

Tobacco Enforcement and Reporting Movement (TERM) Online Marketing of Tobacco Products

Background

Article 13 of the World Health Organization's Framework Convention on Tobacco Control (WHO FCTC) recommends banning all forms of tobacco advertising, promotion and sponsorship (TAPS) across all channels. Online platforms, which are more difficult to oversee than traditional media channels, pose a significant challenge to controlling and curbing tobacco marketing. Vital Strategies' Tobacco Enforcement and Reporting Movement (TERM) is an AI-powered, human-expertise-driven digital media monitoring system built in response to the tobacco industry's exploitation of the power of digital platforms. TERM tracks and analyzes tobacco marketing online using news and social media listening. This situation report is part of a series that summarizes observed examples of online tobacco marketing in Indonesia. TERM does not allege or attempt to identify whether these tobacco marketing instances are in violation of local or international laws. Visit the TERM [website](#) to learn more and to view all reports.

Definitions used in this report:

Brand-extended products and services: Otherwise referred to as brand extensions, are non-tobacco products or services that use the established brand name or trademark of a tobacco company.

Community marketing and event promotions: Use of popular activities, such as those involving sports or music, to indirectly promote tobacco products, especially through live events. TERM has observed the use of community marketing in Indonesia, where brands focusing on music, sports and adventure are used to indirectly promote a company's tobacco brands. This is largely through the sponsorship of events that appeal to youth such as concerts, competitions to attend sports matches and more. The brands have a significant presence across social media and other digital media platforms and use these platforms to promote events.

Direct marketing: Marketing of tobacco products with clear visuals of the product and/or its use, or the product brand name.

Indirect marketing: Promotion of the tobacco company and/or product and its use through brand extension, surrogate marketing, contests and giveaways, and sponsorship of events or activities.

Key Highlights

- In this report, we highlight how the tobacco industry sponsors and promotes live and online music events to normalize their products and hook young people on them. This includes popular multi-city music festivals. Many sponsors have their own booths at these festivals. See page 2.
- TERM monitored online conversations related to a new Netflix series, "Cigarette Girl," that looks at the emergence of the kretek industry. There were significant spikes in conversations using the hashtag #GadisKretek starting days before the series launched, particularly on Twitter (43,000 mentions in total). See page 4.

Spotlight issue:

Young people are exposed to tobacco marketing through entertainment media such as live music events and movies on online streaming platforms

Sponsoring music events is a common tactic used by tobacco companies to introduce younger people to their products and hook them on them. From January to August 2023, TERM observed 907 tobacco marketing instances promoting live or online musical events. Out of 140 accounts tracked during this period, 27 promoted musical events. The majority were associated with campaigns run by tobacco giant, Djarum, to align itself with different interest areas, including music, adventuring, football and other interests.

MLD Spot, a lifestyle-focused campaign to promote Djarum MLD kretek cigarettes, posted the most about concerts (42%). This was followed by accounts for other music-centered campaigns such as Super Music (Djarum Super) and Iceperience (Djarum LA Ice), and accounts for media entertainment and lifestyle campaigns like DCDC (Djarum Coklat), and LA Zone (Djarum LA). TERM observed one electronic cigarette account, UPODS Indonesia, promoting the BIGU music festival since they sponsored it and had a booth at the festival. The festival was promoted as being smoke-free.



This video shared by UPODS promotes the brand’s sponsorship of the BIGU festival (left) and showcases their booth where attendees could try or buy products (right).

Source: @upods_id Instagram

Accounts promoted music events across genres including jazz, rock, pop, electronic and independent (indie). Most of the posts promoted the following live music events: Stage Bus Jazz Tour, BNI Java Jazz fest and 90sfest were sponsored by MLD Spot, which is associated with Djarum MLD. Flamefest was initiated by LAzone.id from Djarum LA particularly in this concert LA Bold, also Localfest powered by SUPERADVENTURE that associate with Djarum Super.

Jazz festivals are held every year and have become a brand by themselves. The MLD Spot community marketing accounts (Djarum MLD) promotes a traveling concert series called “Stage Bus Jazz Tour” which goes to different cities. There is a popular YouTube web series about the series that has been viewed millions of time.



These two images are part of a reel promoting the MLDSPOT (Djarum MLD) Art & Sound booth during the BNI Java Jazz Festival. The caption of the image on the right says, “level of friendship based on the drink of choice,” while the image on the left suggests purchasing packages that include cocktails, cigarette packs, a wallet and vouchers.

Source: @MLDSPOT Twitter



This post shares information about MLD Spot’s (Djarum Super MLD) Stage Bus Jazz Tour, held from May to July 2023. The various participating cities and artists are listed in the image.

Source: MLD Spot Facebook

Though not directly sponsored by tobacco companies, concerts by international artists such as Coldplay, Arctic Monkeys and various Japanese pop groups, were also heavily promoted; some giving away concert tickets or providing information and facts about the artists. Online concerts were also being promoted, largely by Iceperience, which focuses on electronic music and is associated with Djarum LA Ice cigarettes.



In this short video, millennials are asked how much they spend to attend concerts and which artists they would most like to see.

Source: @mldspot Instagram

Finally, there were promotions for two major annual music festivals that are very popular among youth. Soundrenaline is initiated by Sampoerna, a subsidiary of Philip Morris International and Synchronize Festival sponsored by Gudang Garam. This year, music festivals were held in multiple cities including Jakarta, Java, Bandung, Medan, Surabaya, Yogyakarta, Ubud, etc.



Translation from the images: Translation from the images: Dance together with Calvin Harris in virtual world

Source: @iceperience.id Instagram

The community marketing account iceperience.id (Djarum LA Ice) promoted the virtual reality concert of Calvin Harris which was available in Europe and Asia, on its Instagram account, to associate itself with popular artists.

Additional information on the industry's goal of addicting the next generation on tobacco and nicotine products through [events sponsorship](#) was reported by STOP¹, a global tobacco industry watchdog.

Note: The Indonesia team noted that promotions for two major annual music festivals that are very popular among youth; Soundrenaline is initiated by Sampoerna, a subsidiary of Philip Morris International and Synchronize Festival sponsored by Gudang Garam. The music festivals were held in multiple cities including Jakarta, Java, Bandung, Medan, Surabaya, Yogyakarta, Ubud, etc.

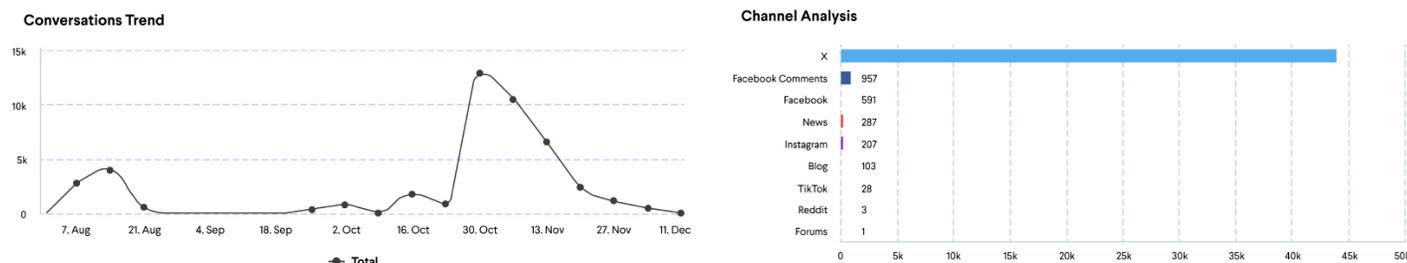
* Note: The social media accounts of Soundrenaline and Synchronize are not tracked by TERM.

¹ STOP is dedicated to rigorously exposing the tobacco industry's efforts to derail tobacco control and hook a new generation of users. STOP works around the world, with a special focus on low-and middle-income countries where the industry is aggressively targeting communities and where the biggest populations are at risk for tobacco related disease burden. For more information about STOP visit www.exposetobacco.org.

Gadis Kretek (Cigarette Girl) Series on Netflix streaming platform

Tobacco advertising, promotion and sponsorship through entertainment media is a common tactic used by the tobacco industry, particularly to reach young people. Recently, Netflix Indonesia launched a new series called “Gadis Kretek” or “Cigarette Girl,” which focuses on the emergence of the kretek tobacco industry in the country. It was launched on Nov. 2, 2023 and has since become very popular, topping the Netflix global top 10 list for non-English shows for two weeks with a total viewership of 16.8 million hours.¹ The show glamorizes the tobacco industry and exposes young viewers (this series is rated 13+) to many scenes with tobacco smoking, especially by the lead actress, which has led to many girls expressing their interest to try kretek cigarettes on their social media accounts. The series was ranked in the weekly top 10 shows in Indonesia, Malaysia, Romania, Spain, and other Latin American countries – Chile, Mexico, and Venezuela.² Cigarette Girl is also streamed in India, which regulates tobacco depictions on streaming platforms.³

From Aug. 7 to Dec. 12, TERM tracked online conversations about Cigarette Girl on various social media platforms. There was a gradual increase in conversations days before the launch, which peaked on Oct. 30 with 12,900 posts. X (formerly twitter) hosted the most posts (44,000), followed by Facebook. TERM observed the series being promoted on social media by Djarum, one of the country’s largest kretek producers.



This post by superadventure which associated with Djarum, mention encourage their followers to visit the shooting locations of Gadis Kretek series.

Source: @superadventure_id Instagram

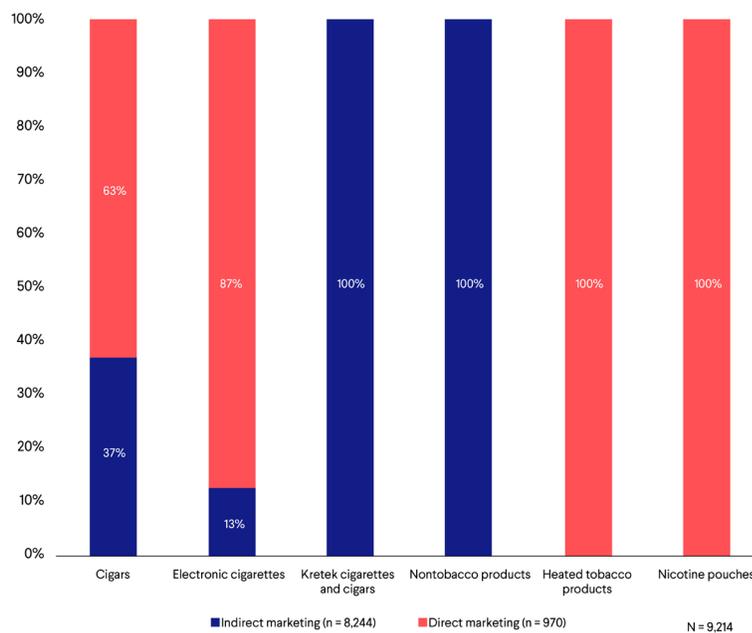
¹ Sara Merican. Netflix’s ‘Cigarette Girl’ Energizes Streamer’s Investment in Indonesia’, Forbes.com, Forbes Media LLC. 2023, <https://www.forbes.com/sites/saramerican/2023/12/05/netflixs-cigarette-girl-energizes-streamers-investment-in-indonesia/?sh=6c778fc52821> (accessed 13 December 2023).

³ Press Information Bureau of India, “Press Release: On World No-Tobacco Day, Union Health Ministry Releases OTT Guidelines for Regulation of Online Depiction of Tobacco Products in Online Curated Content”, Press Information Bureau, New Delhi, <https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1928771#:~:text=Limitations%20on%20display%3A%20The%20display,form%20of%20tobacco%20product%20placement>, (accessed 13 December 2023)

Detailed Insights

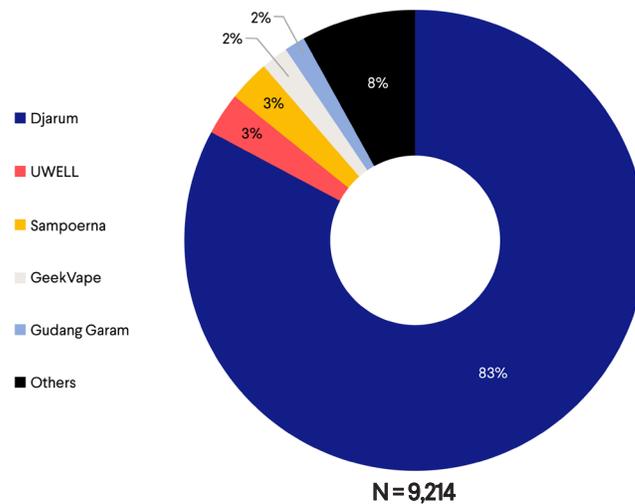
How much marketing was observed? A total of 9,214 tobacco marketing instances were observed between May 1 and Aug. 31, 2023. Most observed marketing was indirect marketing (8,244 instances, Figure 1) for kretek or clove cigarettes (100%) and electronic cigarettes (13%). There were 970 instances of direct marketing mostly by electronic cigarette brand accounts (87%). Brand accounts for heated tobacco products and nicotine pouches used only direct marketing (100%).

Figure 1
Volume by Product and Marketing Type



Who are the key players? The majority of observed marketing instances were associated with kretek company Djarum through community marketing accounts (83%, Figure 2), followed by the electronic cigarette brand UWELL via brand accounts (3%, Figure 2). While Djarum dominated marketing for kretek cigarettes (93%, Figure 2a), Sampoerna, Nojorono Tobacco and Gudang Garam, were each behind 2% of observed marketing. Marketing for electronic cigarettes, heated tobacco products and nicotine pouches was more diffused among different brands (Figure 2b), with 26% of marketing in the “other” category, comprising nine brand accounts that each represent 6% or less of marketing. This was followed by 25% of marketing from the electronic cigarette brand UWELL, 15% from GeekVape and 10% from both VOOPOO and UPODS Indonesia.

Figure 2
Tobacco Companies and Brands Associated with Marketing



Note: The “Other” category includes companies and brands that sell kretek or clove cigarettes, cigars, electronic cigarettes, heated tobacco products and nicotine pouches that each comprise 1% or less of total marketing.

Figure 2a
Kretek Cigarette and Cigar Companies Associated with Marketing

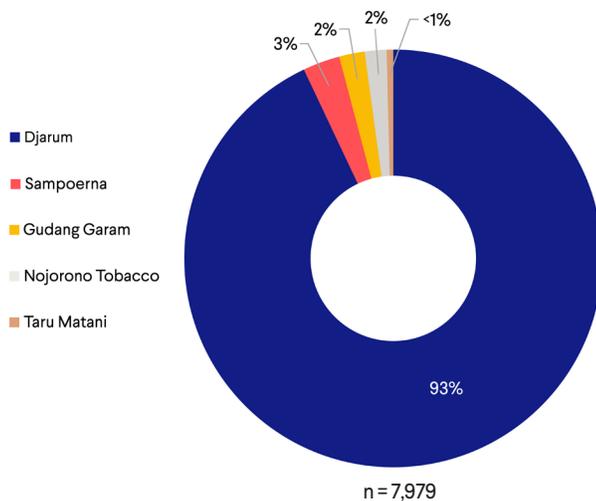
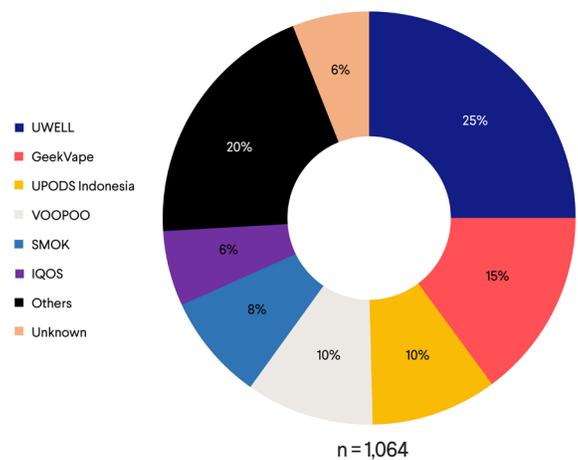


Figure 2b
Electronic Cigarette, Heated Tobacco Product and Nicotine Pouch Brands Associated with Marketing



Note: “Others” category includes RELX, HexOhm, Oxva dan Shiro nicotine pouches that each comprise 5% or less of total marketing.

Examples of marketing from key players⁴

Djarum



Coklatkita is a community marketing account for news and media that is affiliated with the Djarum Coklat cigarette brand. The account logo uses similar colors as the Djarum Coklat brand colors. This post recognizes Environmental Health Day by highlighting the effect that plastic waste has on the environment.

Source: @coklatkita Instagram

UWELL



A post shared by UWELL promotes their Caliburn GZ2 pod system, which is available in six different colors. The posts asks followers which color is their favorite. Followers commented on their favorite color and even mentioned their friends.

Source: @uwell.indonesia Instagram

Sampoerna



This post from Sampoerna's official account describes how they export products to 40 destinations in the Asia-Pacific region. They also claim that they are a central service provider for information technologies, finance and supply chains, for 39 countries worldwide as part of their commitment to sustainable ecosystems.

Source: @insidesampoerna Instagram

GeekVape



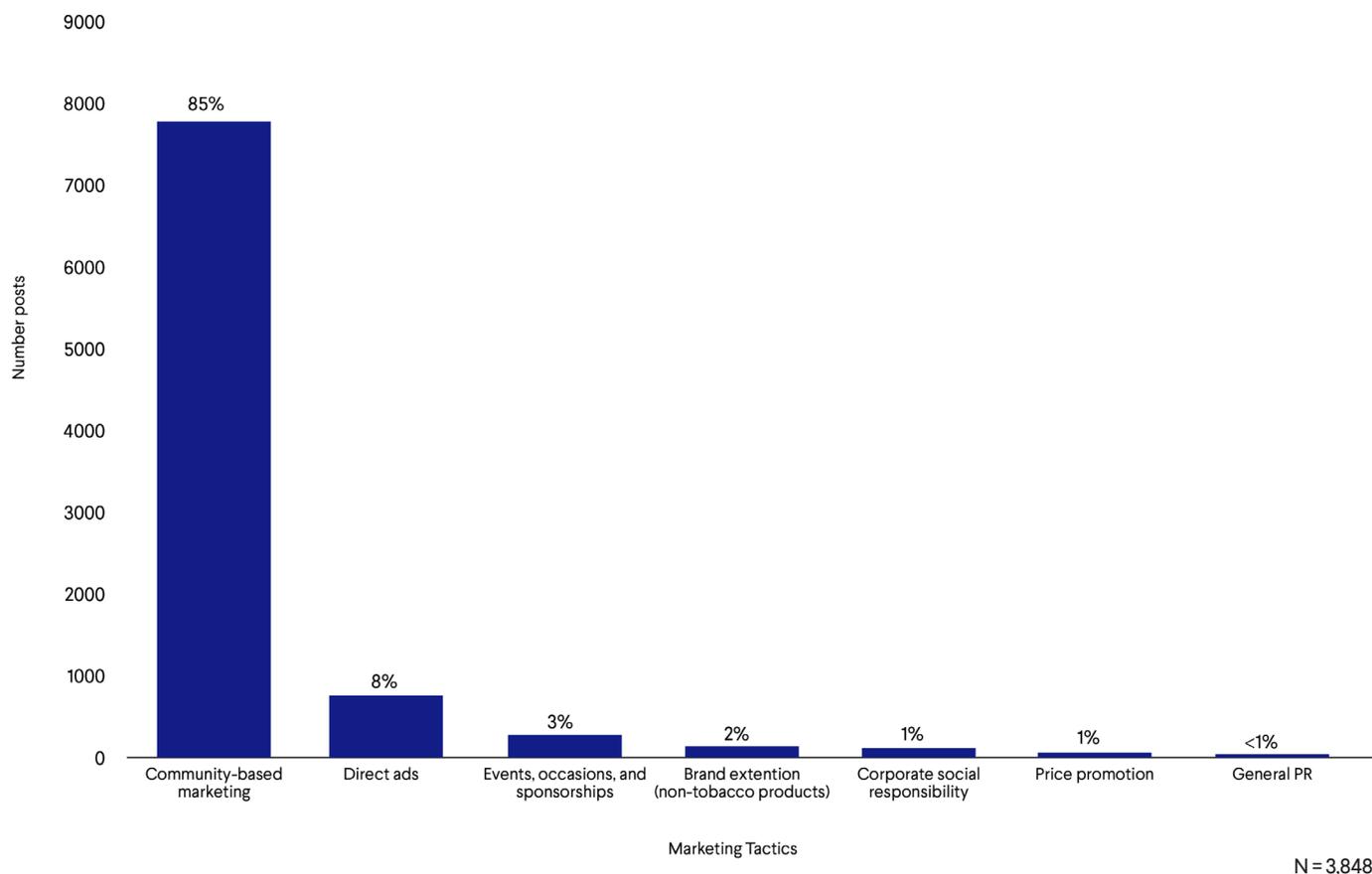
To celebrate launching a new product, GeekVape offers the chance to win it, as well as branded t-shirts and sports caps. Participants must follow the GeekVape Instagram account and tag a vape store and three friends.

Source: @geekvape.indonesia Instagram

⁴ Key players here refer to tobacco companies and brands in Figure 2.

What marketing tactics were used?⁵ The vast majority of observed marketing was community-based marketing (85%, Figure 3). This tactic was primarily used by Djarum, via their accounts that focused on music, adventure, sports and lifestyle topics. The second most-used tactic was direct ads (8%), which was largely utilized by accounts promoting electronic cigarettes (e.g., UWELL, GeekVape), nicotine pouches (Shiro) and heated tobacco products (IQOS), followed by occasions like Eid al-Adha, Jakarta anniversary and Indonesia Independence Day were used in promotions (3%). Marketing by Sampoerna’s brand-extended products and services, including the bank and mobile banking, was also observed (2%). The corporate social responsibility tactic was also observed being used (2%) by Sampoerna via their Micro, Small and Medium Enterprises (MSMEs) program and Djarum via Djarum beasiswa program which is achievement scholarships that provide soft skills for 4th semester undergraduate from Djarum program partner universities. Price promotions were only used to market electronic cigarettes (1%).

Figure 3
Marketing Tactics Used



⁵ See Appendix 1 for definitions of marketing tactics.

Where was the marketing observed?⁶ More than two-thirds of marketing was observed on Instagram (68%), followed by Twitter (16%) and Facebook (14%) (Figure 4). Instagram was used to market all product types (Figure 4a). Marketing for kretek cigarettes and cigars and electronic cigarettes was observed on all platforms monitored, while marketing for heated tobacco products was observed on Instagram (1%) and TikTok (1%) and for nicotine pouches only on Instagram (<1%, Figure 4a). On TikTok, most observed marketing was for kretek cigarettes (91%), followed by electronic cigarettes (9%) and heated tobacco products (1%).

Figure 4
Digital Platforms Used for Marketing

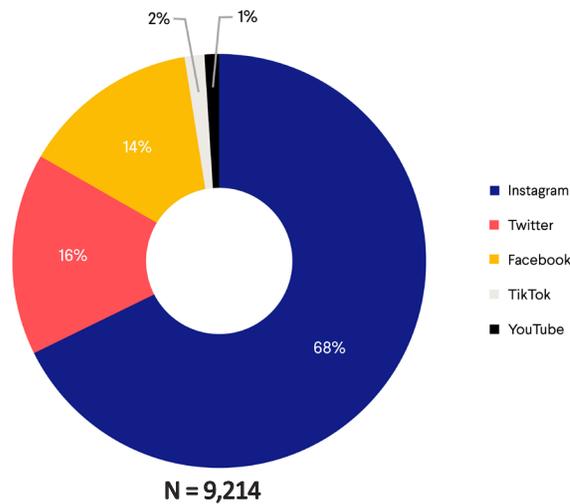
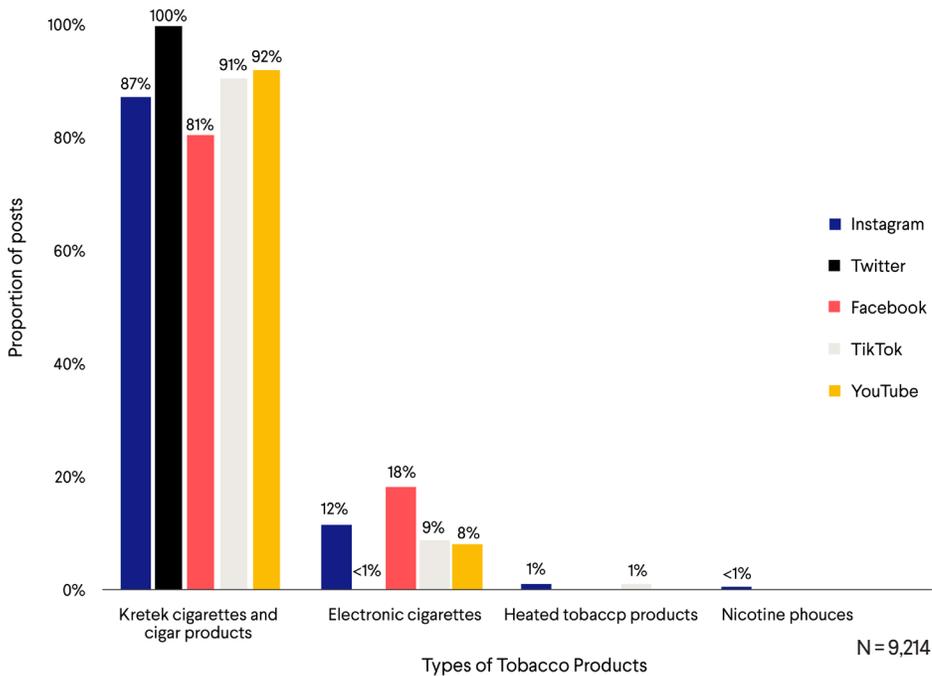


Figure 4a
Digital Platforms Used for Marketing by Product Type



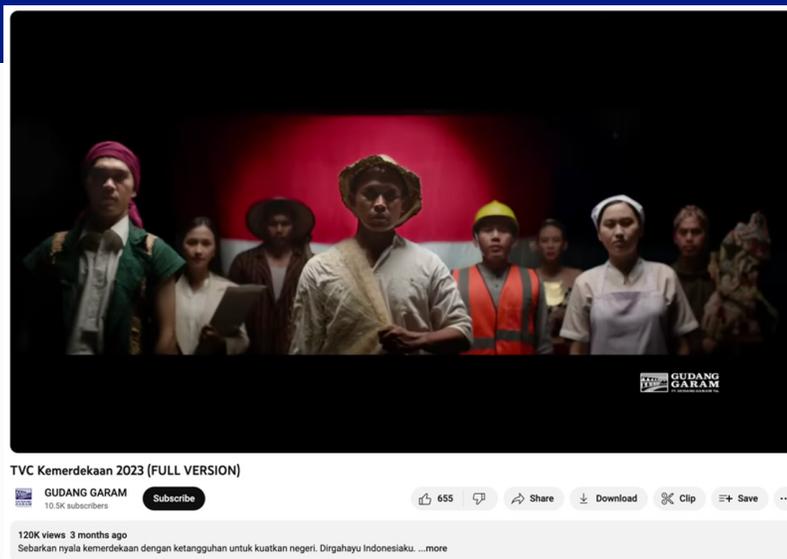
Note: Refer to Figure 1 for breakdown of indirect and direct marketing per product type

⁶ TERM relies heavily on text-based searches and is not able to capture any content that solely contains images. This may lead to an undercounting of marketing content on heavily visual media such as YouTube or TikTok.

Example of marketing on YouTube

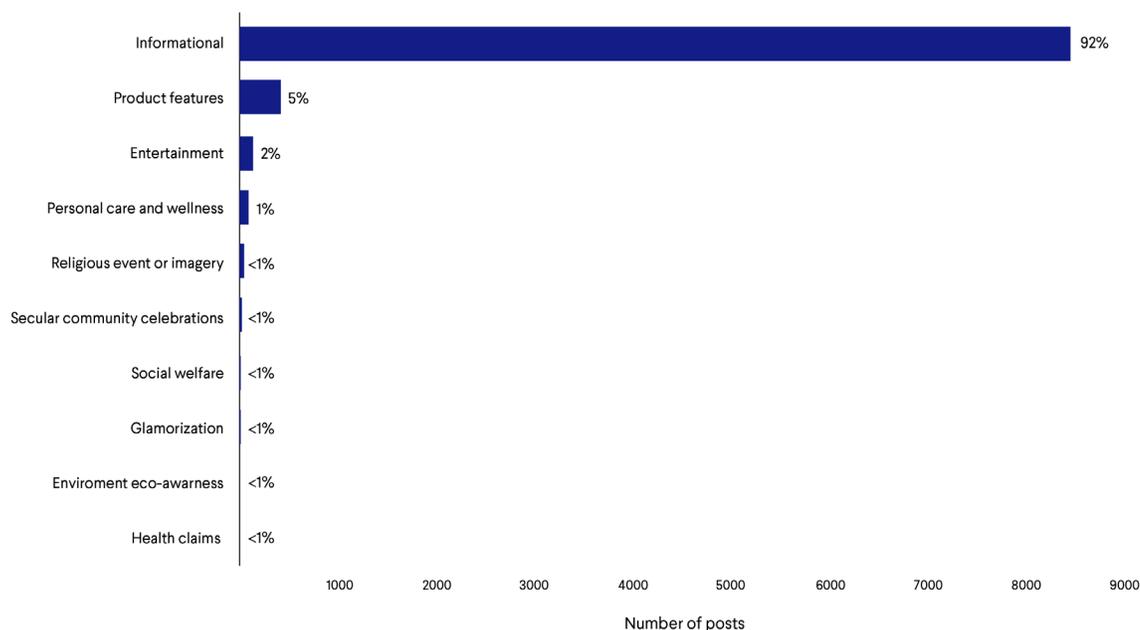
Gudang Garam's official YouTube account posted a video celebrating Indonesia Independence Day. In the video, the Indonesian flag is displayed together and people who represent diversity with the Gudang Garam logo. The video has 120,000 views. The Gudang Garam YouTube account has 10,500 subscribers, and consistently shares videos with the company's logo.

Source: Gudang Garam YouTube



What messaging was used? Most of the marketing provided information about general interest topics including music and sports (92%, Figure 5), followed by product features (e.g., available colors, design and portability) and technical specifications of electronic cigarettes and heated tobacco products (5%). This period, environment and eco-awareness (<1%) was mostly used by Sampoerna to promote their greenwashing activities such as its commitment to sustainable ecosystems and recycling program, while health claims (<1%) were mostly made by IQOS to promote heated tobacco products as less harmful than cigarettes. Accounts posted greetings during the Indonesia Independence Day celebrations (<1%).

Figure 5
Message Framing Used in Marketing



N = 9,214

⁷ See Appendix 1 for definitions of message framing.

Examples of message framing

Informational

This post from the Instagram brand account for Philip Morris International's heated tobacco brand IQOS Instagram account in Indonesia, promotes a program where followers can borrow and try IQOS equipment and products for 14 days before making purchasing decisions.

Source: @iqosid Instagram

Product features

This post offers a sneak peak for the electronic cigarette brand Joiway's upcoming product line called Joiway Galaxy. The products which are marketed as futuristic, come in different colors and can glow in the dark.

Source: @joiway_id Instagram

Secular Community Celebration

The cigar company Taru Martani's official Facebook account promotes the company's Indonesian Independence Day ceremony in front of their office building, to associate the company and its products with national pride. In the caption, they congratulate and share the marketing contacts for their products.

Source: Taru Martani Facebook

Environment eco-awareness

The Wisnilak Diplomat Facebook account generally posts about an entrepreneurship program with claims that it is committed to strengthening the Indonesian entrepreneurial ecosystem. This carousel of images is used to make the case that entrepreneurs care about the environment and not just profit.

Source: Wisnilak Diplomat Facebook

<p>#Backtoblack #Blackxperience #Balckauto</p>	<p>This hashtag is used by Djarum-associated accounts that focus on motorcycle and auto racing.</p>	<p>Djarum Black cigarettes</p>
<p>#PBDjarumofficial #PBDjarum, #Djarumbadminton, #teruskansemangatjuara (keep it up), #Djarumbeasiswaplus #beswandjarum, #atletPBDjarum</p>	<p>These hashtags are used by Djarum-associated accounts that focus on badminton-related information and news.</p>	<p>Djarum kretek cigarettes</p>
<p>#lensavideografi, #lensacommunity</p>	<p>These hashtags are used by Djarum-associated accounts that focus on photography.</p>	<p>Djarum LA kretek cigarettes</p>
<p>#wenax</p>	<p>These hashtags are used by GeekVape brandaccount to promote their wenax product line.</p>	<p>GeekVape</p>
<p>#SampoernaMobileBanking, #SampoernaMobileSaving</p>	<p>These hashtags are used by accounts promoting Sampoerna's mobile banking services, which is a brand extension.</p>	<p>Sampoerna cigarettes</p>
<p>#Vapefam, #Vapegirls, #Vapecommunity, #Vapelove, #Vapeon, #Vapeindo, #Vapor, #Vapeaddict, #Vapedaily, #Vapelife, #Vapemurah, #Vapetricker</p>	<p>These hashtags used by electronic cigarette product brands uses the misnomer “vape” or “vapor” to refer to aerosols released by these devices. “Vape” gives the misleading impression that electronic cigarette aerosols are harmless. In addition, these hashtags also normalize electronic cigarette use as part of a daily routine, including among women and girls.</p>	<p>Generally used by electronic cigarette product brands</p>
<p>#DCDC, #Djarumcoklat, #Coklat, #Djarumcoklatdotcom, #Djanganberisiktetap Tenangkitamenang, #Coklatkita</p>	<p>These hashtags are used by Djarum-associated accounts that focus on music events.</p>	<p>Djarum Coklat kretek cigarettes</p>
<p>#ScooterLAndid</p>	<p>This hashtag is used by Djarum-associated accounts that focus on the scooter community.</p>	<p>Djarum LA cigarette</p>
<p>#ICEperience</p>	<p>This hashtag is used by Djarum-associated accounts that focus on music events.</p>	<p>Djarum LA Ice cigarette</p>

Appendix 1. Definitions for marketing tactics and message framing identified

<i>Marketing tactic</i>	Type of marketing strategy used, which captures the intention of the marketing (to sell products, create brand endearment/loyalty, etc.)
Brand extension	A separate brand of non-tobacco items that are produced by tobacco companies/conglomerates. The products may use the trademark logo or the name of the parent tobacco company on its packaging.
Community-based marketing	Promotes the sale or use of tobacco products indirectly by creating brand connection to a specific community or subculture. (e.g. Photography enthusiasts, electronic music lovers).
Corporate social responsibility	Pairs the company/brand or product with socially responsible activities (e.g., water conservation projects, financing vaccination drives).
Direct ads	Promotes the sale or use of tobacco products in a straightforward manner; shows images of the product.
Events, occasions, sponsorships	Pairs the company/brand or tobacco product with events, occasions, sponsorships and contests (e.g., product sponsorship of sports events, live concerts, holiday greetings).
General profile raising	Intended to raise the profile of the brand/company but does not fall into any of the other categories (e.g., brand/company wishing a happy new year).
Price promotions	Promotes the sale or use of tobacco products and new nicotine and tobacco products through price discounting (e.g., 10% off).
<i>Message framing</i>	Underlying theme around which the whole message of the post is built.
Entertainment	Posts that promote the product as being entertaining and fun. This category also includes posts that use entertainment-related content including memes, funny videos or jokes.
Environment eco-awareness	Any post that addresses climate change, conservation, sustainable development goals, or encouraging people to support environmental causes.
Glamorization	Posts that associate use of products as aspirational, luxurious or part of an ideal, fashionable lifestyle.
Health claims	Posts that present the product as healthier than other products or as being less harmful than conventional tobacco products.
Informational	Posts that instruct viewers how to use a product. This category also includes posts that provide background information on the company.
Personal care and wellness	Posts that associate products with relaxation or stress management. This category also includes posts that frame products as being used for social bonding, including forming community around use of the product with like-minded peers.

Product features	Posts that primarily emphasize the available choices of product flavors and design including device colors, as well as technical specifications of the product. Posts without any text descriptions or keywords that only display the product are also included in this category.
Religious event or imagery	Posts that feature religious imagery, or celebrate religious festivals and events.
Secular community celebrations	Posts that offer celebrations or greetings for non-religious social and sporting events that are celebrated globally or nationally. This category also includes content celebrating achievements or honoring the memory contributions of those who passed away.
Social welfare	Posts that showcase activities sponsored or supported by company/brand that are meant to improve their public image. Any posts associating the company with social welfare schemes, livelihood initiatives, women's empowerment, entrepreneurship, educational scholarships, etc.

Methods

The Tobacco Enforcement and Reporting Movement (TERM) is a digital media monitoring system that offers rapid, qualitative insights into online tobacco marketing. The primary purpose of TERM is to identify instances of tobacco marketing, a known public health risk. TERM does not allege or attempt to identify whether these tobacco marketing instances are in violation of local or international laws.

This report summarizes information gathered by an artificial intelligence-driven monitoring tool from publicly available posts on social media platforms including Facebook, Instagram, Twitter, YouTube and TikTok, and from online articles on news sites. Instances of tobacco marketing on social media are identified using keyword-based queries and through the regular monitoring of social media accounts that were identified purposively via input from tobacco control experts, market research data and keyword searches. News articles are identified by tracking the top 20 newspapers based on circulation in English and the commonly spoken language in each country through their social media accounts, RSS feeds and Google Alerts and via LexisNexis if behind a paywall. Data coding is first conducted automatically and is then reviewed by Vital Strategies researchers using a theory-driven codebook.

The analysis is currently restricted to content in English and Indonesian. Data restrictions and privacy laws followed by social media platforms may lead to undercounting of marketing activity. [Read our full methodology here.](#)

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About the Tobacco Enforcement and Reporting Movement

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About Vital Strategies

Vital Strategies believes every person should be protected by an equitable and effective public health system. We partner with governments, communities and organizations around the world to reimagine public health so that health is supported in all the places we live, work and play. The result is millions of people living longer, healthier lives. To find out more, please visit www.vitalstrategies.org or Twitter [@VitalStrat](#).

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