

DAFTAR PUSTAKA

- Adawiyah, S. El, Patrianti, T., Hermanto, A., & Ginting, R. (2025). Theory of cultivation in Korean drama in social media. *Interaksi: Jurnal Ilmu Komunikasi*, 14(1), 104–117. <https://doi.org/10.14710/interaksi.14.1.104-117>
- Aida, A., Hermina, D., & Norlaila, N. (2025). JENIS DATA PENELITIAN KUANTITATIF (Korelasional, Komparatif, Dan Eksperimen). *Al-Manba Jurnal Ilmiah Keislaman Dan Kemasyarakatan*, 10(1), 31–40. <https://doi.org/10.69782/almanba.v10i1.48>
- Al-hawaiti, M. R., Sharif, L., & Elsayes, H. (2025). Assertiveness in Nursing: A Systematic Review of Its Role and Impact in Healthcare Settings. *Nursing Reports*, 15(3), 1–20. <https://doi.org/10.3390/nursrep15030102>
- Alberti, R., & Emmons, M. (2017). *Your Perfect Right: Assertiveness and Equality in Your Life and Relationships*. New Harbinger Publications. <https://books.google.co.id/books?id=iPAhDgAAQBAJ>
- Aldy, & Kholil, S. (2025). Stimulus Kultivasi pada Media Sosial dalam Mempengaruhi Kecenderungan Komunikasi Generasi Z. *Jurnal Indonesia : Manajemen Informatika Dan Komunikasi*, 6(1), 719–728. <https://doi.org/10.35870/jimik.v6i1.1307>
- Amarya, Y., Widyayanti, R., & Nasution, J. (2026). PERSEPSI MASYARAKAT TERHADAP TAYANGAN IKLAN ROKOK PADA MEDIA INTERNET. *Jurnal Riset Ilmiah*, 3(02), 753–760. <https://doi.org/https://doi.org/10.62335>
- Asy'ari, H., Shadicky, Z., Ananda Damanik, G., & Nova Wijaya, I. (2024). Assertiveness Measurement Tools Development In Assessing Assertive Behavior In Eviction Victims In Jakarta. *Journal of Social Science*, 5(6). <https://doi.org/10.46799/jss.v5i6.953>
- Badan Pusat Statistik. (2020). *Jumlah Penduduk menurut Wilayah, Klasifikasi Generasi, dan Jenis Kelamin, Provinsi JAWA TIMUR, Tahun 2020*. Sensus.Bps.Go.Id. <https://sensus.bps.go.id/topik/tabular/sp2020/2/16/0>
- Badan Pusat Statistik. (2025). *Persentase penduduk umur 15 tahun ke atas yang merokok dalam sebulan terakhir*. Bps.Go.Id.

[https://www.bps.go.id/id/statistics-table/2/MTQzNSMy/persentase-
penduduk-berumur-15-tahun-ke-atas-yang-merokok-tembakau-selama-
sebulan-terakhir-menurut-provinsi.html](https://www.bps.go.id/id/statistics-table/2/MTQzNSMy/persentase-
penduduk-berumur-15-tahun-ke-atas-yang-merokok-tembakau-selama-
sebulan-terakhir-menurut-provinsi.html)

Barker, H. E., Czaplicki, L., Cui, Y., Shen, R., Nian, Q., Xie, M., & Cohen, J. E. (2024). Exposure to and Appeal of Tobacco Ads and Displays in China: A Qualitative Exploration of Chinese Youth Perceptions. *Nicotine & Tobacco Research*, 26(4), 427–434. <https://doi.org/10.1093/ntr/ntad192>

Bigwanto, M. (2022). Is the industry reviving the old promotional strategies to promote new tobacco products in Indonesia? A social psychology perspective. *Frontiers in Communication*, Volume 7-. <https://doi.org/10.3389/fcomm.2022.947764>

BPS Tulungagung. (2023). *Statistik daerah Kabupaten Tulungagung 2023*. Tulungagungkab.Bps.Go.Id. <https://tulungagungkab.bps.go.id/id/publication/2023/08/31/567c62b4966e3274f2dc8f48/statistik-daerah-kabupaten-tulungagung-2023.html>

BPS Tulungagung. (2024). *Statistik Kesejahteraan Rakyat Kabupaten Tulungagung 2024*. Tulungagungkab.Bps.Go.Id. <https://tulungagungkab.bps.go.id/id/publication/2024/12/13/10ad0e7cc60adb eedb2e539c/statistik-kesejahteraan-rakyat-kabupaten-tulungagung-2024.html>

Donaldson, S. I., Dormanesh, A., Perez, C., Majmundar, A., & Allem, J.-P. (2022). Association Between Exposure to Tobacco Content on Social Media and Tobacco Use: A Systematic Review and Meta-analysis. *JAMA Pediatrics*, 176(9), 878–885. <https://doi.org/10.1001/jamapediatrics.2022.2223>

Ekiyani, C. P., Juliejantiningsih, J., & Wahyuni, S. (2024). Tingkat Perilaku Asertif Siswa Kelas X SMK N 6 Semarang Ditinjau dari Layanan Bimbingan dan Konseling. *QUANTA: Jurnal Kajian Bimbingan Dan Konseling Dalam Pendidikan*, 8(1), 33–39. <https://doi.org/10.22460/quanta.v8i1.4496>

El Hasbi, A. Z., Damayanti, R., Hermina, D., & Mizani, H. (2023). Penelitian korelasional (metodologi penelitian pendidikan). *Al-Furqan: Jurnal Agama, Sosial, Dan Budaya*, 2(6), 784–808.

- Fadhila, F., Widati, S., & Fatah, M. (2022). PENGARUH IKLAN ROKOK TERHADAP PERILAKU MEROKOK REMAJA DI DAERAH KOTA DAN DESA KABUPATEN PAMEKASAN. *Medical Technology and Public Health Journal*, 5(2 SE-Articles), 198–208.
<https://doi.org/10.33086/mtphj.v5i2.3010>
- Fauziah, M., Siswantari, H., Nabila, H., Setyowati, A., & Rifqoh, F. (2024). Pengembangan dan Validitas Instrumen Perilaku Asertif Pada Siswa SMP. *Indonesian Journal of Educational Counseling*, 8(1), 92–98.
<https://doi.org/10.30653/001.202481.333>
- Gerbner, G., & Gross, L. (1976). Living with Television: The Violence Profile. *Journal of Communication*, 26(2), 172–199. <https://doi.org/10.1111/j.1460-2466.1976.tb01397.x>
- Gerbner, G., Gross, L., Morgan, M., & Signorielli, N. (1986). Living with television: The dynamics of the cultivation process. *Perspectives on Media Effects*, 1986, 17–40.
- Ghanbarlou, R. M., & Siğın, A. (2025). A QUALITATIVE STUDY ON THE REFLECTIONS OF TURKISH TV SERIES IN IRANIAN NEWSPAPERS. *The Academic Elegance*, 12(27), 268–288.
<https://doi.org/https://doi.org/10.58884/akademik-hassasiyetler.1476341>
- Goel, A., Padickaparambil, S., Sreelakshmi, E. S., & Pothiyil, D. I. (2024). Understanding facilitators for assertiveness among college students in India – a qualitative study. *Current Psychology*, 43(21), 19423–19432.
<https://doi.org/10.1007/s12144-024-05763-6>
- Griffin, E., Ledbetter, A., & Sparks, G. (2017). *A First Look at Communication Theory New York McGraw Hill Companies* (10th ed.). McGraw Hill Companies.
- Hagberg, T., Manhem, P., Oscarsson, M., Michel, F., Andersson, G., & Carlbring, P. (2023). Efficacy of transdiagnostic cognitive-behavioral therapy for assertiveness: A randomized controlled trial. *Internet Interventions*, 32, 100629. <https://doi.org/https://doi.org/10.1016/j.invent.2023.100629>
- Halimah, S., & Duskri, M. (2025). Hipotesis dan Uji Hipotesis dalam Bidang

- Pendidikan. *Journal of Innovative and Creativity (Joecy)*, 5(2), 10895–10906. <https://doi.org/10.31004/joecy.v5i2.1821>
- Hamdani, H., & Sa'diyah, H. (2025). Konsep Dasar Penyusunan Hipotesis dan Kajian Teori dalam Penelitian. *Journal of Linguistics and Social Studies*, 2(2), 64–73. <https://doi.org/10.52620/jls.v2i2.93>
- Indonesia, R. (2012). *Peraturan Pemerintah (PP) Nomor 109 Tahun 2012 tentang Pengamanan Bahan Yang Mengandung Zat Adiktif Berupa Produk Tembakau Bagi Kesehatan*.
- Indonesia, R. (2023). *Undang-undang (UU) Nomor 17 Tahun 2023 tentang Kesehatan*.
- Jandhyala, S., & Kumar, N. (2024). Everyday Assertiveness and Its Significance for Overall Mental Well-Being. *Universal Journal of Public Health*, 12(2), 250–257. <https://doi.org/10.13189/ujph.2024.120208>
- Kemkes RI. (2022). *Temuan survei GATS: Perokok dewasa di Indonesia naik 10 tahun terakhir*. Kementerian Kesehatan Republik Indonesia. <https://kemkes.go.id/id/temuan-survei-gats-perokok-dewasa-di-indonesia-naik-10-tahun-terakhir>
- Kemkes RI. (2024). *Perokok aktif di Indonesia tembus 70 juta orang, mayoritas anak muda: Hasil SKI 2023*. Kementerian Kesehatan Republik Indonesia. <https://kemkes.go.id/id/perokok-aktif-di-indonesia-tembus-70-juta-orang-mayoritas-anak-muda>
- Marquez, P. V. (2024). *World No Tobacco Day 2024: Preventing tobacco addiction in children and youth*. World Bank Blogs. <https://blogs.worldbank.org/en/health/World-No-Tobacco-Day-2024>
- Mulyati, E., Suryaningsih, Arsyad, M. R., Maryati, S., Gustina, L., Junianto, P., Helencia, K., Widayanti, L. P., Arsyad, H. O. M. N., & L, S. H. (2024). *Pengantar SPSS* (N. H. Mahardika, Ed.). Gita Lentera. spss
- Nashrullah, M., Maharani, O., Rohman, A., Fahyuni, E. F., & Untari, R. S. (2023). Metodologi penelitian pendidikan (Prosedur penelitian, subyek penelitian, dan pengembangan teknik pengumpulan data). In *UMSIDA Press*.
- Nawawi, E. (2025). Factor analysis of the effectiveness of assertive training

- techniques in reducing adolescent conformity behaviour. *Priviet Social Sciences Journal*, 5(9), 157–163. <https://doi.org/10.55942/pssj.v5i9.688>
- Nyman, J., Salanterä, S., Pasanen, M., & Parisod, H. (2024). Effectiveness of a Digital Health Game Intervention on Early Adolescent Smoking Refusal Self-Efficacy. *Health Education and Behavior*, 51(4), 562–572. <https://doi.org/10.1177/10901981241237788>
- Pahmiah, P., Hasanati, N., & Salsabila. (2024). Intervention to Improve Assertive Behavior in The Educational World: A Literature Review. *Journal of Scientific Research, Education, and Technology (JSRET)*, 3(4), 1956–1967. <https://doi.org/10.58526/jsret.v3i4.618>
- Palaguna, S. (2023). Bronkopneumonia Pada Anak Umur Nol Sampai Satu Tahun Dan Asap Rokok. *Jurnal Ilmiah Ecosystem*, 23(2), 501–509. <https://doi.org/10.35965/eco.v23i2.3094>
- Prajongjeep, A., Chutipongdech, T., Phuengnam, K., & Sukaew, T. (2026). Impact of e-cigarette advertising , promotion , and sponsorship on cognition and behavior : a systematic review of public responses. *BMC Health Services Research*, 26(135). <https://doi.org/10.1186/s12913-025-13929-6>
- Putra, W., Winarno, W., & Sari, R. (2022). Analisis Pengaruh Periklanan Mobile Terhadap Loyalitas Konsumen Kartu Prabayar XL Karawang. *Jurnal Ilmiah Wahana Pendidikan*, 8(6), 144–153. <https://doi.org/10.5281/zenodo.6446981>
- Septiono, W., Kuipers, M. A. G., Ng, N., & Kunst, A. E. (2022). Self-reported exposure of Indonesian adolescents to online and offline tobacco advertising, promotion and sponsorship (TAPS). *Tobacco Control*, 31(1), 98–105. <https://doi.org/10.1136/tobaccocontrol-2020-056080>
- Sobiri, M. (2026). Analisis Validitas Dan Reliabilitas Instrumen Penelitian Dalam Pendekatan Kuantitatif. *Jurnal Psikososial Dan Pendidikan*, 2(1), 1048–1057.
- Stubbs, T. (2021). Commercial determinants of youth smoking in ASEAN countries: A narrative review of research investigating the influence of

- tobacco advertising, promotion, and sponsorship. *Tobacco Induced Diseases*, 19(July), 1–13. <https://doi.org/10.18332/tid/139124>
- Sugiyono. (2023). Metode penelitian kuantitatif kualitatif dan R&D. In M. Dr. Ir. Sutopo. S.Pd (Ed.), *Alfabeta, Bandung* (2nd ed.). ALFABETA.
- Suriani, N., Risnita, & Jailani, M. S. (2023). The Concepts of Population and Sampling as well as Participant Selection in the Context of Educational Scientific Research. *Jurnal Pendidikan Islam*, 1(2), 24–36.
- Tirasawasdichai, T., Obrenovic, B., & Alsharif, H. Z. H. (2022). The impact of TV series consumption on cultural knowledge: An empirical study based on gratification–cultivation theory. *Frontiers in Psychology*, 13(December), 1–16. <https://doi.org/10.3389/fpsyg.2022.1061850>
- Undari Sulung, M. M. (2024). Jurnal Edu Research Indonesian Institute For Corporate Learning And Studies (IICLS) Page 25. *Jurnal Edu Research : Indonesian Institute For Corporate Learning And Studies (IICLS)*, 5(2), 28–33.
- Union for International Cancer Control. (2026). *Tobacco control*. Wwww.Uicc.Org. <https://www.uicc.org/what-we-do/thematic-areas/tobacco-control>
- Vráblová, V., & Halamová, J. (2022). Short version of the Scale for Interpersonal Behavior: Slovak translation and psychometric analysis. *Frontiers in Psychology*, Volume 13. <https://doi.org/10.3389/fpsyg.2022.1024530>
- WHO. (2021). *Global Adult Tobacco Survey (GATS) Indonesia Report 2021*.
- Widiana, I. W., Gading, I. K., Tegeh, I. M., & Antara, P. A. (2023). *Validasi penyusunan instrumen penelitian pendidikan* (Shara Nurachma, Ed.). PT. RajaGrafindo Persada-Rajawali Pers.
- World Health Organization. (2026). *Tobacco and nicotine*. <https://www.who.int/news-room/fact-sheets/detail/tobacco>
- Zahra, P. L., & Wangid, M. N. (2025). The Impact of Assertive Training Techniques on Enhancing Self-Disclosure Among Junior High School Students in Yogyakarta. *AL-ISHLAH: Jurnal Pendidikan*, 17(1), 1710–1717. <https://doi.org/10.35445/alishlah.v17i1.5922>
- Zakia, E. (2025). *Gen Z Dominasi Perokok Indonesia, Vape Jadi Gaya Hidup*

Baru? GoodStats. https://goodstats.id/article/gen-z-dominasi-perokok-indonesia-vape-jadi-gaya-hidup-baru-UMZ16#google_vignette