemboleh ubah penyederhana kepada hubungan antara ciri inovasi dan saluran komunikasi dengan kewujudan rintangan kempen “Tak Nak Merokok” dalam kalangan remaja. Dengan menggunakan persampelan kelompok, seramai 396 responden dipilih yang terdiri daripada pelajar sekolah menengah di lapan buah sekolah menengah di negeri utara Malaysia. Data dan maklumat dikumpul melalui kaedah tinjauan, dan perbincangan kumpulan fokus. Data kuantitatif dianalisis dengan menggunakan analisis statistik korelasi Pearson, ujian t, ANOVA dan analisis *hierarchical moderated regression*. Manakala data kualitatif dianalisis dengan menggunakan analisis bertema (*thematic analysis*). Hasil kajian menunjukkan terdapatnya hubungan yang signifikan antara ciri inovasi, dan saluran komunikasi dengan kewujudan rintangan dalam “Kempen Tak Nak Merokok”. Dapatan ini disokong oleh dapatan perbincangan kumpulan fokus yang menunjukkan terdapatnya hubungan antara ciri inovasi dan saluran komunikasi dengan rintangan yang wujud dalam kempen “Tak Nak Merokok”. Hasil analisis juga menunjukkan bahawa pemimpin pendapat tidak memainkan peranan yang signifikan dalam menyederhanakan hubungan antara ciri inovasi dengan saluran komunikasi. Dapatan juga menunjukkan faktor demografi tidak memberi kesan yang signifikan terhadap kewujudan rintangan dalam kempen. Kesimpulannya, kajian ini menyediakan kefahaman menyeluruh tentang faktor seperti ciri inovasi, dan saluran komunikasi yang menyebabkan sesuatu inovasi baru itu gagal disebarkan. Malah, kajian ini dapat membantu pembuat keputusan untuk mengenal pasti punca penolakan inovasi baru dalam kempen kesihatan yang diperkenalkan kepada masyarakat dalam usaha untuk meningkatkan tahap penerimaan terhadap kempen kesihatan yang diperkenalkan.

Kata kunci: Kempen Inovasi, Saluran Komunikasi, Pemimpin Pendapat

Abstract

This study was aimed at identifying the relationship between the characteristics of innovation, demographic factors, and communication channels with resistance towards the “Say No to Smoking” campaign. In addition, this study was an attempt to clarify the role of opinion leaders as a moderating variable in the relationship between innovation characteristics and communication channels with resistance towards the “Say No to Smoking” campaign among youths. A total of 396 respondents were selected using cluster sampling. The respondents were students from eight secondary schools in the northern states of Peninsular Malaysia. Data were collected through a survey method and focus group discussions. Quantitative data were analyzed using the Pearson correlation statistical analysis, t-test, ANOVA and hierarchical moderated regression analysis, while qualitative data were analyzed using thematic analysis. The results showed that there was a significant relationship between innovation characteristics and channels of communication with resistance towards the “Say No to Smoking” campaign. This conclusion was also supported by the findings of focus group discussions which showed that there was a relationship between innovation characteristics and communication channels with resistance towards the “Say No to Smoking” campaign. The analysis also showed that opinion leaders did not play a significant role in moderating the relationship between the characteristics of innovation and communication channels. The findings also indicated that demographic factor did not affect the presence of significant resistance towards the campaign. In conclusion, this study provided a comprehensive understanding of how factor such as innovation characteristics and communication channels might cause news about an innovation to not get disseminated. As such, this study can help decision makers to identify the cause of rejection of new innovations in community health campaign. The ability to do this will greatly help to improve public receptiveness in future health campaign.

Keywords: Innovation Campaign, Communication Channels, Opinion Leaders

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Daftar Singkatan Perkataan

WHO	Pertubuhan Kesihatan Sedunia
C-Tob	Clearing House for Tobacco Control
KKM	Kementerian Kesihatan Malaysia
NHMS	National Health and Morbidity Survey
IPTA	Institut Pengajian Tinggi Awam
UniMAP	Universiti Malaysia Perlis
UiTM	Universiti Teknologi MARA
SMK	Sekolah Menengah Kebangsaan

BAB SATU

Pengenalan

Isu-isu Merokok

Merokok dianggap sebagai penyakit global dengan implikasi serius terhadap kesihatan awam terutama kepada bukan perokok, sistem kesihatan sesebuah negara dan juga kesejahteraan ekonomi. Hari ini, bukti telah menunjukkan bahawa penggunaan tembakau bertanggungjawab kepada kematian global yang melibatkan berjuta orang disebabkan oleh bahan-bahan kimia yang berbahaya dan sebatian toksik selain daripada nikotin (Haustein, 2003). Menurut Jha dan rakan-rakan (2006), di seluruh dunia, tembakau bertanggungjawab kepada lima juta kematian setiap tahun. Manakala menurut WHO (2009), penggunaan tembakau adalah salah satu daripada lima penyebab utama kematian peringkat global yang menyumbang sebanyak 9% selain daripada penyakit tekanan darah tinggi (13%), glukosa yang tinggi dalam darah (6%), tidak aktif fizikal (6%) dan berat badan berlebihan atau obesiti (5%).

Menjelang tahun 2020, kematian berkaitan tembakau di dunia dianggarkan mencapai 10 juta setiap tahun, dan dua pertiga daripada jumlah tersebut adalah dari negara-negara membangun (Mackay, Eriksen & Shafey, 2006). Di Sepanyol, satu daripada empat kematian dalam kalangan lelaki dan satu daripada 36 kematian dalam kalangan wanita disumbangkan oleh tabiat merokok. Antara penyakit yang menyebabkan kematian disebabkan merokok ialah kanser paru-paru dan penyakit

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menunjukkan bertambah atau berkurangnya pengaruh pemimpin pendapat lebih merupakan pemboleh ubah bebas dalam mempengaruhi kewujudan rintangan dalam kempen dan tidak berperanan sebagai pemboleh ubah penyederhana. Justeru, dalam hal ini, pihak yang terlibat secara langsung telah di saran agar tidak mengabaikan dapatan kajian ini dalam merangka kempen-kempen kesihatan pada masa akan datang.

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