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

#### 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.

#### Acknowledgement

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**Participant Characteristics**

<table>
<thead>
<tr>
<th>Age in years, mean (SD)</th>
<th>Focus Group Discussions (n=57)</th>
<th>Survey (n=806)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex</td>
<td>Male (42.9%)</td>
<td>Female (57.1%)</td>
</tr>
<tr>
<td>Smoking Status</td>
<td>Non-Smoker (78.2%)</td>
<td>Smoker (21.8%)</td>
</tr>
<tr>
<td>Intention to Smoke in the next year</td>
<td>No (51.7%)</td>
<td>Yes (48.3%)</td>
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</tbody>
</table>

**Local vs Foreign**

- “[Marlboro is] a product from abroad...” (female, mild slum, non-smoker)
- “Djarum is for the ordinary classes, ordinary people.” (female, mild slum, non-smoker)

**Luxury vs Everyday**

- “It’s usually upper class people who like [Marlboro].” (female, heavy slum, non-smoker)
- “Djarum is a luxury brand” (male, mild slum, smoker)

**Youth vs Adult**

- “Marlboro in my opinion, mostly those who smoke them are young kids.” (male, mild slum, smoker)
- “maybe most of [Djarum smokers] are older men.” (female, heavy slum, smoker)

**Audio Visual Elements**

- “I’d be interested [in] like the dancing. The song is also good.” (female, heavy slum, non-smoker)
- “Djarum is for the ordinary classes, ordinary people.” (female, mild slum, non-smoker)

**Perceived Manipulation**

- “The horrible part is that little children will give it a try.” (male, non-sm, smoker)
- “Djarum is the advertising strategies, but described Djarum as more accessible while Marlboro was perceived as a luxury brand.”

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