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Tobacco advertising ban discourse in online media coverage

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ABSTRACT

Background and purpose: One industry that allocates quite a lot of budgets for advertising is the tobacco industries, which is still allowed with restrictions. Along with efforts to protect the public from negative exposure to tobacco products, tobacco control activists are discussing a total ban on tobacco advertisement in various media. The campaign to voice a total ban on tobacco advertisement has also reported in online media coverage. The purpose of this study is to determine the frame of online media coverage of the tobacco advertisement ban discourse.

Methods: This research analyzed online media news stories in January - April 2022 period about the discourse on the tobacco advertising ban using framing analysis method with a qualitative approach. This study analyzes the frame of online media news stories related to the discourse of a total ban on tobacco advertisement.

Results: This research found that there were two tones of news story in online media about the discourse of tobacco advertising ban, namely those that supported and those that rejected. News story with a supportive tone usually took source person from the civil society groups that support tobacco control, while news story with a rejection tone usually placed the tobacco industries as a disadvantaged party which in the end also harmed the workers and tobacco farmers.

Conclusion: The discourse of tobacco advertisement ban was framed in different way by online media. There are at least two different tones in media coverage of the discourse, namely those that support the tobacco advertisement ban and those who reject the tobacco advertisement ban, although more news was found to be supportive.

Keywords: Online media, news story, tobacco advertising, tobacco advertising ban, media framing

INTRODUCTION

The development of communication technology has given rise to the internet and online media. As a journalistic product, online media in Indonesia must comply with the provisions stipulated in Law Number 40 of 1999 on The Press, Journalistic Code of Ethics and Cyber Media Reporting Guidelines. Referring to the freedom of the press which became one of the mandates of the 1998 Reformation, the national press regulates itself through the Press Council as well as the authority granted by the Press Law. Journalistic Code of Ethics and Cyber Media Reporting Guidelines are codes of ethics and guidelines regulated in the Press Council Regulations so that they are binding on all members of the press.

Online media is also known as cyber media and internet media, or in other words, media contained in the internet website network.¹ The Cyber Media Reporting Guidelines define cyber media as “any form of media that uses the internet and carries out journalistic activities, and fulfils the requirements of the Press Law and Press Company Standards set by the Press Council. According to Romli², online media is an object of new media study in the perspective of mass communication or media studies which refers to media that can be accessed anytime and anywhere in "real-time", using digital devices that allow feedback between users interactively accompanied by with community formation.

Law Number 40 of 1999 on The Press states that one of the functions of the national press is an economic institution. This clearly states that the national press, including online media, are a business entity whose goals are to make a profit. As a business entity, the main income of online media is through advertising, and one of the industries that allocates quite a lot of funds for advertising is the tobacco industries. The media carry out commodification, namely making their audiences as attractive commodities for advertisers. In other words, media products are actually audiences who are then "sold" to advertisers (Fiske, 2011).³

Advertising is initiated to gain profit through sales.⁴ Industries, including the cigarette industry, utilize advertising to increase consumer brand awareness through continuous exposure to information through advertising to form a brand attitude that will lead consumers to purchasing decisions.⁵ The more brand attitude is formed which leads to a purchase decision, the higher the cigarette industry's profits through sales. This goal is opposed by tobacco control activists because it is contrary to tobacco control efforts.

Nielsen's report⁶ noted that advertising spending grew by 13 percent throughout 2021 when compared to the previous year, with a total of IDR 259 trillion. Television remains the most chosen advertising channel, reaching 78.2 percent, followed by digital channels with 15.9 percent, then print media with 5.5 percent and radio with 0.4 percent. Nielsen found positive growth in nine out of 10 advertising categories, namely online services, facial care, hair care, tea and coffee, snacks, kretek cigarettes, seasonal spices, liquid milk, and food and instant noodles.

Along with efforts to protect the public, especially children, from negative exposure to tobacco products; tobacco control activists speak up about a total ban on tobacco advertising in various media. Some research in the country and abroad showed that tobacco advertisements strongly encourage smoking behavior, especially among teenagers.⁷ With the power of attractive visualization, children and teenagers can be influenced by tobacco advertisements that display the impression that smokers are brave, cool, confident, creative, and loyal people.⁸

A number of research and investigations have found that the tobacco industries targeting children and teenagers as potential smokers. According to the RJ Reynolds Tobacco Company Internal Memorandum on February 29, 1984⁹; teenage smokers is considered an important factor for every tobacco industry because they

will become a substitute smoker. If they do not become smokers, then there will be no future generations who become tobacco consumers so that the tobacco industries will become extinct.

Smoking behavior has a negative impact on health. The adverse effects of smoking not only occur in active smokers, but also passive smokers. Some diseases that can arise due to smoking behavior include cardiovascular disease, lung cancer, risk of laryngeal and oesophageal neoplasms.¹⁰ Tobacco is one of the causes of death due to chronic lung disease, emphysema, and stroke; causes a decrease in the ability to conceive in women and the risk of impotence in men; as well as interference with pregnancy and the risk of defects in babies exposed to cigarette smoke from the womb.¹¹

Tobacco also has a negative impact on the economy and poverty reduction efforts. Research by the Institute for Demographic Studies at the University of Indonesia found that the poorest or low-income households in Indonesia are trapped in tobacco consumption because 57 percent have expenditures to buy cigarettes. This is in line with the Social Economic Survey of the Central Statistics Agency (BPS) in 2021 which found that tobacco expenditure exceeded expenditure on rice with an average of IDR 76,583 per capita in March 2021. BPS poverty data in September 2022 also stated that filter clove cigarettes contributed to poverty by 11.10 percent in cities and 10.48 percent in villages.¹²

According to the 2019 Global Youth Tobacco Survey (GYTS), 19.2 percent of students in Indonesia use tobacco products, of which 35.6 percent are male and 3.5 percent are female.¹³ The 2018 Basic Health Research (*Riskesdas*) also shows an increase in the prevalence of smokers aged 10 to 18 years. According to the research, the prevalence of smokers aged 10 to 18 years reached 9.1 percent, an increase when compared to the research in 2013, which was at 7.2 percent, even though the 2019 National Medium-Term Development Plan (RPJMN) in 2019 stipulated the decline in prevalence to 5.4 percent.¹⁴

The discourse of tobacco advertising ban has also become one of the mass media coverages, including in online media. The news coverage about the ban on tobacco advertising in the media also faced two sides. On the one hand online media expect revenue from advertisement, including from the tobacco industries; on the other hand, there was the discourse of tobacco advertising ban on their coverage.

The constructivism paradigm views the news coverage in the media, including online media, as a construction of social reality. The term construction of social reality was first introduced by Peter L Berger and Thomas Luckman in *The Social Construction of Reality: A Treatise in the Sociological of Knowledge*¹⁵ which described social roles through actions and interactions when individuals create a reality that is shared continuously and subjectively shared. Berger and Luckmann explained the study of the construction of social reality as an analysis of the social construction of the world in the dialectical relationship between objective reality and subjective reality.¹⁶

In the tradition of communication science, the paradigm of social constructivism which investigates how human knowledge is formed through social interaction is included in the sociocultural tradition.¹⁷ According to constructionists, the media is seen as an agent of construction not only as a message channel but also as a subject who constructs reality according to his/her views with all biases and partiality.¹⁸ The media constructs the reality by choosing events that are shown and not shown, choosing the interviewees, which are then framed in the reality shown in the news coverage.

Based on the constructivism, the media basically frames the facts to constructs reality in their news story. The idea of framing was first put forward by Beterson in 1955 as a set of beliefs that organize political views, discourses, policies, and provide a standard classification system for appreciating reality.¹⁹

Framing is an approach to see how journalists choose issues and write news story, determine the facts that taken, highlight or omit certain parts, and where the news will be directed.²⁰ According to De Vreese and

Lecheler (2012, 2016)²¹, media framing is formed based on internal and external factors. Internal factors include editorial policies, media works routines, and news values. While external factors include the power of advertisers, media audiences, as well as interventions from outside the editorial such as from media owners, government, community organizations, and others.

Framing starts with an analysis of the construction of reality carried out by the media whose purpose is to show the arguments that are highlighted so that they are easier to remember, have more meaning, and are easier to understand by the audience.²² Framing is a method to see how the media tells an event that is reflected in the "way of seeing" reality so that it affects the construction of reality.²³ Media framing plays a role in shaping the audience's interpretation of the social reality that is reported.²⁴ The purpose of this study is to determine the frame of online media coverage of the discourse on tobacco advertising ban.

METHODS

This research examines online media news stories of the discourse of tobacco advertising ban using framing analysis method with a qualitative approach. Framing analysis is one of the analytical tools included in the constructivism paradigm to see how messages are formed or constructed by the media and presented to the audience.²⁵ This study analyzed online media news stories that appears on the first three pages of the "Berita" category on the Google search engine with the keywords "larangan iklan rokok" (without quotes) with a time setting of January – April 2022 (see Figure 1).

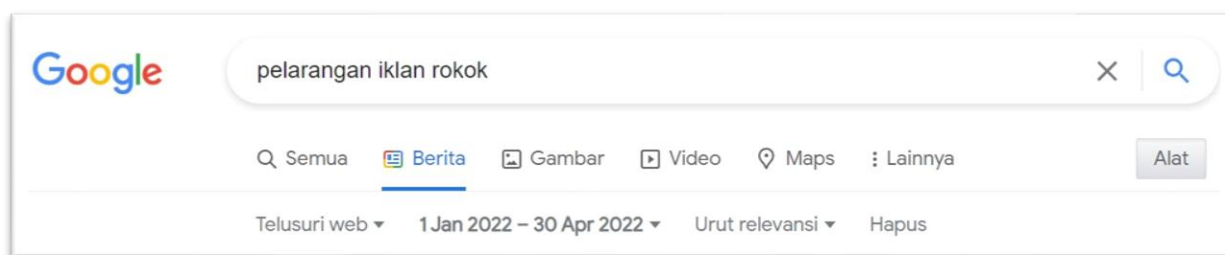


Figure 1. Screenshot of online news search settings on Google search engine

The analytical tools that used is a model from Robert N Entman which sees framing in two major dimensions, namely the selection of issues and the highlighting of certain aspects of reality.²⁶ According to Entman, media framing purposes is to select, and on the other hand ignore, certain issues and highlight aspects of the selected issue by using various discourses, repetition, using graphics to support and strengthen prominence, using certain labels, association of cultural symbols, generalization, simplification, and others.

Entman uses four tools in analyzing the media news framing, namely define problems, diagnoses causes, make moral judgement, and treatment recommendation.²⁷ An explanation of the four tools can be seen in Table 1 below.

Table 1. Robert N Entman Framing Analysis Tools²⁶

| Tools | Emphasis |
|--------------------------|--|
| Define problems | How an event/issue has been seen? As what or as a what problem? |
| Diagnoses causes | What caused the incident? What and who is considered the causes of the problem? |
| Make moral judgement | What moral values are used to explain the problem? What moral values are used to legitimize or delegitimize an event? |
| Treatment recommendation | What is offered and should be done to resolve the problem/issue? |

RESULT

From the results of an analysis of the news stories on the first three pages of the Google search engine, it was found that there were two tones of news story in the online media about the discourse of tobacco advertising ban, namely those that supported and those who rejected. News story with a supportive tone usually took source persons from activists of civil society that supports tobacco control, while news story with a rejective tone placed the tobacco industries and its workers as aggrieved parties. From 30 news stories on the first three pages of Google search engine, more are supported the ban on tobacco advertising and only two stories are found against the ban.

An example of a supportive tone is news story from the IndoBaliNews portal, which is part of the Pikiran Rakyat Media Network with the domain indobalinews.pikiran-rakyat.com with the headline “Balita Terpapar Iklan Rokok, Kak Seto: Perlu Inisiatif Pemimpin Selamatkan Anak dari Bahaya Merokok” on April 9, 2022. The news story appointed the Chairperson of the Indonesian Child Protection Agency (LPAI) Seto Mulyadi, who is familiarly called Kak Seto, as a source person who became one of the speakers in the Public Dialogue “The Urgency of Banning Advertising, Promotion, and Sponsoring of Cigarettes as an Effort to Protect and Fulfill the Right to Life Children” in Denpasar, Friday April 8, 2022 (See Figure 2).

By using analytical tools from Entman, it was identified that the news story appointed the threat of smoking to children as a problem with the source of the problem were tobacco advertisements, promotions, and sponsorships that targeting children and toddlers to become smokers. The news story implicitly considered the tobacco industry's actions to be immoral by saying that the danger alarm had sounded and writing a direct quote from Kak Seto who said that exposure to tobacco advertisements for children was a cause for concern. The solution to the problems offered in the story was that there needs to be an initiative from the central and local government and the community's commitment to protect children from the dangers of smoking (See Table 2).



Figure 2. Screenshot of indobalnews.pikiran-rakyat.com News Story

“Balita Terpapar Iklan Rokok, Kak Seto: Perlu Inisiatif Pemimpin Selamatkan Anak dari Bahaya Merokok”

Table 2. Framing Analysis of indobalnews.pikiran-rakyat.com News Story

“Balita Terpapar Iklan Rokok, Kak Seto: Perlu Inisiatif Pemimpin Selamatkan Anak dari Bahaya Merokok”

| Tools | Emphasis |
|--------------------------|---|
| Define problems | The threat of smoking in children. |
| Diagnoses causes | Tobacco advertisements, promotions and sponsorships targeting children and toddlers to become smokers. |
| Make moral judgement | The tobacco industries are immoral so the exposure to tobacco advertisements for children is increasing and the danger alarm has sounded. |
| Treatment recommendation | Needs central and local government initiatives and community commitment to protect children from the dangers of smoking. |

Another story with supporting tone is news from suara.com with headline "Walikota Depok Ungkap Alasan

Mengapa Banyak Anak dan Remaja Masih Jadi Perokok Aktif" on February 4, 2022. The story featured Depok Mayor Mohammad Idris as a source person who was a speaker in a webinar held by the Alliance of Independent Journalists (AJI) online on Thursday, February 3, 2022 (See Figure 3).



Figure 3. Screenshot of suara.com News Story

“Walikota Depok Ungkap Alasan Mengapa Banyak Anak dan Remaja Masih Jadi Perokok Aktif”

The story appointed children and teenagers who became active smokers as a problem with exposure of tobacco advertisements and smoking behavior from adults, including teachers, who were then imitated by children and teenagers. Implicitly, this story considers smoking as an immoral behavior because it can be imitated by children and teenagers. The solution to the problem offered in the story was the application of a Non-Smoking Area (KTR) which prohibits smoking behavior and the installation of tobacco advertisements, including a prohibition for teachers to smoke in front of students, if necessary, a non-smoker school principal is chosen so that it is more flexible to prohibit teachers from smoking. The story also mentions a survey conducted by the Depok City Government that 79 percent of local people support a total ban on tobacco advertising (See Table 3).

Story with headline “Bima Arya: Perokok Anak di Kota Bogor Dimulai Umur 12,8 Tahun” on the Tempo news portal with the domain tempo.co on Wednesday, March 2, 2022; also includes story that supported the tobacco advertising ban. The story featured Bogor City Mayor Bima Arya as a source person when giving a statement as a speaker for the webinar “Indonesia Tobacco Control Strategic Roundtable 2022, Menerjemahkan Komitmen Pemerintah ke Dalam Aksi” online on Wednesday, March 2, 2022. Apart from Mayor Bima Arya, another source persons in the news were President of the International Union Against Tuberculosis and Lung Disease (UNION) Guy Marks and Minister of Health Budi Gunadi Sadikin (See Figure 4).

The story raised the phenomenon of children in Bogor who started smoking at the age of 12.8 years as a problem caused by the affordable price of tobacco for the children, the sellers that let children bought tobacco, tobacco advertisements in the stalls and shops, and free tobacco offered to children by the marketers. By explaining the problem and the source of the problem, the story considered that sales and promotion of tobacco through advertising and offering free tobacco to children as immoral because it can encourage them to try smoking and eventually become smokers. The solution offered is the implementation of a Non-Smoking Area

(KTR), including the ban on tobacco advertising and there needs to be political will from the central and local government to make strong regulations and collaborate with various parties (See Table 4).

**Table 3. Framing Analysis suara.com News Story
“Walikota Depok Ungkap Alasan Mengapa Banyak Anak dan Remaja Masih Jadi Perokok Aktif”**

| Tools | Emphasis |
|--------------------------|--|
| Define problems | Children and teenagers become active smokers. |
| Diagnoses causes | Tobacco advertisements exposure and smoking behavior are imitated by children and teenagers so they become active smokers. |
| Make moral judgement | Smoking behavior was immoral because it can be imitated by children and teenagers. |
| Treatment recommendation | Implementation of a Non-Smoking Area (KTR) which prohibits smoking behavior and the installation of tobacco advertisements, including a prohibition for teachers to smoke in front of students, if necessary, non-smoker school principals are selected. The Depok City Government survey stated that 79 percent of the public supported the total ban on tobacco advertising. |



**Figure 4. Screenshot tempo.co News Story
“Bima Arya: Perokok Anak di Kota Bogor Dimulai Umur 12,8 Tahun”**

The story also presented a statement from the Minister of Health, Budi Gunadi Sadikin, who stated that the Ministry of Health supported the increases in tobacco excise; simplification of the tobacco excise system; tobacco advertising, promotion and sponsorship ban; and enlargement of health warnings on tobacco packs. The Minister of Health also stated that tobacco control requires collaborative support from all parties and asked local governments to actively provide smoking cessation services and implement a No Smoking Area.

**Table 4. Framing Analysis tempo.co News Story
“Bima Arya: Perokok Anak di Kota Bogor Dimulai Umur 12,8 Tahun”**

| Tools | Emphasis |
|--------------------------|--|
| Define problems | Children in Bogor start smoking at the age of 12.8 years. |
| Diagnoses causes | The price of tobacco is still affordable for children, sellers let children buy tobacco, there are tobacco advertisements in stalls and shops, free tobacco are offered. The sales and promotion of tobacco to children is immoral. |
| Make moral judgement | Implementation of a No Smoking Area, including the ban on tobacco advertising. Political will from the central and local government, strong regulations and collaboration of all parties. |
| Treatment recommendation | |

In addition to story that supporting the tobacco advertisement ban, there were also two story that reports refusing to tobacco advertisement ban on krjogja.com and kontan.co.id. The headline of krjogja.com story is “Pemkot Bakal Larang Iklan, Buruh Rokok DIY Curahkan Isi Hati” whereas kontan.co.id headline is "RPJMN 2020-2024 Dinilai Diskriminatif kepada Sektor Pertembakauan".

The story of krjogja.com with headline “Pemkot Bakal Larang Iklan, Buruh Rokok DIY Curahkan Isi Hati” on Monday, March 21, 2022 featured labor activists, namely the Chairperson of the DIY Cigarette Tobacco Food and Beverage (RTMM), Waljid Budi Lestarianto, who responded to the Deputy Mayor of Yogyakarta Heroe Poerwadi's statement related to the efforts of the Yogyakarta City Government to create a Child Friendly City with the discourse of limiting tobacco advertising (See Figure 5).

In contrast to the story that supported the tobacco advertisement ban, this story raised the problem of tobacco industries workers who are hampered in their work, especially in carrying out promotions. The source of the problem from these obstacles was a discourse or statement from the Deputy Mayor of Yogyakarta Heroe Poerwadi which stated that the Yogyakarta City Government will ban tobacco advertisements to make Yogyakarta as a Child Friendly City. Based on a statement from the Chairman of RTMM DIY, Waljid Budi Lestarianto, this story considered tobacco advertisement ban as an immoral act because it will harm the tobacco industry's workers and obstruct them from working and inconsistent with the existing regulations. The solution that offered in the story was that tobacco industries workers have been actively campaigning for polite smoking to support the No Smoking Areas Local Law, but they highlighted the inadequate smoking space facilities so that the Yogyakarta City Government needs to be responsible for providing smoking space (See Table 5).



**Figure 5. Screenshot of krjogja.com News Story
“Pemkot Bakal Larang Iklan, Buruh Rokok DIY Curahkan Isi Hati”**

**Table 5. Framing Analysis krjogja.com News Story
“Pemkot Bakal Larang Iklan, Buruh Rokok DIY Curahkan Isi Hati”**

| Tools | Emphasis |
|--------------------------|--|
| Define problems | Tobacco industry’s workers are hampered in their work, especially in carrying out promotions. |
| Diagnoses causes | The discourse of the Yogyakarta City Government on tobacco advertisement ban to make Yogyakarta as a Child Friendly City. |
| Make moral judgement | The tobacco advertisement ban is immoral because it will harm the tobacco industry’s workers and obstruct them from working and inconsistent with the existing regulations |
| Treatment recommendation | Tobacco industry’s workers actively campaign for polite smoking to support the No Smoking Areas Local Law but must be supported by smoking room facilities. |

Kontan.co.id news story with headline "RPJMN 2020-2024 Dinilai Diskriminatif kepada Sektor Pertembakauan" on Friday, February 4, 2022 featured a source person from members of the Indonesian House of Representatives, Mukhamad Misbakhun, who questioned the prevalence of smokers in children and teenagers who became a reference in the National Mid-Term Development Plan (RPJMN) 2020-2024 (See Figure 6).



**Figure 6. Screenshot of kontan.co.id News Story
“RPJMN 2020-2024 Dinilai Diskriminatif kepada Sektor Pertembakauan”**

This story raised the problems that faced by the tobacco industries, which was conveyed by a member of the Indonesian House of Representatives, Mukhamad Misbakhun, that was expelled and discriminated against in the 2020-2024 RPJMN which was considered too accommodating to the health aspect of tobacco control efforts in the form of simplifying the excise tariff structure on tobacco products, increasing the excise rate on tobacco products, a total ban on advertising and promotion of tobacco products, increasing the inclusion of pictorial health warnings on cigarette packaging and revision of Government Regulation Number 109 of 2012 on The Safety of Materials Containing Addictive Substances in the Form of Tobacco Products for Health. Based on the statement from Mukhamad Misbakhun, the story considered that the 2020-2024 RPJMN is immoral because it only looked at the health side by ignoring the large contribution of the tobacco industries to state revenues through excise. The solution offered in the story was the 2020-2024 RPJMN, although it has been determined to accommodate tobacco as a strategic agricultural product (See Table 6).

**Table 6. Framing Analysis kontan.co.id News Story
“RPJMN 2020-2024 Dinilai Diskriminatif kepada Sektor Pertembakauan”**

| Tools | Emphasis |
|--------------------------|---|
| Define problems | The tobacco industries as the largest excise contributor were restricted and discriminated against in the 2020-2024 RPJMN |
| Diagnoses causes | Tobacco control efforts in the 2020-2024 RPJMN were in the form of simplifying the structure of excise tariffs on tobacco products, increasing tobacco excise rates, total tobacco advertising and promotion ban, increasing the inclusion of pictorial warnings about the dangers of smoking, and revising Government Regulation Number 109 of 2012. |
| Make moral judgement | The 2020-2024 RPJMN is immoral because it only looked at the health side by ignoring the contribution of the tobacco industries in the form of state revenue through excise. The 2020-2024 RPJMN must accommodate tobacco as a |
| Treatment recommendation | strategic agricultural product. |

In addition to news story that supported and rejected the tobacco advertising ban, there was found one story that seems to be directed to a neutral tone even though it raised source person from those who rejected the tobacco advertising ban, namely tempo.co with headline “Cara Pemerintah Yogyakarta Tertibkan Para Perokok di Malioboro” on Tuesday, March 22, 2022. The story also featured the Chairperson of the DIY Cigarette Tobacco Food and Beverage (RTMM), Waljid Budi Lestarianto, as a source person like krjogja.com. However, tempo.co wrote the story in a different way (See Figure 7).



**Figure 7. Screenshot tempo.co News Story
“Cara Pemerintah Yogyakarta Tertibkan Para Perokok di Malioboro”**

This story highlighted the intensive efforts that made by the Yogyakarta City Government to promote tourist areas and public spaces as Non-Smoking Areas and plan to ban and restrict tobacco advertising as required by the Child Friendly City policy. In contrast to the story on krjogja.com, this news actually puts forward the statement of the Chairperson of RTMM DIY, Waljid Budi Lestianto, who stated that he did not have a problem with the arrangement of tourist areas and public spaces but asked the Yogyakarta City Government to be consistent with the existing local regulations by providing adequate smoking space. If the story of krjogja.com explicitly mentions the Yogyakarta City Government as inconsistent, tempo.co story prefers to use the phrase "asking Yogyakarta City Government to be consistent". The story also puts forward the regulation of Non-Smoking Areas and the tobacco advertisement ban is an effort to realize a Child Friendly City as a moral decision and offers a solution that the Yogyakarta City Government needs to conduct a survey when it will regulate tourist areas and public spaces as Non-Smoking Areas and ban the tobacco advertising so that facilities and smoking room are more adequate (See Table 7).

**Table 7. Framing Analysis tempo.co News Story
“Cara Pemerintah Yogyakarta Tertibkan Para Perokok di Malioboro”**

| Tools | Emphasis |
|--------------------------|---|
| Define problems | The Yogyakarta City Government is aggressively promoting tourism areas and public spaces as Non-Smoking Areas and planning to ban and restrict tobacco advertising. |
| Diagnoses causes | Child Friendly Cities require a Non-Smoking Area, including a ban on tobacco advertising. The chairman of RTMM DIY, Waljid Budi Lestarianto said that have no problem with the arrangement of tourist areas and public spaces, but ask the Yogyakarta City Government to be consistent with the existing local regulations by providing adequate smoking space. |
| Make moral judgement | Regulation of Non-Smoking Areas and the ban of tobacco advertisements are efforts to realize a Child Friendly City. |
| Treatment recommendation | Yogyakarta City Government needs to conduct a survey when setting up tourist areas and public spaces as Non-Smoking Areas and ban tobacco advertisements so that smoking room facilities and infrastructure are more adequate. |

DISCUSSION

Based on the results of the analysis of the online media news story, it can be seen how the construction and framing of news story in the media on the discourse of tobacco advertising ban. In accordance with the constructivism paradigm, the media constructed the reality. The same discourse, namely the tobacco advertising ban, can be constructed in different way by different media. This can be seen from the different tone in the analyzed online media news story, namely there was story that supportive, story that has a tone of rejection, and story that tries to be neutral even though it accommodates one party.

The media constructed social problems by framing the presented reality and then offering solutions to the problems that occur. The framing was then circulated to the public that has the potential to become an insight into shared social values at a broad level which ultimately influences public opinion, government decisions and policies, and community collective actions.²⁸

The results of the analysis also found how online media framed their story about the discourse on the tobacco advertising ban and how they chose issues and highlighted certain aspects, determined which facts were taken

and displayed or omitted certain parts, and how the story would be directed. News story that supported, rejected, or was directed to be neutral towards the discourse on tobacco advertising ban was a framing of reality by formulating problems, causes of problems, providing moral judgments, and offering different solutions. This is in accordance with Entman's definition of framing, which is choosing several aspects of reality and making them more prominent in the text that is communicated in such a way as to raise a problem, interpret the causes of the problem, provide a moral evaluation, and offer recommendations for solving problems.²⁹

Research on the framing of media coverage on tobacco control issues has been carried out by Alvina Eunice Christian and Nani Kurniasari (2020) who examined the coverage of Radio Pelita Kasih about the issue of quitting smoking on a talk show program. The study concluded that Radio Pelita Kasih was positioning itself not to support the tobacco industries by constructing and framing that tobacco are a very dangerous product and there was nothing good that can be taken from tobacco.³⁰ Apart from this research, the authors have not found any other research that examines the framing of media coverage related to tobacco control issues, although there are many other studies in various fields of science that examine the dangers of smoking, including examining the impact of exposure to tobacco advertising on children.

Research on the impact of exposure to cigarette advertisements on children and teenagers has been conducted by Waworundeng, Rattu, and Mandagi (2019) which examined the smoking behavior of teenagers in Gangga Satu Village, North Minahasa District. According to the study, there are several factors that influenced children and teenagers in local villages to smoke, namely knowledge, attitudes, and tobacco advertising. Children who are exposed to tobacco advertisements tend to want to try cigarettes and then become smokers.³¹

Another study on the impact of exposure to tobacco advertisements on children and teenagers was also conducted by Kasanah and Kinasih (2017) who examined smoking behavior in MA NU Tamrinut Thullab Undaan Kudus students. The study found that most tobacco advertisements affected teenagers and there was a relationship between cigarette advertising and smoking behavior in teenagers. The more often exposed to tobacco advertisements, the greater the influence on smoking behavior in teenagers.³²

The impact of exposure to tobacco advertisements in the form of billboards on children and teenagers has also been studied by Kurniawan, Arifuddin, and Masrida (2017) on students of SMK Negeri 3 Palu. From this study it was found that children and teenagers have a tendency to want to smoke after seeing tobacco billboards and even encourage them to take action to smoke. Tobacco advertising increased the knowledge of children and teenagers about tobacco product and they perceive tobacco advertising as having a positive message through motivating slogans that encourage them to buy and consume tobacco.³³

This study does limit the impact of tobacco advertising on children, so the results of this study seem limited to children. This is based on the Internal Memorandum of the RJ Reynolds Cigarette Company on February 29, 1984, which has been stated at the beginning, that the tobacco industry does target children and adolescents to become smokers in order to maintain its business continuity. Meanwhile, the impact of cigarette advertising to build brand awareness and brand attitude actually does not only occur in children and adolescents, but can also occur in other age groups.

CONCLUSION

This study found that the discourse on the tobacco advertising ban was framed differently by several online media. There are at least two different tones in the media coverage of the discourse, namely those who supported the ban on tobacco advertising and those who rejected the ban on tobacco advertising. More news story in the

online media is in favour of banning tobacco advertising. Of the 30 stories found on the first three pages of the Google search engine, there are only two stories that clearly rejected the ban on tobacco advertising. News story that has a supportive tone usually takes source persons from tobacco control activists, while news that has a tone that rejected the ban take source persons from tobacco industry's workers' organizations or members of the House of Representatives who have so far taken an opposing stance against tobacco control.

In addition to the tone that clearly supported and rejected the discourse of tobacco advertisement ban, there was also news story that took source person from parties who rejected tobacco advertisement ban but was constructed and framed to be more neutral by placing a policy of tobacco advertisement ban as one of the efforts to create a Child Friendly City. Accommodation to those who rejected the ban on tobacco advertising can be considered as the media's effort to accommodate all parties involved, even though the reality was then constructed and framed in such a way that it becomes more nuanced in favour of the ban of tobacco advertising.

The different tones in reporting the pros and cons of tobacco advertising ban are because media coverage is a construction of reality that occurs in society by selecting events that are displayed or not displayed as well as selecting interviewees who are then framed in the reality displayed in the news. According to the constructivist view, media framing to construct reality as news is influenced by internal factors; including editorial policies, work routines, and news values; and external factors; including the power of advertisers, media audiences, and interventions from outside the editorial office such as media owners, government, community organizations, and others.

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AUTHOR CONTRIBUTION

DS designed, conducted research, managed data, analyzed data, and prepared manuscripts.

CONFLICT OF INTEREST

The author declares there is no conflict of interest.

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