

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

Edition: May-August 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) across all channels. Yet, Indonesia does not have a comprehensive TAPS ban. 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 real-time digital media monitoring system that tracks tobacco marketing online on social media platforms and news sites. 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.

Summary of Findings

How much marketing was observed? A total of 8,174 tobacco marketing instances were observed between April 16 and Aug. 15, 2022, via 62 social media accounts (8,140 posts) and 17 news sites (34 news articles).¹ There was approximately five times more marketing observed for smoking products (82% or 6,743 posts) than for e-cigarettes (17% or 1,392 posts); marketing for smoking products was indirect, while marketing for e-cigarettes was direct (more details below). A small volume of marketing was observed for heated tobacco products (<1% or 39 posts). We did not observe any marketing for the nicotine pouch product, Velo, because the social media account that is tracked was inactive during this timeframe.

Who are the key players? Most observed tobacco marketing originated from accounts associated with Djarum (88%), followed by Sampoerna² (5%) and Gudang Garam (5%), all of which are tobacco companies selling smoking products. Most of this marketing was indirect via accounts associated with the tobacco company that focused on lifestyle topics (e.g., soccer, music, photography). Accounts associated with Djarum used branding identities that are similar to those used for Djarum kretek cigarette brands; this included using similar account/logo names, such as Djarum Super (mysupersoccer, superchallenge_id, supermusic_id) and Djarum Coklat (dcdc.official and coklatkita), and similar fonts and colors in marketing. Marketing for Sampoerna's brand-extended products and services, including Sampoerna University and Bank Sampoerna, as well as marketing for their IQOS heated tobacco products, was also observed. Accounts for the e-cigarette product brands VOOPPO (ICCP) and SMOK (Shenzhen IVPS Technology Co.), were observed actively marketing products.

Where was the marketing? More than two-thirds of marketing was observed on Instagram (67%), followed by Facebook (23%). There was indirect marketing for smoking products through all social media platforms and on news sites. E-cigarettes were marketed through the more youth-friendly platforms: Instagram, Facebook, YouTube and TikTok. Marketing for IQOS heated tobacco products was observed via Instagram accounts, while articles about the production of IQOS products were observed on news sites.

What messaging was used? During this period, most marketing provided information (78%) about sports and music events via accounts associated with Djarum kretek product brands. Marketing accounts associated with Sampoerna actively promoted the company's brand-extended products and services using the company's logo; this included marketing for Bank Sampoerna and its mobile banking app. Programs at Sampoerna's educational facilities (Sampoerna Academy and Sampoerna University) were also heavily promoted during the June-July school holiday period, likely to attract more students to the institutions. The second most-used messaging was about youth-appealing product features (e.g., available product flavors, design, and colors) and technical specifications (11%); this messaging was mostly used by e-cigarette product brands.³ Religious events and imagery was also used to promote both e-cigarettes and smoking products during Eid al-Fitr (1%).

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 and expert inputs.

² Sampoerna is the Indonesian affiliate of Philip Morris International.

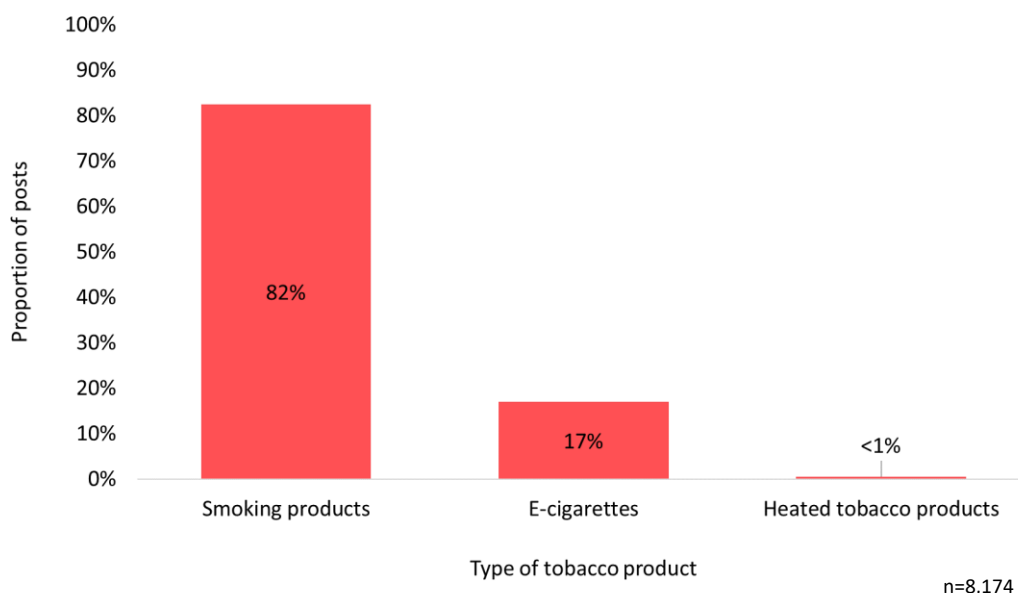
³ [Technophilia](#), or the positive orientation toward new technology, is associated with e-cigarette use among young people.

Visual Snapshot

More than 8,000 instances of tobacco marketing were observed during the four-month period.

There was approximately four times more marketing for smoking products (82%) than for e-cigarettes (17%).

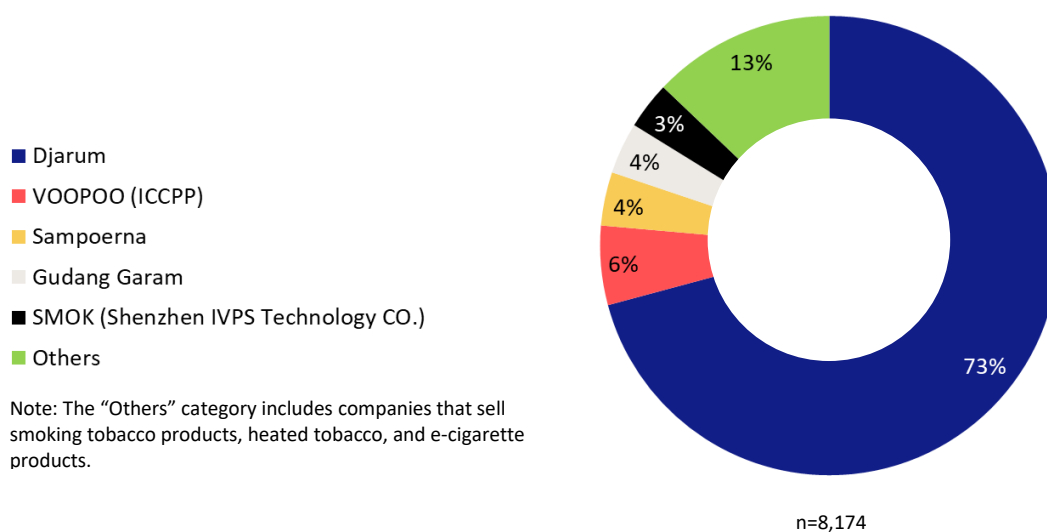
Figure 1. Type of Product Marketed



Most observed marketing instances for smoking products were associated with the tobacco company Djarum (88%), and for e-cigarettes, with VOOPOO (34%).

Marketing instances associated with the tobacco companies Sampoerna (5%) and Gudang Garam (5%) and with the e-cigarette product brand SMOK (20%) were also observed often.

Figure 2. Tobacco Companies and E-Cigarette Product Brands/Parent Companies Associated with Marketing⁴



⁴ Values in Fig. 2 add up to over 100% due to rounding.

Figure 2a. Tobacco Companies Associated with Marketing for Smoking Products

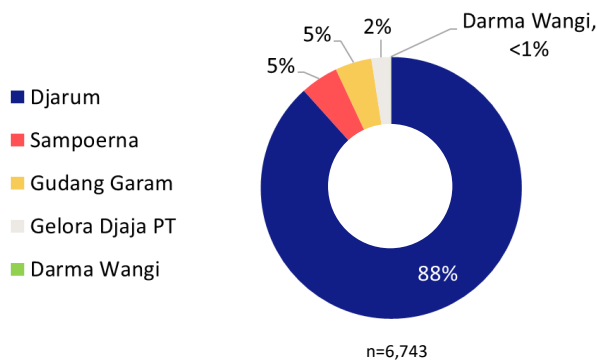
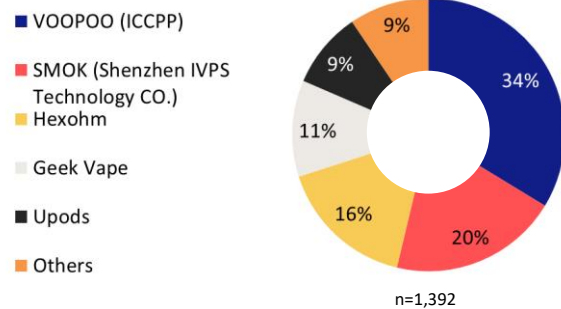
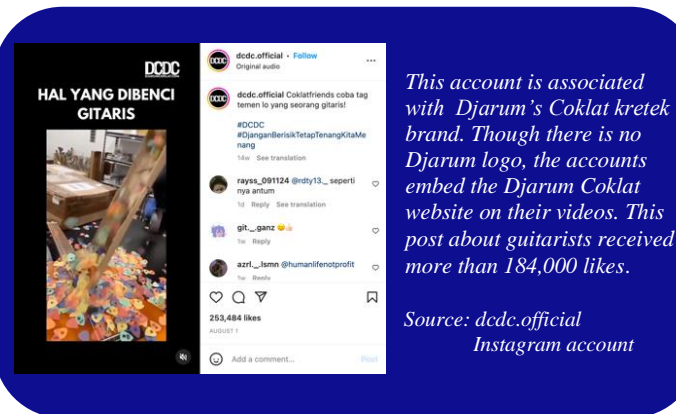


Figure 2b. Product Brands/Parent Company Associated with Marketing for E-Cigarettes

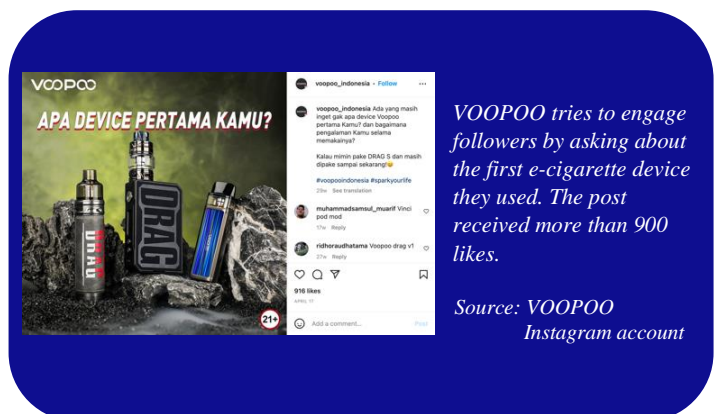


Examples of tobacco and e-cigarette marketing

Djarum



VOOPOO (ICCP)



Sampoerna



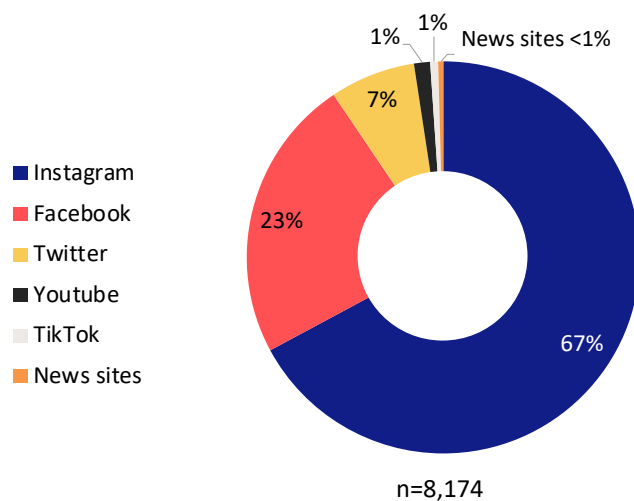
SMOK (Shenzhen IVPS Technology Co.)



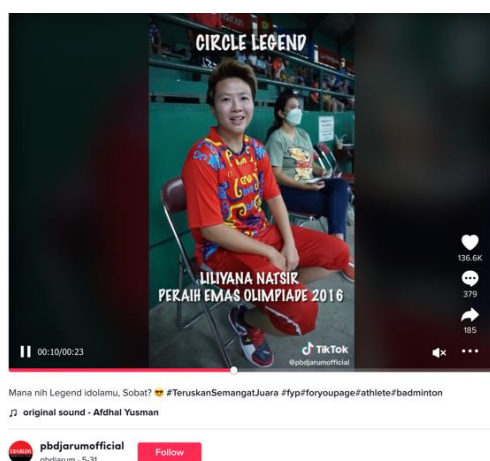
Meta platforms hosted most of the observed tobacco marketing (90%), with two-thirds of marketing instances observed on Instagram (67%), followed by Facebook (23%).

There was also a significant amount of marketing observed on Twitter (7%) and some marketing observed on news sites (<1%).

Figure 3. Digital Platform Used for All Tobacco Marketing



Example of e-cigarette marketing on TikTok



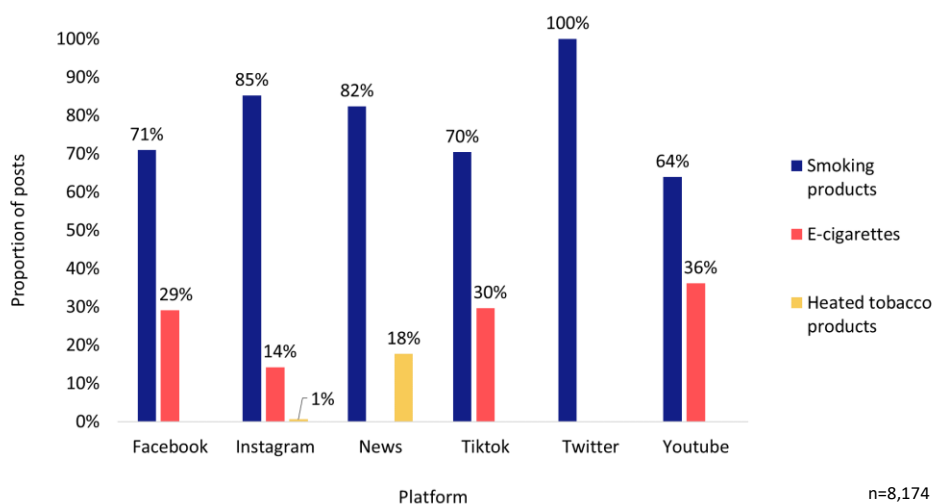
This video posted to PB Djarum's official TikTok account showcases legendary badminton players and provides information on their successful careers and tournaments. It received more than 120,000 likes.

Source: PB Djarum TikTok account

Indirect marketing for smoking products was observed across all social media platforms and on news sites.

E-cigarettes were marketed through Instagram, Facebook, TikTok and YouTube, while marketing for heated tobacco products was observed on Instagram and new sites.

Figure 4. Digital Platform Used for Marketing by Product Type



Example of marketing on news sites to promote heated tobacco products

INVESTASI / HM Sampoerna (HMSP) Bakal Bangun Pabrik Rokok Bebas Asap Tahun Ini

Serini, 11 Juli 2022 / 19:36 WIB



An article posted to the news site Kontan promotes Sampoerna's heated tobacco brand IQOS by providing information on business plans to build a production factory for the IQOS HEETS (or Heatsticks) model in Kawarang, West Java.

Source: Kontan.co.id

Messaging that provided information on products and topics relevant to tobacco company-associated lifestyle accounts (badminton, soccer, photography) was popular (78%).

Messaging that highlighted product features, including product flavors, device color and technological specifications, was mostly observed for e-cigarettes (11%). Religious events or imagery was also used to promote both e-cigarettes and smoking products during Eid al-Fitr (1%).

Figure 5. Message Framing Used in Tobacco Marketing (All Products)

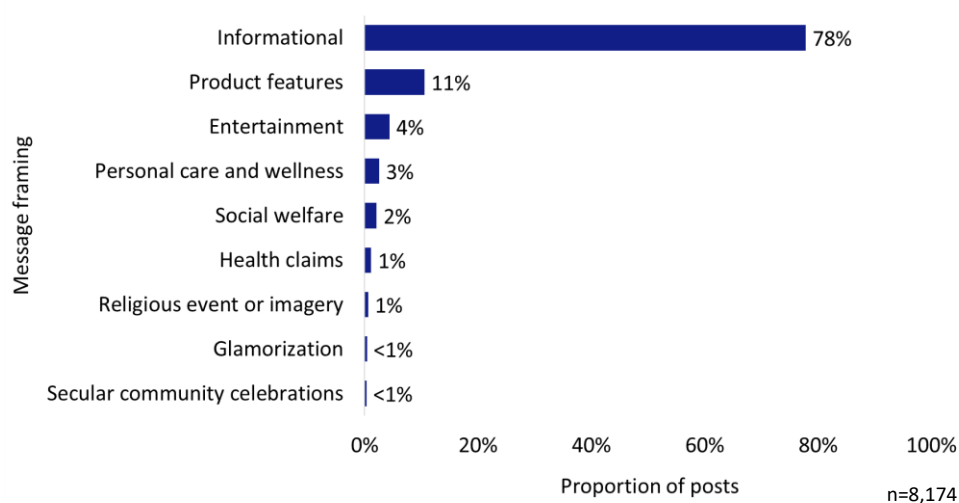


Figure 5a. Message Framing (Smoking Products)

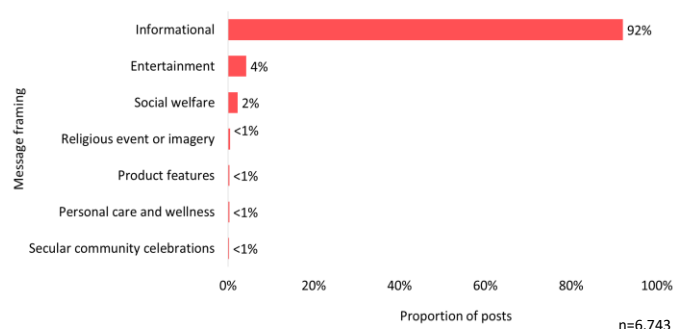
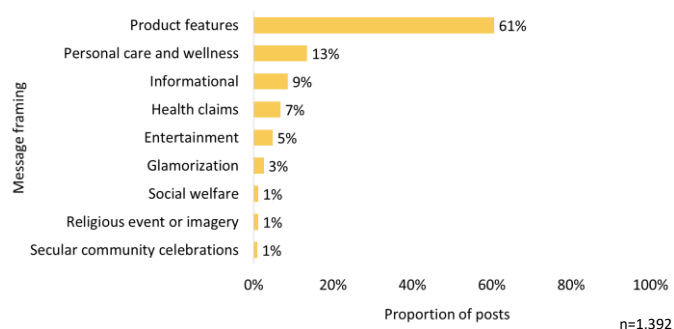


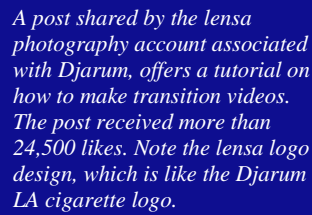
Figure 5b. Message Framing (E-cigarette)



Information on hobbies, skills-sharing, personal products, sports events, music, and entertainment products were mostly used by smoking tobacco company-associated lifestyle accounts.

E-cigarette brands highlighted technical specifications like battery life or touch screen features, along with the wide variety of colors and sleek designs. The different flavors of e-liquids were also emphasized in the marketing.

Product feature framing of e-cigarettes



Source: *lensacommunity*
Instagram account



Source: GeekVape
Instagram account

This post was shared by an account associated with Djarum that is geared toward scooter enthusiasts. It shares Eid Al-Fitr greetings on an image of a scooter. Note the use of the Djarum LA product brand logo within the account logo.

Source: scooterland.id account

Hashtags related to events such as Jakarta Fair and the Java Jazz Festival (#Jazz) were also observed.

The word cloud below is 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 via lifestyle accounts associated with tobacco companies, which is intended to make companies more relatable and improve brand visibility.

Figure 6. Frequently Used Tags



Table 1. Details on the frequently used hashtags and the company/product brand they are associated with

Social media account/hashtags	Theme	Company/brand
SUPERLIVE, SUPERMUSIC, SUPERFRIEND, SUPERSOCCER #SuperliveatJakartaFair	Music entertainment, adventure lifestyle, sports event, and information, esports	Djarum Super
#BackToBlack, BlackXperience	Racing	Djarum Black
boldriders	Motorcycle racing	Djarum Black kretek cigarettes
SUPERCHALLENGE, SUPERADVENTURE #DARETOEXPLORE, #DARETOPERFORM #DARETOWIN, #DARETOSCORE	Dare To Be You campaign, adventure, and a fun lifestyle	Djarum Super MLD and Black Series
#superpreneur	Entrepreneurship	Djarum Super
MLDSPOT #INSPIRINGLIFESTYLE	Music video channel	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
#switchgang	This hashtag is commonly used to encourage switching from smoking tobacco to e-cigarettes	Upods e-cigarette
#PriaPunyaSelera, intersport_soccer	Sports, soccer games and information	Gudang Garam International cigarette

Example of tobacco promotion through football



mysupersoccer, an account associated with Djarum, posted information about the winner of the UEFA Champions League. The post received more than 7,000 likes. Note that the design of the mysupersoccer account logo is like the logo for Djarum's Super brand.

Source: mysupersoccer Instagram account

Methods

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 media articles collected via LexisNexis. Instances of tobacco marketing 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. 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.](#)

For more information:

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 TERM website: www.termcommunity.org