

Tobacco Enforcement and Reporting Movement (TERM)

Online Marketing of Tobacco Products: Indonesia September 2021 Edition

Background

Tobacco advertising, promotion and sponsorship contributes to the social acceptability of tobacco companies and the use of their products, and influences people to start using them.^{i,ii} The World Health Organization's Framework Convention on Tobacco Control and its guidelines and the MPOWER technical package on tobacco control, recommend banning tobacco advertising, promotion and sponsorship. Because it is largely unregulated, the internet has the potential to serve as a vehicle for tobacco advertising.ⁱⁱⁱ In Indonesia, there is no comprehensive regulation to ban tobacco advertising, promotion and sponsorship.^{iv}

Vital Strategies started the Indonesia Tobacco Enforcement and Reporting Movement (TERM) in September 2021 to monitor tobacco marketing activities online. This situation report is part of a monthly series that summarizes observed examples of online tobacco marketing in Indonesia. It covers the period **Aug. 16 to Sept. 15, 2021**.

Highlights

- **Tobacco marketing by volume:** There were 498 cases of tobacco marketing online this month. Of these, 88% were for electronic nicotine delivery systems (ENDS), 10% were events, promotions and sponsorships and 2% were surrogate advertising. This month, there were no instances of corporate social responsibility and direct marketing of tobacco products other than ENDS. Of the total observed tobacco marketing, 88% was for ENDS products¹, 8% was for smoking products and 4% was for smokeless products.

¹ Any type of marketing of ENDS products either direct or indirect (via surrogate advertisements or events, promotions, and sponsorships) are coded under ENDS marketing. The marketing of other tobacco products through



- **Tobacco marketing by province:** Overall, 93% of the observed marketing originated in Jakarta, followed by Banten (3%), Bali (2%), and South Sulawesi (1%); less than 1% originated in East Java, South Kalimantan, Papua, South Sumatera, Aceh, Central Java, and Central Sulawesi. Marketing of smoking tobacco products most often originated in Jakarta (97%) followed by Central Java (3%). Marketing of smokeless tobacco products originated exclusively in Jakarta (100%).
- **Tobacco marketing by channel:** Of the total observed tobacco marketing, 52% was on Instagram, 44% on Facebook and 3% on Twitter. Smoking tobacco products were marketed through Instagram (55%) and Facebook (45%). Smokeless tobacco products were primarily marketed through Facebook (95%). ENDS products were mostly marketed on Instagram (56%), and Facebook (40%).
- **Message framing:** Of the total observed tobacco marketing, 96% had messages related to lifestyle, followed by 3% related to community celebration. Lifestyle-related messaging was the main type of message used across all three categories of products.

Detailed Insights

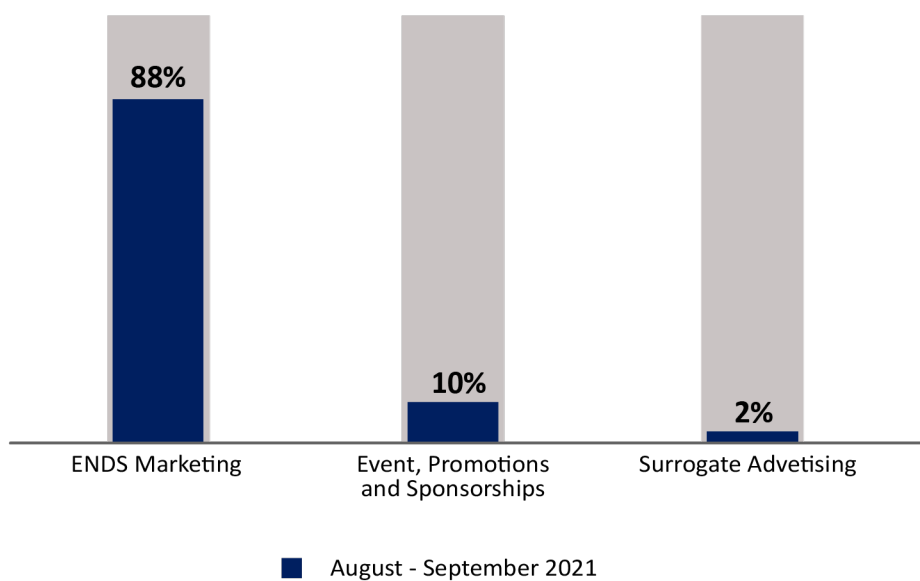
Volume of Tobacco Marketing

- A total of 498 tobacco marketing activities were recorded between Aug. 16 and Sept. 15, 2021. The main types of marketing were ENDS marketing², events, promotions and sponsorships, and surrogate advertising. Of the total marketing activities observed, 85% were ENDS marketing, 13% were events, promotions and sponsorships, and 2% were surrogate advertising.
- Of the total marketing activities observed this month, 88% was for ENDS products, 8% for smoking products and 4% for smokeless products.

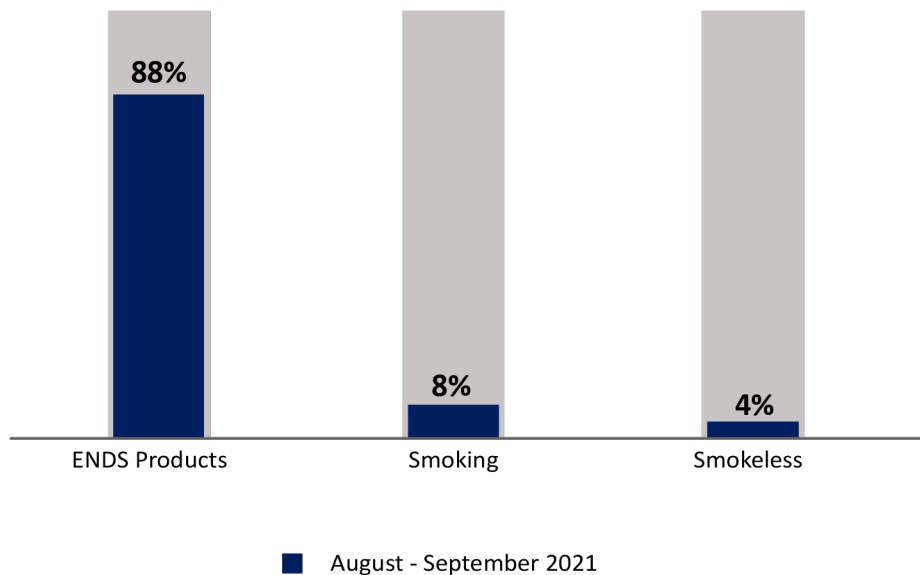
direct or indirect means are coded separately under the categories as expressed above- direct marketing, events, promotions, and sponsorships, surrogate advertising, and corporate social responsibility.

² Any type of marketing of ENDS products either direct or indirect (via surrogate advertisements or events, promotions, and sponsorships) are coded under ENDS marketing. The marketing of other tobacco products through direct or indirect means are coded separately under the categories as expressed above- direct marketing, events, promotions, and sponsorships, surrogate advertising, and corporate social responsibility.



Figure 1. Type of Marketing


Aug. 16 to Sept. 15, 2021 (n = 498)

Figure 2. Type of Product Marketed


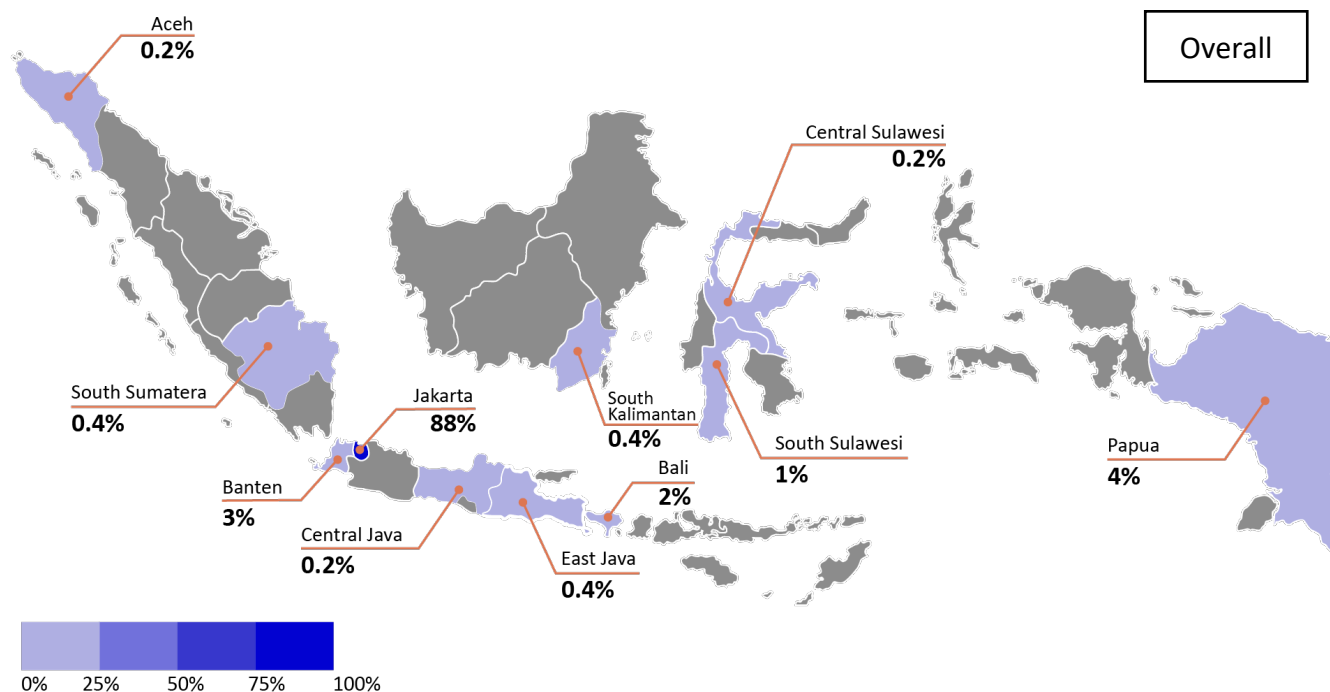
Aug. 16 to Sept. 15, 2021 (n = 498)



Tobacco Marketing by Province

- The majority of tobacco marketing originated in Jakarta, followed by Banten (3%), Bali (2%) and South Sulawesi (1%); less than 1% originated in East Java, South Kalimantan, Papua, South Sumatera, Aceh, Central Java and Central Sulawesi.
- The marketing for smoking tobacco products most often originated in Jakarta (97%), followed by Central Java (3%). The marketing for smokeless tobacco products originated exclusively in Jakarta (100%). (See Appendix B for a breakdown of the volume of online marketing by province)

Map. Origin of Tobacco Marketing by Province

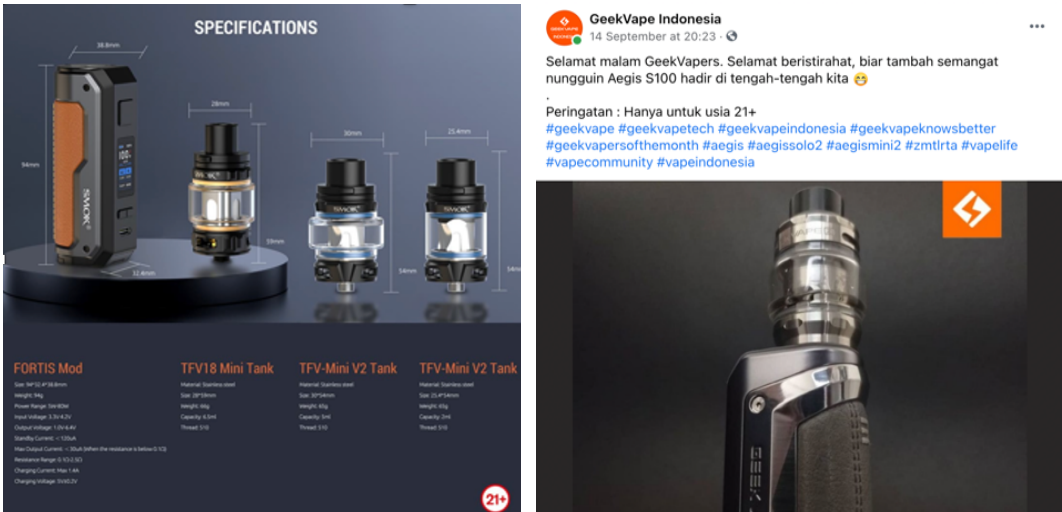


Aug. 16 to Sept. 15, 2021 (n = 498)

Marketing Recorded Aug.16 to Sept. 15, 2021

Most of the tobacco marketing observed this month was ENDS marketing, followed by events, promotions and sponsorships and surrogate advertising, as noted below.

Table 1: Type of tobacco marketing activities

Type of Marketing	Summary
ENDS marketing	<p>There were 438 instances of the marketing of ENDS products observed during this period, primarily on Instagram, followed by Facebook. Messaging highlighted product features (e.g., liquid and battery capacity, size), provided stock updates and detailed information on product promotions, as well as events the company was sponsoring.</p> 
Indirect Marketing (Surrogate marketing and events, promotions and sponsorships)	<p>There were 60 instances of indirect advertising observed. In many cases, messaging focused on the products being a part of the aspirational lifestyle as well as activities related to events and promotions (e.g. giveaway products or cash back or other offers to e-wallets). Some promotional messages also mentioned Indonesian Independence Day.</p>



**#JAGOCARICELAH
JADI KOMEN TERBANYAK
& DAPATKAN 500K e-wallet**

Produk ini hanya untuk 18 tahun ke atas, mengandung nikotin dan dapat menyebabkan ketergantungan

Wismilak Diplomat
16 August · 🌐

Investasi diri juga penting nih Sobat, kegiatan apa aja sih yang bisa kamu lakukan? Simak postingan ini ya dan tag temen-temen kamu untuk saling support!

Kamu juga bisa dapatkan semua informasi seputar DSC di linktr.ee/diplomatsukses/ atau cek link di bio ya.

#BIKINGEBRAKAN #DSC12

INVESTASI

**BIAR BERBISNIS
MAKIN SEMANGAT,
kamu harus berinvestasi
pada diri sendiri!**

GIMANA

Berapa kamu bakal bisa berjalan dengan mulus kalau kamu berinvestasi ke diri kamu sendiri?

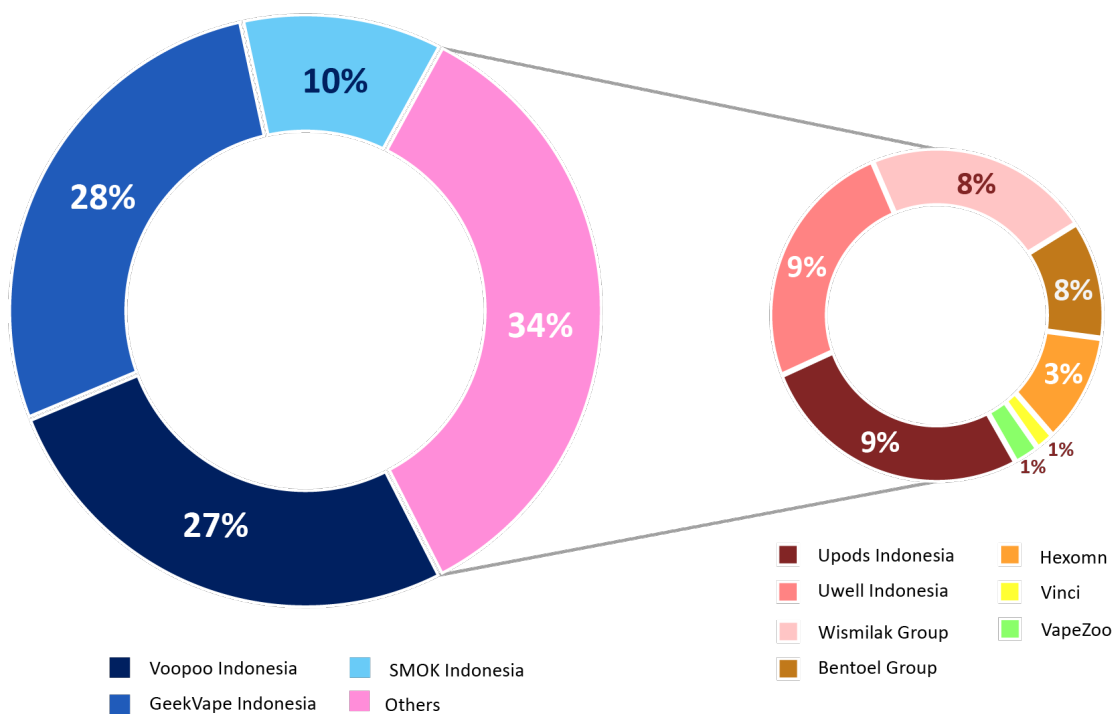
CARANYA

Portofolio paling penting adalah menjaga kesehatan diri sendiri, contohnya biasakan tidur yang cukup

Marketing by Tobacco Companies

- The majority of marketing observed this month was conducted by ENDS Products such as GeekVape Indonesia (28%), followed by Voopoo Indonesia (27%), SMOK Indonesia (10%), Upods Indonesia (9%) and Uwell Indonesia (9%).
- Wismilak Group (8%) primarily marketed via events, promotions, and sponsorship activities, followed by Bentoel Group (2%). Instances of surrogate marketing were also recorded for Bentoel group (2%).

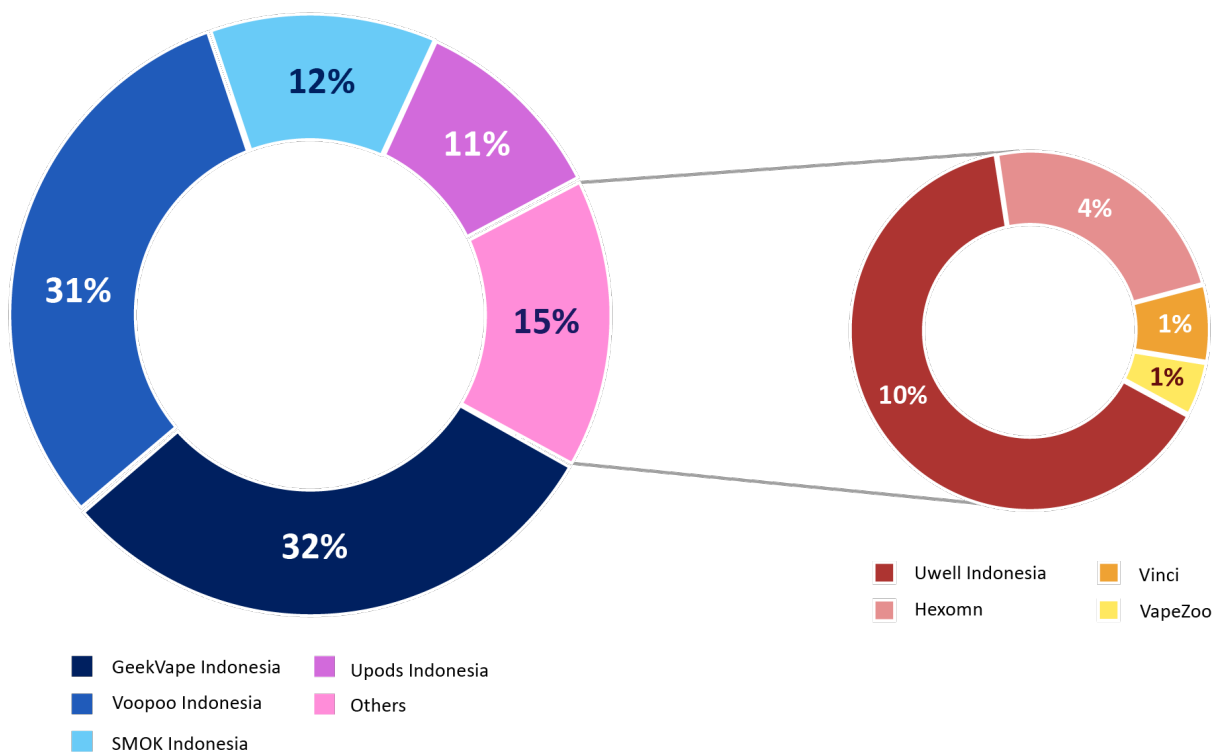
Figure 3a. Total Marketing by Tobacco Company (All Products)



Aug. 16, 2021 to Sept. 15, 2021 (n = 498)

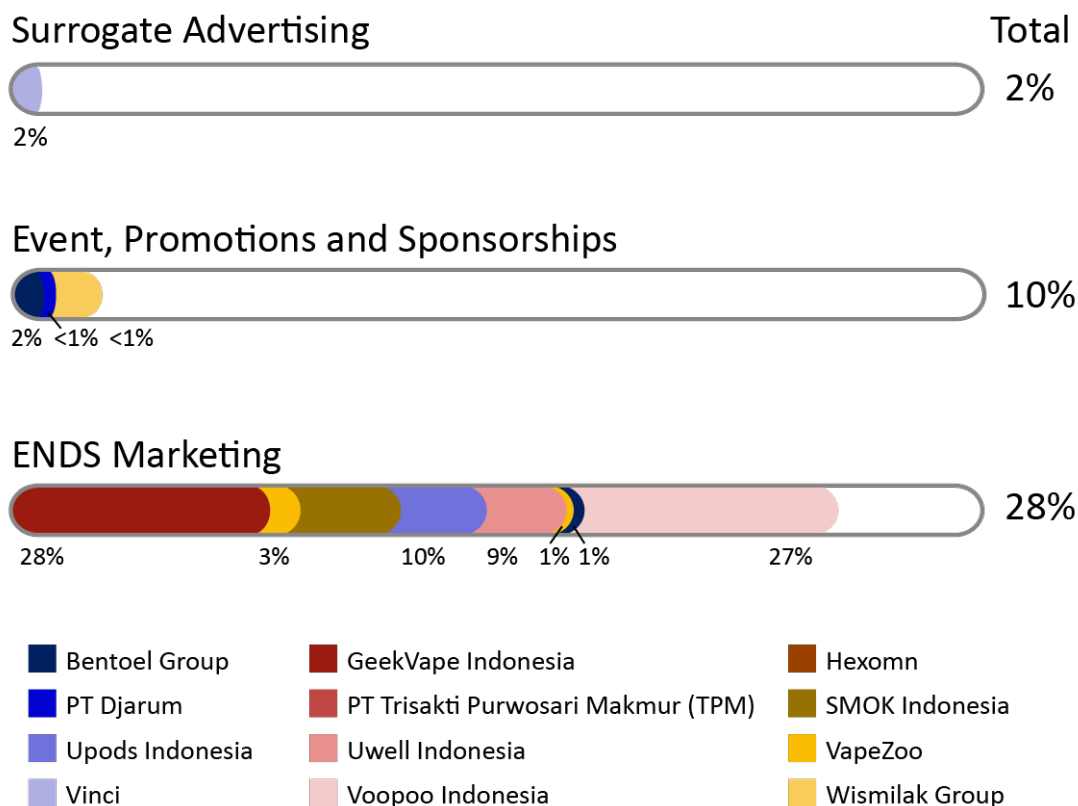


Figure 3b. Total Marketing by Tobacco Company (ENDS Products)



Aug. 16, 2021 to Sept. 15, 2021 (n=438)

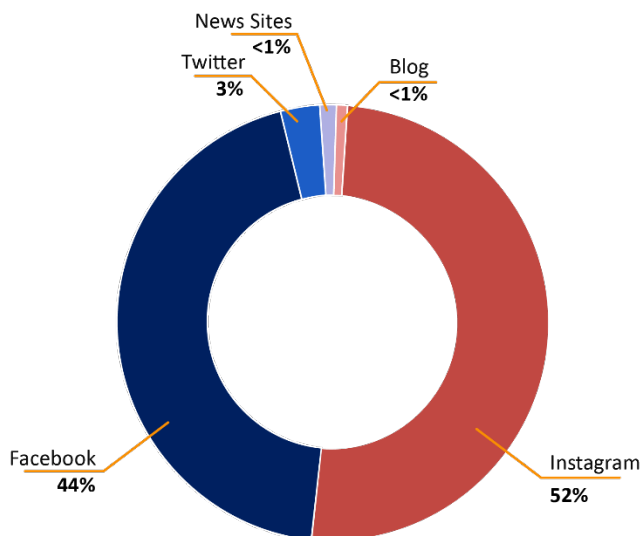
Figure 4. Type of Marketing by Companies



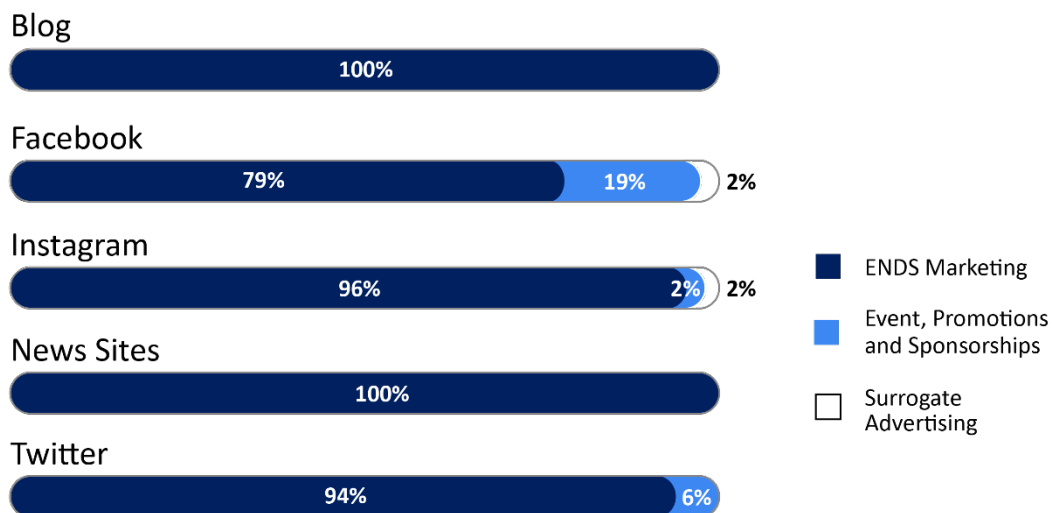
Aug. 16, 2021 to Sept. 15, 2021 (n=438)

Tobacco Marketing Activity by Channel

- All observed tobacco marketing during this period was conducted via social media channels (Facebook, Instagram and Twitter), news sites and blogs. Most of the marketing was on Instagram (52%), followed by Facebook (44%) and Twitter (3%); less than 1% was on a new site or blog.
- ENDS products were marketed through Instagram (56%), Facebook (40%) and Twitter (4%); less than 1% on Blog. Smoking tobacco products were marketed through Facebook (95%), Twitter and News Sites (3% each). Smokeless tobacco products were marketed through Instagram (55%) and Facebook (45%).

Figure 5a. Total Marketing by Platform


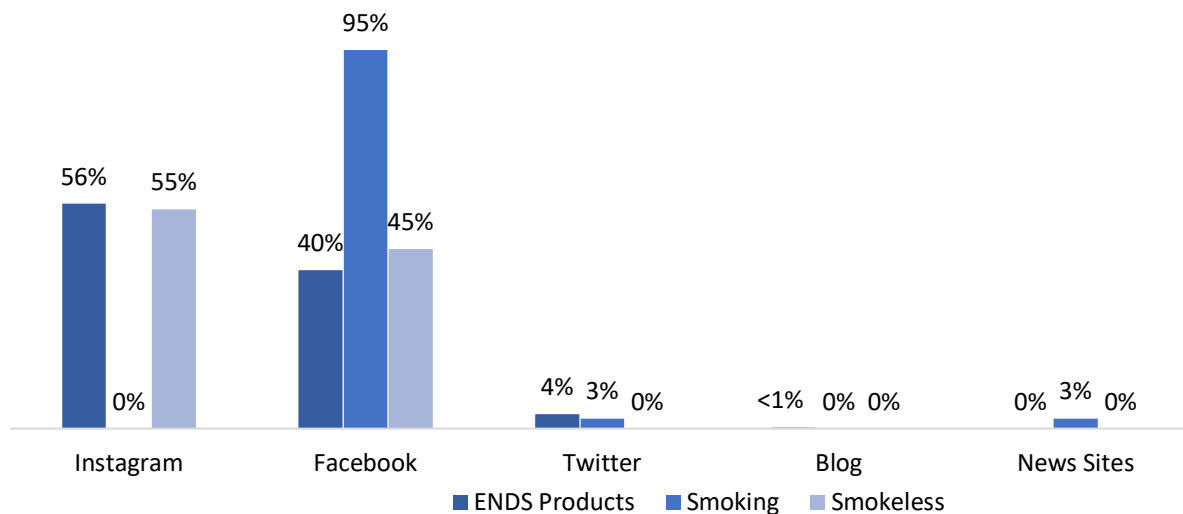
Aug. 16 to Sept. 15, 2021 (n = 498)

Figure 5b. Type of Marketing by Platform


Aug. 16 to Sept. 15, 2021 (n = 498)



Figure 5c. Type of Product Marketed by Platform



ENDS (n = 438)

Smoking (n = 40)

Smokeless (n = 20)

*The total for marketing platform for smoking products adds to 101% due to rounding off.

Frequently Used Messages

The "word cloud" below is a visual representation of the most frequently used terms in the tobacco marketing observed across online platforms. The larger the word in the visual, the more commonly it was used in tobacco marketing messages. The terms that appeared the most frequently this month in tobacco marketing were related to the direct marketing of cigarettes and ENDS products. This included: various brand names, rokok, vape, vapelife, vapienation, liquidmurah and Djarum, the name of the largest tobacco company.





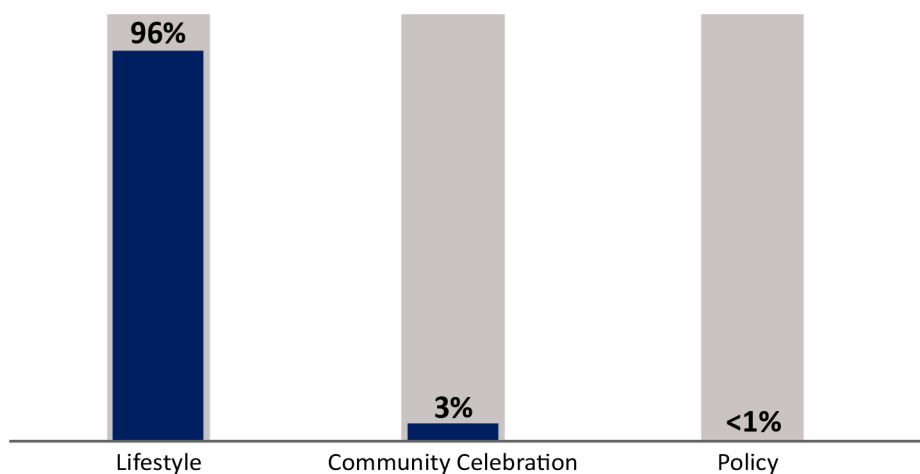
Aug.16, to Sept. 15, 2021 (n = 498)

Framing of Marketing Messages³

- Most of the tobacco marketing was framed with messages related to lifestyle (96%), followed by community celebration (3%) and policy (<1%).
- For smoking products, 98% of messages focused on lifestyle and 2% on community celebration. For smokeless tobacco products, all of the messages focused on lifestyle (100%). For ENDS products, 96% of messages focused on lifestyle, 4% on community celebration and less than 1% on policy.

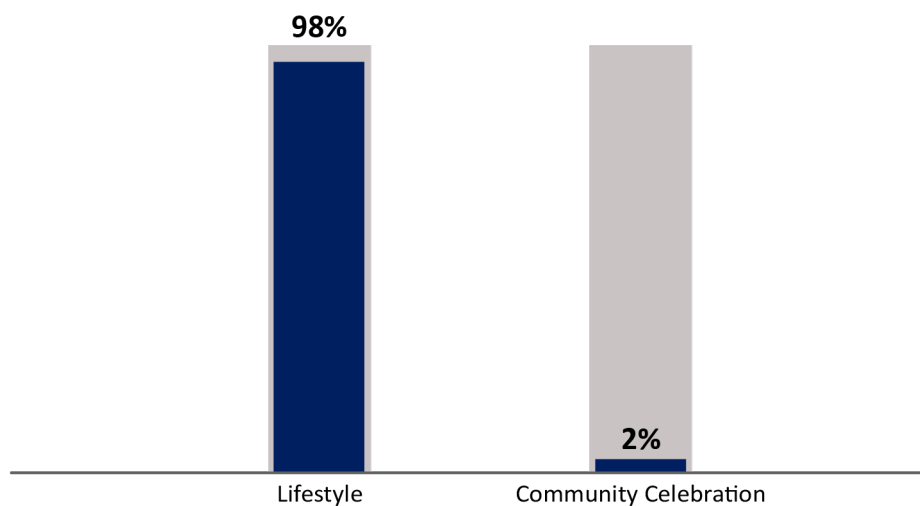
³See Appendix A for more details and examples of how the message frames were coded.

Figure 6a. Marketing by Message Framing (All Products)



Aug. 16, 2021 to Sept. 15, 2021 (n = 498)

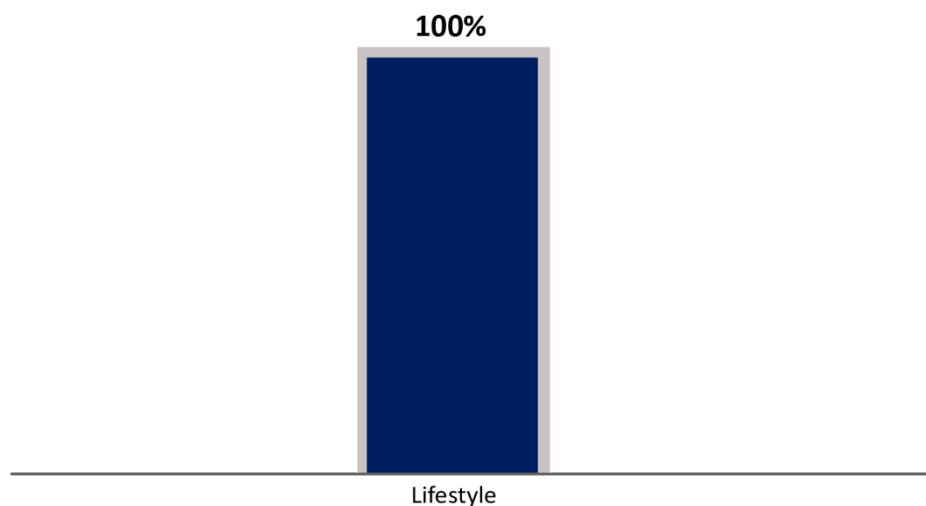
Figure 6b. Marketing by Message Framing (Smoking Products)



Aug. 16, 2021 to Sept. 15, 2021 (n = 40)

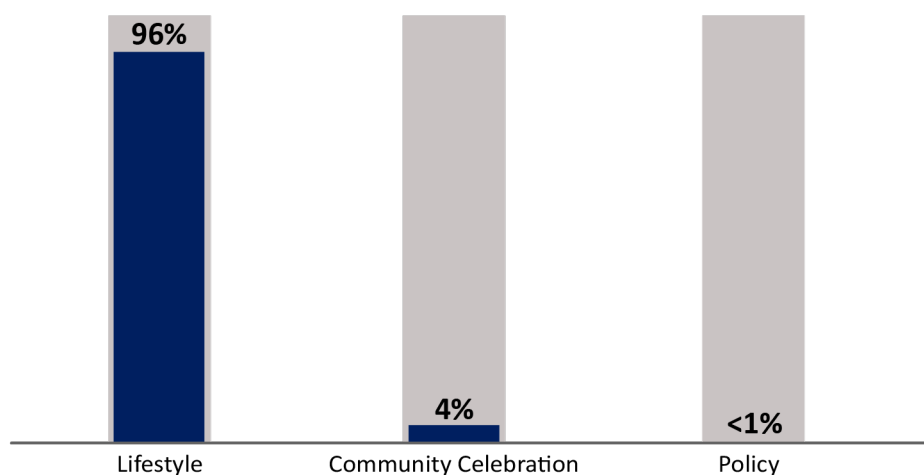


Figure 6c. Marketing by Message Framing (Smokeless Products)



Aug. 16, 2021 to Sept. 15, 2021 (n = 20)

Figure 6d. Marketing by Message Framing (ENDS Products)



Aug. 16, 2021 to Sept. 15, 2021 (n = 438)



Methods:

This report summarizes information gathered through specific keyword searches from all publicly available online news sites, including the online websites of leading media houses such as Detik.com, Kompas.com, Liputan6.com and others. Information was also gathered from social and digital platforms, including but not limited to Facebook, Instagram, Twitter, YouTube, and forums. The information was then machine coded and systematically human-checked to determine direct and indirect marketing by source. The analysis is currently restricted to content in English and Indonesia. Full detailed methodology, including coding, is available upon request.

For more information:

Vital Strategies website: <https://www.vitalstrategies.org/>


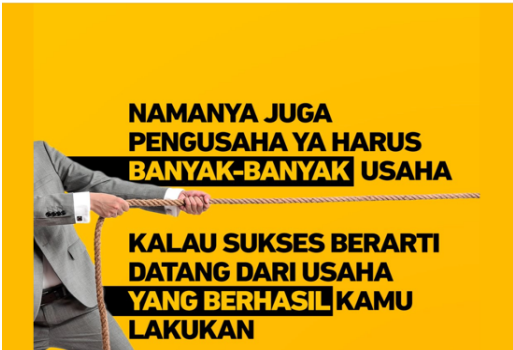




APPENDIX A

Message Framing for Marketing

Most of the tobacco marketing observed between Aug. 16 and Sept. 15, 2021, used messages related to lifestyle, followed by community celebration.

Table 1: Type of Message Framing

Message Framing	Summary
Lifestyle	<p>There were 479 instances of advertising recorded during this period that used messaging related to lifestyle. Posts were coded as lifestyle if they used keywords depicting tobacco products as fun or luxurious, described recreational activities or equated use of the product with success.</p> <div>   </div>
Community Celebration	<p>There were 17 instances of advertising observed during this period that focused on community celebrations. Messaging that mentioned and/or was timed with national and international observances was tagged as community celebration. This month there were mentions of Indonesian Independence Day and Community Day.</p> <div>   </div>

Policy

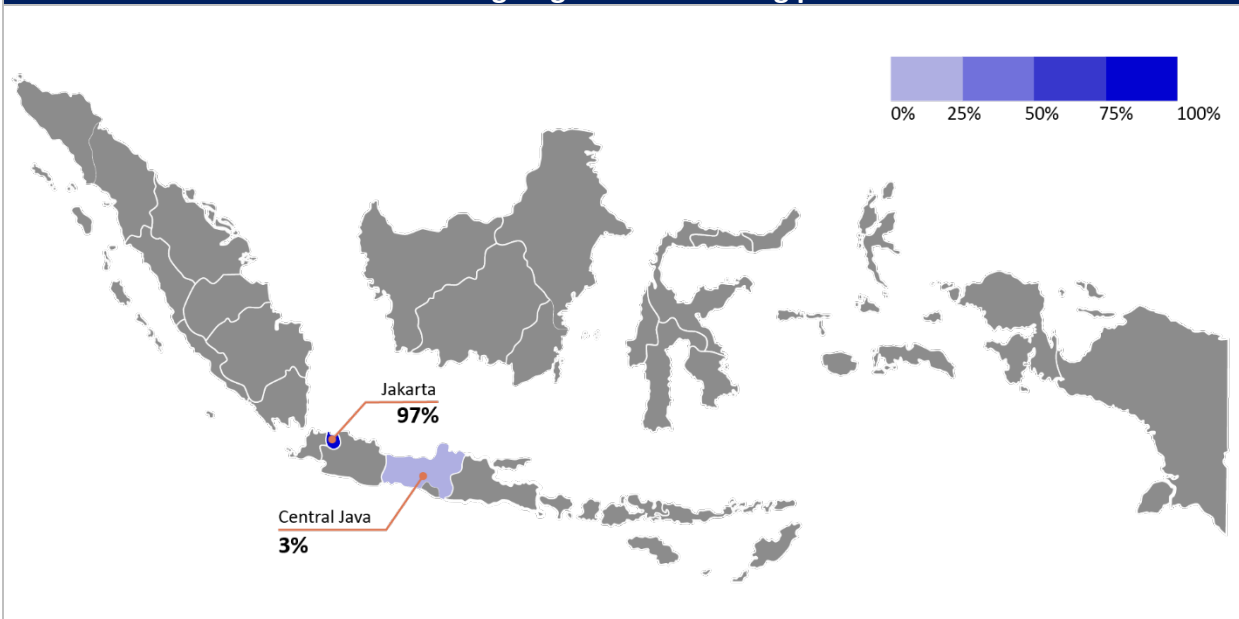
There were **two instances of advertising** observed during this period that focused on policy. Any post by the tobacco companies, highlighting CSR (Corporate Social Responsibility) activities were coded under policy.



APPENDIX B

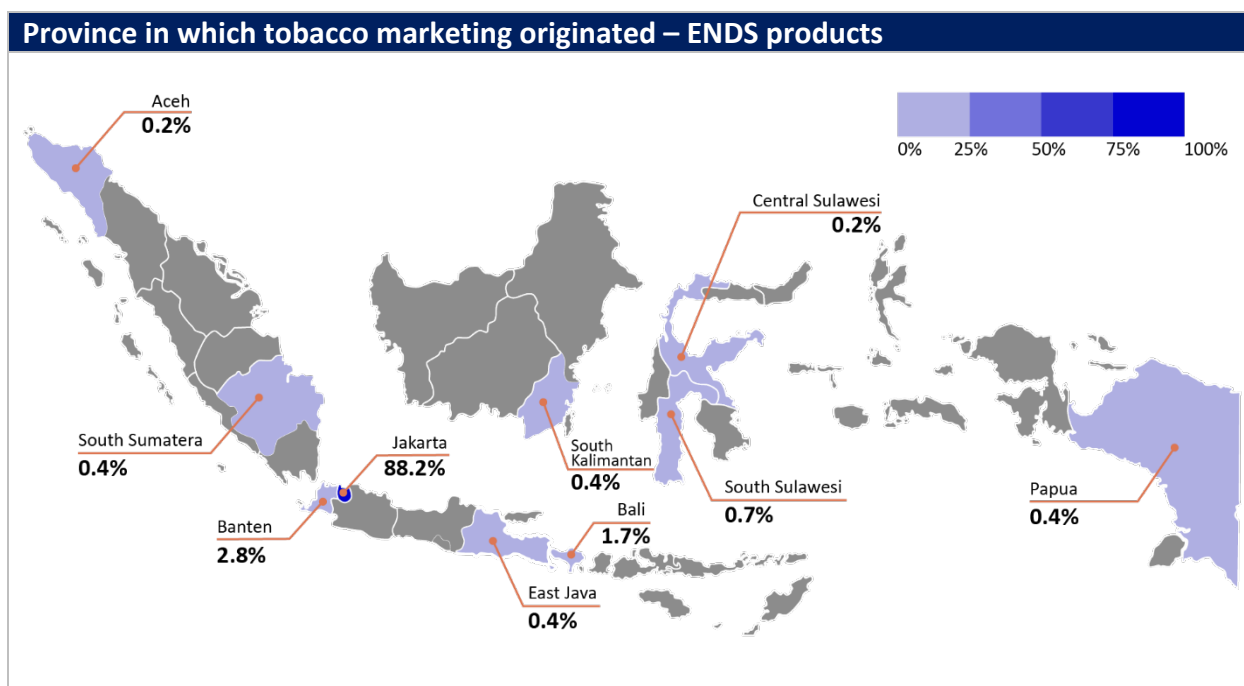
Province wise Origin of Tobacco Marketing by Product Recorded Aug. 16 to Sept. 15, 2021

Province in which tobacco marketing originated - Smoking products



Province in which tobacco marketing originated - Smokeless products





ⁱ Campaign for Tobacco-free Kids. (2007). The Impact of Tobacco Advertising, Promotion, and Sponsorship. Washington, DC. Retrieved from https://www.tobaccofreekids.org/assets/global/pdfs/en/APS_healthimpact.pdf

ⁱⁱ Centers for Disease Control and prevention (CDC). Tobacco Industry Marketing. Retrieved 18 October 2021, from https://www.cdc.gov/tobacco/data_statistics/fact_sheets/tobacco_industry/marketing/index.htm

ⁱⁱⁱ Freeman, B. (2019). Chapter 11.11 Internet promotion. In Scollo, MM and Winstanley, MH [editors]. Tobacco in Australia: Facts and issues. Melbourne: Cancer Council Victoria; 2019. Available from: <http://www.tobaccoinaustralia.org.au/chapter-11-advertising/11-11-internet-promotion>

^{iv} Tobacco Control Support Centre – Ikatan Ahli Kesehatan Masyarakat Indonesia (TCSC – IAKMI) and Partners. (2018). Study Report on Tobacco Advertising, Promotion and Sponsorship Exposure in Indonesia. http://www.tcsc-indonesia.org/wp-content/uploads/2018/10/Hasil-Studi-Paparan-Iklan-Promosi-dan-Sponsor-Rokok-di-Indonesia_TCSC-IAKMI.pdf