

**HUBUNGAN TEMAN SEBAYA, PAPARAN IKLAN DAN ANGGOTA  
KELUARGA DENGAN PERILAKU MEROKOK REMAJA:  
SYSTEMATIC REVIEW DAN META-ANALISIS  
DI ASIA TENGGARA**

**TESIS**

**OLEH**

**PUTRI RAHMADANI**

**2521211001**



**Pembimbing:**

**Dr. Yessy Markolinda, S.Si.,M.Repro**

**Ratno Widoyo, SKM.,MKM.,Ph.D**

**PROGRAM STUDI MAGISTER EPIDEMIOLOGI  
FAKULTAS KESEHATAN MASYARAKAT  
UNIVERSITAS ANDALAS**

**2026**

**FAKULTAS KESEHATAN MASYARAKAT  
UNIVERSITAS ANDALAS**

Tesis, Februari 2026

Putri Rahmadani, No. BP. 2521211001

**Hubungan Teman Sebaya, Paparan Iklan dan Anggota Keluarga dengan Perilaku Merokok Remaja: *Systematic Review* dan *Meta-Analisis* di Asia Tenggara**

xi + 156 halaman, 6 tabel, 32 gambar, 5 lampiran

**ABSTRA %**

**Tujuan Penelitian**

Perilaku merokok pada remaja masih menjadi masalah kesehatan masyarakat yang signifikan di Asia Tenggara. Berbagai faktor lingkungan, seperti pengaruh teman sebaya, paparan iklan, serta anggota keluarga merokok berperan dalam membentuk perilaku merokok remaja, sementara bukti hubungan tersebut masih bervariasi. Penelitian ini bertujuan menganalisis hubungan teman sebaya, paparan iklan dan anggota keluarga dengan merokok remaja di Asia Tenggara

**Metode**

Penelitian kuantitatif dengan desain observasional menggunakan meta-analisis terhadap artikel penelitian berbahasa Inggris terpublikasi antara tahun 2015-2025 pada *database* PubMed, Sage dan EBSCO. Analisis menggunakan *Fixed Effect Model* dan *Random Effect Model* dengan *software* R Studio

**Hasil**

Sebanyak 35 artikel masuk *systematic review* dan 23 diantaranya memenuhi syarat untuk meta-analisis. Hasil meta-analisis menunjukkan teman sebaya meningkatkan risiko merokok (OR= 5,74; 95% CI: 3,92-8,40), paparan iklan (OR= 6,39; 95% CI: 1,78-22,99), paparan iklan melalui media online yaitu internet (OR= 1,62; 95% CI: 1,06- 2,45) dan sosial media (OR= 0,44; 95% CI: 0,37-0,52), paparan iklan melalui media elektronik (Koran) (OR= 0,52; 95% CI: 0,43-0,63), orang tua (OR= 1,37; 95% CI: 1,12-1,69). Paparan media elektronik (televisi dan *outdoor* media), anggota keluarga dan saudara tidak signifikan.

**Kesimpulan**

Paparan iklan merupakan faktor yang paling kuat mempengaruhi perilaku merokok remaja di Asia Tenggara. Temuan ini menegaskan perlunya regulasi yang ketat bagi pemerintah dalam kebijakan promosi rokok bagi industri rokok di lingkungan sosial.

**Daftar Pustaka** : 94 (2004-2025)

**Kata Kunci** : Merokok Remaja; Pengaruh teman; Iklan Rokok; Anggota Keluarga; Asia Tenggara

**FACULTY OF PUBLIC HEALTH  
ANDALAS UNIVERSITY**

Thesis, February 2026

PUTRI RAHMADANI, No.BP. 2521211001

**THE RELATIONSHIP BETWEEN PEER FRIENDS, ADVERTISING EXPOSURE,  
AND FAMILY MEMBERS WITH SMOKING BEHAVIOR IN ADOLESCENTS:  
SYSTEMATIC REVIEW AND META-ANALYSIS IN SOUTHEAST ASIA**

xi + 156 Pages, 6 Table, 32 Figures, 5 Appendices

**ABSTRACT**

**Objective**

Smoking behavior remains a significant public health issue in Southeast Asia. Various environment factors, such as peer influence, exposure to advertising, and family members who smoke, play a role in shaping adolescent smoking behavior, although evidence of these association remains varied. This study aims to analyze the association of peers, advertising exposure, and family members with adolescent smoking in Southeast Asia

**Method**

This study employed a quantitative approach with an observational design using meta-analysis of English-language research articles published between 2015 and 2025 and indexed in PubMed, Sage, and EBSCO databases. Data analysis was conducted using both Fixed Effect Model and Random Effect Model with R Studio software.

**Result**

35 articles were included in the systematic review and 23 met criteria for meta-analysis. The results of meta-analysis showed that peer influence significantly increased the risk of smoking (OR = 5.74; 95% CI: 3.92–8.40). Exposure to cigarette advertising was also associated with an increased risk of smoking (OR = 6.39; 95% CI: 1.78–22.99), advertising exposure through internet (OR = 1.62; 95% CI: 1.06–2.45, social media (OR = 0.44; 95% CI: 0.37–0.52), as did exposure through electronic media in the form of newspapers (OR = 0.52; 95% CI: 0.43–0.63) and parental smoking (OR = 1.37; 95% CI: 1.12–1.69). Exposure to other electronic media (television and outdoor media), smoking family members in general, and siblings were not significantly associated with adolescent smoking behavior

**Conclusion**

Exposure to cigarette advertising is the strongest factor influencing adolescent smoking behavior in Southeast Asia. This finding underscores the need for strict regulation by the government in cigarette promotion policies for the tobacco industry within the social environment.

**Reference** : 94 (2004-2025)

**Keyword** : Adolescent Smoking; Peer influence; Cigarette advertising; Family; Southeast Asia