

## Impact case study (REF3)

<b>Institution:</b> Edinburgh Napier University		
<b>Unit of Assessment:</b> UOA17- Business and Management Studies		
<b>Title of case study:</b> Indonesian tobacco marketing ethics: Influencing tobacco control policies to protect children and general public		
<b>Period when the underpinning research was undertaken:</b> January 2013 to April 2020		
<b>Details of staff conducting the underpinning research from the submitting unit:</b>		
<b>Name(s):</b> Dr Nathalia C Tjandra	<b>Role(s) (e.g. job title):</b> Associate Professor in Marketing	<b>Period(s) employed by submitting HEI:</b> September 2013 – ongoing
<b>Period when the claimed impact occurred:</b> July 2017 to December 2020		
<b>Is this case study continued from a case study submitted in 2014?</b> N		
<b>1. Summary of the impact</b> (indicative maximum 100 words)		
<p>Research led by Edinburgh Napier University into the ethics of tobacco marketing in Indonesia <b>resulted in new policies and monitoring procedures for No Smoking Area (Kawasan Tanpa Rokok – KTR)</b> in Sleman Regency, Yogyakarta, Indonesia. <b>Tobacco sponsorship is now banned</b> in schools, and <b>advertising is prohibited within a 500m radius</b>. Over <b>300 schools now report biannually</b> on implementation of their KTR. KTRs using the guidance are now being <b>implemented in 1,941 public spaces</b> in Sleman. The beneficiaries of the research are Sleman Public Health Office, school children and users of public places.</p>		
<b>2. Underpinning research</b> (indicative maximum 500 words)		
<p>In 2013, Dr Nathalia C Tjandra – at the time Lecturer and Early Career Researcher, Associate Professor in Marketing since June 2018 – undertook secondary research to evaluate the ethics of tobacco marketing in Indonesia <b>[O1]</b>, followed by primary qualitative research into public perceptions in 2014 <b>[P1][P2]</b>. There has been little previous research into tobacco marketing practices and ethics in countries with lenient tobacco control, such as Indonesia.</p> <p>Indonesia is one of the biggest producers of tobacco worldwide, the largest market for cigarettes in Southeast Asia and the world's second largest market after China, selling more than 316 billion cigarettes in 2016. The industry is a significant part of Indonesia's economy, contributing approximately 10% of Indonesian tax revenue and employing 2.5million manufacturing workers and farmers. Indonesia has the highest number of male smoking prevalence in Southeast Asia. Sixty-five percent of male adults aged 15 and above and 20% of children aged 13-15 currently smoke. 20% of children smoked cigarettes before the age of 10 and 89% before the age of 13. The Southeast Asia Tobacco Control Alliance (2016) estimate that smoking kills 240,618 Indonesians every year. Despite this, tobacco control policy in Indonesia remains lenient. Indonesia is the only country in Asia that has not signed and ratified the Framework Convention of Tobacco Control (FCTC).</p> <p>In 2014, Tjandra was awarded funding by the Carnegie Trust <b>[P1]</b> and Edinburgh Napier University <b>[P2]</b> to investigate public perceptions of the ethics of tobacco marketing in Indonesia. The research was conducted in collaboration with Dr Lukman Araoen (University of East Anglia) and Professor Yayi Suryo Prabandari (University of Gadjah Mada, Indonesia), with Tjandra as Principal Investigator. It took place during 2014-15 in Indonesia's Yogyakarta region, an autonomous province with 3.5 million inhabitants. Drawing on a mixed-method research design,</p>		

data collection included 30 interviews, 6 focus groups with 41 participants and 491 questionnaires.

Results from the qualitative parts of the research [O1][O2][O3][O4][O5] found that the majority of participants perceived tobacco advertising, promotion and sponsorship as unethical in adopting attractive themes such as enthusiasm, persistence, bravery, enjoyment, masculinity, success, humour, youth, adventure and family [O4] which hides the real danger of smoking. They felt this could negatively impact young people who are on the journey of finding their identity [O3][O5], particularly the tobacco companies' primary target market, young male consumers. Most participants acknowledged that tobacco companies were significant sources of employment and support for communities through sponsorship and corporate social responsibility activities [O2]. Nevertheless, most participants considered these activities to be unethical, recognising that the tobacco industry's intention in conducting these activities is primarily to increase their brand awareness and favourability amongst their target market and community [O2][O5].

The first publication from the research was awarded Best Paper in Ethics and Marketing by the Academy of Marketing [O2] in 2015. A journal article on was published in 2020 [O5] and a second article is under review by the European Journal of Marketing (CABS 3).

### 3. References to the research (indicative maximum of six references)

[O1] Tjandra, N. C., Ensor, J., & Thomson, E. (2014). Tobacco children: Ethical evaluation of tobacco marketing in Indonesia

<https://pdfs.semanticscholar.org/f945/5da9979f60d04695ee0ad5ceb40b51ca00c9.pdf>

[O2] Tjandra, N.C., Aroean, L., and Prabandari, Y.S. (2015). To revel in someone else's misfortune? An exploration of the perception of Indonesian smokers towards tobacco marketing - A virtue ethics perspective. In L. O'Malley (Ed.), The Academy of Marketing Conference 2015 – The Magic of Marketing. Limerick: University of Limerick. **Awarded as the Best Paper in Marketing Ethics track.**

<https://www.napier.ac.uk/~media/worktribe/output-2135998/to-revel-in-someone-elses-misfortune-an-exploration-of-the-perception-of-indonesian.pdf>

[O3] Tjandra, N. C., Aroean, L., & Prabandari, Y. S. (2018, May). The future of Indonesian tobacco children: Implications for tobacco control policy. **Paper presented at 5th World Social Marketing Conference.**

<https://ueaeprints.uea.ac.uk/id/eprint/73022/2/ R4 WSMC 2017 The future of Indonesian tobacco children.pdf>

[O4] Tjandra, N., Aroean, L., and Prabandari, Y.S. (2019). An exploration of the Indonesian public perceptions of the ethics of tobacco advertising. Edinburgh: **6th World Social Marketing Conference. Edinburgh.**

<https://ueaeprints.uea.ac.uk/id/eprint/73028/1/ R5 WSMC 2019 Indonesian public perceptions of the ethics of tobacco advertising.pdf>

[O5] Tjandra, N. C., Aroean, L., & Prabandari, Y. S. (2020). Public evaluation of the ethics of tobacco marketing in Indonesia: Symbiotic ethical approach. Qualitative Market Research: **An International Journal**, <https://doi.org/10.1108/QMR-01-2020-0011> [CABS 2]

[O6] Tjandra, N. (2018). 'Disneyland for Big Tobacco': how Indonesia's lax smoking laws are helping next generation to get hooked. Retrieved August 17, 2019, from The Conversation website: <http://theconversation.com/disneyland-for-big-tobacco-how-indonesias-lax-smoking-laws-are-helping-next-generation-to-get-hooked-97489>

**[P1]** Carnegie Trust for the Universities of Scotland: An Investigation of consumers' perceptions of the ethics of tobacco marketing in Indonesia (8 Jan 2013 - 28 Feb 2015). Funder Award Reference: 31671 (£2,270)

**[P2]** Edinburgh Napier University Research Translation Innovation Fund – Early Career Researchers Competition (2014/2015): “An investigation of consumers’ perceptions of the ethics of tobacco marketing in Indonesia” (£6,000)

**[P3]** Edinburgh Napier University Public Engagement and Innovation Funding (2017): “The ethics of Indonesian tobacco marketing: Implications for tobacco control policy” (£2000)

#### 4. Details of the impact (indicative maximum 750 words)

Edinburgh Napier research into the ethics of tobacco marketing in Indonesia has been used in Sleman Regency, an administrative area within the Yogyakarta region, to **develop new policies and monitoring procedures** for Sleman’s No Smoking Area (Kawasan Tanpa Rokok – KTR).

##### Routes to impact

The research findings [O1][O2][O3][O4][O5] were **disseminated through a stakeholder engagement event** entitled “*The Ethics of Tobacco Marketing: Implications on Tobacco Control Policy*”, in July 2017 in the Special Region of Yogyakarta, Indonesia [C1]. Funded by Edinburgh Napier’s public engagement funds [P3], the event was organised in collaboration with the University of Gadjah Mada and Tulodo, a Jakarta-based consultancy specialising in social and behaviour change. **The seminar was attended by 48 key stakeholders** including: government health and education officials, anti-tobacco activists, public order enforcers, medical doctors, academics and media. **Positive testimonials were received** from the attendees [C2].

The research findings and event were featured in [C3]: the national weekly news magazine Tempo (circulation 100,000); local/national daily newspaper Suara Merdeka (170,000); nine local newspapers and online news sites. An opinion article by Tjandra published on The Conversation [O6] was republished in the national daily newspaper Jakarta Post (40,000) and the online platforms such as Yahoo News and Asian Correspondent. **The media exposure resulted in an invitation by the Alliance of Independent Journalists Jakarta to present a reflection on tobacco marketing control in Indonesia [C3].**

##### No Smoking Area – policy and monitoring

**Attendees at the public engagement event included staff from the Sleman Public Health Office (SPHO).** Sleman Regency is a sub-division of Yogyakarta Region, with a population of 850,176. SPHO develops and implements the government’s health initiatives in Sleman Regency, including the implementation of No Smoking Areas (KTRs). KTRs are rooms or areas where smoking and the production, sale, advertising and/or promotion of tobacco products is prohibited. These were introduced by the national government in 2011 to be implemented by the local government.

**SPHO reported that the insights provided by the research was instrumental in the inclusion of a ban on tobacco advertising and sponsorship** in the policy and guidance for implementing KTRs in schools. As stated by Cahya Prihantama (Promoter of Young People Health Sleman Health Office) [C2],

*“The information that I received from the seminar, I used to discuss and develop the implementation guidance of No Smoking Area in School initiative on 22 and 23 March 2018. The result is tobacco advertising and sponsorship are agreed as the activities that are banned in the school area. As from the normative ethic perspective, tobacco advertising must not target groups under the age of 17 years old”*

The research also **influenced a new mandatory monitoring reporting process** for schools, which commenced in March 2018 [C2][C4]. This includes the ban of tobacco advertising and sponsorship in three of the primary indicators (indicators 3, 4 and 9) for monitoring KTRs in education institutions [C4]. Indicator 4, the ban of tobacco sponsorship, was originally not specified in the national and local regulations on KTRs.

Based on the 'Activities Related to No Smoking Area 2018 report' [C5], **300 primary schools in eight districts of Sleman Regency implemented KTRs** and reported back on progress using the criteria in the monitoring instrument [C4].

The same instrument has been **expanded to cover KTRs in public transport, healthcare services, playgrounds, houses of worship, workplace and public places** [C6].

In 2019 1,941 out of 2,383 (**81.5%**) **teaching and learning, workplace, healthcare and public area institutions in Sleman Regency had set up KTRs** and gradually adopted the monitoring instruments [C9].

In 2020 2,457 out of 2,939 (**83.5%**) **institutions have been declared as KTRs** [C10].

#### **Further impact**

The research also helped the SPHO [C2] to input to **the publication of Regent's Circular Letter on Tobacco Advertising Regulations in April 2019** [C7]. This was part of an initiative by the Regent (equivalent to area governor) of Sleman **to make Sleman Regency 'Child Friendly'**. The instruction was addressed to all local government leaders, village heads and school headmasters in Sleman Regency **to make KTRs free from tobacco advertisements within a 500m radius** [C7] which **goes beyond** the national regulations on KTRs.

SPHO reported [C2] that, as a result of the insights gained from the Edinburgh Napier research, **they now include awareness around tobacco marketing in their smoking intervention activities** and training around KTRs. These are delivered at education institutions, local government offices, training events, community health centres and other institutions in Sleman Regency in order to raise awareness about the danger of smoking and the impact of tobacco marketing [C8].

#### **5. Sources to corroborate the impact** (indicative maximum of 10 references)

Translations are provided in the documents.

[C1] Public engagement event entitled "The Ethics of Tobacco Marketing: Implications on Tobacco Control Policy" on 19 July 2017

[C2] Testimonials from public engagement attendees (incl. Sleman Public Health Office)

[C3] Media exposure on the research findings

[C4] Monitoring instrument of No Smoking Area - Educational Institutions

[C5] Activities Related to No Smoking Area 2018 Report

[C6] Monitoring instrument of No Smoking Area public transport, health care facilities, children playground, houses of worship, workplace, public places

[C7] Regent of Sleman's Instruction Number 440/001 on Free from Tobacco Advertisement in No Smoking Area

[C8] SPHO Presentation - Socialisation and Advocacy of No Smoking Area

**[C9]** The number of institutions in Sleman Regency implementing No Smoking Area in 2019

**[C10]** The number of institutions in Sleman Regency being declared as No Smoking Area in 2020