

# Tobacco Enforcement and Reporting Movement (TERM) Online Marketing of Tobacco Products Indonesia Situation Report

Edition: January-February 2022

## 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). However, Indonesia has a partial TAPS ban that does not extend to digital platforms. Vital Strategies' Tobacco Enforcement and Reporting Movement (TERM) is a real-time digital media monitoring system for tobacco marketing activities. This situation report is part of a series that summarizes observed examples of online tobacco marketing in Indonesia. Visit the [TERM](#) website to learn more and to view all reports.

## Key Takeaways

**How much marketing was observed?** A total of 2,417 instances were observed between Dec. 16, 2021 and Feb. 15, 2022.<sup>1</sup> Instances of marketing for smoking products<sup>2</sup> (64% or 1,540 posts) were about twice as common as those for e-cigarettes (33% or 796 posts). A small volume of marketing was observed for heated tobacco products (1% or 32 posts) and nicotine pouches (2% or 49 posts).

**Who are the key players?** The majority of the posts observed were for Djarum's smoking tobacco products, all of which were kretek cigarettes (Djarum Super, LA Lights/Lights, Djarum Coklat, MLD). The marketing was primarily conducted through the accounts of Djarum's community interest groups. The official accounts for the e-cigarette brands VOOPOO, GeekVape and SMOK were also observed actively marketing their products. Marketing for VELO nicotine pouches was observed via official brand accounts.<sup>3</sup>

**Where were products marketed?** More than two-thirds of marketing was observed on Instagram (67%)—which has become the [go-to platform for businesses in Indonesia](#)—followed by Facebook (27%). Smoking products were the only ones observed across all platforms studied; nicotine pouches and heated tobacco products were only observed on Facebook and Instagram.

**What marketing tactics were used?** The use of surrogate marketing (99%),<sup>4</sup> “corporate social responsibility” (100%) and events, promotion and sponsorship (69%) tactics were observed most often for smoking products, which were primarily marketed indirectly through community interest groups that originated from the company Djarum. Direct marketing tactics were observed for e-cigarettes (86%), which were mostly promoted through brand accounts that prominently featured product images in posts.

**What messaging was used?** Most of the marketing for smoking products originated from community interest groups, posts provided information that would be relevant to followers of the account (59%), such as schedules for sports competitions. The second most-used messaging was about entertainment—hit songs, popular bands and movies (34%). Most messaging for e-cigarettes highlighted product features like design (e.g., available colors and portability) and technical specifications (63%).<sup>5</sup> Posts that emphasized wellness and sense of belonging to a community of e-cigarette enthusiasts were also popular (11%).

<sup>1</sup> Please note that since our last report in December 2021, we have added several new accounts that we are monitoring. These are primarily community interest groups formed by Djarum that conduct surrogate marketing for their products.

<sup>2</sup> The smoking products observed included hand-rolled tobacco products and kreteks; kreteks were the only type of cigarette product observed.

<sup>3</sup> Bentoel Group, a subsidiary of British American Tobacco, produces VELO nicotine pouches, which are the first nicotine pouch brand launched in Indonesia.

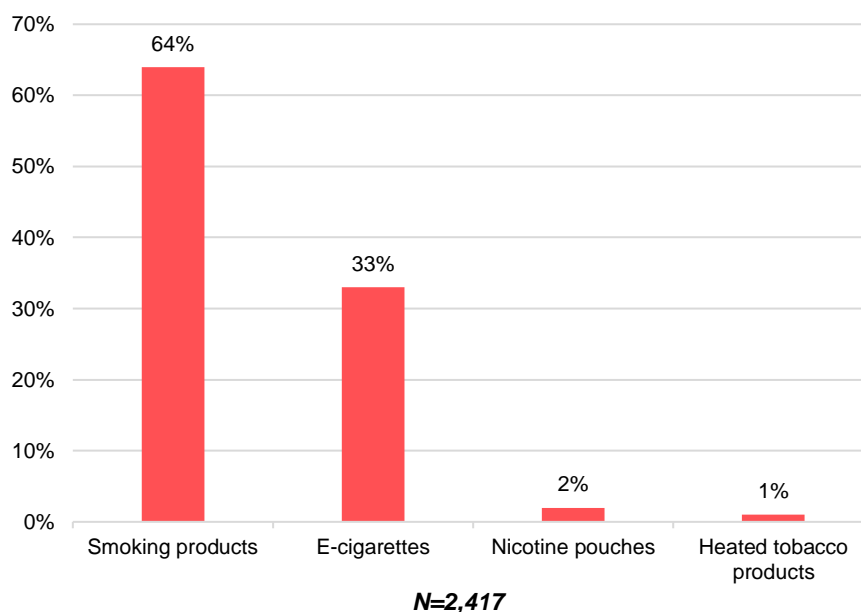
<sup>4</sup> The most important function of a surrogate advertisement is brand recall and brand endearment. The purpose of the tobacco company community interest groups that were observed is to create communities of enthusiasts around particular hobbies or interests (photography, automobiles/racing etc.), which may then extend to the company and its products.

<sup>5</sup> [Technophilia](#), or the positive orientation toward new technology, is associated with e-cigarette use among young people.

## Detailed Insights

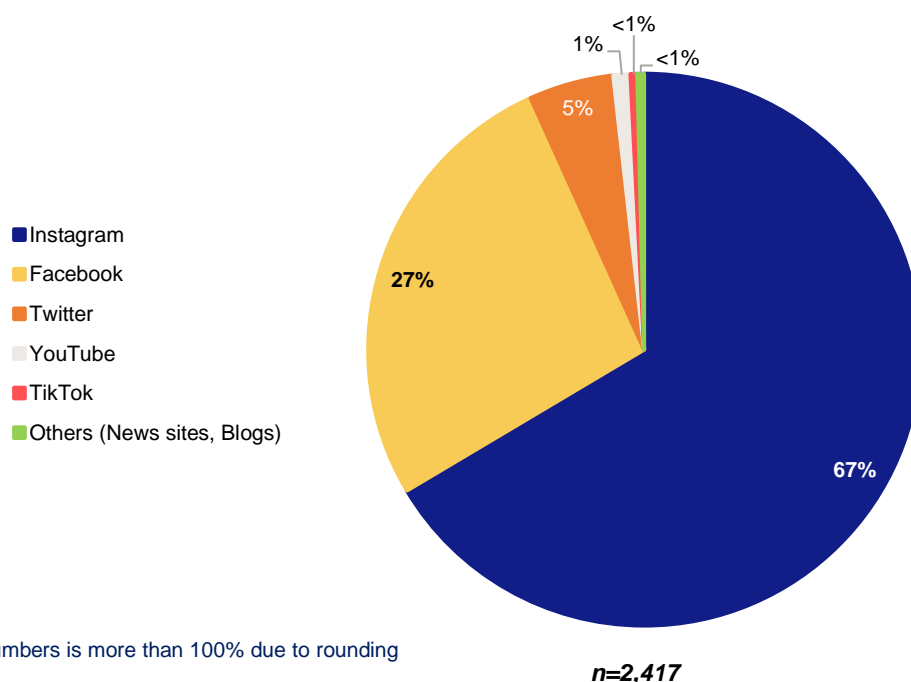
**Smoking products were the type of product most actively marketed on social media.**  
*Marketing for smoking products was almost twice as common as that for e-cigarettes.*

**Figure 1. Type of Product Marketed**



**More than two-thirds of marketing was observed on Instagram.**  
*Facebook was the second leading source of tobacco marketing.*

**Figure 2. Marketing by Social Media/Digital Platform**

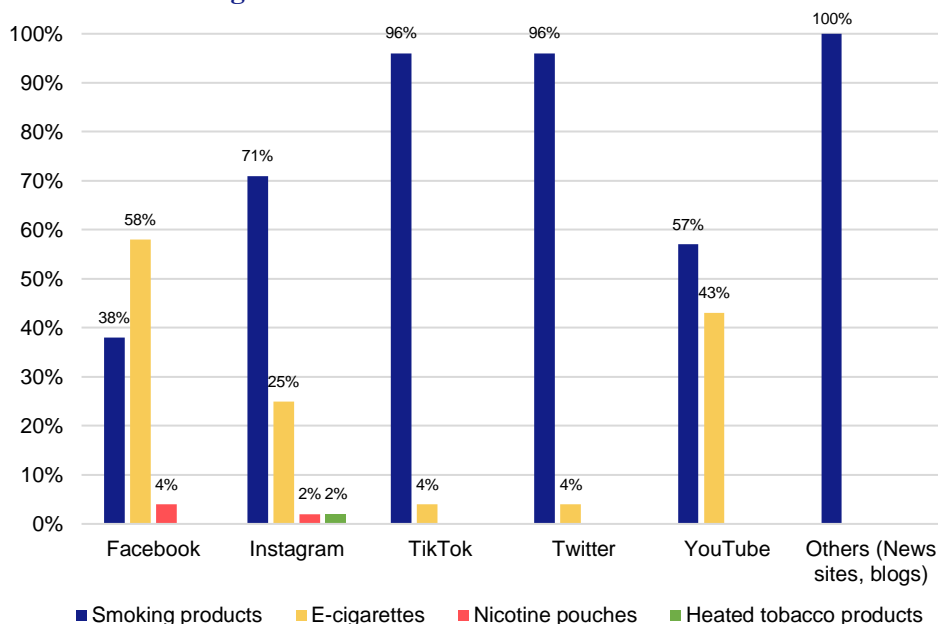


\*The total numbers is more than 100% due to rounding off.

**Smoking products were promoted across the widest range of platforms, where more diverse audiences can be reached to increase brand visibility.**

*E-cigarette marketing was observed on Facebook, Instagram and YouTube. Nicotine pouches and heated tobacco products were only observed on Facebook and Instagram.*

**Figure 3. Platform Used to Market Products**

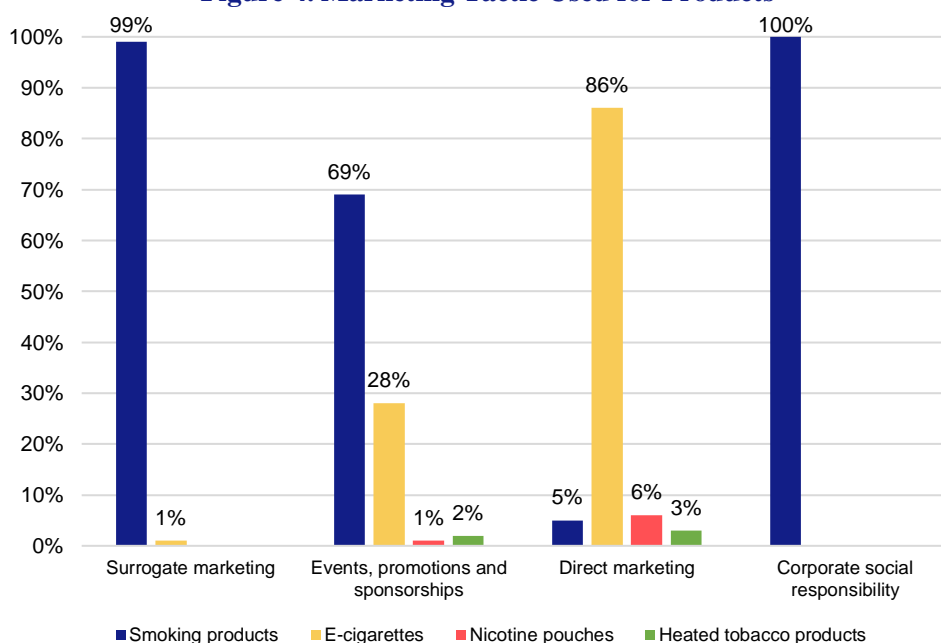


**n=2,417**

**Smoking products were primarily marketed through community interest groups using indirect tactics, including surrogate marketing and “corporate social responsibility,” to prompt brand awareness and brand endearment.**

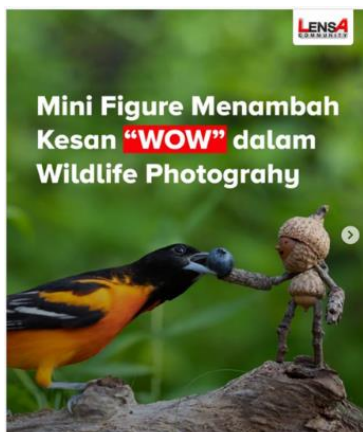
*Newer nicotine and tobacco products (e-cigarettes, nicotine pouches, heated tobacco products) were marketed more directly through official brand accounts with product visuals and links to online stores, with the clear intention of selling products.*

**Figure 4. Marketing Tactic Used for Products**



**n=2,417**

### Examples:



#### Surrogate marketing

*An example of surrogate advertising for Djarum's LA cigarette brand, which comes from the LENSEA photography enthusiast community. Note that the "L" and "A" in the LENSEA logo are designed to stand out. The integration of Djarum's product logos into the logos of its interest groups was observed consistently. Photo from: LENSEA community Instagram page.*

#### Direct marketing

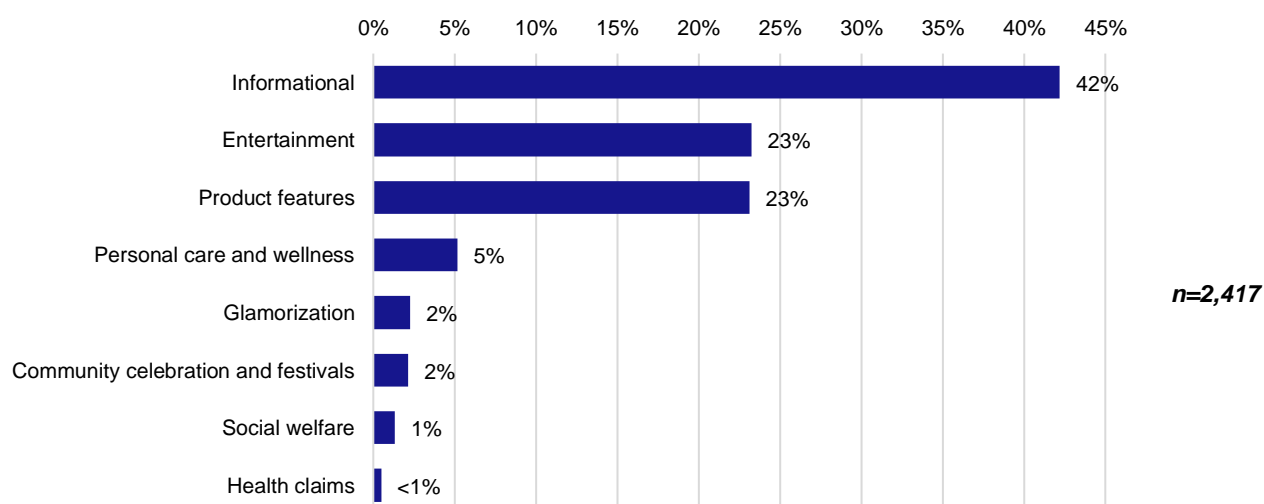
*A variety of VOOPOO products being promoted with direct product images.  
Photo from: VOOPOO Instagram page*



Since most posts were surrogate marketing from tobacco company community interest groups, they provided information on topics relevant to these groups (sports tournament schedules, photography techniques etc.)

Posts about entertainment (e.g., music, movies and trivia) were also popular. Messaging that highlighted product features, including device color and technological capabilities, was mostly observed for e-cigarettes.

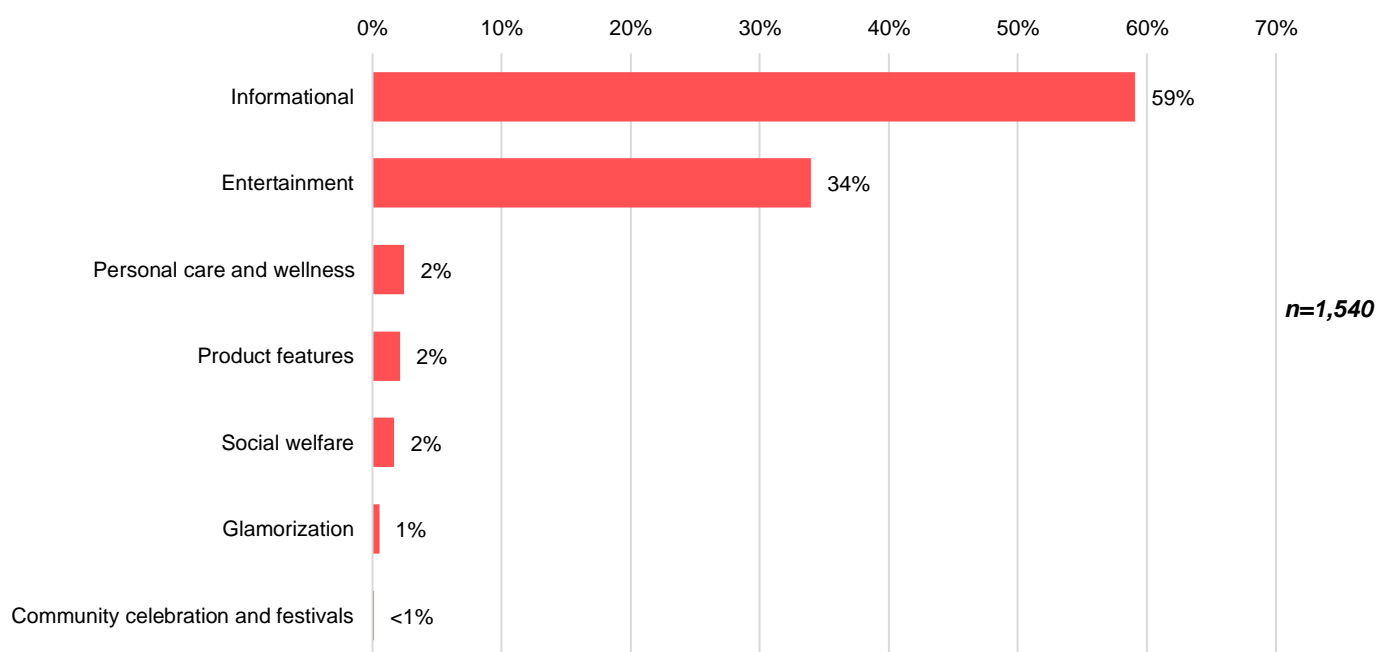
**Figure 4a. Message Framing (All Products)**



**Posts for smoking products largely came from a wide range of community interest groups, mostly sponsored or owned by Djarum. Messaging included information on badminton tournaments, automobiles and more.**

*The second most-used messaging was about entertainment—highlighting hit songs, popular singers, bands and movies.*

**Figure 4b. Message Framing (Smoking Products)**



\*The total numbers is more than 100% due to rounding off.

### Examples:



#### Informational

*A post shared to Djarum's badminton Instagram account that offered information on a badminton tournament. The post received more than 16,000 likes.*

#### Entertainment

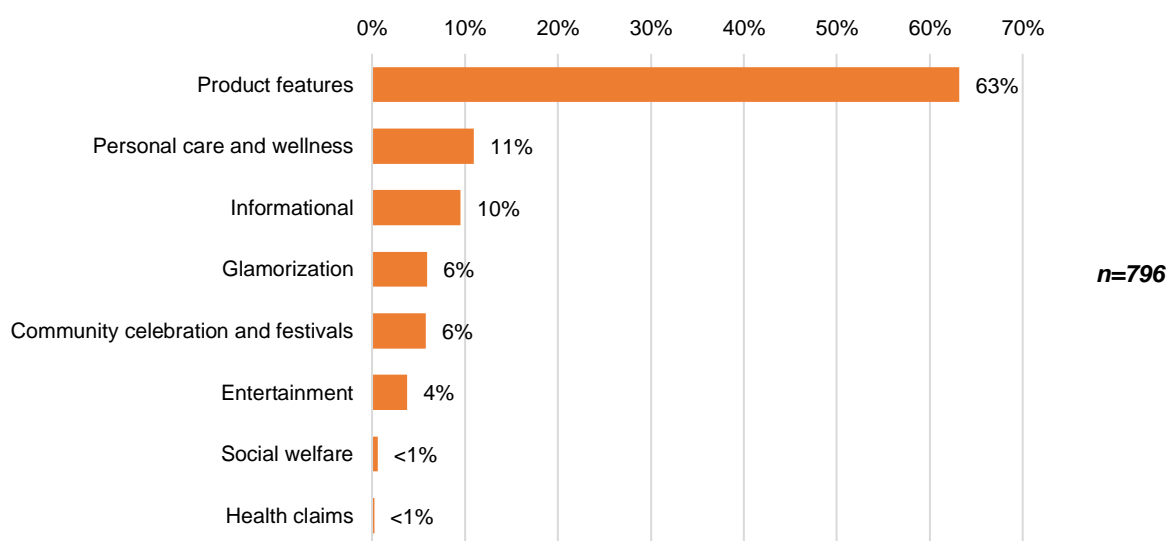
*A post shared to the Supermusic ID Facebook account by Djarum, which asked people to share a local musician that launched their career from talent shows. The post received more than 7,270 likes.*



**Most messaging for e-cigarettes highlighted product features like design (e.g., available colors and portability) and technical specifications, and was clearly developed to sell the product. Many posts featured links to online Tokopedia and Shopee stores where purchases could be made.**

*Many posts also emphasized well-being and a sense of belonging to a community of e-cigarette enthusiasts. Posts sharing information on new and award-winning products were also common.*

**Figure 4c. Message Framing (E-cigarettes)**



\*The total numbers is more than 100% due to rounding off.

### Examples:



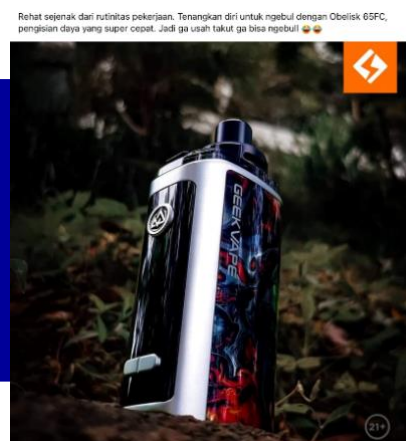
#### Product Features

*Blue and pink VOOPOO products are promoted as gifts for Valentine's Day.*

*Photo from: VOOPOO Instagram account*

#### Personal Care and Wellness

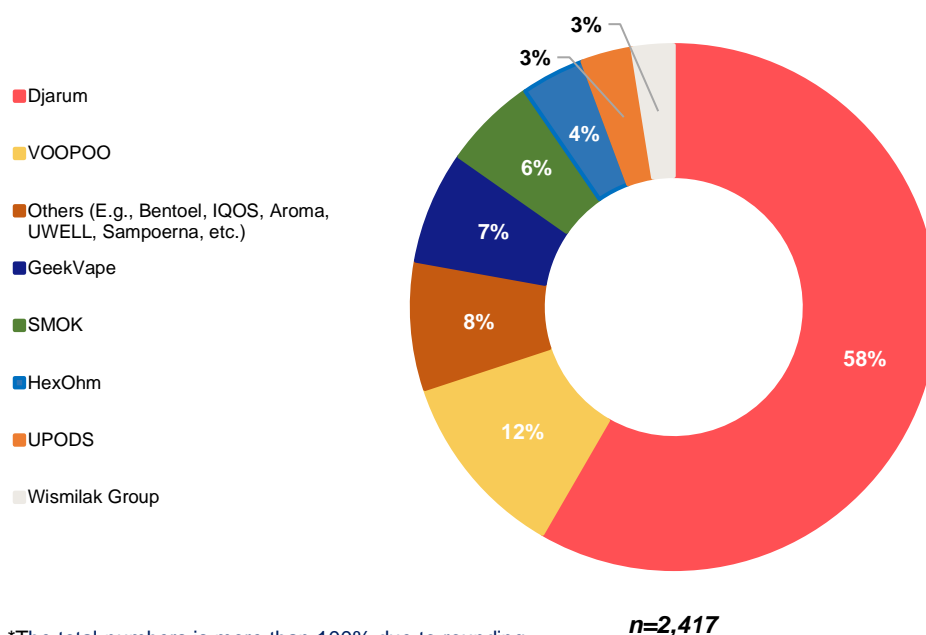
*This post features a GeekVape product in nature, with messaging that encourages people to take a break from their normal work routine and relax with an e-cigarette. Photo from: GeekVape Facebook page*



**The company Djarum (smoking products) and brand VOOPPOO (e-cigarettes) were observed most actively marketing.**

*Marketing for smoking products originated from fewer companies, whereas marketing for e-cigarettes was more diffused among many brands.*

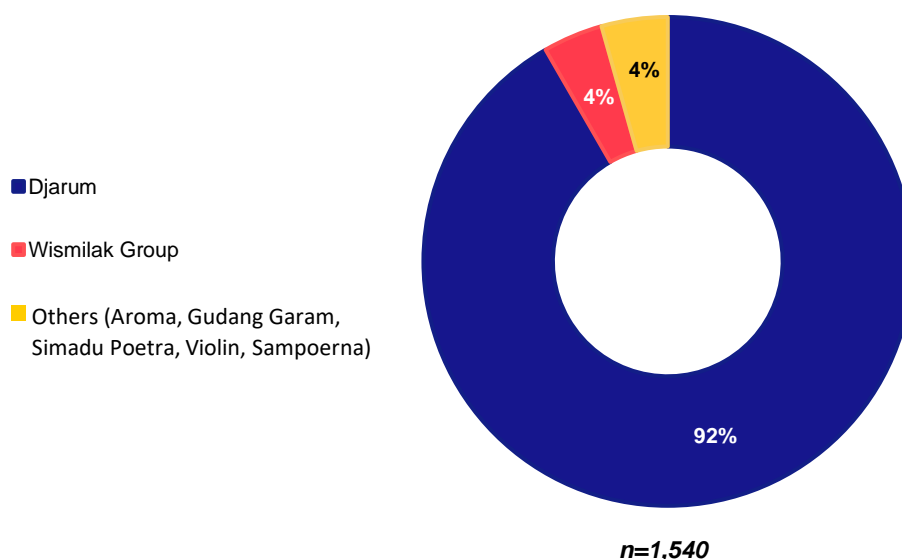
**Figure 5a. Tobacco Companies and E-Cigarette Brands Actively Marketing Products**



**More than nine out of ten of the posts we observed promoting smoking products were connected to the company Djarum.**

*Most tobacco companies observed marketing were Indonesian companies or Indonesian subsidiaries of Big Tobacco companies.*

**Figure 5b. Tobacco Companies Actively Marketing Smoking Products**

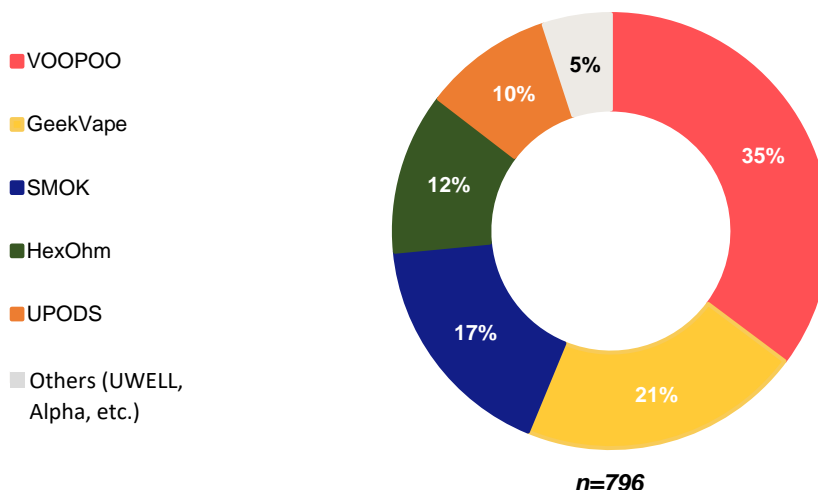




## VOOPOO, GeekVape and SMOK were the e-cigarette brands observed most actively marketing products.

*Most e-cigarette brands identified in this study were from major manufacturers in China that distribute products worldwide.*

**Figure 5c. E-Cigarette Brands Actively Marketing Products**



## Frequently Used Hashtags

The word cloud below is a visual representation of the hashtags that were used most frequently in tobacco marketing observed across all online platforms. The larger the word in the visual, the more commonly it appeared in tobacco marketing messages. Most of the marketing observed was surrogate marketing, intended to make companies more relatable and improve brand visibility and endearment rather than directly sell products; as a result, the hashtags that appeared most frequently during this period were related to entertainment, including music events (Superlive, Supermusic, Musik), automobiles (Blackxperience) and sports such as badminton (Djarumbadminton).

**Figure 6. Frequently Used Hashtags**





## Methods

This report summarizes information gathered from publicly available posts and online media articles using Boolean keyword-based queries. Under the supervision of Vital Strategies, Radarr, a social and digital analytics company, conducted the digital data monitoring of marketing of tobacco products. The collected information was reviewed by trained media analysts and coded systematically. 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. A full detailed methodology, including the codebook, is available upon request.

### For more information:

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**Visit:**

TERM website: <https://www.termcommunity.org>