

## **ABSTRACT**

*Tobacco is kind of important commodity that increase state income in massive amount, one of product from tobacco fickle is cigarette that provide state income in very high amounts from its tax. Cigarettes had been consumed by almost all people in society and group, the highest consumers of high school students*

*The goal of this research is to analysis factors that influence o cigarette consumption as of, income, cigarette price, picture of dangerous from smoking, and proscribed instruction of smoking that aiming high school students as respondents of in Semarang city. This research was use cross section datas from 100 respondents of high school student in Semarang city with double linier as methode of analysis*

*The result of this research show that income variable have positive effect and significant to cigarette demand, the variable of cigarette price doesn't have positive effect to cigarette demand, the variable of picture of dangerous from smoking waring doesn't have significant effect to cigarette demand, the variable of proscribed instruction doesn't have significant effect to cigarette demand. That meant for the variables of proscribed instruction and the picture of dangerous from smoking warning doesn't have real effects.*

*Keywords : cigarette consumption, cigarette price, picture of dangerous from in Semarang city*