



Online Marketing of Tobacco Products in Indonesia

March - April 2023 Edition



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

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. 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 digital media monitoring system that tracks tobacco marketing 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. TERM does not allege or attempt to identify whether these tobacco marketing instances are in violation of local or international laws. Visit the TERM [website](#) to learn more and to view all reports.

Definitions used in this report:

Brand-extended products and services: Otherwise referred to as brand extensions, are non-tobacco products or services that use the established brand name or trademark of a tobacco company.

General interest community/brand accounts associated with tobacco companies: Accounts for brands or campaigns associated with tobacco companies that focus on general interest topics such as music or sports, but that indirectly promote the company, its products and tobacco use.

Direct marketing: Marketing of tobacco products with clear visuals of the product and/or its use, or the product brand name.

Indirect marketing: Promotion of the tobacco company and/or product and its use through brand extension, surrogate marketing, contests and giveaways, and sponsorship of events or activities.

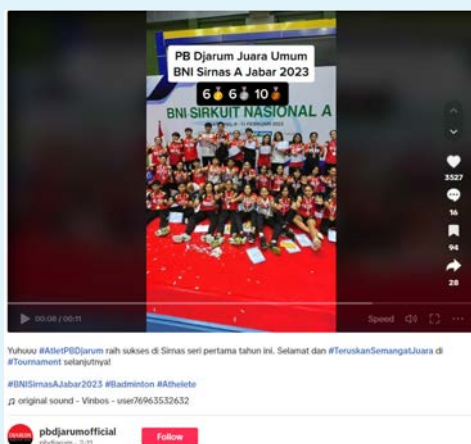
Key Highlight

- In this situation report, TERM highlights how TikTok was used to market tobacco. The most active TikTok accounts observed during this period were Djarum's account for its badminton club, PB Djarum, and its football media platform, Super Soccer, as well as the account for the global electronic cigarette brand, VOOPPO. Djarum's badminton account promoted its youth development programs and featured youth at a tournament with PB Djarum jerseys, while Super Soccer promoted a sponsored trip to England for followers to view Premier League matches. VOOPPO used artificial intelligence, which is becoming increasingly popular, to promote its products. See "Spotlight issue" on p. 2-3.
- The religious holidays of Ramadhan and Eid al-Fitr were used to promote tobacco. This included a music-focused account associated with Djarum Coklat cigarettes hosting an in-person music event series in five cities to break the fast during Ramadhan (p. 6) and UPODs sharing a "Ramadhan starter pack" that encouraged followers to use electronic cigarettes during the holiday (p. 11). In addition, VOOPPO shared a highly produced TikTok video encouraging people to embrace the Eid al-Fitr concept of forgiveness and offer electronic cigarettes as gifts to their friends for the holiday ("Spotlight issue" on p. 3).
- TERM also documented the framing of electronic cigarettes as portable, stylish and fashionable accessories. This included posts promoting electronic cigarettes on chains that can be hung around the neck like jewelry. See p. 6.

Spotlight issue: How TikTok is used to promote tobacco

During the data collection period from March 2023 to April 2023, we observed 229 instances of tobacco marketing on TikTok. TikTok was actively used by Djarum via its @pbdjarumofficial account, which is the official account for Djarum's badminton club that is based in Kudus, and @mysupersoccer, which is a football media platform owned by Djarum that provides information on teams and players in the Indonesian and international (largely Premier League) football leagues. TikTok was also heavily used by VOOPOO, a popular global electronic cigarette brand manufactured in China, that has numerous retail shops and a membership club in Indonesia. Marketing posted by Djarum-associated brands was indirect, whereas that posted by VOOPOO directly showed images of the products and their use.

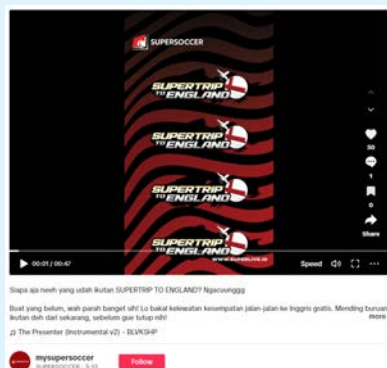
The @pbdjarumofficial TikTok has more than 162,000 followers and has received more than 4.7 million likes on its videos. During this period, the most popular video received 136,800 likes; it showcased legendary Indonesian badminton players and provided information on their successful careers, including tournament wins. The videos posted to the TikTok account largely featured badminton celebrities including Liliyana Natsir, and many featured young people that are part of PB Djarum's youth academy.



PB Djarum's official TikTok account posted young athletes wearing jerseys with the PB Djarum logo at a tournament in West Java. Djarum actively sponsors youth sports programs as part of its corporate social responsibility portfolio. This includes providing badminton scholarships to children, to make it appear as if Djarum supports the positive and healthy lifestyles of Indonesian children and youth.

Source: @pbdjarumofficial TikTok

The @mysupersoccer TikTok has more than 134,000 followers and has received more than 1.9 million likes on its videos. Videos are posted on a red and black background that mimics the colors of the Djarum Super cigarette brand. They also feature the Super Soccer logo, which looks similar to the Djarum Super cigarette brand. During this period, the most popular video received 3,828 likes; it explained why Kevin De Bruyne's goal for Manchester City vs. Real Madrid was not disallowed. Other observed videos during this period promoted a Super Soccer-sponsored trip to England; encouraged people to buy Super Soccer branded content, which was promoted by "trendy" young people; and featured news on mostly international players, including Cristiano Ronaldo, Lionel Messi, Kylian Mbappé, and on teams, with a focus on Premier League teams.



This video, which uses the Djarum Super red and black brand colors, promotes the chance to win a free trip to England for @mysupersoccer followers.

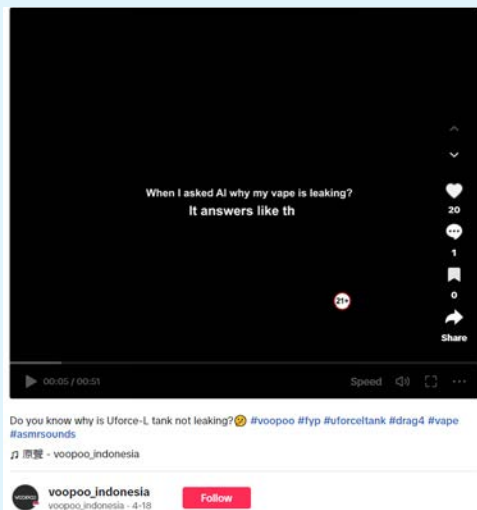
Source: @mysupersoccer TikTok



The Djarum Super cigarette pack has red and black brand colors.

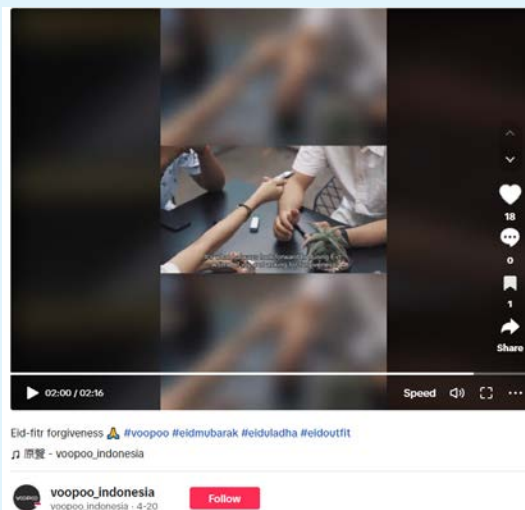
Source: Vital Strategies

The VOOPPO TikTok has more than 28,000 followers and has received more than 52,900 likes on videos. Videos featured product unboxing and reviews and highlighted how to use products. Many videos used high-energy funk-style music, which helps posts go viral or trend on TikTok. Most but not all videos had a small 21+ age warning. During this period, the most popular video received 1,484 likes; it highlighted electronic cigarettes as being necessary whenever one socializes.



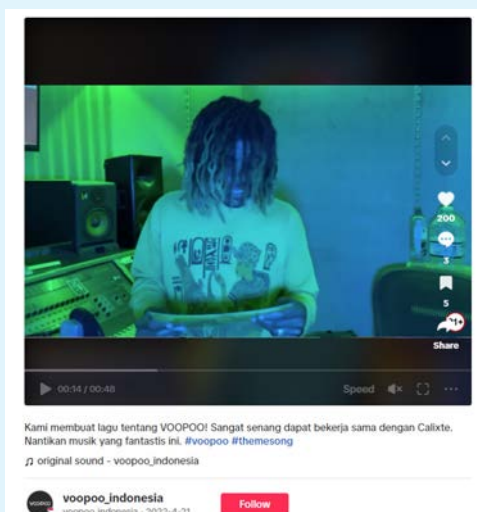
VOOPOO uses the AI moment to promote its product Uforce-L. In this video, it asks AI why its product does not leak while other brands' products do.

Source: @voopoo_indonesia TikTok



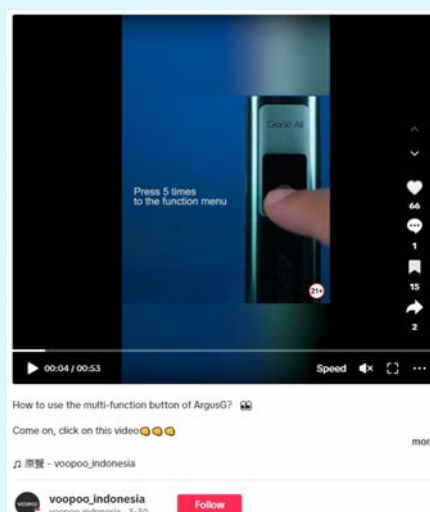
VOOPOO created a professional video about forgiveness for Eid al-Fitr, which shows friends gifting each other electronic cigarettes.

Source: @voopoo_indonesia TikTok



VOOPOO collaborated with the singer Calixte to create a theme song for its "spark your life" slogan.

Source: @voopoo_indonesia TikTok



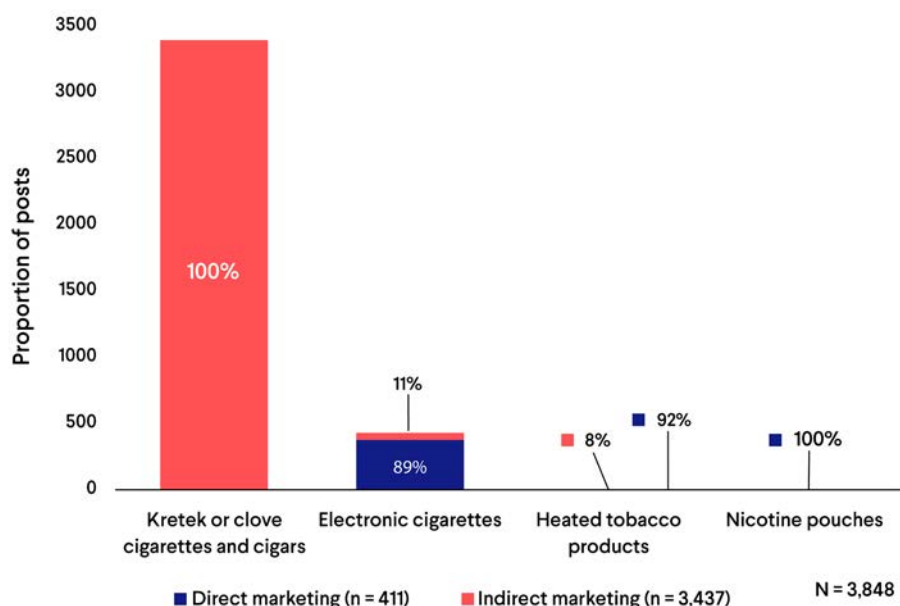
Another popular hook to attract views is "how to" videos, such as this one, that instruct people how to use or operate electronic cigarettes.

Source: @voopoo_indonesia TikTok

Detailed Insights

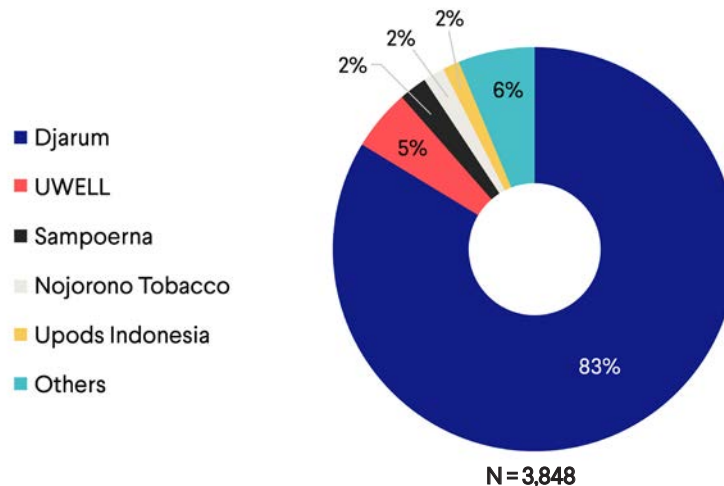
How much marketing was observed? A total of 3,848 tobacco marketing instances from 66 social media accounts and 1 news site were observed between March 1 and April 30, 2023. Most observed marketing instances was the indirect marketing of cigarettes via general interest community and brand accounts associated with kretek tobacco companies (3,388 instances, Figure 1), and to a much lesser extent, cigars. There was also a significant amount of marketing for electronic cigarettes (434 instances); most of which clearly depicted products for sale (89%). Marketing for heated tobacco products (12 instances) was also mostly direct (92%), and the few observed instances of marketing for nicotine pouches (8 instances) were direct (100%).

Figure 1
Volume by Product and Marketing Type



Who are the key players? The majority of observed marketing instances were associated with Djarum through brand-affiliated accounts (83%, Figure 2), followed by the electronic cigarette brand UWELL (5%, Figure 2). When we look exclusively at the kretek or clove cigarette companies that were associated with marketing (Figure 2a), after Djarum (94%), Sampoerna (2%), Nojorono Tobacco (2%), Gudang Garam (1%) and Taru Martani (<1%) were also observed actively marketing. Marketing for electronic cigarettes was far more diffused among many product brands (Figure 2b). After UWELL (41%), most marketing instances came from the brands UPODS Indonesia (13%) and GeekVape (11%).

Figure 2
Tobacco Companies and Brands Associated with Marketing



Note: The "Other" category includes companies and brands that sell cigarettes, cigars, electronic cigarettes, heated tobacco products and nicotine pouches that each comprise <1% of total marketing.

Figure 2a
Kretek or Clove Cigarette and Cigar Companies Associated with Marketing

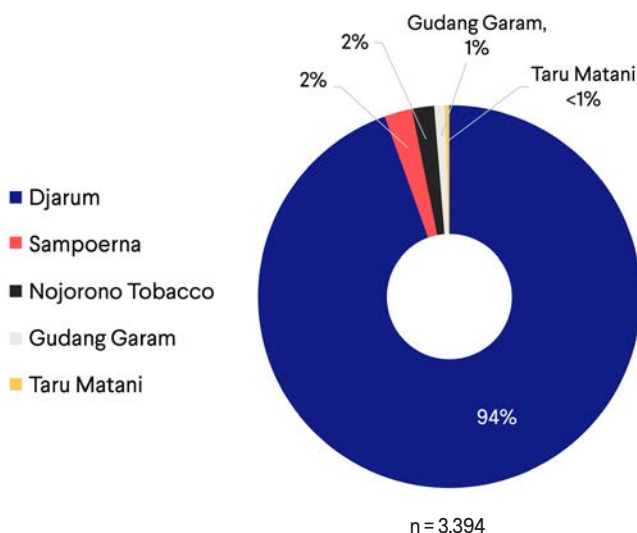
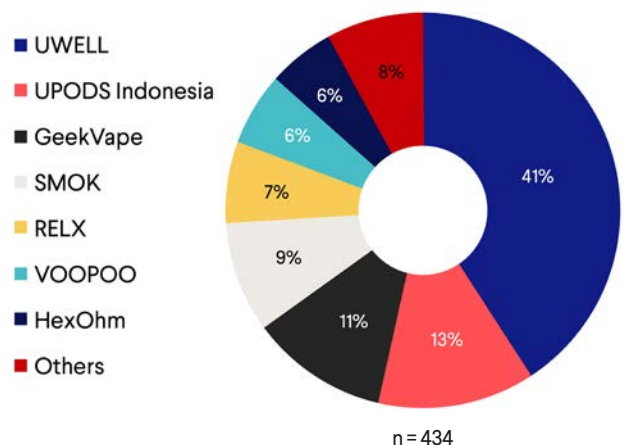


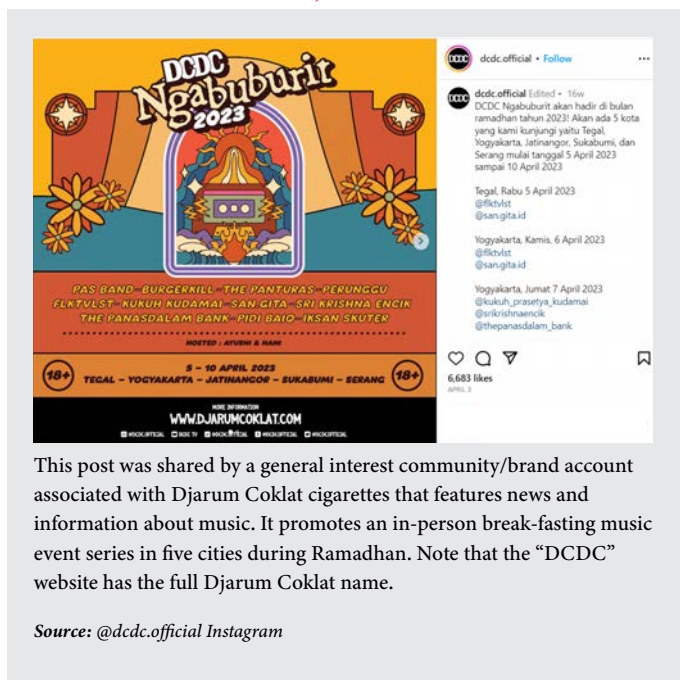
Figure 2b
Electronic Cigarette, Heated Tobacco Products and Nicotine Pouch Brands Associated with Marketing



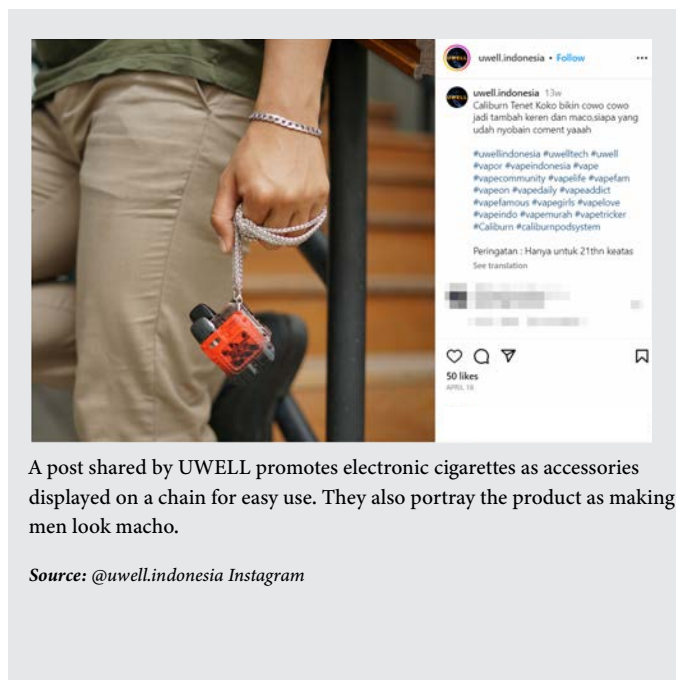
Note: "Others" category includes Oxva, IQOS heated tobacco product, Shiro nicotine pouches, Rcraft and OFA e-liquids.

Examples of marketing from key players¹

Djarum



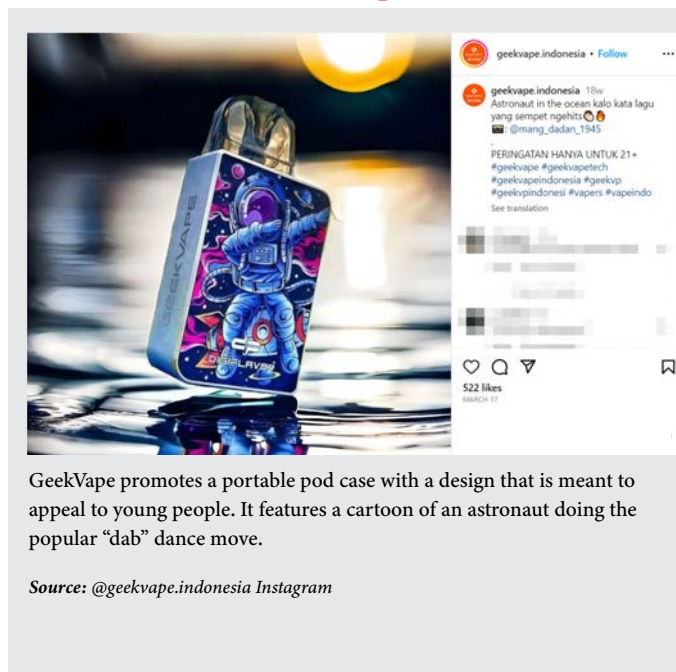
UWELL



Sampoerna



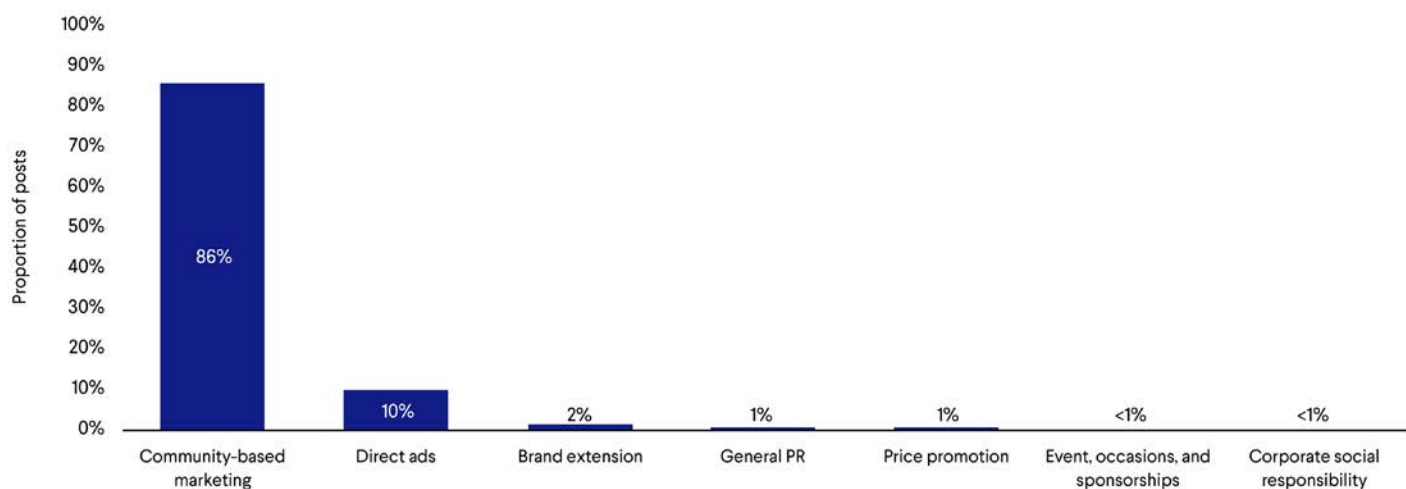
GeekVape



¹ Key players here refer to tobacco companies and brands in Figure 2.

What marketing tactics were used?² The use of indirect marketing tactics was the most prominent form observed online. Community-based marketing was observed the most (86%, Figure 3). With this tactic that was primarily used by Djarum, the tobacco company builds communities of followers interested in sports, music, travel, and other areas as a way to indirectly market their company and products and encourage tobacco use. The account and its posts either use the official tobacco company logo (e.g., Djarum badminton) or a logo that subtly matches the company's different tobacco brands (e.g., LensA community of Djarum LA kretek cigarettes). The second most-used category was direct ads (10%), which was utilized by accounts promoting electronic cigarettes, nicotine pouches and heated tobacco products. During this period, marketing by Sampoerna's brand-extended products and services, including the bank and mobile banking, was also observed (2%). Price promotions were mostly used to market electronic cigarettes products (1%), and occasions like Ramadhan and Eid al-Fitr were used in promotions (<1%).

Figure 3
Marketing Tactics Used



N = 3,848

² See Appendix Table I for definitions of marketing tactics.

Where was the marketing observed?³ More than two-thirds of marketing was observed on Instagram (71%), followed by Facebook (14%) and Twitter (12%) (Figure 4). Instagram was used for marketing all product types, while Facebook was only used for kretek cigarettes/cigars and electronic cigarettes (Figure 4a). Kretek cigarettes/cigars had the most marketing of any products on Instagram (71%). There was marketing on TikTok for kretek cigarettes (3%) and electronic cigarettes (2%), and on YouTube for kretek cigarettes (<1%). During this period, marketing for nicotine pouches was observed on Instagram (2%, Figure 4a).

Figure 4
Digital Platforms Used for Marketing

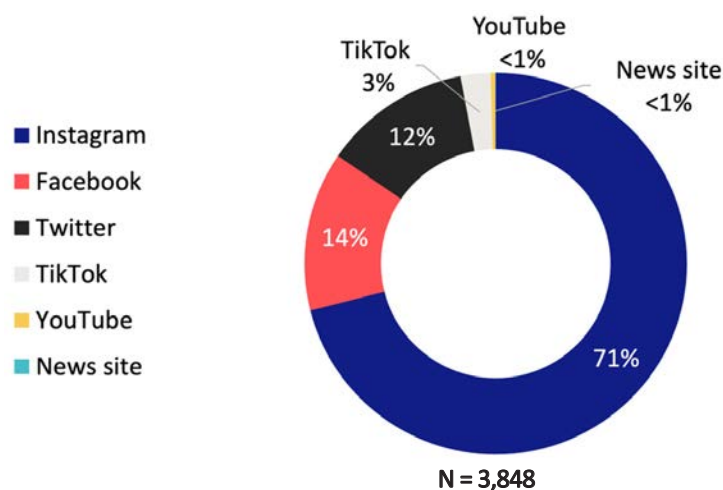
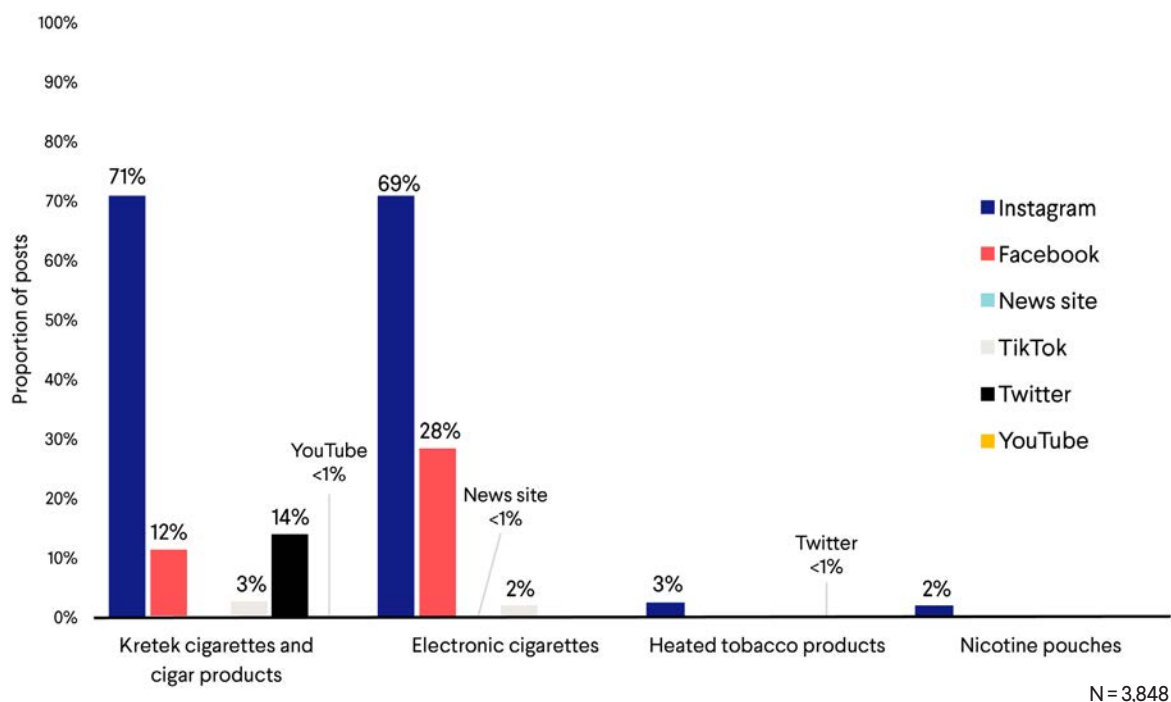


Figure 4a
Digital Platforms Used for Marketing by Product Type



Note: Refer to Figure 1 for breakdown of indirect and direct marketing per product type

³ TERM relies heavily on text-based searches and is not able to capture any content that solely contains images. This may lead to an undercounting of marketing content on heavily visual media such as YouTube or TikTok.

Example of news marketing

PT. Java Vapor Indonesia, otherwise known as Indonesia Dream Juice, launched One for All (OFA), the first locally manufactured disposable electronic cigarette product in the country. The company has distributed its products in Korea, Malaysia, Ukraine, Iraq and several other middle eastern countries.

Source: Jawapos.com

Luncurkan OFA, Distribusi IDJ Tembus Irak dan Ukraina

Dimas Ryandi - Senin, 13 Maret 2023 | 22:11 WIB



Example of marketing on YouTube

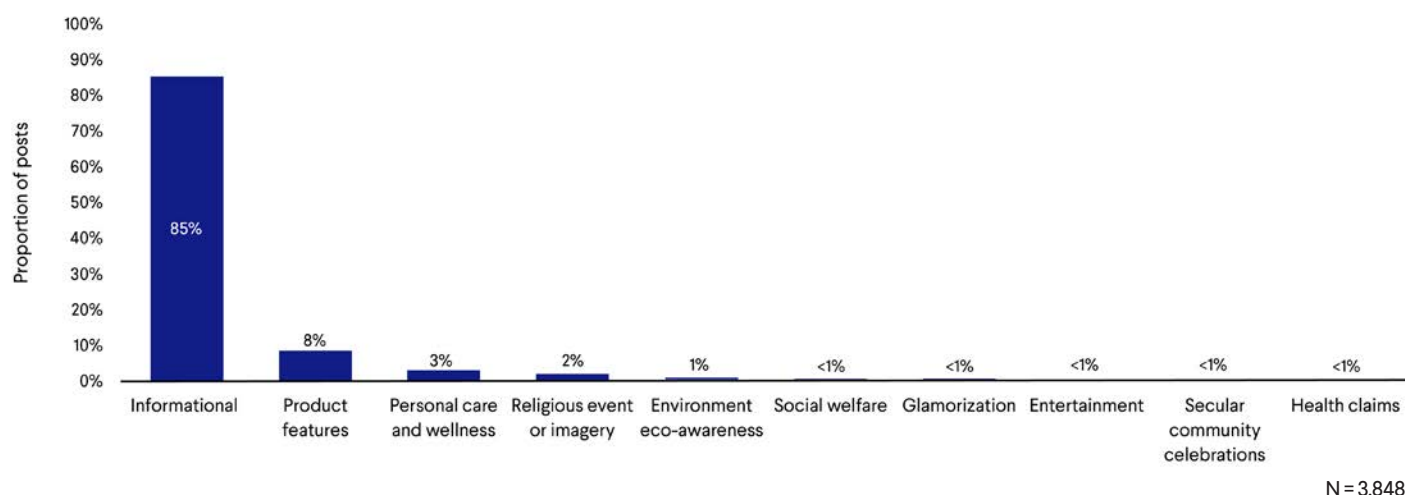
During this period, TERM observed a new YouTube community account associated with Djarum's Super brand called SUPERTALKS. The account features a talk show dedicated to the music industry. Note the shirts, mugs and background set with the SUPERTALKS logo that maps on to the Super cigarette brand logo. Viewers can also see ashtrays and Djarum Super cigarette products on the table.

Source: SUPERTALKS YouTube



What messaging was used?⁴ Most of the marketing provided information about general interest topics including sports, auto racing and music (85%) (Figure 5), followed by product features (e.g., available colors, design, and portability) and technical specifications; this messaging was mostly observed for electronic cigarettes (8%). The use of personal care and wellness framing was observed most often for community gatherings that promoted using electronic cigarettes with like-minded peers (3%). Marketing using religious events or imagery was also observed during Ramadhan, Eid al-Fitr and Easter (2%).

Figure 5
Message Framing Used in Marketing



Examples of message framing

Informational

This post from Philip Morris International's heated tobacco brand IQOS' Instagram account, offers a tutorial on how to buy IQOS products HEETS & TEREAs through an e-grocery application.

Source: @iqos_id Instagram

Product features

This post highlights the features of OXVA's product line XLIM PRO, such as their colors, size and battery capacity.

Source: @oxva.indonesia_ Instagram

⁴ See Appendix Table 1 for definitions of message framing.

Personal care and awareness



The most frequently used hashtags during this period promoted Djarum's series of Super brands such as: #Inirasanyasuper, #Superlive, #Supersoccer, #Supermusic, and #Superadventure (see Table 1 for more details). Hashtags related to badminton were also frequently used to promote content from Djarum's badminton account, which in this period were mostly observed for several badminton tournaments, including local tournaments and tournaments in Spain and France. These hashtags included: #TeruskanSemangatJuara, #Djarumbadminton #PBDjarum #PBDjarumOfficial. Common hashtags related to electronic cigarettes were also observed, including #Vapefam #Vape #Vapedaily #Vapeaddict, #Vapelife, and #Vapeon.

[illegible]

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, SUPERSOCCER, SUPERADVENTURE, #INIRASANYASUPER (It tastes super), #SUPERTRIP, #SUPERLASTING	These hashtags are used to promote Djarum's different general interest Super brands, which represent adventure lifestyle, music entertainment, sports events, information, e-sports and entrepreneurship. The hashtag #INIRASANYASUPER was used to promote a campaign, sponsored by Djarum's Super Soccer, which was pegged to the 2022 FIFA Men's World Cup and is now used as a hashtag for the general interest Djarum Super brand accounts.	Djarum Super kretek cigarettes
#everblastfest, #everblast	These hashtags are used by Djarum-associated accounts that focus on music events. The Everblast festival featuring international and national music artists is organized by Super Music.	Djarum Super kretek cigarettes
#Backtoblack #Blackxperience #Balckauto	These hashtags is used by Djarum-associated accounts that focus on motorcycle and auto racing.	Djarum Black kretek cigarettes
#PBDjarumofficial #PBDjarum, #Djarumbadminton, #teruskansemangatjuara (keep it up), #Djarumbeasiswaplus #beswandjarum, #atletPBDjarum	These hashtags are used by Djarum-associated accounts that focus on badminton-related information and news.	Djarum kretek cigarettes
#lensavideografi, #fotografi #lensacommunity	These hashtags are used by Djarum-associated accounts that focus on photography.	Djarum LA kretek cigarettes
#switchgang, #switchit, #kitapakeupods	These hashtags are used by the UPODS' product brand account to encourage switching from smoking tobacco to electronic cigarettes.	UPODS electronic cigarettes

#Vapefam, #Vapegirls, #Vapecommunity, #Vapelove, #Vapeon, #Vapeindo, #Vapor, #Vapeaddict, #Vapedaily, #Vapelife, #Vapemurah, #Vapetricker, #Vapeaddict	These hashtags used by electronic cigarette product brands use the misnomer “vape” or “vapor” to refer to aerosols released by these devices. “Vape” gives the misleading impression that electronic cigarette aerosols are harmless. In addition, these hashtags also normalize electronic cigarette use as part of a daily routine, including among women and girls.	Generally used by electronic cigarette product brands
#IQOS	This hashtag is used by IQOS.	IQOS heated tobacco product
#DCDC, #Djarumcoklat, #Coklat, #Djarumcoklatdotcom, #Djanganberisiktetap tenangkitamenang	These hashtags are used by Djarum-associated accounts that focus on music events.	Djarum Coklat kretek cigarettes
#Relxindonesia, #Relxinaja	These hashtags are used by the RELX product brand account.	RELX electronic cigarette
#ScooterLAndid	This hashtag is used by Djarum-associated accounts that focus on the scooter community.	Djarum LA kretek cigarette
#ICEperience	This hashtag is used by Djarum-associated accounts that focus on music events.	Djarum LA Ice kretek cigarette

Appendix Table 1. Definitions for marketing tactics and message framing identified

Marketing tactic	Type of marketing strategy used, which captures the intention of the marketing (to sell products, create brand endearment/loyalty, etc.)
Direct ads	Promotes the sale or use of tobacco products in a straightforward manner; shows images of the product.
Events, occasions, sponsorships	Pairs the company/brand or tobacco product with events, occasions, sponsorships and contests (e.g., product sponsorship of sports events, live concerts, holiday greetings).
General profile raising	Intended to raise the profile of the brand/company but does not fall into any of the other categories (e.g., brand/company wishing a happy new year).
Price promotions	Promotes the sale or use of tobacco products and new nicotine and tobacco products through price discounting (e.g., 10% off).
Community-based marketing	Promotes the sale or use of tobacco products indirectly by creating brand connection to a specific community or subculture (e.g. Photography enthusiasts, electronic music lovers).
Corporate social responsibility	Pairs the company/brand or product with socially responsible activities (e.g., water conservation projects, financing vaccination drives).
Brand extension	A separate brand of non-tobacco items that are produced by tobacco companies/conglomerates. The products may use the trademark logo or the name of the parent tobacco company on its packaging.
Message framing	Underlying theme around which the whole message of the post is built.
Entertainment	Posts that promote the product as being entertaining and fun. This category also includes posts that use entertainment-related content including memes, funny videos or jokes.
Environment eco-awareness	Any post that addresses climate change, conservation, sustainable development goals, or encouraging people to support environmental causes.
Glamorization	Posts that associate use of products as aspirational, luxurious or part of an ideal, fashionable lifestyle.
Health claims	Posts that present the product as healthier than other products or as being less harmful than conventional tobacco products.
Informational	Posts that instruct viewers how to use a product. This category also includes posts that provide background information on the company.
Personal care and wellness	Posts that associate products with relaxation or stress management. This category also includes posts that frame products as being used for social bonding, including forming community around use of the product with like-minded peers.

Product features	Posts that primarily emphasize the available choices of product flavors and design including device colors, as well as technical specifications of the product. Posts without any text descriptions or keywords that only display the product are also included in this category.
Religious event or imagery	Posts that feature religious imagery, or celebrate religious festivals and events.
Secular community celebrations	Posts that offer celebrations or greetings for non-religious social and sporting events that are celebrated globally or nationally. This category also includes content celebrating achievements or honoring the memory contributions of those who passed away.
Social welfare	Posts that showcase activities sponsored or supported by company/brand that are meant to improve their public image. Any posts associating the company with social welfare schemes, livelihood initiatives, women's empowerment, entrepreneurship, educational scholarships, etc.

Methods

The Tobacco Enforcement and Reporting Movement (TERM) is a digital media monitoring system that offers rapid, qualitative insights into online tobacco marketing. The primary purpose of TERM is to identify instances of tobacco marketing, a known public health risk. TERM does not allege or attempt to identify whether these tobacco marketing instances are in violation of local or international laws.

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 articles on news sites. Instances of tobacco marketing on social media 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. News articles are identified by tracking the top 20 newspapers based on circulation in English and the commonly spoken language in each country through their social media accounts, RSS feeds and Google Alerts and via LexisNexis if behind a paywall. 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.](#)

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About the Tobacco Enforcement and Reporting Movement

Vital Strategies' Tobacco Enforcement and Reporting Movement (TERM) is a continuous digital media monitoring system that tracks tobacco marketing online on social media platforms and news sites. TERM is currently operating in India, Indonesia and Mexico.

About Vital Strategies

Vital Strategies is a global health organization that believes every person should be protected by equitable and effective public health systems. We partner with governments, communities and organizations to reimagine public health, and the result is millions of people living longer, healthier lives. Our goal is to build a future where better health is supported across all facets of our lives, in our families, communities, in our environment and our governments.

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