

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 a digital media monitoring and reporting system that is AI-supported and human expertise-driven that tracks tobacco marketing on social media platforms and news sites. TERM is built in response to the tobacco industry's exploitation of the power of digital platforms. 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, price discounts and giveaways, and sponsorship of events or activities.

Key Highlight

- In this report, we highlight how important events like the February elections in Indonesia were used by tobacco companies to encourage people to vote and raise their voices against further restrictions on using tobacco products. See page 2.
- We highlight how the tobacco industry uses religious occasions like Ramadan and Eid -al-Fitr to promote and normalize the use of their products and hook young people on them. See page 3.

Spotlight issue: Significant events used by the tobacco industry to promote its products include the National elections, Ramadan and Eid-al-Fitr greetings

The tobacco industry uses significant cultural events celebrated by the nation to remain on top of the public mind. The marketing of these harmful products through events sponsorship or in social media conversations regarding the national elections normalizes smoking behavior and increases the risk of young people to initiate smoking.

The Coklatkita community-based marketing account is associated with Djarum Coklat cigarette brand. This account has a lot of posts about lifestyle, travel, and youth-oriented content such as concert events, travel, diet, and sleeping tips. The content is diverse, entertaining, and humorous, making it appealing to a wide segment of digital users/consumers. This post during the elections in February encourages followers to go out and vote—and shop afterward. The caption includes information on numerous sales and shopping deals that are on offer during election day, thus encouraging voter turnout.



This post encouraged the public to go out and vote, and enjoy the various sales and store deals. This was shared by coklatkita, a community-based marketing account associated with Djarum Coklat kretek cigarette.

Source: @coklatkita Instagram

This upods post encouraged the public, especially those who use electronic cigarettes, to participate in the electoral process. The Upods social media account generally shares information on product features and sponsored events and uses the hashtags “#Switchit and #Switchgang” to encourage the public to leave the habit of cigarette smoking and switch to using Upods electronic cigarettes (#Kitapakeupods).



This post from the Indonesian electronic cigarette brand Upods is encouraging electronic cigarette users to exercise their right to vote.

Source: @upods_id Instagram

This post from uwell.indonesia brand promoted its products by holding a contest during Ramadan . It's a giveaway contest where followers are encouraged to post videos with Ramadan greetings that include the brand name, such as "Ramadan Kareem, I Wish U Well." This post normalizes electronic cigarettes as an acceptable gift for a significant event. At the same time, they are also increasing the followers and engagement in social media. Similarly, there are posts from community marketing accounts associated with Surya Gudang Garam cigarette brand and Djarum Coklat cigarettes, leveraged on religious events such as Ramadan and Eid-al-Fitr. The post by Surya Nation motorland account, connected the values of Ramadan with the attainment of the goals of the motorbike riders. The post by Djarum Coklat promoted its concert and community event, during the time of "ngabuburit", which is the hour before the breaking of the fast, or iftar, when people spend time socializing and relaxing with friends and family.



In this post, electronic cigarettes were given away to winners who shared a video greeting with the tagline "Ramadan Kareem, I wish U Well."

Source: @uwell.indonesia Instagram



In this post, the event of the holy month of Ramadan is being highlighted to wish people victory in their bike-riding goals. The account is associated with the Surya Gudang Garam tobacco brand

Source: @suryanation_motorland Instagram



The community-based marketing account DCDC. official, associated with Djarum Coklat cigarettes, organized concerts, food stalls, and night markets in various cities such as Bandung, during "ngabuburit."

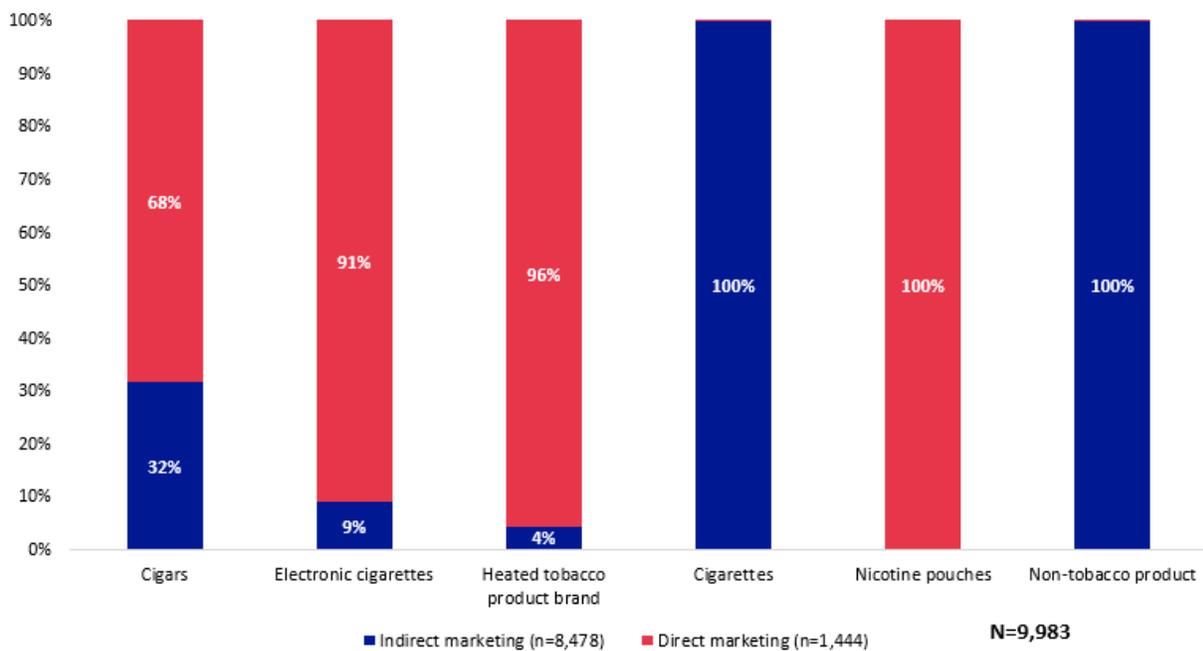
These events provide entertainment after a whole day of fasting and work for the community. This acculturation of "ngabuburit" is another tactic to normalize the presence of tobacco companies and products in the daily lives of Indonesians

Source: @dcdc.official Instagram

Detailed Insight

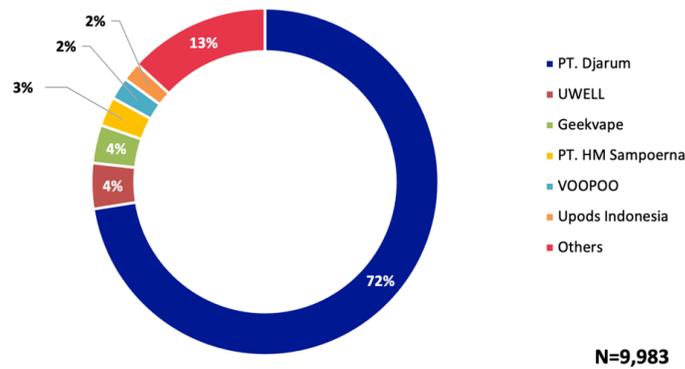
How much marketing was observed? A total of 9,983 tobacco marketing instances were observed between January and May 2024. Most observed marketing was indirect (8,478 instances, Figure 1) for kretek cigarettes (100%) and non-tobacco products (100%), and some for cigar products (32%). There were 1,444 instances of direct marketing of electronic cigarettes (91%) and heated tobacco products (96%). A nicotine pouch brand was directly marketed (100%).

Figure 1
Volume by Product and Marketing Type



Who are the key players? The majority of observed marketing instances were associated with the company PT Djarum through its associated community marketing accounts (72%, Figure 2), followed by UWELL (4%) and Geekvape (4%), electronic cigarette brands. While PT Djarum dominated marketing for kretek cigarettes (75%, Figure 2a), PT HM Sampoerna company, and LA Lights brand, were each less than 10% of observed marketing. Marketing for electronic cigarettes, heated tobacco products and nicotine pouches was more diffused among different brands (Figure 2b), with 27% of marketing from the electronic cigarette brand UWELL, 22% from Geekvape and 13% from VOOPOO and 11% from Upods Indonesia.

Figure 2
Tobacco Companies and Brands Associated with Marketing Instances



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 Instances

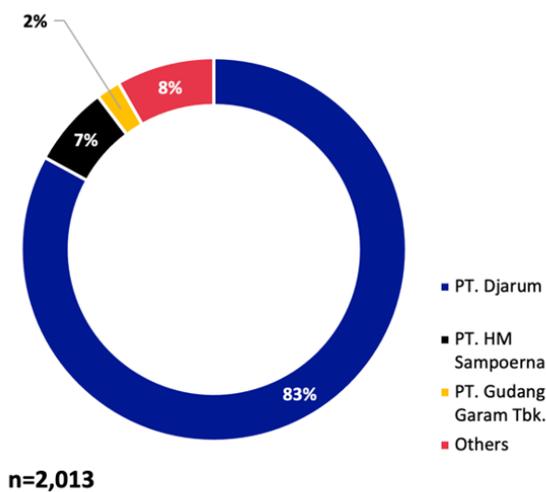
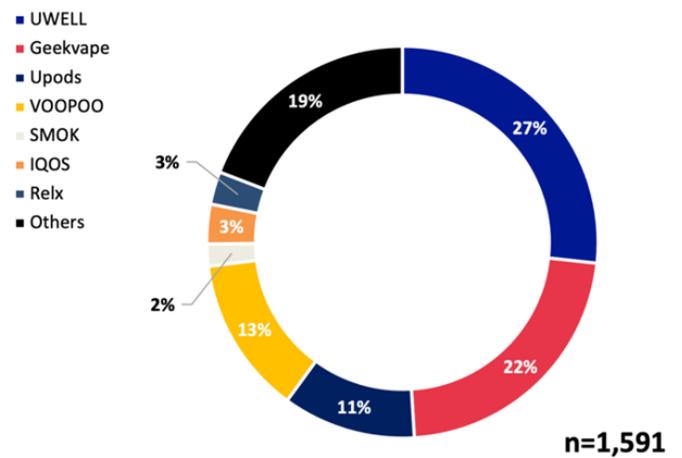


Figure 2b
Electronic Cigarette, Heated Tobacco Product and Nicotine Pouch Brands Associated with Marketing Instances



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 Players¹

Djarum



PB Djarum is a community marketing account that shares information about badminton tournaments in Indonesia and abroad. This account also shares player statistics and performance in various events. The PT Djarum company is a strong supporter of the Indonesian badminton team.

Source: PB Djarum X



The social media account called 'mysupersoccer' is a community-based marketing platform associated with the tobacco brand Djarum Super. The account targets soccer fans in Indonesia and shares posts on various soccer teams and tournaments globally. This post highlights the support and appreciation of the Indonesian national team at the Asian Cup.

Source: @mysupersoccer Instagram

Sampoerna



This post from PT HM Sampoerna's official account describes the contribution and impact of the Sampoerna Retail Community to Indonesia's economy.

Source: PT HM Sampoerna Tbk. Facebook

Geekvape



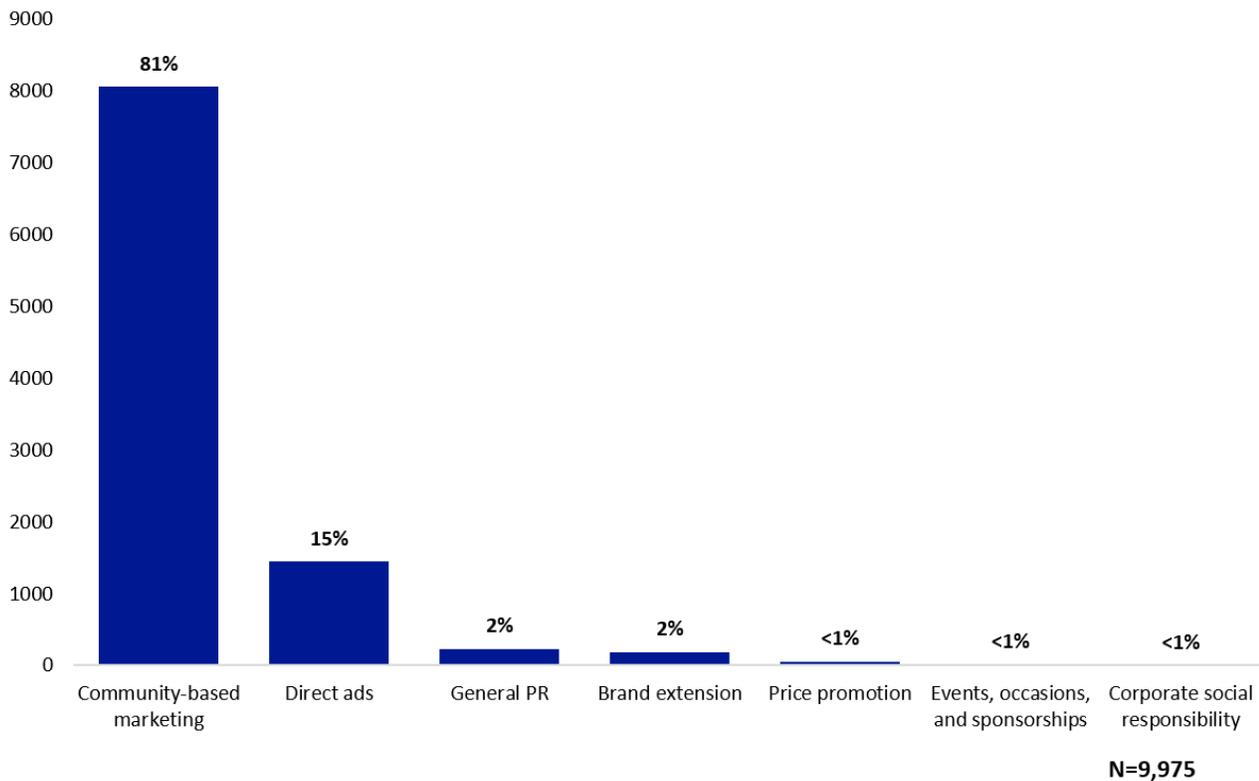
The Geekvape account informed followers that while shops are closed during the Chinese New Year holiday, there are alternative ways to order products through their 24/7 call center, LiveChat, or by email.

Source: @geekvape.indonesia Instagram

¹Note: Key players refer to tobacco companies and brands in Figure 2..

What marketing tactics were used?² The vast majority of observed marketing was community-based marketing (81%, Figure 3). This tactic was primarily used by PT. Djarum, via their accounts focused on music, adventure, sports and lifestyle topics. The second most-used tactic was direct ads (15%), which was largely used by accounts promoting electronic cigarettes (e. g., UWELL, Geekvape), nicotine pouches (Shiro) and heated tobacco products (IQOS). Brand extension marketing, such as PT HM Sampoerna's bank and mobile banking services, were also observed (2%). General public relations posts from the accounts of , Asosiasi Personal Vaporizer Indonesia (APVI) were observed, such as information on the inauguration of a new chapter and price increase of electronic cigarette products. Most of the posts about events and occasions were related to Jakarta International Vape Expo (<1%). Community-based marketing accounts used holidays such as the Chinese New Year, Eid-al-Fitr and Ramadan.

Figure 3
Marketing Tactics Used



² See Appendix 1 for definitions of marketing tactics.

Where was the marketing observed?³ More than two-thirds of marketing was observed on Instagram (69%), followed by Facebook (17%) and Twitter (9%) (Figure 4). Instagram was used to market all product types (Figure 4a). Marketing for kretek cigarettes and cigar products was observed on all platforms monitored; electronic cigarettes were marketed on all platforms except on Twitter. Marketing for heated tobacco products was observed on TikTok (11%), Instagram (2%) and Twitter(1%) and for nicotine pouches only on Instagram (<1%, Figure 4a). Most marketing for kretek cigarettes and cigar products was observed on Twitter (99%), followed by Instagram (55%), Facebook (50%), YouTube (48%), and TikTok (25%).

Figure 4
Digital Platforms Used for Marketing

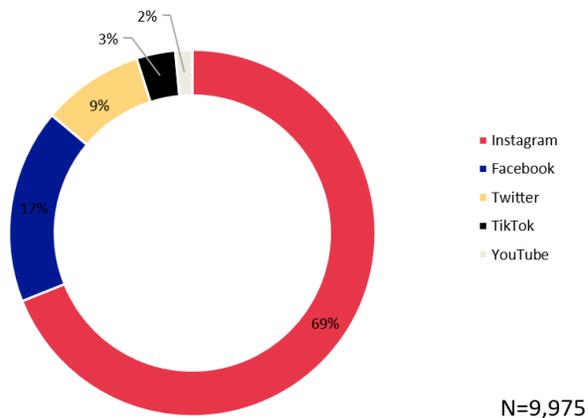
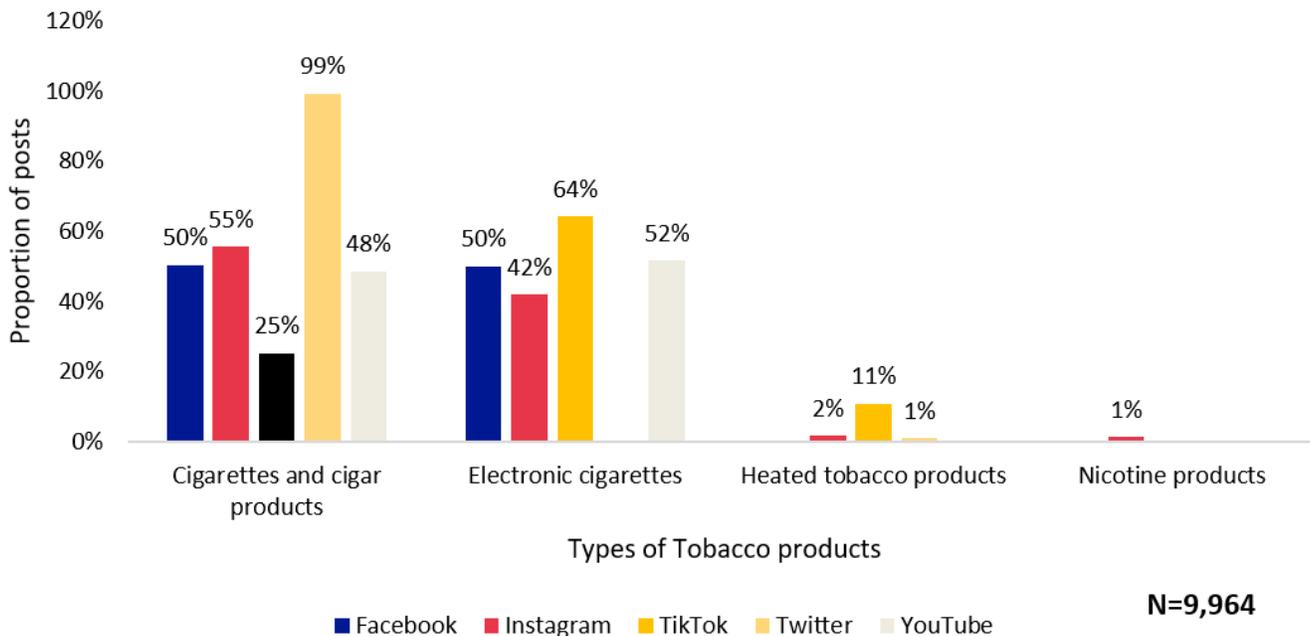


Figure 4a
Digital Platforms Used for Marketing by Product Type

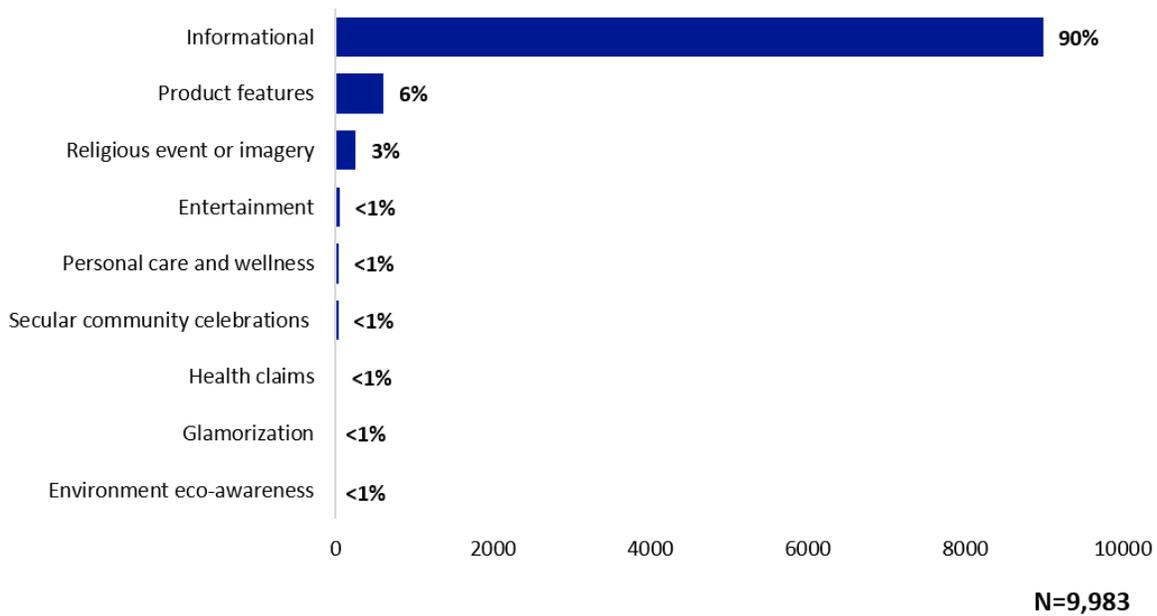


Note: Refer to Figure 1 for breakdown of indirect and direct marketing per product type.

³ 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.

What messaging was used?⁴ Most of the marketing provided information about general interest topics including music and sports (90%, Figure 5), followed by product features (e.g., available colors, design and portability) and technical specifications of electronic cigarettes and heated tobacco products (6%). Companies and brands use religious events such as Ramadan and Eid-al-Fitr to stay on top of the public's mind (3%). Promotion of its recycling program (<1%) was used by PT HM Sampoerna to show its commitment to sustainability, while posts by Upods (<1%) encouraged the public to quit cigarettes and switch to electronic cigarettes.

Figure 5
Message Framing Used in Marketing



⁴ See Appendix 1 for definitions of message framing.

Examples of Message Framing

Informational



This post provides information on how to win a Vuse x McLaren hat and encourages readers to follow the Vuse account and tag friends who are 18 years old and above who are nicotine users.

Source: @vuse.indonesia Instagram

Product features



This post promotes the new tropical flavors of RELX disposable electronic cigarettes. The colorful packaging and the products' names appeal to young people.

Source: @relx_id Instagram

Religious events and imagery



The electronic cigarette company Voopoo Indonesia's Facebook account promotes the holy occasion of Eid -ul-Fitr to associate the company and its products with religious festivals. In the caption, they send greetings to everyone and keep their products on top of the public's mind.

Source: voopoo_indonesia Facebook

Entertainment



The Supermusic account generally posts details of concert events and trivia about musicians and songs. This post shares gossip about a new drummer joining the band Slipknot, and how this move is similar to how football clubs exchange their players. This community-based marketing account is associated with Djarum Super kretek tobacco brand.

Source: @Supermusic_id Instagram

What were the most frequently used hashtags? The word clouds below are a visual representation of the hashtags that were used most frequently in tobacco marketing observed across all social media platforms. The larger the word in the visual, the more commonly it appeared in tobacco marketing messages. Most of the marketing observed was indirect marketing for cigarettes, which was intended to make the companies more relatable, improve brand visibility and indirectly promote tobacco product.

The most frequently used hashtags during this period (January to May 2024) promoted PT. Djarum’s series of Super brands. These included the hashtags #Superlive, #Supermusic, #Supersoccer, and #Iniranyasuper which means “it tastes super” (see Table 1 for more details). Hashtags related to badminton were also frequently used to promote content from Djarum’s badminton account, these hashtags included: #TeruskanSemangatbersama, #TeruskanSemangatJuara, #Pbdjarum, and #Pbdjarumofficial. Common hashtags that normalized electronic cigarette use as a lifestyle were also observed, including #Enjoywithjoy, #Switchgang, #Vaper, and #Geeklife. The hashtag #Dcdngaburitextra is specific to Ramadan period.

Figure 6a
Frequently Used Hashtags All Products – January, 2024



Figure 6b
Frequently Used Hashtags All Products – February, 2024

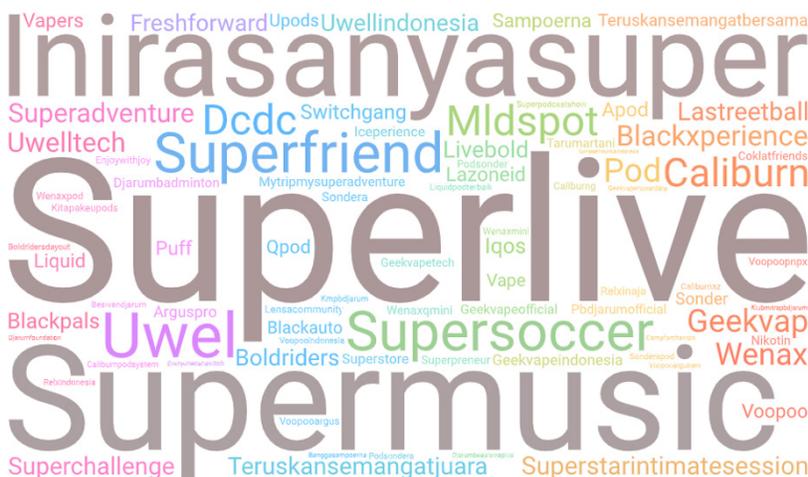


Figure 6c
Frequently Used Hashtags All Products – March, 2024



Figure 6d
Frequently Used Hashtags All Products – April, 2024



Figure 6e
Frequently Used Hashtags All Products – May, 2024



Table 1. Details on the Frequently Used Hashtags and its Associated Company and Brands

Social media account/ hashtags	Theme	Company/brand
<p>SUPERLIVE, SUPERMUSIC, SUPERSOCCER, SUPERADVENTURE, #INIRASANYASUPER (It tastes super), #SUPERTRIP, #SUPERLASTING, #SUPERPRENEUR, #SUPERESPORTSERIES, #SUPERFRIEN</p>	<p>These hashtags are used to promote Djarum’s different general interest Super brands, which represent adventure lifestyle, music entertainment, sports events, e-sports and entrepreneurship. The hashtag #INIRASANYASUPER was used to promote a campaign sponsored by Djarum’s Super Soccer, and is now used as a hashtag in community marketing across the various Super accounts.</p>	<p>Djarum Super cigarettes</p>
<p>#Backtoblack #Blackxperience #Balckauto</p>	<p>These hashtags are used by Djarum-associated accounts that focus on motorcycle and auto racing.</p>	<p>Djarum Black cigarettes</p>
<p>#Pbdjarumofficial #Pbdjarum, #Djarumbadminton, #teruskansangatbersama (keep it up together) #teruskansangatjuara (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 cigarettes</p>
<p>#lensatainment, #lensavideografi, #lensacommunity</p>	<p>These hashtags are used by Djarum-associated accounts that focus on photography.</p>	<p>Djarum LA cigarettes</p>
<p>#SampoernaMobileSaving</p>	<p>This hashtag is 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>#dcdngabuburitextra #dcdngabuburit</p>	<p>These hashtags are used by Djarum-associated account dcdc to invite the public to attend live music and shopping events during the ngabuburit – the period before breaking the fast.</p>	<p>Djarum Coklat cigarettes</p>

#ICEperience	This hashtag is used by Djarum-associated accounts that focus on music events.	Djarum LA Ice cigarette
#Enjoywithjoy #Switchgang	These hashtags are used by the electronic cigarette brand Upods, an Indonesian brand. The hashtag switchgang encourages the public to leave cigarettes and to switch to upods electronic cigarettes.	Upods electronic cigarettes

Appendix Table 1. Definitions for marketing tactics and message framing identified

Marketing tactic	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. These products do not show any features that indicate association with any tobacco products.
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).
Message framing	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 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 and reporting system that is AI-supported and human expertise-driven that tracks tobacco marketing on social media platforms and news sites. 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

Vital Strategies' Tobacco Enforcement and Reporting Movement (TERM) is a digital media monitoring system that tracks tobacco marketing online on social media platforms and news sites. TERM is currently operating in India, Indonesia and Mexico.

About Vital Strategies

Vital Strategies is a global health organization that believes every person should be protected by equitable and effective public health systems. We partner with governments, communities and organizations to reimagine public health, and the result is millions of people living longer, healthier lives. Our goal is to build a future where better health is supported across all facets of our lives, in our families, communities, in our environment and our governments.

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