

Tobacco Enforcement and Reporting Movement (TERM)

Online Marketing of Tobacco Products: Indonesia October 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 (FCTC) and its MPOWER technical package on tobacco control recommend banning tobacco advertising, promotion, and sponsorship. In Indonesia, which has not ratified the FCTC, there is no comprehensive regulation to ban tobacco advertising, promotion, and sponsorship.ⁱⁱⁱ

Because the internet is largely unregulated, it has the potential to serve as a vehicle for tobacco advertising.^{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 **September 16 to October 15, 2021**.

Highlights

- **Tobacco marketing by volume:** There were 595 cases of tobacco marketing online this month. Of these, 72% were for electronic nicotine delivery systems (ENDS), 11% were direct marketing, 9% were events, promotions, and sponsorships, and 8% covered corporate social responsibility activities. This month, there were no instances of surrogate advertising. Of the total observed tobacco marketing, 72% was for ENDS products¹, 24% for smoking products and 5% 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 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.



- **Tobacco marketing by province:** Overall, 86% of the observed marketing originated in Jakarta, followed by West Java (9%), and East Java (1.5%). Marketing of smoking tobacco products most often originated in Jakarta (59%), followed by West Java (36%), and West Nusa Tenggara (4%). Marketing of smokeless tobacco products originated exclusively in Jakarta (100%).
- **Tobacco marketing by social media platform:** Of the total observed tobacco marketing, 54% was on Instagram, 37% on Facebook, 8% on news websites, and 1% on Twitter. Smoking tobacco products were marketed through Instagram (37%), news websites (36%) and Facebook (26%). Smokeless tobacco products were primarily marketed through Facebook (55%) and Instagram (45%). ENDS products were mostly marketed on Instagram (60%), followed by Facebook (40%).
- **Message framing²:** Of the total observed tobacco marketing, 89% had messages related to lifestyle, and 8% related to women's empowerment. Lifestyle-related messaging was the main type of message used across all three categories of products-smoking, smokeless and ENDS products.

Detailed Insights

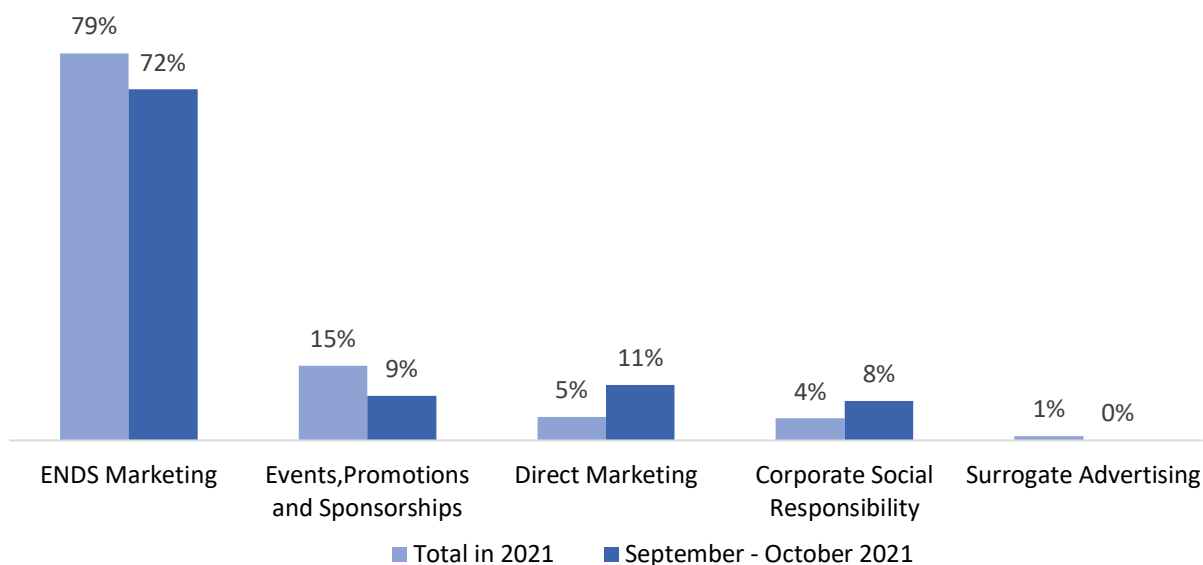
Volume of Tobacco Marketing

- A total of 595 tobacco marketing activities were recorded between September 16 and October 15, 2021. The main types of marketing were ENDS marketing³, direct marketing, and events, promotions, and sponsorships. Of the total marketing activities observed, 72% were ENDS marketing, 11% were direct marketing, 9% were events, promotions, and sponsorships, and 8% were corporate social responsibility.
- Of the total marketing activities observed this month, 72% was for ENDS products, 24% for smoking products and 5% for smokeless products.

² There are 10 types of coding for message framing: lifestyle, image only, policy, health, conservation, community celebration, remembrance days, economy, livelihood, and women empowerment.

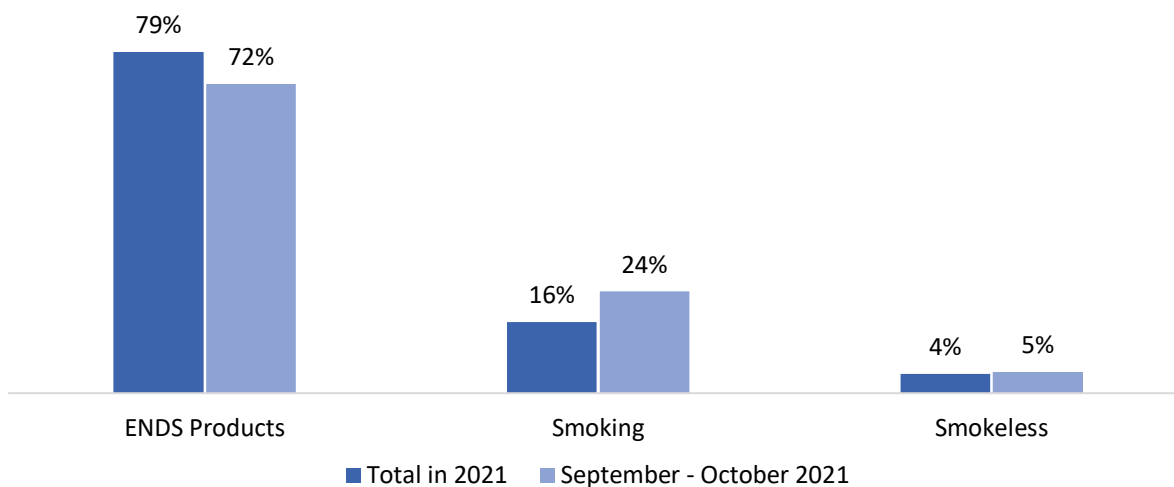
³ Any type of marketing of ENDS products either direct or indirect (via surrogate advertisements or events, promotions, and sponsorships) are coded under ENDS marketing. The marketing of other tobacco products through direct or indirect means are coded separately under the categories as expressed above- direct marketing, events, promotions, and sponsorships, surrogate advertising, and corporate social responsibility.



Figure 1. Type of Marketing


Total in 2021 (Sept. 16, to Oct, 2021) (n=1093)

Sept. 16, 2021 to Oct.15, 2021 (n=595)

Figure 2. Type of Product Marketed


Total in 2021 (Sept. 16, to Oct, 2021) (n=1093)

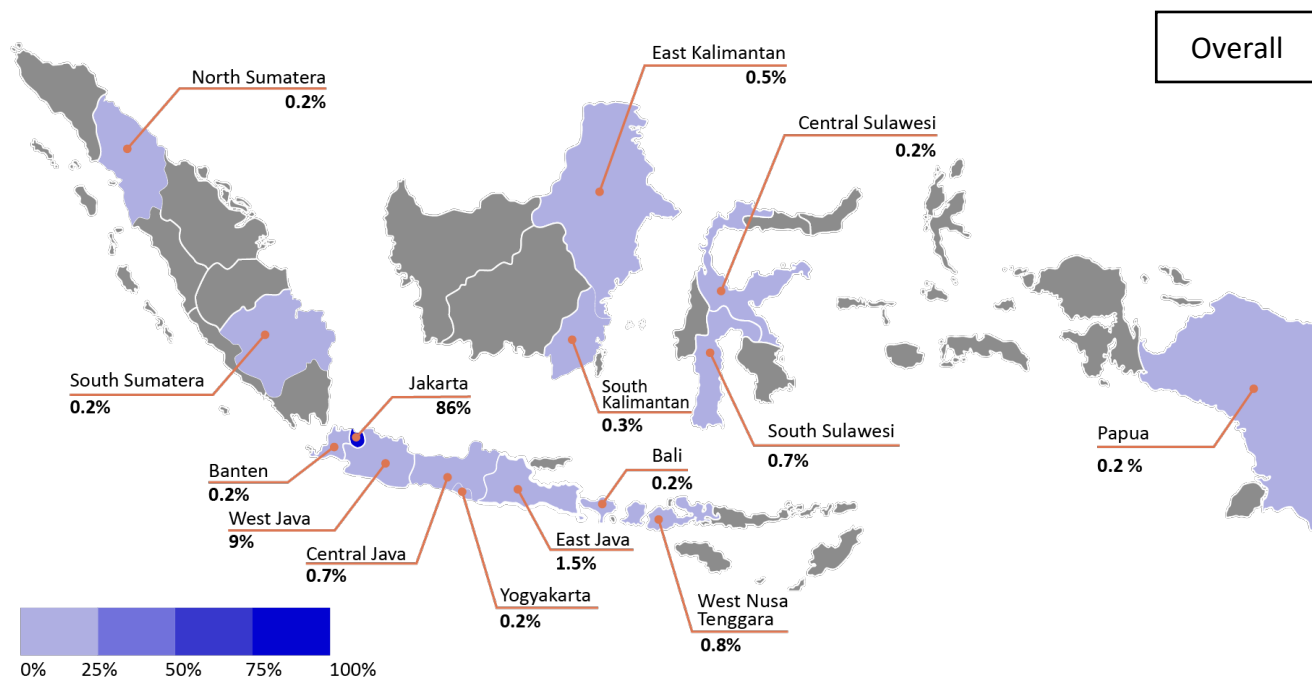
Sept. 16, 2021 to Oct.15, 2021 (n=595)



Tobacco Marketing by Province⁴

- The majority of tobacco marketing originated in Jakarta (86%), followed by West Java (9%), and East Java (1.5%). Central Java, South Sulawesi, East Kalimantan, and West Nusa Tenggara each saw 1% of overall tobacco marketing; less than 1% of the tobacco marketing was originated in Bali, Banten, South Kalimantan, Papua, South Sumatera, Yogyakarta, North Sumatera, and Central Sulawesi.
- Marketing for smoking tobacco products most often originated in Jakarta (59%), followed by West Java (36%), and West Nusa Tenggara (4%). Marketing of smokeless tobacco products originated exclusively in Jakarta (100%).

Map. Origin of Tobacco Marketing by Province







Sept. 16, 2021 to Oct.15, 2021 (n=595)

⁴ See Appendix B for a breakdown of the volume of online marketing by province.

Marketing Recorded September 16 to October 15, 2021

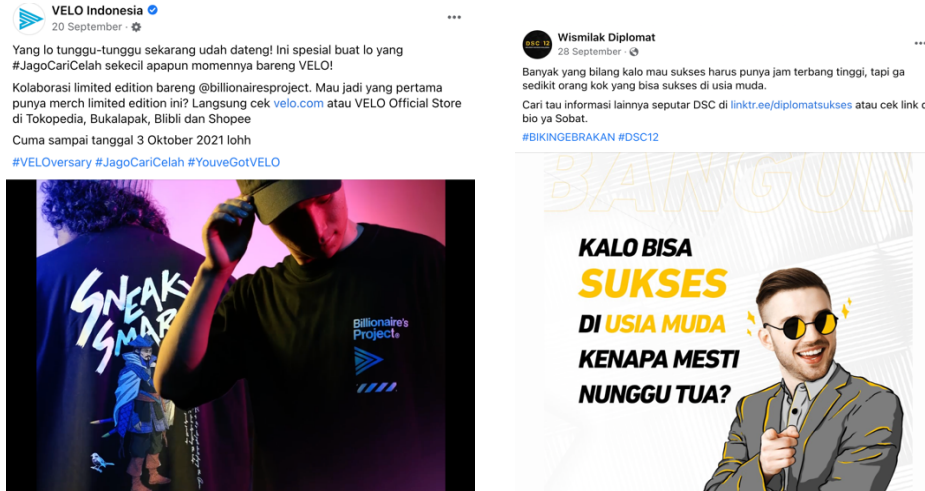
Most of the tobacco marketing observed this month was ENDS marketing, followed by direct marketing, events, promotions and sponsorships, and corporate social responsibility, as noted below.

Table 1: Type of tobacco marketing activities

Type of Marketing	Summary
ENDS marketing	<p>There were 426 instances of the marketing of ENDS products during this period, primarily on Instagram, followed by Facebook. In many cases, the messages detailed product specifications that emphasized ease of use, upcoming products, and giveaways.</p> <div>   </div>
Direct Marketing	<p>There were 67 instances of direct marketing recorded during this period. In all cases, shags, which refers to rolling tobacco or loose tobacco, were directly marketed mainly through Instagram. Many posts provided details on where to order products and the variety of available products, such as different flavors and product specifications.</p> <div>   </div>

Indirect Marketing (Surrogate marketing and events, promotions, and sponsorships)

There were **54 instances of indirect marketing** observed. In many cases, messaging focused on the products being part of an aspirational lifestyle (e.g. success, relaxation). Some ads focused on activities related to events and promotions (e.g. product giveaways).



Corporate social responsibility

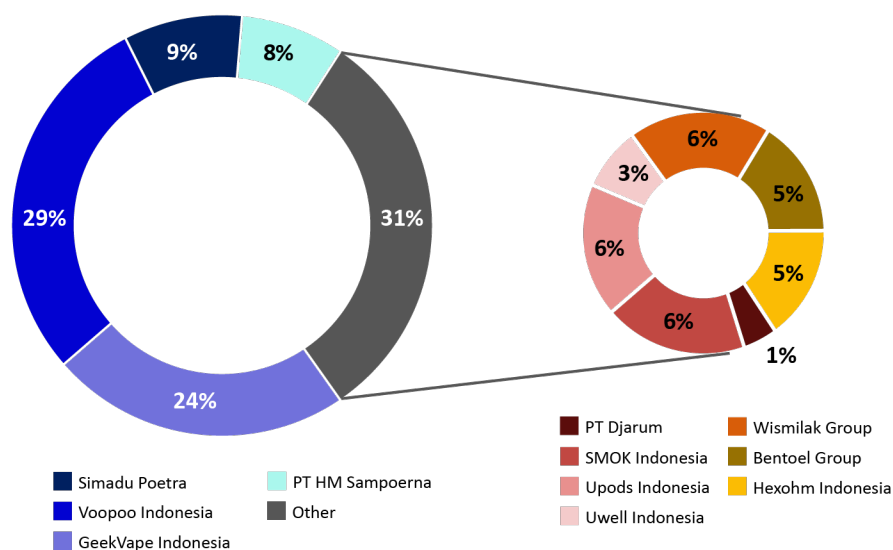
There were **48 observed instances of corporate social responsibility activities**, most of which were conducted by PT HM Sampoerna. Messaging primarily focused on the empowerment of women through micro, small and medium enterprises.



Marketing by Tobacco Companies

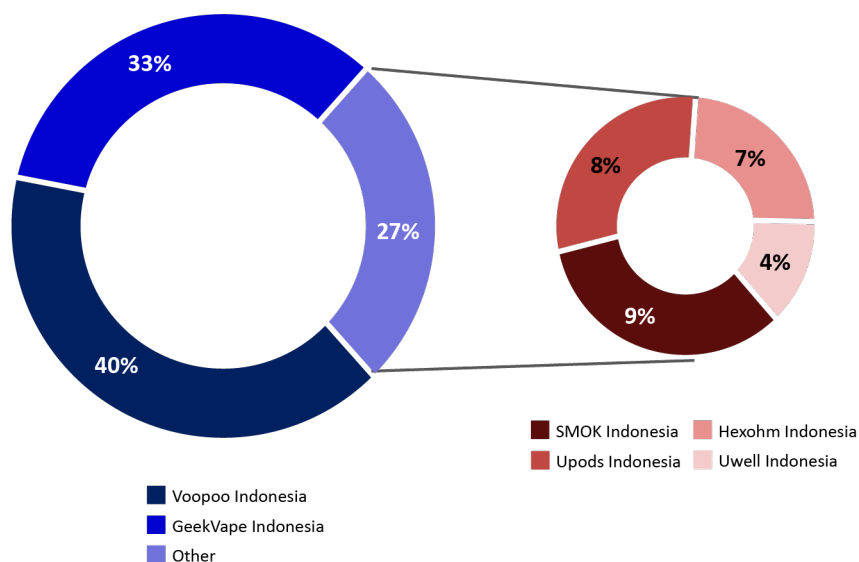
- The majority of marketing observed this month was conducted for ENDS products such as: Vopoo Indonesia (29%), GeekVape Indonesia (24%), Upods Indonesia (6%), SMOK Indonesia (6%), Hexohm Indonesia (5%), and Uwell Indonesia (3%). Some marketing instances were also observed for smoking product mostly conducted by Simadu Poetra (9%) and PT HM Sampoerna (8%).
- PT HM Sampoerna (8%) primarily used corporate social responsibility in its marketing activities. Wismilak Group (6%), Bentoel Group (2%), and PT Djarum (1%) marketed through events, promotions, and sponsorship. Instances of direct marketing were recorded for Simadu Poetra (9%) and Bentoel Group (3%).

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



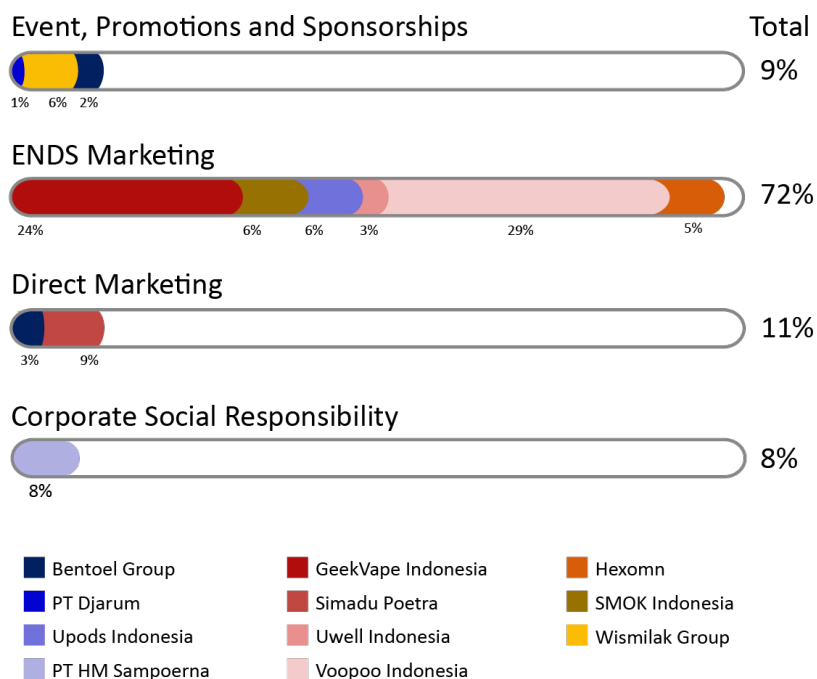
Sept. 16, 2021 to Oct.15, 2021 (n=595)

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



Sept. 16, 2021 to Oct.15, 2021 (n=595)

Figure 4. Type of Marketing by Companies



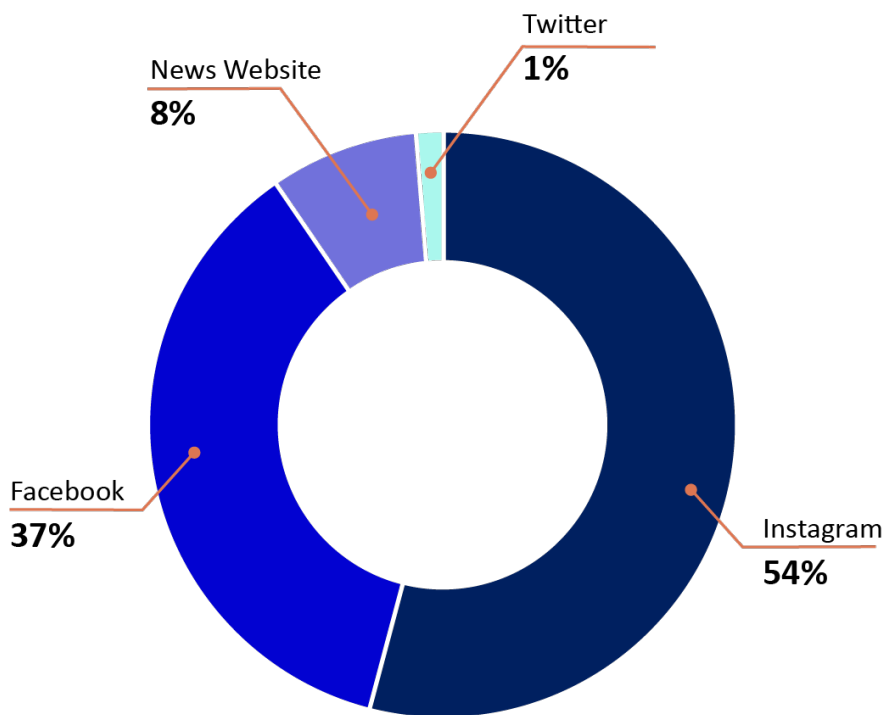
Sept. 16, 2021 to Oct.15, 2021 (n=595)



Tobacco Marketing Activity by Social Media Platform

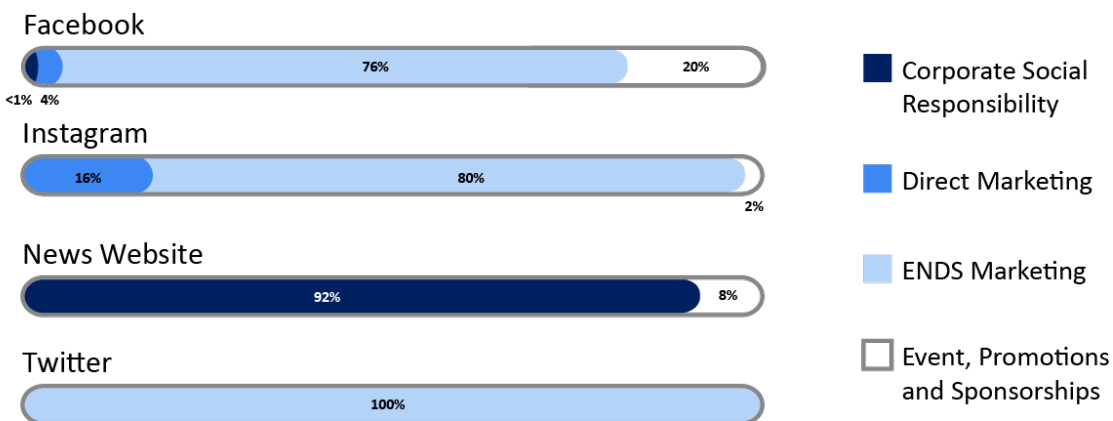
- All observed tobacco marketing during this period was conducted via social media platforms (Facebook, Instagram, and Twitter), and news websites. The majority was found on Instagram (54%), followed by Facebook (37%), news websites (8%) and Twitter (1%). ENDS marketing was conducted through Facebook, Instagram, and Twitter. News websites were the primary outlet for corporate social responsibility activities, such as tobacco industry-sponsored social initiatives.
- ENDS products were marketed through Instagram (60%), Facebook (39%) and Twitter (2%). Smoking tobacco products were marketed through Instagram (37%), news websites (36%), and Facebook (26%). Smokeless tobacco products were marketed through Facebook (55%) and Instagram (45%).

Figure 5a. Total Marketing by Platform

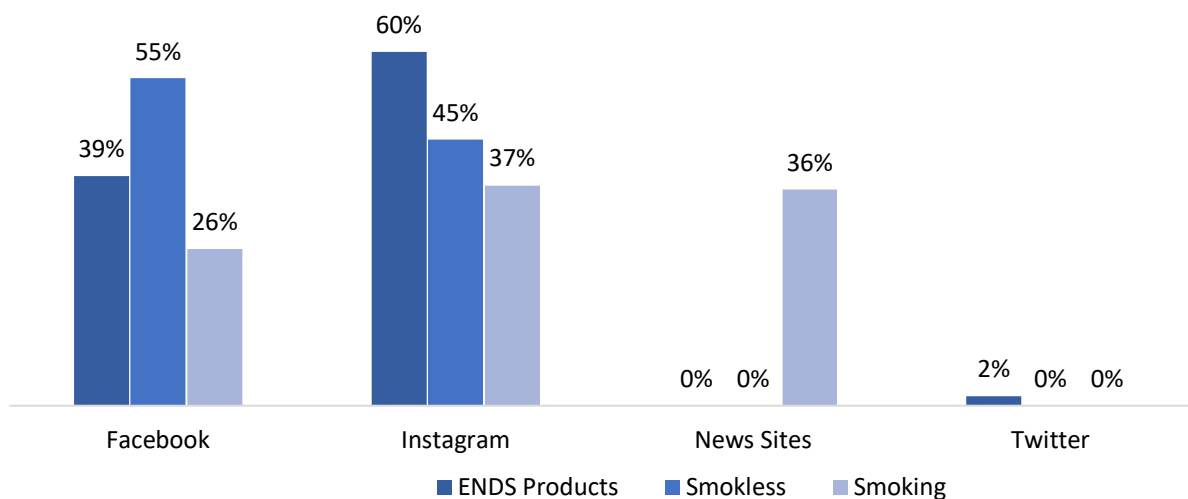


Sept. 16, 2021 to Oct.15, 2021 (n=595)



Figure 5b. Marketing Types by Platform


Sept. 16, 2021 to Oct.15, 2021 (n=595)

Figure 5c. Marketing types by product


ENDS (n=426)

Smoking (n = 140)

Smokess (n = 29)

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



Frequently Used Messages⁵

The word cloud below is a visual representation of the most frequently used terms in tobacco marketing that was observed across all online platforms. The larger the word in the visual, the more commonly it appeared throughout tobacco marketing messages. The terms that appeared most frequently this month were related to the marketing of ENDS products. This included various brand names of tobacco products, keywords related to lifestyle, and women's empowerment messaging, such as: sampoerna, voopoo and geekvape, vape, vapelife, vapeindonesia, vapefamily, vapedaily, perempuan, SAPA, and umkm.



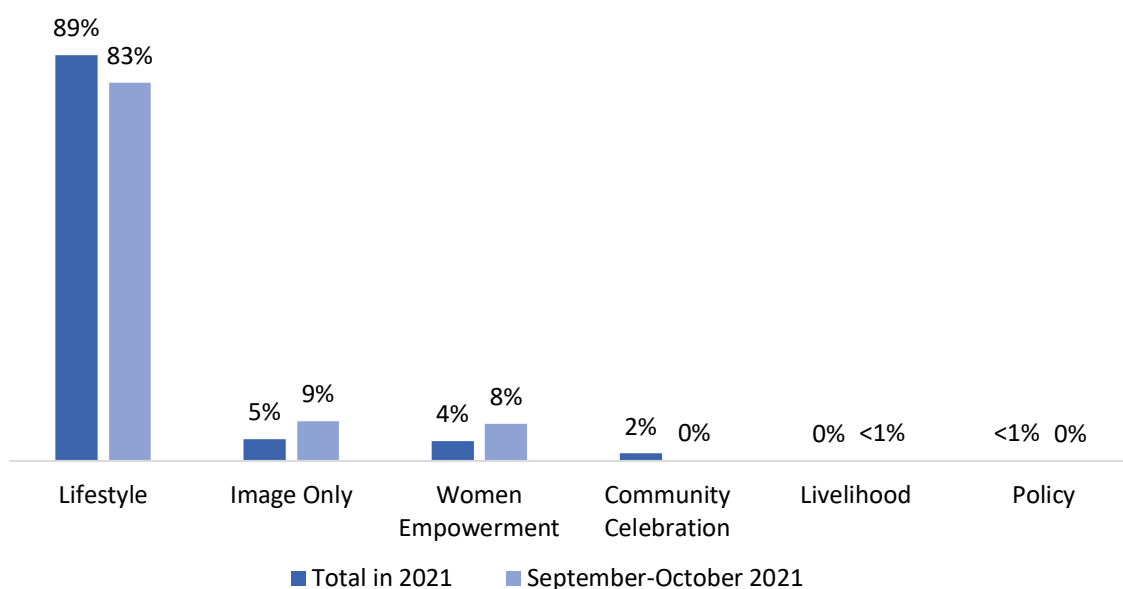
Sept. 16, 2021, to Oct.15, 2021 (n=595)

⁵ See Appendix C for frequently used messages by smokeless, smoking, and ENDS products.

Framing of Marketing Messages⁶

- Most of the tobacco marketing was framed with messages related to lifestyle (89%), followed by image only (9%), messaging on women’s empowerment (8%), community celebration (2%), and livelihood (<1%).
- For smoking products, 37% of messages were image only, 34% focused on women’s empowerment, followed by lifestyle (29%), and community celebration (<1%). For smokeless tobacco products, all of the messages focused on lifestyle (100%). For ENDS products, almost 100% of messages focused on lifestyle, and less than 1% focused on community celebration and livelihood.

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

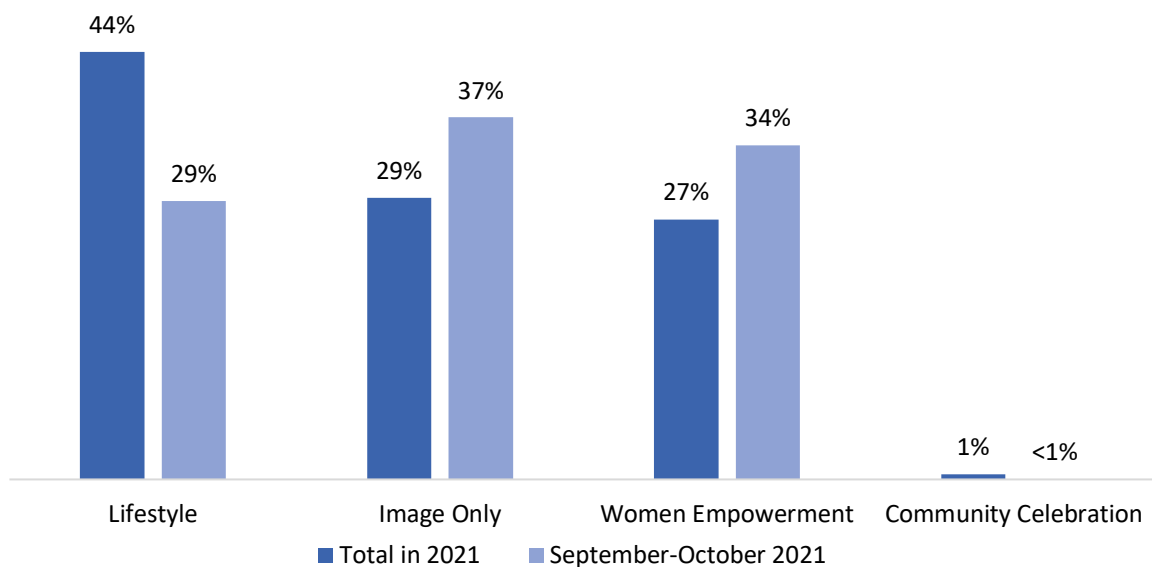


Total in 2021 (Sept. 16, to Oct, 2021) (n=1093)

Sept. 16, 2021 to Oct.15, 2021 (n=595)

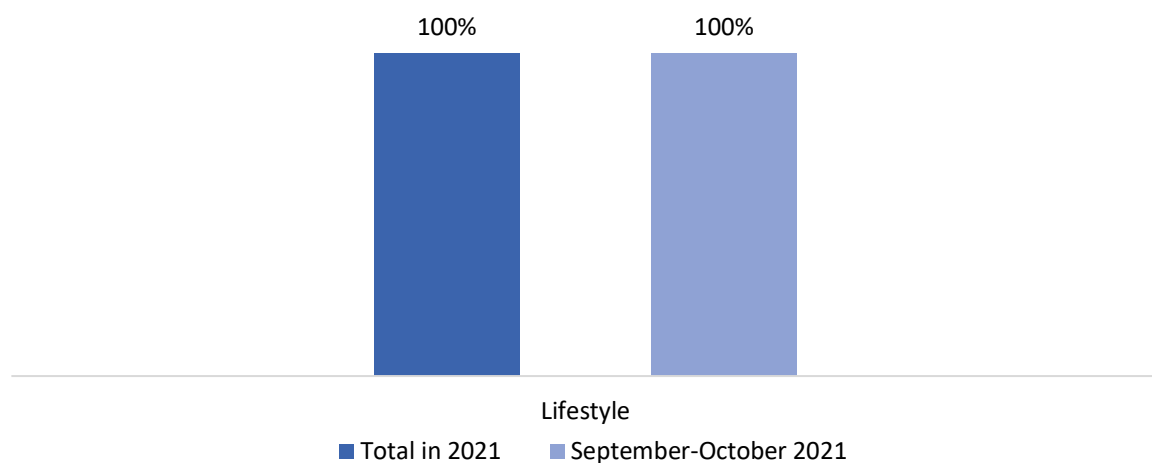
⁶See Appendix A for more details and examples of how the message frames were coded.

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



Total in 2021 (Sept. 16, to Oct, 2021) (n=180)
 Sept. 16, 2021 to Oct.15, 2021 (n=140)

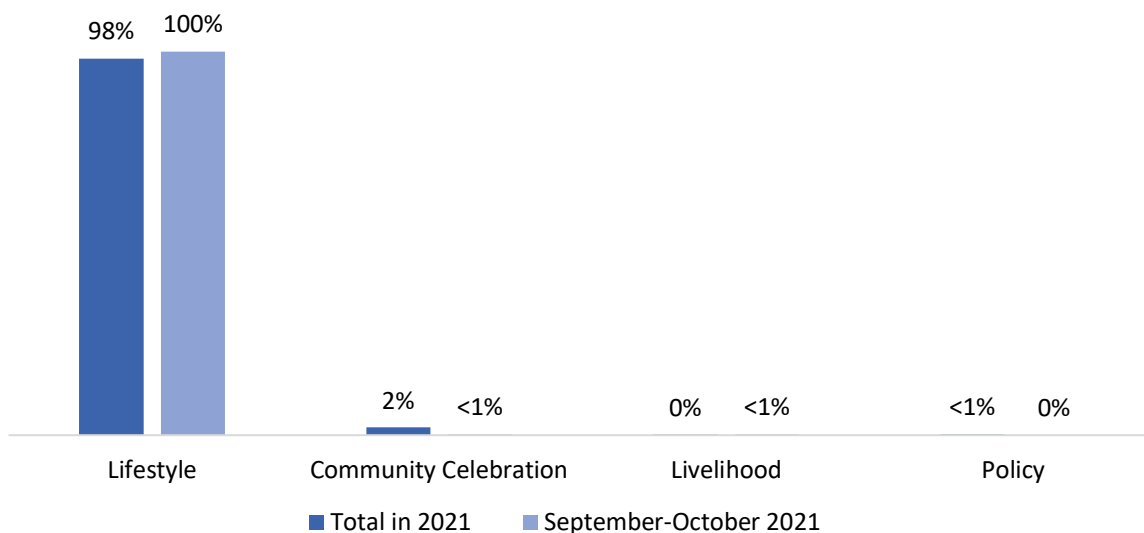
Figure 6c. Marketing by Message Framing (Smokeless Products)



Total in 2021 (Sept. 16, to Oct, 2021) (n=49)
 Sept. 16, 2021 to Oct.15, 2021 (n=29)



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



Total in 2021 (Sept. 16, to Oct, 2021) (n=864)

Sept. 16, 2021 to Oct.15, 2021 (n=426)

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 Indonesian. Full detailed methodology, including types of coding, is available upon request.

For more information:

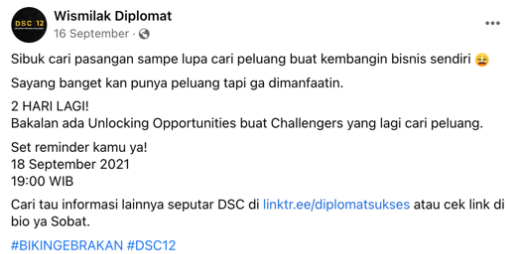


Vital Strategies website: <https://www.vitalstrategies.org/>











APPENDIX A

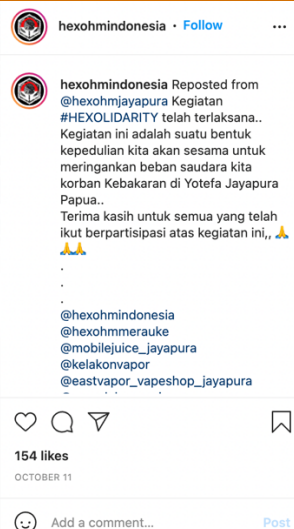
Message Framing for Marketing

Most marketing observed between September 16 and October 15, 2021 used messages related to lifestyle, followed by image only, women's empowerment, community celebration and livelihood, as noted below.

Table 1: Type of Message Framing

Message Framing	Summary
Lifestyle	<p>There were 493 instances of marketing recorded during this period that used messaging related to lifestyle. Posts coded as lifestyle often had aspirational messaging, and depicted tobacco products as cool, fun and something to be enjoyed with family and friends by using keywords related to success, fun, holiday, weekend, etc.</p> <div>   </div> <div>   </div>
Image only	<p>There were 52 instances of marketing that used only the branded images of the products being offered, with minimal to no text at all, and thus coded as image only. This was widely observed for direct cigarette marketing during this period. These instances usually marketed flavored tobacco products.</p>

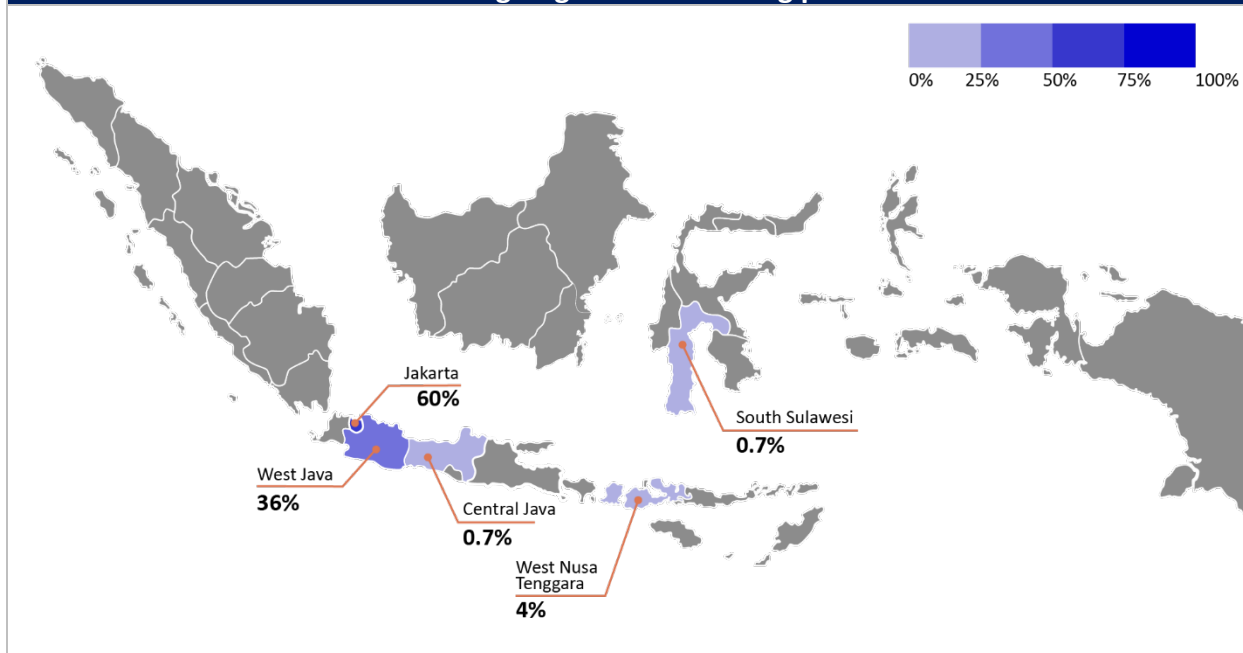
	 <p>lengatobacco • Follow Tente Woha Kab Bima</p> <p>lengatobacco • Lenga TOBACCO Sebati Dulu Lengat</p> <p>Duren Simadu Flavour Strawberry Milky Nonmint/Mint/ice</p> <p>Lokasi: Lenga Tobacco Tente Kabupaten Bima NTB</p> <p>#durensimadu #simadun #tembakaudurensimadu #tembakau #tinting #tembakaurasa #tembakaufavour #tembakaumole #mole #tinting #cigarette #sebatang #tintingangan #tintingandi #tembakan #tobaccoshop #tembakauinting #tintintembakau</p> <p>4 likes OCTOBER 11</p> <p>Add a comment... Post</p>  <p>durenSimaduasi • Follow</p> <p>durenSimaduasi GRATIS PAPIRI Clas Mole cap Duren Simadu 40gr Harga 7500/jpc</p> <p>Terima ecer & grosir Whatsapp: 085212252431 Shopee: durenSimaduasi Lazada, Tokped, BL: Tasikmalayan Tobacco</p> <p>#tembakaudurensimadu #durensimadu #tembakautasik #tembakauidonesia #tembakaursasa #tintingewe #tingwe #rokkindonesia</p> <p>5w</p> <p>Be the first to like this SEPTEMBER 26</p> <p>Add a comment... Post</p>
<p>Women's empowerment</p>	<p>There were 48 instances of marketing recorded during this period that focused on women's empowerment. Any post which mentions initiatives by tobacco companies to improve women's social and political status was tagged as women's empowerment.</p> <p>Percepat Pemulihan Ekonomi, Sampoerna Beri Pelatihan Buat UMKM Perempuan</p> <p>Kompas.com • 05/10/2021, 16:08 WIB</p> <p>BAGIKAN:     </p>   <p>SWA Media Inc. 13 October at 23:21</p> <p>Semangat dan Aksi Perempuan Andal (SAPA) Untuk Indonesia program dari PT HM Sampoerna Tbk. (Sampoerna) yang fokus dalam pengembangan UMKM dan pemulihan ekonomi nasional menggandeng Sirico, Ikatan Wanita Pengusaha Indonesia (IWAPI), Katadata dan Smesco mengadakan kompetisi Digital SAPA. Kepala Urusan Eksternal PT HM Sampoerna Tbk. Ishak Danuningrat berharap SAPA dapat menjadi platform untuk memberikan UMKM keterampilan praktis agar mereka bisa tetap produktif dan berdaya saing di tengah pukulan pandemi Covid-19...</p> <p>https://swa.co.id/.../kompetisi-digital-sapa-dorong...</p> <p>SWA.CO.ID Kompetisi Digital SAPA, Dorong Tingkatkan Pemasaran Digital UMKM</p>
<p>Community celebration</p>	<p>There was one instance of marketing 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.</p>  <p>upods_id • Follow</p> <p>upods_id Selamat Hari Batik Nasional!</p> <p>Batik tak hanya motif semata, tapi batik adalah simbol warisan luhur nenek moyang Nusantara yang perlu kita jaga dan kita lestarikan lho switchgang..</p> <p>Jadi, siapa disini yang malem mingguannya pake outfit batik?👉</p> <p>#switchit #switchgang #kitapakeupods #HariBatikNasional #UpodsIndonesia</p> <p>4w</p> <p>102 likes OCTOBER 2</p> <p>Add a comment... Post</p>
<p>Livelihood</p>	<p>There was one instance of marketing observed during this period that focused on livelihood. Any messaging on social initiatives by tobacco companies to support livelihood were tagged in this manner.</p>



APPENDIX B

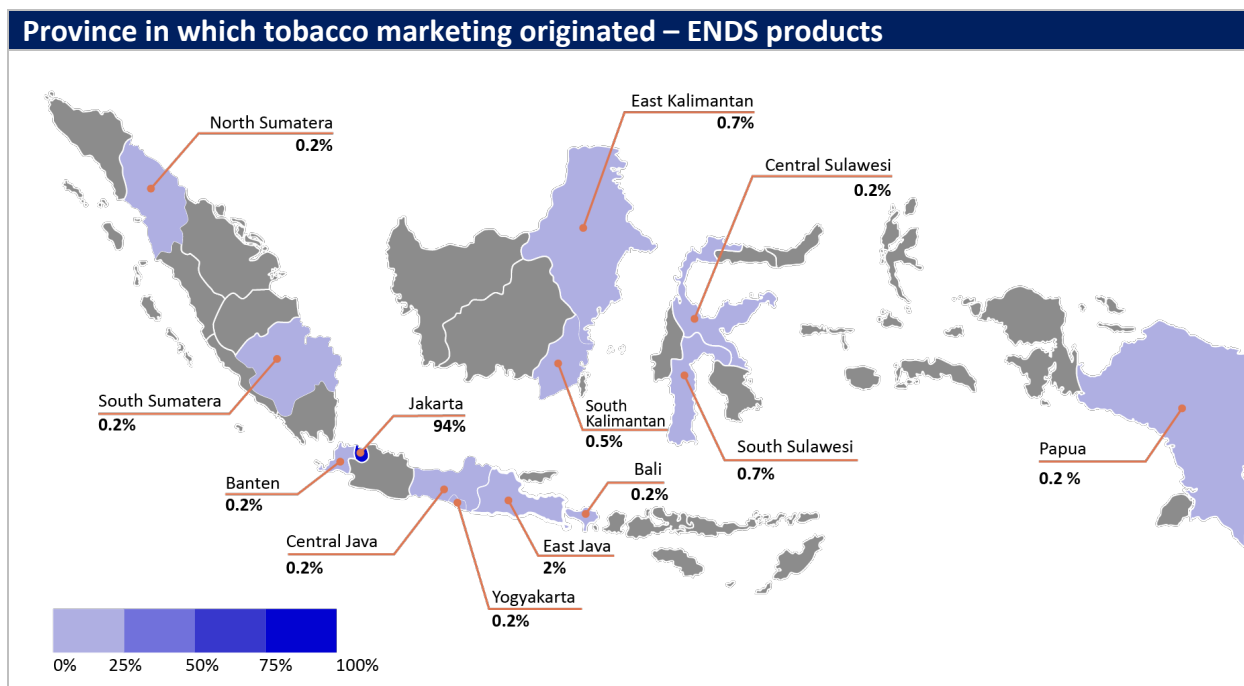
Province wise Origin of Tobacco Marketing by Product Recorded September 16 to October 15, 2021

Province in which tobacco marketing originated - Smoking products



Province in which tobacco marketing originated - Smokeless products





Frequently Used Messages by Product Recorded September 16 to October 15, 2021

A word cloud visualization of the top 20 keywords from the survey. The words are arranged in a circular pattern, with their size and color corresponding to their frequency. The most prominent words are 'Perempuan' (red, top left), 'Umkm' (green, center), and 'Usaha' (red, right). Other significant words include 'Produk' (blue, top left), 'Program' (red, top center), 'UKM' (green, top right), 'Pemberdayaan' (blue, middle left), 'Lokal' (green, middle left), 'Keterampilan' (blue, middle left), 'Pengusaha' (blue, bottom left), 'Sampoerna' (teal, bottom left), 'SAPA' (blue, bottom center), 'Pengembangan' (teal, bottom center), 'Tobacco' (blue, bottom center), 'Tembakaurasa' (green, bottom center), 'Digital' (purple, bottom right), 'Kompetisi' (green, bottom right), 'Komunitas' (blue, bottom right), 'Ekonomi' (red, bottom right), 'Velo' (blue, middle right), 'Jagocaricelah' (teal, middle right), 'Potensi' (teal, middle right), 'Simadu' (blue, middle right), 'Durensimadu' (red, middle right), 'Pelatihan' (red, top right), 'Perekonomian' (teal, top right), 'Mikro' (purple, top right), 'Teknologi' (teal, top right), and 'Tembakauindonesia' (red, top left).

Perempuan

Produk

Tembakauindonesia

Pemberdayaan

Lokal

Keterampilan

Pengusaha

Sampoerna

SAPA

Pengembangan

Tobacco

Tembakaurasa

Digital

Kompetisi

Komunitas

Ekonomi

Velo

Jagocaricelah

Potensi

Simadu

Durensimadu

Umkm

Program

UKM

Usaha

Pelatihan

Perekonomian

Mikro

Teknologi



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- 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 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
- ^{iv} 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>

