

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

Edition: March-April 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). Yet, 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 2,971 tobacco marketing instances were observed between Feb. 16 and April 15, 2022.¹ Instances of marketing for smoking products (77% or 2,294 posts) were 3.5 times those for e-cigarettes (21% or 626 posts). A small volume of marketing was observed for nicotine pouches (1% or 39 posts) and heated tobacco products (<1% or 12 posts), particularly on Meta platforms Facebook and Instagram.

Who are the key players? Djarum (88%), followed by Gudang Garam (7%), both tobacco companies selling cloves cigarettes, were the most active marketers during this period. Marketing was observed promoting the following products indirectly through community interest groups, which were most often the face of the marketing: Djarum Super, Super MLD, LA Lights, LA Ice, and Black series. The official accounts for the e-cigarette brands VOOPOO, GeekVape and SMOK, were also observed actively marketing their products. Marketing for VELO nicotine pouches and IQOS heated tobacco products were observed via official brand accounts.²

Where were products marketed? Meta continues to dominate as the platform with the greatest volume of tobacco marketing observed by TERM: More than half of marketing was observed on Instagram (55%), followed by Facebook (35%). Newer products, including nicotine pouches and heated tobacco products were exclusively observed on Meta platforms, including Facebook and Instagram. Marketing for smoking products was observed across all platforms studied (Facebook, Instagram, TikTok, YouTube, news sites, Twitter); marketing for e-cigarettes was observed on most platforms, with the exception of Twitter and news sites.

What messaging was used? During this period, much of the marketing provided information about sports events, including Djarum's heavy promotion of the MotoGP Mandalika racing circuit during this period. The second most-used messaging was about product features (e.g., available colors and portability) and technical specifications (13%); this messaging was mostly used by e-cigarette brand accounts.³ Marketing instances that emphasized wellness and sense of belonging to a community of e-cigarette enthusiasts were also popular (4%). This was largely employed by the brand HexOhm, which shows members of club chapters meeting each other and using e-cigarettes in cafes, restaurants and at events.⁴

¹ Please note that fluctuations in the volume of observed marketing may be attributable to the continual sampling improvements undertaken by TERM through the addition of new tobacco marketing accounts discovered by refinements in web searches, expert inputs or crowdsourcing.

² Bentoel Group, a subsidiary of British American Tobacco, produces VELO nicotine pouches, which are the first nicotine pouch brand launched in Indonesia.

³ [Technophilia](#), or the positive orientation toward new technology, is associated with e-cigarette use among young people.

⁴ This report does not include analysis of marketing tactics, as we are currently working to improve how we define and analyze the categories we use. If you would like additional information on marketing tactics, please reach out directly to term@vitalstrategies.org, otherwise keep an eye out in our next report for an improved analysis of marketing tactics.

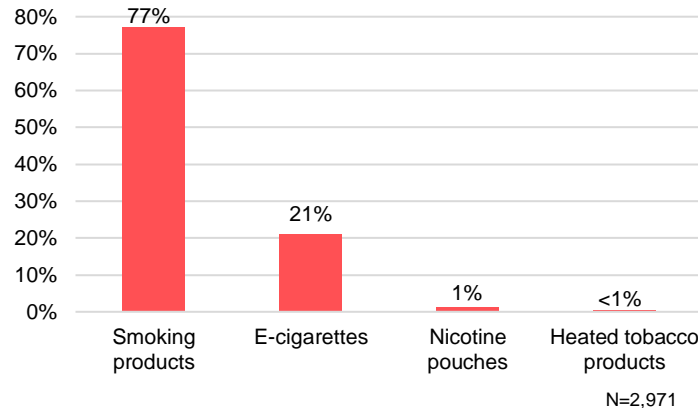
Detailed Insights

Tobacco marketing volume:

Nearly 3,000 instances of tobacco marketing were observed.

Marketing for smoking products (77%) was 3.5 times that for e-cigarettes (21%).

Figure 1. Type of Product Marketed



The companies and brands actively marketing online:

Marketing for smoking products originated from fewer companies (Djarum and Gudang Garam), whereas marketing for e-cigarettes was more diffused among many brands (VOOPOO, GeekVape, SMOK).

The brands found to be most actively marketed are from Djarum (smoking products) and VOOPOO (e-cigarettes).

Figure 2. Tobacco Companies and E-Cigarette Brands Actively Marketing Products

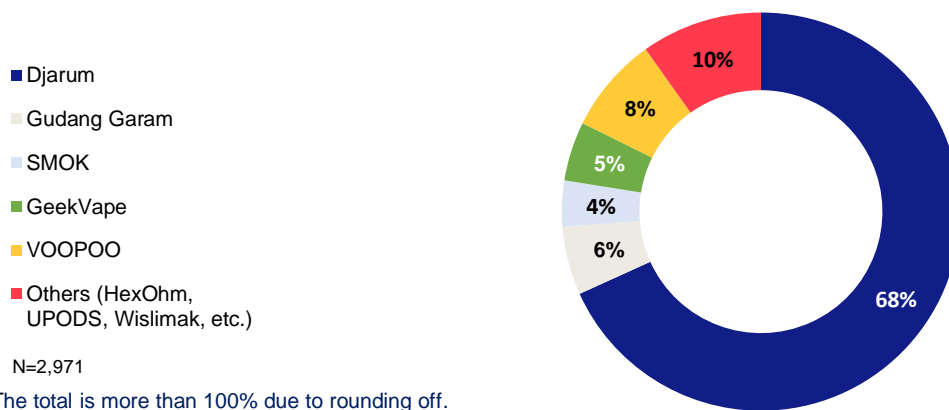


Figure 2a. Tobacco Brands Marketing Products

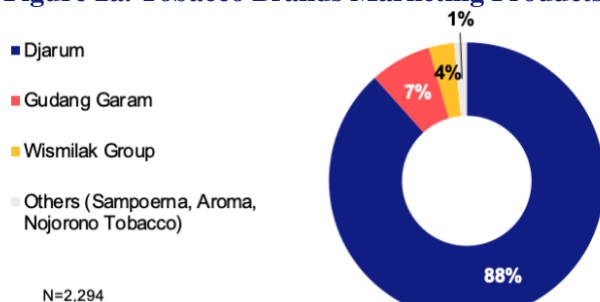
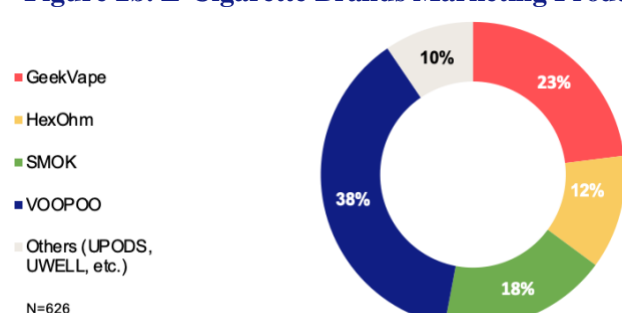


Figure 2b. E-Cigarette Brands Marketing Products



Highlight: Example of tobacco marketing by Djarum



Highlight: Example of e-cigarette marketing by VOOPOO

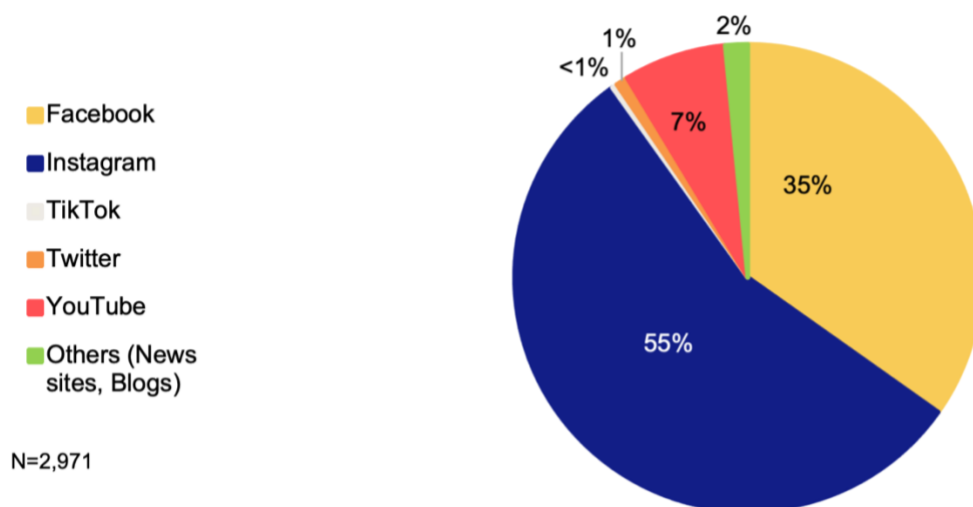


Platforms used for tobacco marketing:

Meta platforms hosted most of the observed tobacco marketing (90%).

Most of the observed marketing (55%) was on Instagram, followed by Facebook (35%), and YouTube (7%).

Figure 3. Social Media/Digital Platform Used for All Tobacco Marketing



**Highlight:
Example of
e-cigarette
marketing
on
YouTube**

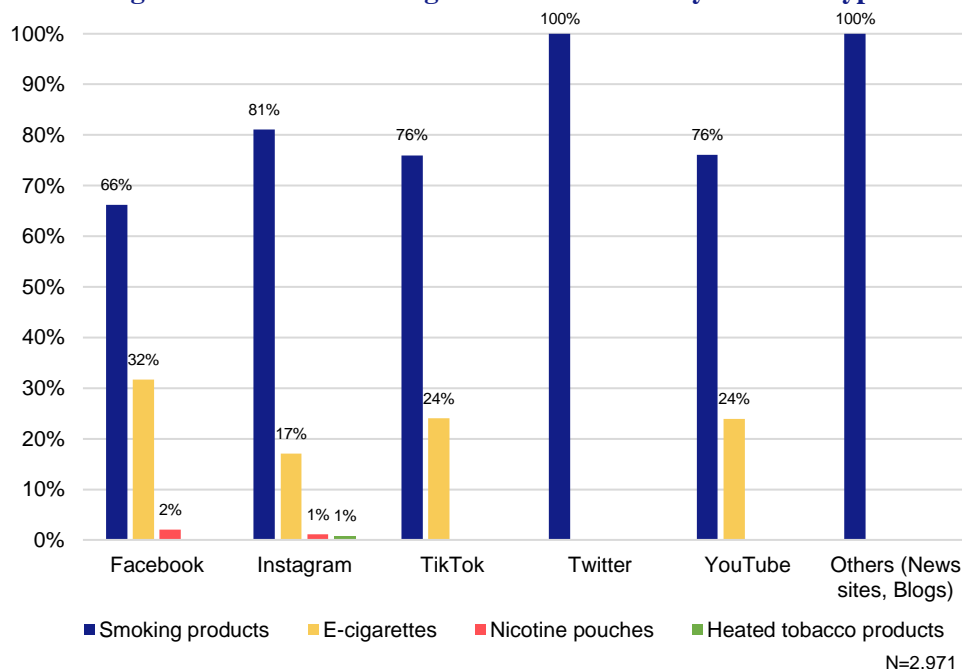


The marketing observed on YouTube featured different e-cigarette components being promoted through talk-show style videos and tutorials explaining how to use products. Here, two “vape reviewers” introduce e-cigarette and e-liquid products in a video posted to the VaperSTUFF Indonesia YouTube account. The video received more than 32,400 views.

Marketing for newer products like nicotine pouches and heated tobacco products were observed exclusively on Meta platforms.

E-cigarette marketing was observed on most platforms, with the exception of Twitter and news sites. Marketing for smoking products was observed across all platforms monitored.

Figure 4. Social Media/Digital Platform Used by Product Type



**Highlight:
Example of
corporate
social
responsibility
marketing on
news sites to
promote
smoking
products**

**520 mahasiswa dari 90 kampus
ikut pelatihan "the voice of a
leader"**

© Rabu, 6 April 2022 12:01 WIB



Praktisi komunikasi Cornelia Laksmi Dewi Suparna saat memberikan materi pada pelatihan "The Voice of A Leader" dalam program pelatihan "Leadership Development" penerima program Djarum Beasiswa Plus (Beasiswa Djarum) 2021/2022. FOTO ANTARA/HO-Djarum Foundation/2022.

On news sites, Djarum was observed promoting its corporate social responsibility activities, which this month spotlighted the company's scholarship trainings. The headline of this news story shares that 520 students received "the voice of a leader" training, which aims to empower participants to become strong public speakers.

Source: Antara Sulut

Messaging used in tobacco marketing:

Messaging that highlighted product features, including device color and technological capabilities, was mostly observed for e-cigarettes.

Messaging that provided information on products and on topics relevant to community interest groups was popular for smoking products. Glamorization and entertainment messaging was more popular for e-cigarettes than for smoking products, while social welfare messaging was more popular for smoking products than for e-cigarettes.

Figure 5. Message Framing (All Products)

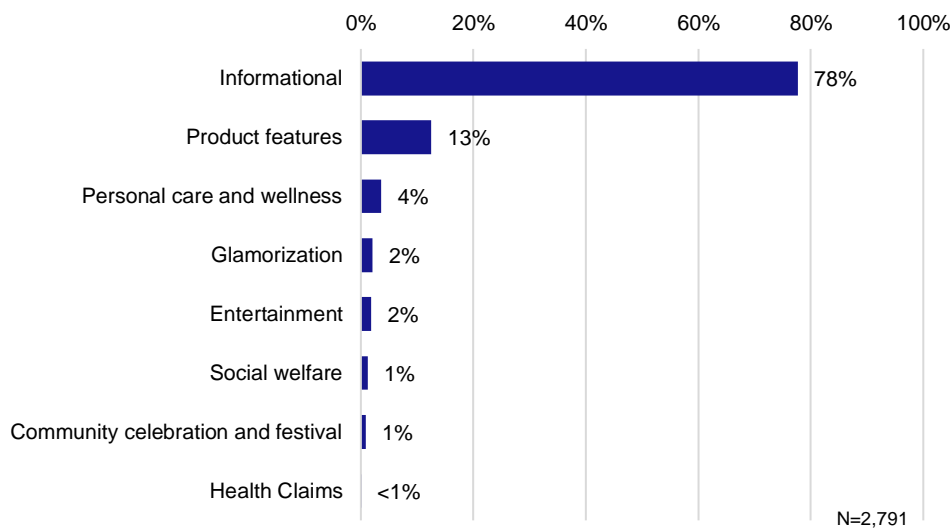


Figure 5a. Message Framing (Smoking Products)

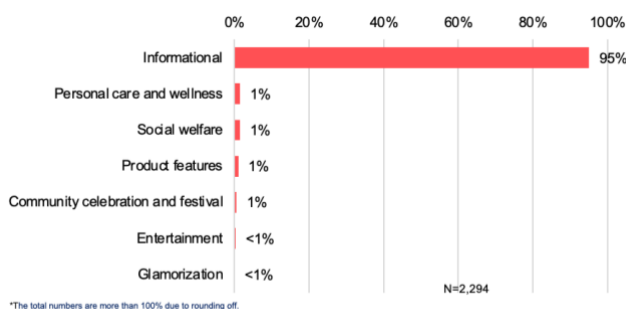
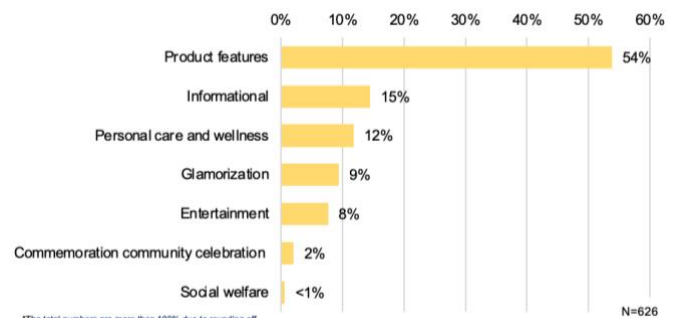


Figure 5b. Message Framing (E-cigarette)



Highlight: Informational framing of smoking products



A post shared to Djarum's official TikTok account offered badminton tips. The tips explain three ways to defense attack. The post received more than 74,300 likes.

Source: Djarum's official TikTok page

Highlight: Product feature framing of e-cigarettes



VOOPOO promotes the specifications of its GENE TT 2.0 products, which it claims is a breakthrough in chip technology that allows for longer use.

Source: VOOPOO Instagram account

Marketing events in this period were most often tagged with hashtags related to sports events and adventure (Superchallenge, Idare).

Tags related to music were also popular (Supermusic, Daretoperform)

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 indirect marketing via consumer interest groups, which is 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, sports and adventure.

Figure 6. Frequently Used Tags



Table 1. The brand indirectly being promoted by the frequently used hashtags/social media account.

Hashtag/social media account	Theme	Company/brand
SUPERLIVE, SUPERMUSIC, SUPERCHALLENGE	Music entertainment, adventure lifestyle, esports (#IDARE)	Djarum Super
BackToBlack, BlackXperience	Racing (#BackToBlack)	Djarum Black
boldriders	Motorcycle racing, (#mandalika) (#MotoGP)	Djarum Black kretek cigarettes
SUPERCHALLENGE	Dare To Be You campaign, Adventure and a fun lifestyle (#DARETOPERFORM, #DARETOEXPLORE, #DARETOWIN)	Djarum Super MLD and Black Series
MLDSPOT	Music video channel (#INSPIRINGLIFESTYLE)	Djarum Super Mild kretek cigarettes
DjarumBadminton, Intersports, LAstreetball	Sports related information and news (soccer, badminton, basketball)	Djarum LA kretek cigarette
ICEperience	Electronic music community	Djarum LA Ice kretek cigarette

Highlight:
Example of
the
promotion
of
motorcycle
racing



This post, which was shared by the boldriders account, which is one of Djarum's community interest groups, engages followers to participate in guessing who will win the MotoGP Mandalika racing circuit. The post received more than 1,150 likes.

Source: boldriders Instagram account

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. [Read our full methodology here.](#)

For more information:

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Visit:

TERM website: www.termcommunity.org