



# BEYOND THE SCHOOL GATE : **BOMBARDED** BY CIGARETTE ADVERTISING





# Beyond the School Gate: Bombarded by Cigarette Advertising

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- Ruandu Foundation (Padang)
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Published June 2015

## Executive Summary

Every year approximately 200,000 Indonesians die from tobacco related illnesses. There are approximately 66 million active smokers in Indonesia, including 3.9 million children between the ages of ten and fourteen.

Advertising from tobacco companies is one factor that convinces children to smoke. Research shows that exposure to cigarette advertising and promotion from a young age will increase the positive perception of smoking, the desire to smoke, and even encourage young people to continue to smoke or relapse after initially attempting to quit.

This report presents the results of field monitoring of tobacco advertising outside schools conducted by Childrens' Media Monitoring Foundation (Yayasan Pengembangan Media Anak or YPMA), Indonesia Childrens' Lantern (Lentera Anak Indonesia or LAI), and Smoke Free Agents (SFA). Monitoring of cigarette advertising and promotions around schools was completed from January to March 2015 in five Indonesian cities: Bandung, Jakarta, Makassar, Mataram and Padang. 360 schools were surveyed from elementary schools to technical high schools.

Tactics observed included tobacco advertising and promotions seen from the school gate or school campus border. The types of advertisements fell under two categories: outside advertisements (billboards, videotrons or banners) and advertisements at the point of sale (banners in front of stores or stalls, special displays or name signs for stores or stalls). Promotion includes information about cigarette pricing.

By law, schools are supposed to be free of smoking, cigarette sales and cigarette advertising and promotion. However, this reports shows that students at the schools surveyed are exposed to cigarette advertising and promotions directly outside schools and in the local communities where the schools are located.

This project found that the largest tobacco companies in Indonesia advertise and promote their products around schools including Djarum, Bentoel/ British American Tobacco, Nojorono, Gudang Garam and Sampoerna/Philip Morris International. The most-advertised cigarette brands noted around the schools

were Djarum Super Mild (Djarum), Clas Mild (Nojorono), GG Mild (Gudang Garam), Dunhill (Bentoel/British American Tobacco), L.A. Lights (Djarum), and Surya (Gudang Garam).

Point of sale advertisements - or advertisements at the places cigarettes are sold such as kiosks and convenience stores - were found in 85 percent of the school areas observed. The majority of this type of advertisement was banners posted in front of stores and stalls. Additionally, cigarette displays at the point of sale were found at 69 percent of the schools observed, often placed next to snacks, candy and bottled drinks children enjoy. Promotions of cigarette prices by pack or by stick were seen near 54 percent of schools monitored.

This project also found that outdoor cigarette advertisements were found in one out of every three schools observed. The most prevalent type of cigarette advertisements was billboards. The billboards depicted both

cigarette brands, and events sponsored by cigarette companies.

This report shows that the total number of cigarette advertisements is greater at the point of sale than outside advertisements such as billboards.

The report concludes with the following recommendations:

1. Local and national governments must implement total bans of cigarette advertising, promotion and sponsorship.
2. Concerned groups including principals, teachers, students, parents and communities around schools must take action to make the school environment free of cigarette advertising, promotion and scholarship.



## Background

SApproximately 66 million people in Indonesia are active smokers, and 43 million children are exposed to the damaging health effects of secondhand smoke. Every year, approximately 200,000 Indonesians die because of smoking related diseases. Even worse, 3.9 million children ages 10-14 become active smokers in Indonesia each year. The number of smokers who start smoking by ages 10-14 has grown 80 percent from 2001 to 2010.

More than 30 percent of Indonesian children try cigarettes before their 10th birthday.

Youth are susceptible to tobacco advertising, promotion and sponsorship (TAPS). Exposure to cigarette advertising and promotion from a young age increases positive perception of smoking and the desire to smoke. , , In Indonesia, as many as 70 percent of teens claim to start smoking due to the influence of advertisements, 77 percent claim advertising causes them to continue smoking, and 57 percent say that advertisements cause them to smoke after trying to quit.

Internal industry documents and much peer-reviewed research show that the tobacco industry realizes the effects of tobacco advertising, promotion and sponsorship on teens. To maintain profits, tobacco companies must replace customers who quit or die from tobacco-related diseases with new smokers. The companies know that teenagers are “replacement smokers,” a phrase found in a tobacco industry document released after the 1998 Master Settlement Agreement\* in the United States: “Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while in their teens...” To attract replacement smokers, the tobacco industry spends trillions of rupiah (over 100 million U.S. dollars) each year on advertising. According to Nielsen Media research, in 2012, advertisements for clove cigarettes



alone reached 3.14 trillion Indonesia rupiah.

Regulations in Indonesia require that school grounds be smoke-free areas, free of smoking, tobacco sales and tobacco advertising and promotions. However, tobacco companies are still able to advertise and sell their products outside of the school gates. When students exit from the school gates, they are immediately ambushed by tobacco industry advertisements strategically placed around their school environment.

Children spend at least six hours a day in and around school, which means that they are guaranteed to be exposed to tobacco advertising and promotion placed around campus.

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Smoke-free areas in Indonesia are governed by the Health Law Number 36, 2009; National Regulation 109, 2012; a guideline from the Internal Affairs Ministry and the Health Ministry in 2011; a circular from the Ministry of Education, 2014; and local laws. As of December 2014, 175 cities and towns had some sort of smoke-free policy. Areas that are smoke-free under these policies include:

- (a) places where children play
- (b) schools/educational facilities
- (c) health care facilities
- (d) places of religious worship
- (e) public transportation
- (f) public places
- (g) workplaces

Smoke-free policies not only ban smoking in these areas, but also ban the sale, making, purchase, advertising and promotion of tobacco products.

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## Methods

The monitoring of tobacco advertising and promotions around schools was completed from January to March, 2015 in five Indonesian cities: Bandung, Jakarta, Makassar, Mataram, and Padang. Communities with one or more school were chosen for monitoring.

Monitoring occurred around 360 schools in the five cities: 166 schools in Jakarta, 64 in Bandung, 49 in Makassar, 55 in Mataram, and 26 in Padang. The number of schools in Padang is less than those monitored in other cities because a 2009 earthquake damaged many buildings, so schools were merged

together into complexes. Schools monitored included elementary (ages 6-12), middle/junior (ages 13-15) and high schools (ages 16-19). At each school, all forms of tobacco advertising and promotions that could be seen from the school gate and school campus border were recorded.

	OUTSIDE ADVERTISING	POINT OF SALE ADVERTISING	PRICE PROMOTION
1	BILLBOARDS	Cigarette pack display rack near the cashier of the point of sale market	Promotion price or price discount
2	VIDEOTRONS (LCD SCREENS)	Posters inside or outside the point of sale	Price of cigarettes advertised per stick
3	POSTERS	Banners inside or outside the point of sale	Free gift with purchase
4	BANNERS	Tobacco branded name signs of the point of sale	
5	STICKERS	Sticker inside or outside the point of sale	
6	SIGNS ON A BUS STOP OR POLICE POST	Wall of the a point of sale that is painted with a color/branding of a specific cigarette	
7	CARS PAINTED WITH CIGARETTE BRANDING	Cigarette pack display rack in the front of a stall or store that could be seen from outside the store	



# Results

## Cigarette brands that advertise and promote near schools

Monitoring found that the largest tobacco companies in Indonesia advertise and promote their products around schools. These companies include Djarum, Bentol/ British American Tobacco (BAT), Gudang Garam, Sampoerna/Philip Morris International (PMI) and Nojorono.

### Companies and examples of cigarette brands that advertise and promote cigarettes near schools

COMPANY	EXAMPLES OF CIGARETTE BRAND	
 PT. BENTOEL INTERNATIONAL INVESTAMA	CLUB MILD DUNHILL DUNHILL FILTER	
 PT. DJARUM	CLAVO DJARUM DJARUM MLD DJARUM SUPER MILD	BLACK MILD L.A. LIGHT
 PT. GUDANG GARAM	GG GOLD GG MILD GUDANG GARAM SURYA	SURYA PRO MILD APACHE
 NOJORONO GROUP KUDUS	CLAS MILD MATRA	
 PT. HM SAMPOERNA	A MILD A REFRESH AMILD AVOLUTION DJI SAM SOE MAGNUM	MAGNUM BLUE MAGNUM FILTER MARLBORO MARLBORO LIGHT U MILD
PT. TRISAKTI PURWOSARI MAKMUR	LINTANG ENAM	
PT. GELORA DJAJA	WISMILAK	
PT. PURINDO ILUFA PASURUAN	WIN MILD	
PT. TRANSENTRA TOBACCO	RELAX MILD	
PT. TSPM PASURUAN	LINTANG ENAM	
PT. ARMANDO INTERTABACCO INDUSTRY, KUDUS	URBAN MILD	

Monitoring found that tobacco companies place advertisements and promotion around schools using a variety of tactics, from those easily seen like billboards, to indirect marketing tactics like painting buildings with colors of a certain cigarette brand.

## Outside Advertising

Various studies show that cigarette advertising forms positive impressions of the product with children and that tobacco companies use themes such as appearance, popularity, maturity, and other qualities that appeal to youth.<sup>16</sup> Youth who are exposed to tobacco advertising are more likely to smoke.<sup>17</sup>

Outside advertisements, mainly billboards, can be seen by students outside their school gates at 32 percent of the schools monitored. The majority of these advertisements are placed in front of the

school gate or across the street so that they can be seen very clearly from the school. These advertisements are not only for cigarette brands, but also for music or sports events sponsored by the tobacco industry.

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Outside advertisements  
were found near 1  
out of every 3 schools  
monitored

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Photo 1.  
A row of Clas Mild (Nojorono) billboards seen from the gate of an elementary school complex in South Padang, clearly visible to students when they are arriving at and leaving school. (21 February 2015)

Photo 2.  
Large Videotron advertising  
LA Lights (Djarum)  
cigarettes in front of a  
middle school in Bandung.  
(2 February 2015).



Photo 3.  
ClasMild (Nojorono) billboard next to  
an elementary school in Makassar. (19  
March 2015).



Photo 4.  
This billboard is placed across the street from an  
elementary school in Padang (21 February 2015).  
Although there is no cigarette brand evident, three things  
are clear: (1) the letter "A" written within the words  
"goAheadchallenge," (2) the tagline 'goAhead' and (3) the  
pictorial health warning label that says "smoking kills."  
These features indicate that this is a billboard for A Mild  
cigarettes.



## Point of Sale Advertisements

In a national survey, three out of five Indonesian youth ages 13-15 noticed tobacco advertisements at the point of sale.<sup>18</sup> Evidence shows that children who see cigarette advertisements at the point

of sale are more likely to start smoking than those that are not exposed to point of sale advertising.<sup>19</sup> Flashy cigarette displays often initiate spontaneous purchase. The placement of cigarettes near snacks and soft drinks also plants the idea that cigarettes are normal, harmless products.<sup>20</sup>

**Cigarette advertising at the point of sale was found near 85 percent of the school areas monitored.**

Different forms of tobacco advertisements at the point of sale (including at kiosks, stores and minimarkets) were found near 85 percent of the school areas monitored. These advertisements appear most

often in the form of banners, but also come in the form of shop signs or cigarette pack displays. It was also observed that these points of sale often serve as daily gathering places for students.



Photo 5.  
Banners are frequently posted in front of kiosks like this. This photo was taken at a technical high school in Pasar Minggu, South Jakarta. The banners include Magnum Blue (PMI), Surya Pro Mild (Gudang Garam), LA Lights (Djarum) and Avolution (PMI) at three different kiosks close to the school. (1 February 2015).

*Photo 6*  
A Dunhill Filter (BAT) cigarette display behind the cashier of a minimarket near an elementary-middle-high school complex in Kelapa Gading, North Jakarta (23 March 2015). Students frequently buy snacks and drinks at this minimarket when they are on their way home from school.



Cigarette branding was also found on the name signs of kiosks, stores and minimarkets. The cigarette brand name is often larger than the name of the store, making it the first thing noticed when looking at the store front. This branding tactic was found in all cities monitored.

**Cigarette branding on the store's name sign was found near 40 percent of the schools surveyed.**



*Photo 7*  
A Black Mild (Djarum) sponsored nameplate on a storefront near a high school in Sunu, Makassar (25 March, 2015). The cigarette branding (left) is larger than the store name (right).



*Photo 8*  
Dunhill Mild banner on a store in front of two elementary schools in Kebun Jeruk, Jakarta (30 March 2015). The name of the store is in small, plain type on the bottom of the banner.



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**Cigarette pack displays at the point of sale were found around  
2 out of every 3 schools monitored.**

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*Photo 9.*  
Djarum Super MLD cigarette display container at a stall that is situated in front of an elementary school in Kebon Jeruk, West Jakarta. (27 February 2015).

Another way to ensure that cigarette advertisements are clearly seen is to display colorful cigarette packs in a branded container or rack. This type of display is often placed near snacks that students frequently buy. Cigarette pack displays were found near 69 percent of the schools monitored.

Monitoring also found examples of entire buildings used as tobacco advertisements by painting a store near a school to match a certain brand's color scheme.



*Photo 10*  
Different cities with the same example of store fronts painted with Djarum MLD brand colors. (Left) Store painted with the branding of Djarum Black Mild and Djarum MLD near a high school in Mamajang, Makassar (12 March 2015). (Middle) Djarum MLD branding painted on a store near two elementary schools in Cakung, East Jakarta (23 February 2015). (Right) Djarum MLD branding painted on a store next to a high school in Bandung, West Java (30 March

*Photo 11*  
A Dunhill (BAT) sponsored kiosk outside of a school complex in Tebet, South Jakarta (12 February, 2015).





## BOMBARDMENT OF TOBACCO ADVERTISING AROUND SCHOOLS

An example of the different types of tobacco advertising around a high school in Makassar (12 March 2015).



The observations made in five cities shows that cigarette advertising at the point of sale is rampant around schools.

# Cigarette Price Promotion and Retail Environment

In addition to billboard advertising and point of sale advertising, specific advertisements that promote cigarette prices were found near 54 percent of the schools monitored. This promotion usually comes in the form of listing the price by pack or by stick.



Photo 14

(Left) Advertising and price promotion for Dji Sam Soe (PMI) posted directly next to a middle school gate in Bandung (20 February 2015). (Right) Display and price promotion of Djarum MLD for 20 sticks at a minimarket near an elementary school in East Jakarta (12 February 2015).

**Price promotion of cigarettes was found near 54 percent of schools monitored.**

Cigarette advertising near schools not only promotes brands, but also shows students how inexpensive and readily available cigarettes are.

Tobacco product retailers were found near nine out of ten schools surveyed. The stalls and shops where cigarettes are sold become places students gather or where they buy snacks at break time and after school. Sellers are not just selling cigarettes in packs, but also by individual sticks. Offers and promotions for the purchase of cigarettes per stick make them cheaper and more attractive to youth. Every day students pass these stores, and subsequently their advertisements, when going to and from school.

## Conclusions and Recommendations

This project makes clear that tobacco companies are actively advertising their deadly products around Indonesia's schools. Cigarette advertisements were found around almost all schools surveyed in the form of outdoor advertisements, point of sale advertisements and point of sale displays. Exposure to tobacco advertisements makes it more likely that children will start using tobacco.

Some Indonesian cities have taken action to pass legislation to ban outdoor advertisements, but our children are not yet fully protected from the tobacco industry's tactics. Jakarta's Governor's Rule Number 1, 2015 bans billboards starting 1 January 2016, and West Nusa Tenggara and Bali also have smoke-free area laws that include advertising bans. These laws are good steps to protect our children from the tobacco industry's advertising tactics, but implementation must be strict and consistent and more governments at all levels must pass and implement such policies.

Even when certain types of advertising and promotion are banned, the tobacco industry skillfully resorts to other forms of advertisements, sponsorship and promotion. Based on the evidence presented in this report, it is clear that partial bans are not sufficient to protect children from exposure to tobacco advertising. Comprehensive bans on tobacco advertising, promotion and sponsorships, as recommended by the World Health Organization, are therefore needed to protect our kids.

To protect Indonesia's children from the deadly impact of tobacco use, we recommend that :

1. Local and national governments must implement total bans of cigarette advertising, promotion and sponsorship.
2. Concerned groups including principals, teachers, students, parents and communities around the school must take action to make the school environment free of cigarette advertising, promotion and sponsorship.

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 \*The Master Settlement Agreement is an accord reached in November 1998 between the state Attorneys General of forty-six states., five U.S. territories, the District of Columbia and the five largest tobacco companies in America concerning the advertising, marketing and promotion of tobacco products. Among its many provisions, the Settlement forbids participating cigarette manufacturers from directly or indirectly targeting youth.
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