

**LAPORAN AKHIR
PENELITIAN PENGEMBANGAN IPTEK (PPI)**



**ELECTRONIC CIGARETTE PORTRAYAL IN INDONESIA:
A CONTENT ANALYSIS OF NEWS MEDIA FROM 2018-2020**

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**FAKULTAS ILMU-ILMU KESEHATAN
PROGRAM STUDI KESEHATAN MASYARAKAT
UNIVERSITAS MUHAMMADIYAH PROF DR HAMKA
JAKARTA
TAHUN 2022**

SPK PENELITIAN YANG SUDAH DI TANDA TANGANI OLEH
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Nomor : 742 / F.03.07 / 2021

Tanggal : 22 Desember 2021

Bismillahirrahmanirrahim

Pada hari ini, Rabu, tanggal Dua Puluh Dua, bulan Desember, Tahun Dua Ribu Dua Puluh Satu, yang bertanda tangan di bawah ini **Dr. apt. Supandi M.Si.**, Ketua Lembaga Penelitian dan Pengembangan Universitas Muhammadiyah Prof. DR. HAMKA, selanjutnya disebut sebagai **PIHAK PERTAMA**; **MOHAMAD BIGWANTO SKM., MPH.M**, selanjutnya disebut sebagai **PIHAK KEDUA**.

PIHAK PERTAMA dan PIHAK KEDUA sepakat untuk mengadakan Perjanjian Kontrak Kerja Penelitian yang didanai oleh RAPB Universitas Muhammadiyah Prof. DR. HAMKA

Pasal 1

PIHAK KEDUA akan melaksanakan kegiatan penelitian dengan judul : **ELECTRONIC CIGARETTE PORTRAYAL IN INDONESIA: A CONTENT ANALYSIS OF NEWS MEDIA FROM 2018-2020** dengan luaran wajib dan luaran tambahan sesuai data usulan penelitian Batch 1 Tahun 2021/2022 melalui simakip.uhamka.ac.id.

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- (2) Luaran penelitian, dalam hal luaran publikasi ilmiah wajib mencantumkan ucapan terima kasih kepada pemberi dana penelitian Lemlitbang UHAMKA dengan menyertakan nomor kontrak dan Batch 1 tahun 2021/2022.
- (3) Luaran penelitian yang dimaksud wajib PUBLISH, maksimal 1 tahun sejak tanggal SPK.

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Berdasarkan kemampuan keuangan lembaga, PIHAK PERTAMA menyediakan dana sebesar Rp.15.000.000,- (Terbilang : *Lima Belas Juta*) kepada PIHAK KEDUA untuk melaksanakan kegiatan tersebut dalam Pasal 1. Sumber biaya yang dimaksud berasal dari RAB pada Lembaga Penelitian dan Pengembangan Universitas Muhammadiyah Prof. DR. HAMKA Tahun Anggaran 2021/2022.

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- (2) PIHAK PERTAMA akan melakukan monitoring dan evaluasi pelaksanaan kegiatan tersebut sebagaimana yang disebutkan dalam Pasal 1. Bila PIHAK KEDUA tidak mengikuti Monitoring dan Evaluasi sesuai dengan jadwal yang ditentukan, tidak bisa melanjutkan penyelesaian penelitian dan harus mengikuti proses Monitoring dan Evaluasi pada periode berikutnya.
- (3) PIHAK PERTAMA akan membekukan akun SIMAKIP PIHAK KEDUA jika luaran sesuai pasal 3 ayat (3) belum terpenuhi.
- (4) PIHAK PERTAMA akan mendenda PIHAK KEDUA setiap hari keterlambatan penyerahan laporan hasil kegiatan sebesar 0,5 % (setengah persen) maksimal 20% (dua puluh persen) dari jumlah dana tersebut dalam Pasal 4.
- (5) Dana Penelitian dikenakan Pajak Pertambahan Nilai (PPN) dari keseluruhan dana yang diterima oleh PIHAK PERTAMA sebesar 5 % (lima persen).
- (6) PIHAK PERTAMA akan memberikan dana penelitian Termin II dalam pasal 5 ayat (2) maksimal 31 Juli 2022.

Jakarta, 22 Desember 2021

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Universitas Muhammadiyah Prof. DR. HAMKA
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PIHAK KEDUA
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Dr. apt. Supandi M.Si.
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MOUHAMAD BIGWANTO

Mengetahui
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LAPORAN PENELITIAN

UNIVERSITAS MUHAMMADIYAH PROF DR. HAMKA Tahun 202X

Judul : Electronic Cigarette Portrayal in Indonesia: A
Content Analysis of News Media from 2018-2020

Ketua Peneliti : Mouhamad Bigwanto

Skema Hibah : Penelitian Pengembangan Iptek

Fakultas : Ilmu-ilmu Kesehatan

Program Studi : Kesehatan Masyarakat

Luaran Wajib

No	Judul	Nama Jurnal/ Penerbit/Prosiding	Level SCIMAGO/SINTA	Progress Luaran
1	Electronic Cigarette Portrayal in Indonesia: A Content Analysis of News Media	Archives of Public Health (Springer Nature)	Internasional Bereputasi (Scopus)	Submit

Luaran Tambahan

No	Judul	Nama Jurnal/ Penerbit/Prosiding	Level SINTA/SCIMAGO	Progress Luaran
1	Is the industry reviving the old promotional strategies to promote new tobacco products in Indonesia? A social psychology perspective	Frontiers in Communication (Frontiers)	Internasional Bereputasi (Scopus)	In review

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LAPORAN AKHIR

Judul (Title)

Electronic Cigarette Portrayal in Indonesia: A Content Analysis of News Media

Latar Belakang (Background)

Tobacco kills more than 8 million people every year, most of them occurring in low and middle-income countries (LMICs) [1]. While low and middle-income countries are experiencing difficulties in reducing the prevalence of smoking, the industry is now promoting new tobacco products, one of which is electronic cigarettes [2]. The products have been promoted and marketed as less harmful products [3]. Although the WHO report in 2020 has clearly stated that the products are undoubtedly harmful to human health [4].

Instead of being a solution, e-cigarette use among youth has increased dramatically [2] [5]. The products have been reported to be available in various flavors and packaging and also take advantage of new media to do promotional activities [6, 7, 8]. E-cigarette promotional content on Instagram in Indonesia is the second largest in the world [9], and it was designed to attract youth attention [10].

Although the media is now changing and developing rapidly, the news media still seems to have a significant place, especially in the political process [11]. The role of the news media in changing public opinion is significant, the analysis of what is reported in news media regarding a specific issue can provide insight into what people think [12]. All discourse and opinion debates that grow in the news media will also be one of the considerations for a government to form a policy [13].

Currently, there are differences in how countries regulate e-cigarettes. A scoping review study of e-cigarette policy responses in Southeast Asia reported that 10 out of 12 countries regulate products, with five countries totally banning the products and only two countries reporting no specific regulation, except for fiscal policy, one of which is Indonesia [14]. The Indonesian government currently has no specific regulation for the products, the only regulation that existed is an excise tax imposed on the products [15], which makes the control of the products in the country very weak, including the promotion in the media.

Tujuan Riset (Objective)

Given the fact that there are no non-fiscal regulations for the products in Indonesia, the news media will probably become a battleground to achieve goals that benefit certain parties. Therefore, the effort to monitor the news media could not be ignored for tobacco control measures [16, 17].

This study aimed to assess the portrayal of electronic cigarette issues in the news media, including the variety of arguments presented in the news media and the actors behind those arguments.

Metodologi (Method)

Sample

This study combined the methodology used in the previous studies from Lyu, Yates, Wackowski, and Kim [17, 18, 19, 20]. We used paid service database from eBdesk to collect the Indonesian news articles from 2020 to 2021 using keywords; 'rokok elektronik', 'rokok elektrik', 'e-rokok', 'vape' and 'vaping'. Based on that requirement, we received a total of 1,264 news articles. eBdesk is a research-based company focused on information management implementation using artificial intelligence [21].

We removed all duplicated and sponsored news articles that intended to promote a specific store or brand and all news articles that did not contain a statement. A total of 713 news articles were excluded from the analysis. This study did not include other forms of media, such as blogs, journals, and magazines.

Information, including newspaper name, section category in the newspaper desk (health and non-health), date, newspaper type (national and local), name of a person that conveys the argument, and the origin of the organization (domestic and international) were collected in this study. Newspapers that use the name of the city or province in Indonesia (ex. Tribun News Bali) were categorized as non-national newspapers.

Content coding

Three persons coded all news articles. One coder represented the author, while others were paid-trained coders. A total of 75 news articles (13.6% of the sample) were read to test and refine the codebook. Four variables were tested and triple-coded; 1) topics, 2) frames, 3) type of organization, and 4) the origin of actors or the organization. Before we defined the category of topics, we first identified the concept. We defined a concept as similar arguments delivered by the actors. For example, the arguments, "*there is no doubt that they are (e-cigarettes) harmful to health and are not safe*" and "*in principle, all types of cigarettes or tobacco are harmful to health*", were both categorized in the same concept; e-cigarettes are harmful to health. A total of 28 concepts were identified in this study.

From those 28 identified concepts, all authors, together with the coders, discussed to determine the topics of those concepts. For example, the concept of 'e-cigarettes are harmful to health' was then coded as a 'health impact' topic. After the discussion, a total of 12 topics from 28 concepts were identified. The frames presented in the articles were categorized as positive, negative, or neutral toward e-cigarettes. The frames refer to a

person or individual perspectives that appear in the articles regarding e-cigarettes. Therefore, one article could have more than one frame, depending on how many people appear and deliver the arguments in the articles. For example, the statement "*there is no doubt that they are (e-cigarettes) harmful to health and are not safe*" was framed as negative toward e-cigarettes.

We categorized the article's tones from the frames presented in the article. The tone was the perspective that had been described in the whole article. An article could only have one tone (positive, negative, or neutral). Only the article with a balanced perspective was categorized as neutral.

Coding was also carried out on the type of organization of the actor in the article. The actor is categorized into domestic or international representatives, and the organizational type is divided into nine categories, including: 1) university, 2) industry association, 3) consumers group, 4) health groups, 5) research groups, 6) farmers, 7) religious groups, 8) other types of NGOs, and 9) government organization. In the final analysis, we recategorized the non-government organization into University and Research-Based Institutions, Health Groups (Health professional organizations), and other types of NGOs. The government organization was divided into the health sector (Ministry of Health and Food and Drug Administration) and the non-health sector (Figure 1).

Reliability test

A total of 30% (n=164) of the news articles were randomly selected and performed triple-coded to ensure the coding processes were reliable. The data was examined by using Krippendorff's alpha inter-coder reliability test. The results of the test ranged from 0.87 to 0.92.

Hasil

A total of 551 news articles from 128 newspapers were included in the analysis, of which 44.5% (n=57) were national newspapers (Tempo, Kompas, The Jakarta Post, Antara, Republika, Sindo, Detik.com, etc.). News articles related to e-cigarettes were mostly published in the national newspaper (73.3%) and in the non-health section at the newspaper desk (86.4%). More than half of news articles (n=303, 55%) have a favorable tone toward e-cigarettes (Table 1).

A total of 891 arguments from 551 news articles were identified. These arguments were quoted from 393 persons representing 212 institutions. More than two-third (n=609, 68.3%) arguments were frames as positive towards e-cigarettes, followed by negatives (n=245, 27.5%) and neutral frames (n=37, 4.2%). The arguments were mostly (86.9%) came

from Non-Government Organizations (NGOs) and delivered by domestic or local actors or organizations (75.8%). Regarding statements from government institutions, more than half of the statements (62.4%) were delivered by non-health sectors. There were more balance frames toward e-cigarettes within the international actors and government sector, even though the frame within the non-health government sector was reported to be more positive towards e-cigarettes (Table 2).

Health impact was the most frequent topic (29.8%), followed by regulation (18.9%), tax/price issue (9.8%), and e-cigarettes as smoking cessation tools (8.9%). The only non-conflicting concept in the media is about environmental issue, in which e-cigarettes was framed positively for the environment. The voices from the industry almost outnumber voices from the NGOs combined (out of university, research-based organizations, and health groups). There were only two statements from the industry group that unfavorably viewed e-cigarettes on the topic of regulation and the consequences of e-cigarette use.

Voices from the university and research-based organizations were reported in favor of e-cigarettes on all topics. The contrast situation shown in health groups, except for the topic regarding the consequences of e-cigarette products, which several health groups and organizations believe this product could help the government to reduce smoking prevalence. On the other hand, the government had shown more neutral voices than other organizations, especially on the topics like regulation, tax/price, and the national standard certification (SNI) issue for e-cigarette products (Table 3).

Pembahasan

This study reported that positive articles and arguments about e-cigarettes in Indonesia outnumbered the negative articles and arguments, the contrast situation reported in the Chinese and South Korean news media [18, 20]. However, there are similarities regarding the topic that is discussed the most. The health impacts issue was the most discussed topic and became a key in influencing public opinion and the government [18, 22], besides directly discussing regulations for electronic cigarettes in the news media [17, 18, 20, 23]. This indicates how massive was the harm reduction frames in the news media. In the past, the tobacco industry had done the same thing for light and mild cigarette products, which were promoted as low-risk products (low tar). As a result, smokers have been reported to tend to believe these claims [24].

The industry, university and research-based institutions were the most involved type of organizations in the news articles report. Voices from the university and research-based organizations reported in favor of e-

cigarettes on all topics. This reminds us of the tobacco industry's long history of involving researchers to support its capital interest. One of the strategies is to produce doubt about the harmful effect on health in the media and keep the controversy alive [25]. Evidence has been exposed on how the tobacco industry produced misleading information, from providing 45\$ million in funds to United States scientists from 1979 to 1985 to generating biomedical research evidence in favor of the industry to attacking the Government agency about secondhand smoke risks in the mid-1990s [26]. The latest case is how JUUL sponsors special edition articles to be published in one of the United States scientific journals [27].

Almost all major multi-national tobacco industries have produced and marketed new tobacco products, some of which have been marketed in Southeast Asian countries [28]. Although the number of electronic cigarette users has been growing, the market for electronic cigarettes in Indonesia is relatively small compared to combustible cigarettes [29, 30, 31]. Therefore, the main domestic tobacco industry is still not involved in the e-cigarette business. This explains why there were unfavorable statements from the industry toward electronic cigarettes in this study. Some tobacco industries feel they are competing with this new product [32], while others see this as an opportunity so that the e-cigarette industry and its associations in Indonesia need to be continuously supported. For instance, P.T. H.M Sampoerna, a subsidiary of Philip Morris International in Indonesia has funded the Indonesia Tar-Free Coalition (KABAR) [33]. This coalition was formed by Public Health Observer Foundation (YPKP), which has been the leading front group promoting the new nicotine tobacco products since 2016 [33]. P.T. H.M Sampoerna is also reported to support the Indonesia Vapor Entrepreneurs Association (APVI), a major e-cigarette industry association in Indonesia [34].

This tactic was similar to those successfully applied to cigarette tax regulations in 2018 [35]. The tobacco industry has successfully mobilized front groups and disseminated misleading evidence using news media to undermine tobacco tax regulation in Indonesia [36]. The topic of tax and price is also reported as the third most frequently discussed topic in the news media. There were conflicting concepts on tax and price issues in this report, where the positive concept towards e-cigarettes is about the economic recovery, investment, and incentives for so-called low-risk products. Although according to Excise Law No. 39/2007, the imposition of the excise tax is primarily intended to control consumption. However, since the excise tax implementation for e-cigarettes in 2018, no single regulation limits the consumption of e-cigarettes, including protecting minors where the prevalence of electronic cigarettes among youth aged 10-18 years increased dramatically from 1.2% in 2016 to 10.9% in 2018, much higher than the

prevalence for adults in the same period (2% to 2.7%) [31, 37]. This indicates how dominant the economic interest was.

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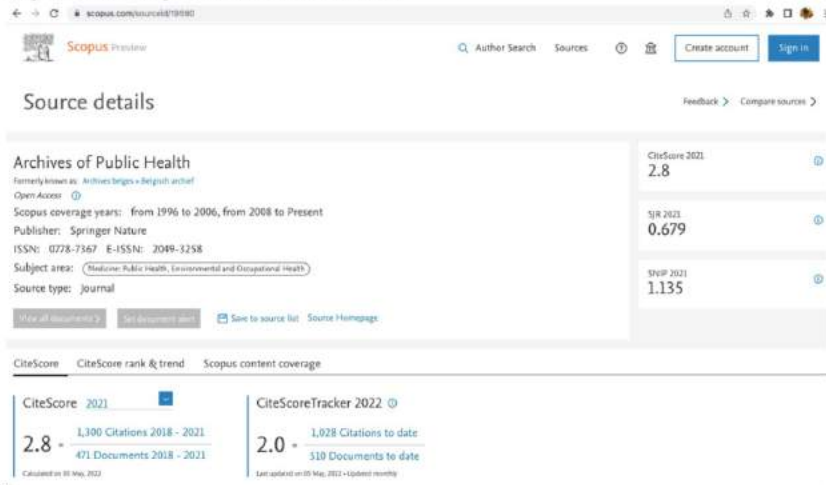
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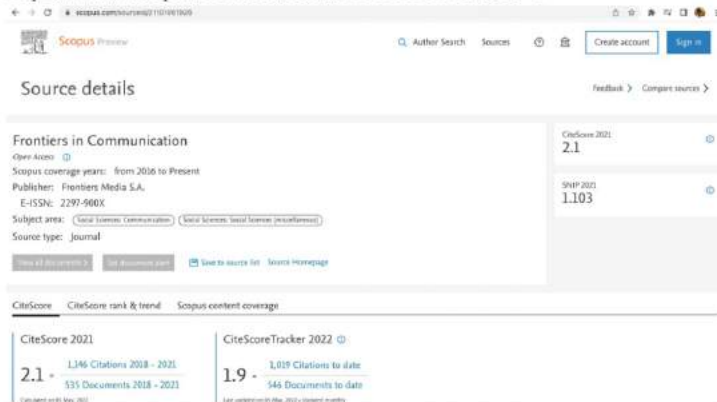
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SNIP 2021	1.135

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CiteScore 2021 2.8 = $\frac{1,300 \text{ Citations 2018 - 2021}}{471 \text{ Documents 2018 - 2021}}$ <small>Calculated on 07 May 2022</small>	CiteScoreTracker 2022 ⓘ 2.0 = $\frac{1,028 \text{ Citations to date}}{510 \text{ Documents to date}}$ <small>Last updated on 07 May 2022 - Updated monthly</small>
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Luaran tambahan:

<https://www.scopus.com/sourceid/21101061926#tabs=0>



Frontiers in Communication
Open Access ⓘ

Scopus coverage years: from 2016 to Present
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Source type: Journal

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CiteScore 2021	2.1
SNIP 2021	1.103

CiteScore CiteScore rank & trend Scopus content coverage

CiteScore 2021 2.1 = $\frac{1,146 \text{ Citations 2018 - 2021}}{535 \text{ Documents 2018 - 2021}}$ <small>Calculated on 07 May 2022</small>	CiteScoreTracker 2022 ⓘ 1.9 = $\frac{1,019 \text{ Citations to date}}{546 \text{ Documents to date}}$ <small>Last updated on 07 May 2022 - Updated monthly</small>
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