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Lampiran 1

*Key Messages of World No Tobacco Day Campaign 2013*
WHO campaigns

Key messages - World No Tobacco Day 2013

- **All forms of tobacco advertising, promotion and sponsorship should be banned**
  Advertising bans significantly reduce the numbers of people starting and continuing to smoke. Banning tobacco advertising and sponsorship is one of the most cost-effective ways to reduce tobacco use.

- **The tobacco industry is constantly trying new promotional tactics using nontraditional media to exploit advertising and promotion bans**
  Examples include:
  - handing out gifts and selling branded products such as clothing, in particular targeting young people
  - “stealth marketing” such as engaging trendsetters to influence people in places such as cafes and nightclubs
  - using online and new media, such as encouraging consumer interaction to design a new pack for a cigarette brand
  - placement of tobacco products and brands in films and television programmes, including reality TV and soap operas
  - corporate social responsibility activities such as donating to charity.

- **Tobacco industry advertising and sponsorship target young people**
  - About one third of youth experimentation with tobacco occurs as a result of exposure to tobacco advertising, promotion and sponsorship.
  - Worldwide, 78% of young people aged 13-15 years report regular exposure to some form of tobacco advertising, promotion and sponsorship.
  - In the United States of America, smoking appears in 66% of movies rated PG-13. Adolescents are the most frequent moviegoers.
  - Young people aged 13-15 years are up to five times more likely than adults to be offered free cigarettes by a representative of a tobacco company.
  - Most people using tobacco products start doing so before the age of 20.

- **A comprehensive ban of all tobacco advertising, promotion and sponsorship is required under the WHO Framework Convention on Tobacco Control (WHO FCTC)**
  - A comprehensive ban reduces tobacco consumption regardless of a country’s income level.
  - WHO’s report on the global tobacco epidemic 2011 shows that only 19 countries (representing just 6% of the world’s population) have reached the highest level of achievement in banning tobacco advertising, promotion and sponsorship.

- **Call to action**
  - WHO urges governments to ban all forms of tobacco advertising, promotion and sponsorship as part of the full implementation of the WHO FCTC and to be mindful of tactics used by the tobacco industry to evade these laws. Legislation should be properly enforced.
  - Charities and community projects should never accept tobacco industry support. Tobacco companies use corporate social responsibility activities to promote themselves as good corporate citizens, normalizing tobacco use and creating goodwill in the community.
  - Consumers should be alert to tactics used by tobacco companies to exploit advertising and promotion bans.
Lampiran 2

Fact sheet No. 339 (updated July 2013) about Tobacco
Fact sheet Nº339
Updated July 2013

Key facts
Tobacco kills up to half of its users.

- Tobacco kills nearly 6 million people each year. More than five million of those deaths are the result of direct tobacco use while more than 600,000 are the result of non-smokers being exposed to second-hand smoke. Unless urgent action is taken, the annual death toll could rise to more than eight million by 2030.
- Nearly 80% of the world's one billion smokers live in low- and middle-income countries.
- Consumption of tobacco products is increasing globally, though it is decreasing in some high-income and upper middle-income countries.

Leading cause of death, illness and impoverishment

The tobacco epidemic is one of the biggest public health threats the world has ever faced, killing nearly six million people a year. More than five million of those deaths are the result of direct tobacco use while more than 600,000 are the result of non-smokers being exposed to second-hand smoke. Approximately one person dies every six seconds due to tobacco, accounting for one in 10 adult deaths. Up to half of current users will eventually die of a tobacco-related disease.

Nearly 80% of the more than one billion smokers worldwide live in low- and middle-income countries, where the burden of tobacco-related illness and death is heaviest.

Tobacco users who die prematurely deprive their families of income, raise the cost of health care and hinder economic development.

In some countries, children from poor households are frequently employed in tobacco farming to provide family income. These children are especially vulnerable to "green tobacco sickness", which is caused by the nicotine that is absorbed through the skin from the handling of wet tobacco leaves.

Gradual killer

Because there is a lag of several years between when people start using tobacco and when their health suffers, the epidemic of tobacco-related disease and death has just begun.

Tobacco caused 100 million deaths in the 20th century. If current trends continue, it may cause one billion deaths in the 21st century.
Unchecked, tobacco-related deaths will increase to more than eight million per year by 2030. More than 80% of those deaths will be in low- and middle-income countries.

**Surveillance is key**

Good monitoring tracks the extent and character of the tobacco epidemic and indicates how best to tailor policies. Only one in four countries, representing just over a third of the world's population, monitor tobacco use by repeating nationally representative youth and adult surveys at least once every five years.

**Second-hand smoke kills**

Second-hand smoke is the smoke that fills restaurants, offices or other enclosed spaces when people burn tobacco products such as cigarettes, bidis and water pipes. There are more than 4000 chemicals in tobacco smoke, of which at least 250 are known to be harmful and more than 50 are known to cause cancer.

There is no safe level of exposure to second-hand tobacco smoke.

- In adults, second-hand smoke causes serious cardiovascular and respiratory diseases, including coronary heart disease and lung cancer. In infants, it causes sudden death. In pregnant women, it causes low birth weight.
- Almost half of children regularly breathe air polluted by tobacco smoke in public places.
- Over 40% of children have at least one smoking parent.
- Second-hand smoke causes more than 600 000 premature deaths per year.
- In 2004, children accounted for 28% of the deaths attributable to second-hand smoke.

Every person should be able to breathe tobacco-smoke-free air. Smoke-free laws protect the health of non-smokers, are popular, do not harm business and encourage smokers to quit.

Over 1 billion people, or 16% of the world's population, are protected by comprehensive national smoke-free laws.

**Tobacco users need help to quit**

Studies show that few people understand the specific health risks of tobacco use. For example, a 2009 survey in China revealed that only 38% of smokers knew that smoking causes coronary heart disease and only 27% knew that it causes stroke.

Among smokers who are aware of the dangers of tobacco, most want to quit. Counselling and medication can more than double the chance that a smoker who tries to quit will succeed.

National comprehensive cessation services with full or partial cost-coverage are available to assist tobacco users to quit in only 21 countries, representing 15% of the world's population.
There is no cessation assistance of any kind in one-quarter of low-income countries.

**Picture warnings work**

Hard-hitting anti-tobacco advertisements and graphic pack warnings – especially those that include pictures – reduce the number of children who begin smoking and increase the number of smokers who quit.

Graphic warnings can persuade smokers to protect the health of non-smokers by smoking less inside the home and avoiding smoking near children. Studies carried out after the implementation of pictorial package warnings in Brazil, Canada, Singapore and Thailand consistently show that pictorial warnings significantly increase people's awareness of the harms of tobacco use.

Just 30 countries, representing 14% of the world's population, meet the best practice for pictorial warnings, which includes the warnings in the local language and cover an average of at least half of the front and back of cigarette packs. Most of these countries are low- or middle-income countries.

Mass media campaigns can also reduce tobacco consumption, by influencing people to protect non-smokers and convincing youths to stop using tobacco.

Over half of the world's population live in the 37 countries that have implemented at least one strong anti-tobacco mass media campaign within the last two years.

**Ad bans lower consumption**

Bans on tobacco advertising, promotion and sponsorship can reduce tobacco consumption.

- A comprehensive ban on all tobacco advertising, promotion and sponsorship could decrease tobacco consumption by an average of about 7%, with some countries experiencing a decline in consumption of up to 16%.
- Only 24 countries, representing 10% of the world’s population, have completely banned all forms of tobacco advertising, promotion and sponsorship.
- Around one country in three has minimal or no restrictions at all on tobacco advertising, promotion and sponsorship.

**Taxes discourage tobacco use**

Tobacco taxes are the most cost-effective way to reduce tobacco use, especially among young people and poor people. A tax increase that increases tobacco prices by 10% decreases tobacco consumption by about 4% in high-income countries and by up to 8% in low- and middle-income countries.

Even so, high tobacco taxes is a measure that is rarely used. Only 32 countries, less than 8% of the world's population, have tobacco tax rates greater than 75% of the retail price. Tobacco
tax revenues are on average 175 times higher than spending on tobacco control, based on available data.

**WHO response**

WHO is committed to fighting the global tobacco epidemic. The WHO Framework Convention on Tobacco Control entered into force in February 2005. Since then, it has become one of the most widely embraced treaties in the history of the United Nations with 176 Parties covering 88% of the world's population. The WHO Framework Convention is WHO's most important tobacco control tool and a milestone in the promotion of public health. It is an evidence-based treaty that reaffirms the right of people to the highest standard of health, provides legal dimensions for international health cooperation and sets high standards for compliance.

In 2008, WHO introduced a practical, cost-effective way to scale up implementation of provisions of the WHO Framework Convention on the ground: MPOWER. Each MPOWER measure corresponds to at least one provision of the WHO Framework Convention on Tobacco Control.

The six MPOWER measures are:

- Monitor tobacco use and prevention policies
- Protect people from tobacco use
- Offer help to quit tobacco use
- Warn about the dangers of tobacco
- Enforce bans on tobacco advertising, promotion and sponsorship
- Raise taxes on tobacco.
Enforce bans on tobacco advertising, promotion and sponsorship
Ban tobacco advertising, promotion and sponsorship – World No Tobacco Day – 31 May 2013

Tobacco advertising, promotion and sponsorship encourages and influences youth to experiment with tobacco products and initiate regular use.

### Exposure of youth (13–15 years) to tobacco advertising and promotion in the South-East Asia Region

<table>
<thead>
<tr>
<th>Variables</th>
<th>Bangladesh</th>
<th>Bhutan</th>
<th>India</th>
<th>Indonesia</th>
<th>Maldives</th>
<th>Myanmar</th>
<th>Nepal</th>
<th>Sri Lanka</th>
<th>Thailand</th>
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<tr>
<td><strong>Total (%)</strong></td>
<td><strong>Total (%)</strong></td>
<td><strong>Total (%)</strong></td>
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<td><strong>Total (%)</strong></td>
<td><strong>Total (%)</strong></td>
<td><strong>Total (%)</strong></td>
<td><strong>Total (%)</strong></td>
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<td>Saw pro-cigarette ads on billboards in the past 30 days</td>
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<td>-</td>
<td>74.4</td>
<td>89.3</td>
<td>41.4</td>
<td>69.4</td>
<td>79.1</td>
<td>-</td>
<td>-</td>
<td>66.7</td>
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<tr>
<td>Saw pro-cigarette ads in newspapers or magazines in the past 30 days</td>
<td>64.0</td>
<td>72.9</td>
<td>-</td>
<td>76.6</td>
<td>42.7</td>
<td>58.4</td>
<td>75.3</td>
<td>62.1</td>
<td>31.0</td>
<td>67.2</td>
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<td>Have an object with a cigarette brand logo</td>
<td>12.8</td>
<td>14.9</td>
<td>-</td>
<td>11.3</td>
<td>10.0</td>
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<td>13.7</td>
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<td>Offered free cigarettes by a tobacco company representative</td>
<td>6.4</td>
<td>-</td>
<td>8.1</td>
<td>7.7</td>
<td>7.4</td>
<td>12.5</td>
<td>13.1</td>
<td>2.9</td>
<td>5.5</td>
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<td>Saw pro-tobacco messages at sports and other events</td>
<td>81.1</td>
<td>76.2</td>
<td>-</td>
<td>75.0</td>
<td>64.2</td>
<td>67.2</td>
<td>87.3</td>
<td>79.0</td>
<td>-</td>
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<td>Watched TV, videos or movies, and have seen any actors smoking</td>
<td>84.7</td>
<td>98.4</td>
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<td>10.2</td>
<td>-</td>
<td>8.0</td>
<td>6.1</td>
<td>7.7</td>
<td>9.6</td>
<td>4.8</td>
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<td>Current smokers who have something with a cigarette brand logo on it</td>
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<td>30.8</td>
<td>-</td>
<td>17.7</td>
<td>36.9</td>
<td>12.8</td>
<td>23.0</td>
<td>28.3</td>
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<td>68.5</td>
<td>76.2</td>
<td>-</td>
<td>90.4</td>
<td>59.0</td>
<td>65.1</td>
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<tr>
<td>Never smokers who have seen any cigarette advertisements on billboards during the past 30 days</td>
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<td>-</td>
<td>74.5</td>
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<td>-</td>
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<td>67.2</td>
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<tr>
<td>Current smokers who have seen any cigarette advertisements on billboards during the past 30 days</td>
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<td>-</td>
<td>78.8</td>
<td>90.7</td>
<td>-</td>
<td>85.5</td>
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<td>92.2</td>
<td>-</td>
<td>69.6</td>
</tr>
<tr>
<td>Never smokers who have seen cigarette advertisements in newspaper and magazines during the past 30 days</td>
<td>65.5</td>
<td>72.2</td>
<td>-</td>
<td>75.3</td>
<td>45.6</td>
<td>61.9</td>
<td>87.0</td>
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<tr>
<td>Current smokers who have seen cigarette advertisements in newspaper and magazines during the past 30 days</td>
<td>36.9</td>
<td>73.3</td>
<td>-</td>
<td>81.0</td>
<td>70.0</td>
<td>76.0</td>
<td>95.1</td>
<td>100.0</td>
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<td>Never smokers who were offered a free cigarette from a cigarette company representative</td>
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<td>Current smokers who were offered a free cigarette from a cigarette company representative</td>
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<td>-</td>
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<td>19.4</td>
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<td>22.1</td>
<td>21.0</td>
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Source: Global Youth Tobacco Surveys

http://www.searo.who.int/entity/tobacco
Enforce bans on tobacco advertising, promotion and sponsorship

Overview
The tobacco industry spends tens of billions of dollars worldwide each year on advertising, promotion and sponsorship. A total ban on direct and indirect advertising, promotion and sponsorship, as provided in guidelines to Article 13 of the WHO Framework Convention on Tobacco Control, can substantially reduce tobacco consumption and protect people, particularly youths, from industry marketing tactics. To be effective, bans must be complete and apply to all marketing categories.

Problem
Each year, the tobacco industry spends tens of billions of dollars to market its products. Using increasingly sophisticated and covert forms of tobacco advertising, promotion and sponsorship (TAPS), the tobacco industry links its products with success, fun and glamour. The results are devastating for public health, with new users, particularly youths and women, ultimately lured into a lifetime of addiction. In many countries, tobacco is promoted wherever youths can be easily accessed such as in the movies, on the Internet, in fashion magazines and at music and sports events. TAPS also help to reassure current smokers and create a climate where smoking is seen as normal social behaviour. In countries around the world, the many forms of TAPS create an illusion that tobacco is just an ordinary consumer product, rather than a deadly product that kills up to half of its regular users when consumed exactly as the manufacturer intends.

TAPS increase smoking initiation among youths, and even brief exposure to can influence adolescents. The more aware and appreciative young people are of tobacco advertising, the more likely they are to smoke or say they intend to.

Solution
Enact and enforce a comprehensive ban on all forms of TAPS according to Article 13 of the WHO Framework Convention on Tobacco Control and its guidelines.

- Article 13 of the WHO Framework Convention on Tobacco Control
- Guidelines for implementation of Article 13 of the WHO Framework Convention on Tobacco Control

Tobacco advertising and promotion means “any form of commercial communication, recommendation or action with the aim, effect or likely effect of promoting a tobacco product or tobacco use either directly or indirectly”.

Tobacco sponsorship means “any form of contribution to any event, activity or individual with the aim, effect or likely effect of promoting a tobacco product or tobacco use either directly or indirectly”.

Therefore, it is important that enforceable measures be put into place to ban not only the traditional forms of direct advertising through media such as television, radio, print publications and billboards. There is also a need to ensure that indirect forms of TAPS, such as brand stretching, point of sale display of product and tobacco industry-sponsored CSR (corporate social responsibility) programmes, are also addressed. The WHO FCTC’s Article 13 guidelines include an Annex with an indicative (non-exhaustive) list of forms of tobacco advertising, promotion and sponsorship within the terms of the WHO FCTC.
Lampiran 4

*Global Youth Tobacco Surveys*
Indonesia (Ages 13-15)
Global Youth Tobacco Survey (GYTS)

FACT SHEET

The Indonesia GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, exposure to secondhand smoke (SHS), cessation, media and advertising, and school curriculum. These determinants are components Indonesia could include in a comprehensive tobacco control program.

The Indonesia GYTS was a school-based survey of students in grades 1st, 2nd, and 3rd conducted in 2009.

A two-stage cluster sample design was used to produce representative data for Indonesia. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 100.0%, the class response rate was 100.0%, the student response rate was 94.0%, and the overall response rate was 94.0%. A total of 3,319 students aged 13-15 participated in the Indonesia GYTS.

Prevalence
30.4% of students had ever smoked cigarettes (Boy = 57.8%, Girl = 6.4%)
22.5% currently use any tobacco product (Boy = 41.0%, Girl = 6.2%)
20.3% currently smoke cigarettes (Boy = 41.0%, Girl = 3.5%)
6.5% currently use other tobacco products (Boy = 10.3%, Girl = 3.1%)
11.5% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes
24.0% think boys and 4.7% think girls who smoke have more friends
9.7% think boys and 3.8% think girls who smoke look more attractive

Access and Availability - Current Smokers
15.1% usually smoke at home
51.1% buy cigarettes in a store
59.0% who bought cigarettes in a store were NOT refused purchase because of their age

Exposure to Secondhand Smoke (SHS)
68.8% live in homes where others smoke in their presence
78.1% are around others who smoke in places outside their home
85.0% think smoking should be banned from public places
71.0% think smoke from others is harmful to them
72.4% have one or more parents who smoke
15.7% have most or all friends who smoke

Cessation - Current Smokers
83.4% want to stop smoking
89.3% tried to stop smoking during the past year
78.0% have ever received help to stop smoking

Media and Advertising
86.1% saw anti-smoking media messages, in the past 30 days
89.3% saw pro-cigarette ads on billboards, in the past 30 days
76.6% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
11.3% have an object with a cigarette brand logo
7.7% were offered free cigarettes by a tobacco company representative

School
65.3% had been taught in class, during the past year, about the dangers of smoking
45.0% had discussed in class, during the past year, reasons why people their age smoke
49.6% had been taught in class, during the past year, the effects of tobacco use

Highlights
- 22.5% of students currently use any form of tobacco; 20.3% currently smoke cigarettes; 6.5% currently use some other form of tobacco.
- SHS exposure is high – two-thirds of the students live in homes where others smoke, and more than three-quarters of the students are exposed to smoke around others outside of the home; Nearly three-quarters of the students have at least one parent who smokes.
- Seven in 10 students think smoke from others is harmful to them.
- Over eight in 10 students think smoking in public places should be banned.
- Eight in 10 current smokers want to stop smoking.
- More than 1 in 10 students have an object with a cigarette brand logo on it.
- Nearly nine in 10 students saw anti-smoking media messages in the past 30 days; nine in 10 students saw pro-cigarette ads on billboards and over three-quarters saw pro-tobacco ads in newspapers or magazines in the past 30 days.
Lampiran 5

Thumbnail Sketch, Full Page Sketch & Final Artwork
WASPADA AKAN JERAT INDUSTRI ROKOK!

Hindari rokok, anak muda...
...dan jangan coba memulainya!

LARANG SEGALA BENTUK IKLAN, PROMOSI, DAN SPONSOR ROKOK!

WORLD NO TOBACCO DAY
(Hari Tanpa Tembakau Sedunia)
31 MEI

World Health Organization
Perancangan Samping

A. Pandangan Samping
   Hindari Rokok
   Arak Muda

B. Pandangan P付款

C. Pandangan Depan

D. Pandangan Belakang

WORLD NO TOBACCO DAY
2014

World No Tobacco Organization

Perancangan Layout ..., Adrianus Kristanto Untario, FSD UMN, 2014
Hindarilah Rokok Anak Muda...

dan Jangan Coba Memulainya!

WORLD NO TOBACCO DAY
2014

World Health Organization
WASPADA AKAN JERAT INDUSTRI ROKOK!

Kamu pikir merokok itu cool n' gaul?

NO!

LARANG SEGALA BENTUK IKLAN, PROMOSI, DAN SPONSOR ROKOK!

WORLD NO TOBACCO DAY
(Hari Tanpa Tembakau Sedunia)
31 MEI

World Health Organization

Perancangan Layout ..., Adrianus Kristanto Untario, FSD UMN, 2014
Anda pikir rokok itu memalukan dan gaul??

BUKAN!!

Pesan Alternatif yang Jelas dan Mencolok
- Rokok itu menarik?
- Rokok itu penting bagi kesehatan?
- Tidak ada hidup tanpa rokok?
- Rokok itu sehat?

WORLD NO TOBACCO DAY 2019

Organisator
Kamu pikir
Rokok bikin
Cool n' Gaul?

BUKAN!!

WORLD NO TOBACCO DAY
2014

World Health Organization
WASPADA AKAN JERAT INDUSTRI ROKOK!

MATIKAN ATAU MEMATIKAN
Merokok adalah bunuh diri secara perlahan-lahan

LARANG SEGALA BENTUK IKLAN, PROMOSI, DAN SPONSOR ROKOK!

WORLD NO TOBACCO DAY
(Hari Tanpa Tembakau Sedunia)
31 MEI

Perancangan Layout ...., Adrianus Kristanto Untario, FSD UMN, 2014
Merokok = Bunuh diri secara perlahan

Kematian tidak bisa dihindar

Matikan atau Mati

WORLD NO TOBACCO DAY 2019
Lampiran 6
Kartu Konsultasi Bimbingan Tugas Akhir
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Adrianus K. Untario, FSD UMN, 2014

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