

“Screened at Night”: Examining the Influence and Appeal of Advertising for Kreteks Among Indonesian Youth

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Background & Methods

- Indonesia is a key market for tobacco, with kreteks leading the market in popularity
- Tobacco companies invest hundreds of millions of dollars in Indonesia annually to aggressively promote their products
- OBJECTIVE:** This mixed-methods study employed seven focus group discussions and a cross-sectional, tablet-based survey to examine the influence and appeal of television marketing for kreteks on youth ages 13-17 years in Jakarta, Indonesia
- Logistic regression and thematic analyses evaluated youth attitudes towards Marlboro Filter Black and Djarum Super MLD Black advertisements

Results

Participant Characteristics

	Focus Group Discussions (n=57)	Survey (n=806)
Age in years, mean (SD)	15.3 (1.3)	14.9 (1.4)
Sex		
Male	22 (39.0%)	390 (48.4%)
Female	35 (61.0%)	416 (51.6%)
Smoking Status		
Non-Smoker	47 (82.0%)	686 (85.1%)
Smoker	10 (18.0%)	120 (14.9%)
Intention to Smoke in the next year		
No	43 (75.0%)	456 (56.6%)
Yes	14 (25.0%)	350 (43.4%)



MARLBORO	BOTH	DJARUM
<p>Local vs Foreign “[Marlboro is] a product from abroad...” (female, mild slum, non-smoker)</p>	<p>Audio Visual Elements “I’d be interested [in] like the dancing. The song is also good.” (female, heavy slum, non-smoker)</p>	<p>Local vs Foreign “[Djarum is for] natives of here.” (female, heavy slum, non-smoker)</p>
<p>Luxury vs Everyday “it’s usually upper class people who like [Marlboro].” (female, heavy slum, non-smoker)</p>	<p>Perceived Manipulation “The horrible part is that little children will give it a try.” (male, non-slum, smoker)</p>	<p>Luxury vs Everyday “Djarum is for the ordinary classes, ordinary people.” (female, mild slum, non-smoker)</p>
<p>Youth vs Adult “Marlboro in my opinion, mostly those who smoke them are young kids.” (male, mild slum, smoker)</p>	<p>Youth vs Adult “It’s been forbidden but it’s still being advertised.” (female, heavy slum, smoker)</p>	<p>Youth vs Adult “maybe most of [Djarum smokers] are older men.” (female, heavy slum, smoker)</p>

Focus Group Discussion Findings

- Focus group participants described consistency in the advertising strategies, but described Djarum as more accessible while Marlboro was perceived as a luxury brand
- Youth voiced recognition of manipulation by both Marlboro and Djarum marketing tactics towards children

Survey Findings

- 43% of respondents reported intention to smoke in the next year
- Odds of intention to smoke increased among non-smoking youth with greater liking of either the Marlboro ad (OR = 1.24, 95% CI = 1.08, 1.42) or the Djarum ad (OR = 1.36, 95% CI = 1.18, 1.56)

Conclusions

- A greater liking of the tobacco ads by non-smoking Indonesian youth was associated with increased intention to smoke in the next year
- Television ads aired after 9pm are still viewed by youth
- Findings demonstrate that youth believe advertising for these popular tobacco products is appealing and influential, indicating the need for ongoing policy efforts to strengthen restrictions on tobacco advertising in Indonesia

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