The impact of e-cigarette use in health comumunication on individual perceptions: a psychological analyisis of Islamic education

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ABSTRACT

The use of e-cigarettes as a topic in health communication creates significant debate and challenges in crafting prevention strategies and public health interventions. E-cigarettes, which are considered a safer alternative to conventional cigarettes, have caused controversy over their health benefits and risks. This article outlines the impact of e-cigarette use in health communication on individual perceptions, focusing on psychological aspects. His research methods can involve a combination of qualitative and quantitative approaches. The results of this study explain that the impact of individual perceptions of e-cigarettes identifies health behaviors that can be positive (avoiding or quitting) or negative (using or increasing consumption). Emphasis on developing communication approaches that consider Islamic values includes steps such as developing health messages that are consistent with Islamic thought, engaging religious leaders, paying attention to cultural context, and crafting messages that can be internalized by Muslim societies. Therefore, this analysis provides valuable insights for health practitioners and educators to design effective and acceptable health communication strategies in Muslim societies.

1. INTRODUCTION

E-cigarette use has been an interesting and controversial topic in the context of health communication, especially given its impact on individual perceptions and public health. E-cigarettes, or what is often referred to as "vaping," are electronic devices designed to provide a smoking experience without burning tobacco (Choi, Lin, Race, & Macmurdo, 2021; Listyorini, 2023). Although considered by some as a safer alternative to conventional cigarettes, controversy still surrounds the health effects of e-cigarettes (Farsalinos & LeHouezec, 2015). Therefore, exploring how health communication influences individual perceptions of e-cigarettes has significant relevance in crafting prevention strategies and public health interventions.

Although e-cigarettes offer a number of potential benefits compared to traditional cigarettes, there are also concerns about the long-term health impacts and social effects that may be associated with their use. E-cigarettes produce vapor containing nicotine and other ingredients that can be inhaled by users (Ramadhan, 2022; Schober et al., 2014) Claimed to be a safer alternative to smoking, e-cigarettes have sparked debate around their benefits and risks. Some studies indicate that

e-cigarette use may help individuals quit smoking conventional cigarettes, while other studies reveal their negative impact on respiratory health, blood pressure, and potential cancer risk.

The impact caused by electronic cigarettes on health is not small, several studies tell the impact of electronic cigarettes on human lungs and breathing, namely increasing inflammation, the emergence of cell and epithelial damage, decreased immune and respiratory systems, asthma and emphysema, lung cancer, and lung injury (EVALI) (Traboulsi et al., 2020). Therefore, people's attitudes and behaviours towards e-cigarettes may vary over time in response to changes in the social environment, so it is important to investigate trends. As we know communication can be done whenever and wherever we are, through any intermediary.

As technology advances, the search for health information on the internet is also increasingly advanced, which was previously only done from print sources or certain health websites. The use of the Internet has changed people's relationship with information and made "online resources" an important source of health information (Deri Wanto, 2023). Social media such as Instagram, Facebook, Twitter, and others are emerging as new *platforms* to facilitate communication (Thifalia & Susanti, 2021). From social media, it can be said that health communication on social media is important and we often see.

In the context of health communication, its influence on individual perception becomes essential. Health communication is a complex process of exchanging information and influence between communicators and recipients with the aim of improving health knowledge, attitudes, and behaviors (Endrawati, 2015) Individual perceptions of e-cigarettes are influenced by a variety of factors, including information sources, messages, media, individual characteristics, and social environment (Alpert, Chen, & Adams, 2020; Hall, Pepper, Morgan, & Brewer, 2016) Therefore, it is important to understand how health messages are conveyed and received by the public regarding e-cigarettes.

On the other hand, the psychological analysis of Islamic education opens up a new dimension in understanding the impact of e-cigarette use in the context of health communication. The potential conflict of values between modern customs and Islamic values is an important aspect that needs to be observed. How individual Muslims respond to health messages related to e-cigarettes can create psychological strain because of the differences between religious demands and modern trends. Therefore, this approach provides valuable insights for designing health communication strategies that are in line with Islamic values.

Given the complexity of the issue, a thorough analysis of the impact of e-cigarette use in health communication can provide a more in-depth look at how to craft effective health messages, especially in Muslim societies. Further research and development of health communication strategies that consider psychological, cultural, and religious aspects are crucial in addressing public health challenges related to e-cigarettes.

2. METHODS

Research methods to explore the impact of e-cigarette use in health communication on individual perceptions, particularly in the context of Islamic psychology, may involve a combination of qualitative and quantitative approaches. Qualitative methods focus on deep understanding through interpretation and description of phenomena (Ardiansyah, Risnita, & Jailani, 2023), while quantitative methods attempt to measure and analyze data numerically to identify patterns or relationships (Sari, Rachman, Juli Astuti, Win Afgani, & Abdullah Siroj, 2022). Through qualitative methods, including scientific journals, books, previous research and other social media literature related to the lifestyle of the e-cigarette community. Meanwhile, surveys and quantitative analyses can provide broader data from a wider range of respondents in society to identify common patterns and significant differences in perceptions, sources of information, and the impact of health messages on their attitudes and behaviors. By combining the two, this study can provide a comprehensive picture of the complexity of the impact of health communication related to e-cigarettes in Muslim communities.

3. RESULTS AND DISCUSSION

The role of health communication through social media is to make social media users educated quickly and effectively, wherever and whenever they can see health education on social media or predetermined platforms (Widyaningrum, Hubeis, Sarwoprasodjo, & Matindas, 2024). Currently, the marketing strategy of electronic cigarette manufacturers is increasingly intense, diverse and creative, using various media to target teenagers (Havizoh & Widyatuti, 2020). Advertising on social media that is widely followed by young people today, in public spaces, in residential areas with a high youth population, and in television advertisements that attract the attention of young people is a common approach.

Distrust of the health dangers of smoking, the presence of family members and friends who smoke are proven factors. Therefore, it is important to provide education to convince them of the dangers of e-cigarettes and intervene through family and peers. Therefore, in this digital era, many associations engaged in the health sector such as hospitals to people or associations based on health research use social media to communicate with their target general audience (Tulandi, Rifai, & Lubis, 2021). This is because social media has a strong role that allows us to know various forms of education about diseases or dependence on e-cigarette habits.

180 Here I have found several resource persons who happened to reach the criteria of this study, namely consuming or using e-cigarettes even every day, and also they are also social media users. I asked one of the sources, who first came to mind when he saw content or posts about health education on social media, the essence of my source was sometimes interested sometimes not, he also gave reasons why he was interested in the education, usually educational content or educational posts equipped with interesting edits or models while if he was not interested was because the appearance

factor of the content or post was a lot of writing than The picture made my resource person lazy to see the education

Various social media also have advantages and disadvantages the use of social media continues to increase every year, making scientists do different research related to the phenomenon. Various studies of social media use are widely used in marketing and health (Elwani & Kurniawan, 2020; Yulia, 2018). Consumers are looking for health-related information on social networks. In the hope of revealing the characteristics of existing research that studies and improves subjects on consumer health discussed on social networks, the audience will learn about the role of social media in the process of finding consumer information and discussing the potential benefits and problems of obtaining consumer health information on social networks.

The results of this health education marketing focus on changing behavior both individually and the community at large in order to slowly change smoking habits with e-cigarettes and regular cigarettes, so that it becomes a fundamental difference between social education and health education. From the results of my interviews with the speakers, there are indeed a lot of social media account users who publish educational content for e-cigarette users but the response of my sources mostly likes to see health content but 20% will be more careful or reduce the use of e-cigarettes but over time it will change like the beginning again (addiction) and 80% are clearly afraid of the dangers of e-cigarettes that are educated turned out to be more dangerous than ordinary cigarettes and still not Ignore the education from social media and continue the habit of smoking with e-cigarettes in his hands.

This means that education in terms of health, especially electronic cigarettes, if posted only in one way, may be ineffective in reducing the number of users of this electronic cigarette, I also asked some questions to my source about what can make him a little able to stop using electronic cigarettes, my source's answer is, if someone we love has asked us to stop smoking with electronic cigarettes, Because most of my interviewees are young people, maybe the essence of the answer is, we live to remind each other especially those reminders from our loved ones, this makes my interviewees enthusiastic to try to quit regular smoking or electronic cigarettes.

One strategy to prevent and reduce the use of e-cigarettes in adolescents is to limit access to adolescents and somewhat prohibit the sale of tobacco products, including e-cigarettes, to adolescents through strict regulations. Parents, teachers, health professionals, and strong *influencers* in this group should be informed about the risks of e-cigarettes, so that they can educate people and other young people about the dangers and possible risks, lifelong nicotine addiction, consistent and comprehensive messages about the dangers of e-cigarettes can minimize harm to adolescents and adults.

The impact of e-cigarette use in health communication on individual perceptions is an interesting and relevant topic to current public health issues. An e-cigarette is a device that produces

vapor containing nicotine and other ingredients that can be inhaled by its users (Kim, Kabir, & Jahan, 2016). Electronic cigarettes are purported to offer a safer and more efficient option for quitting traditional cigarette smoking. However, e-cigarettes also have negative impacts on health, such as respiratory tract irritation, increased blood pressure, and cancer risk. In the psychological analysis of Islamic education, the impact of the use of electronic cigarettes in health communication is the potential for value conflict between modern customs and Islamic values. Individuals who receive such health messages may experience psychological strain due to differences between religious demands and modern trends. This can trigger inner conflict and cause psychological stress in the individual.(Suratno, 2023)

Health communication is the process of exchanging information and influence between communicators and recipients that aims to improve health knowledge, attitudes, and behaviors (Candrasari & Naning, 2019; Paramasari & Nugroho, 2021). Health communication can influence individual perceptions of e-cigarettes, both positively and negatively. Perception is a cognitive process that involves the observation, interpretation, and judgment of a stimulus or object. An individual's perception of e-cigarettes can be influenced by a variety of factors, such as sources of information, messages, media, individual characteristics, and social environment. The impact of changing perceptions of e-cigarettes as a safer alternative to conventional cigarettes. Health messages conveyed can shape positive perceptions of e-cigarettes, which in turn can influence individual decisions in using the product (Duong & Liu, 2019).

An individual's perception of e-cigarettes can have an impact on that individual's health behaviors. Health behaviors are actions taken by individuals to maintain, improve, or restore their health (Juliansyah & Zulfani, 2021). Health behaviors can be either positive or negative, depending on the goals and outcomes. Some of the impacts of an individual's perception of e-cigarettes on their health behavior are:

First, positive behavior. Positive behaviors are health behaviors that aim to prevent, reduce, or eliminate e-cigarette use (Lucchiari et al., 2020). This positive behavior can be carried out by individuals who have a negative perception of e-cigarettes, or individuals who have a positive perception but want to change. Some examples of positive behavior are: (1) Seek valid and accurate information about the dangers and laws of e-cigarettes from trusted sources, such as doctors, health professionals, or scholars.(2) Follow a program or counseling that helps individuals to quit e-smoking, such as nicotine replacement therapy (NRT) programs, behavioral therapy, or spiritual therapy. (3) Avoid or reduce exposure to e-cigarettes, such as staying away from places where there are many e-cigarette users, throwing away or storing e-cigarette devices, or choosing media that does not display advertisements or content about e-cigarettes. (4) Seek support or motivation from people who care and support individuals to quit e-smoking (Kinouani et al., 2020), such as family, friends,

community, or society. (5) Replace or add positive and beneficial activities that can distract and reduce the desire to e-smoke, such as exercising, worshiping, studying, creating, or charity.

Second, negative behavior. Negative behaviors are health behaviors that aim to initiate, increase, or maintain e-cigarette use (Chun, Yu, Kim, & Kim, 2020). This negative behavior can be carried out by individuals who have a positive perception of e-cigarettes, or individuals who have a negative perception but do not want to change. Some examples of negative behavior are: (1) Seeking invalid and inaccurate information about the benefits and laws of e-cigarettes from untrusted sources, such as friends, family, or social media. (2) Refuse or ignore programs or counseling offered by those who want to help individuals to quit e-smoking, such as doctors, health professionals, or clerics. (3) Seek or increase exposure to e-cigarettes, such as visiting places where there are many e-cigarette users, buying or borrowing e-cigarette devices, or selecting media that display advertisements or content about e-cigarettes. (4) Oppose or ridicule people who disagree or criticize individuals to quit e-smoking, such as family, friends, communities, or society. (5) Reduce or remove positive and beneficial activities that can distract and reduce the desire to e-smoke, such as exercising, worshiping, studying, creating, or charity.

Psychological analysis of Islamic education is an approach that examines psychological phenomena in the context of education using Islamic principles as a reference. Psychological analysis of Islamic education can be used to understand and develop individual perceptions of e-cigarettes that conform to Islamic values, such as health, hygiene, obedience, and responsibility (Jaafar et al., 2021). Analysis of Islamic educational psychology can also provide recommendations and solutions to overcome problems arising from the use of e-cigarettes, such as dependence, abuse, and social impacts. In the context of psychological analysis of Islamic education, the impact is the need to develop a health communication approach that is in accordance with Islamic values (Wahyudin, 2017). This analysis highlights the importance of understanding and considering psychological, cultural, and religious factors in the delivery of health messages to Muslim communities. Here are some points that can be explained further:

First, the development of a communication approach. Health communication should be carefully developed to reflect Islamic values. Health messages should be structured with language, symbols, and context appropriate to the Islamic framework of thought. Understanding the way Muslim societies view health and disease is key in designing relevant and relatable messages.

Second, internalize health messages. By considering religious values, health messages can be directed to be more easily internalized by Muslim communities. Messages that conform to religious beliefs and values are more likely to be accepted and applied in everyday life. Involving Muslim religious or community leaders in health communication can also increase the level of acceptability and effectiveness of messages. Third, cultural context. The culture of Muslim societies has a significant role in understanding health. Therefore, health messages must be adapted to local

cultural norms. The use of familiar analogies or metaphors in the context of Islamic culture can facilitate the understanding and acceptance of messages (Estuningtyas, 2021). Fourth, health decisions are based on religious values. Muslim societies tend to make their health decisions based on religious values. Therefore, health messages must be able to convince that certain health measures are in line with Islamic teachings. Providing information that fits an Islamic perspective can help Muslim communities make health decisions that align with their beliefs.

By paying attention to this analysis, health practitioners and educators can design health communication strategies that are more effective and acceptable in the context of Muslim societies. It is important to ensure that health messages not only reach the target audience, but are also well received and implemented in daily life in accordance with Islamic values.

4. CONCLUSION

The impact of e-cigarette use in health communication on individual perceptions includes potential value conflicts between modern customs and Islamic values. E-cigarettes are considered a safer alternative, but they have a negative impact on health. Individual perceptions of e-cigarettes are influenced by a variety of factors, including sources of information, messages, and social environment. Changes in perception can affect health behaviors, which can be positive (avoiding or stopping) or negative (using or increasing consumption). Analysis of Islamic educational psychology emphasizes the need to develop a health communication approach that is in accordance with Islamic values, involves religious leaders, and pays attention to cultural context to ensure health messages can be internalized and implemented in accordance with the religious beliefs and values of Muslim communities.

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