

# Healthy Electric Cigarette Campaign on Instagram Account @ypkpindonesia

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**Abstract—** Tobacco use is the culmination of health problems throughout the world. The number of e-cigarettes users in the world continues to increase. Various media are filled with cigarette campaigns that make smoking considered as a normal activity. Instagram account @ypkpindonesia that conducted e-cigarettes campaign is owned by Yayasan Pemerhati Kesehatan Publik (YPKP) Indonesia which is a health Non-Government Organization (NGO). This research aims to reveal the games of truth of e-cigarettes campaign based on relation of power knowledge on @ypkpindonesia Instagram account. The result revealed that, through content of @ypkpindonesia account, YPKP conducted the game of truth in healthy e-cigarettes discourse by utilizing the power and knowledge about health science. The games of truth were shown by presenting the information that supports the organization's goal to promote e-cigarettes. They emphasized that tar and smoke from conventional cigarettes are dangerous and deadly. While e-cigarettes are less harm because it's heated tobacco product while conventional cigarettes are burned and produce smoke. They stated that e-cigarettes as a technological breakthrough in the health sector that has the potential to extend the life of cigarette consumer and those people around them. They confirmed that nicotine on e-cigarettes causes addiction but does not trigger various diseases which commonly mentioned in cigarette packs. They recommend smokers to start using e-cigarette because it's lower risk. They expanded power on theirs campaigns of e-cigarettes by involving influential parties, such as: health experts, researchers, academics, religious leaders, etc. The discourse of healthy e-cigarettes is used to support the e-cigarettes industry. Meanwhile, the discourse of smoking cessation was marginalized.

**Keywords—** e-cigarettes, genealogy discourse analysis, Instagram, Michael Foucault, power knowledge

## I. INTRODUCTION

The Tobacco consumption is still the peak of health problems throughout the world. According to the World Bank, 50% of deaths from cigarettes around the world generally originate and are in developing countries such as Indonesia. In 2030 it is estimated that the worldwide mortality rate caused by tobacco products will exceed 10 million people, and the majority or about 70% of them come from developing countries [1].

On the other hand, along with technological developments, new ways have been developed to consume tobacco using e-cigarettes. This new method offers a model of tobacco consumption by heating liquids that have various flavors and nicotine content.

Data form Centers for Disease Control and Prevention United States on 2013 shows the number of users of e-cigarettes in the world continues to increase, especially among teenagers. Research by Rosanne et. al. in 2014 stated that even called e-cigarettes could be the first gate for children to try smoking because the range of e-cigarette users had reached an early age of 13-18 years [2].

Results of research in [3] in the city of Surabaya with 385 elementary and junior high school students showing 97 children (25.2%) had smoked e-cigarettes. In the age range of 9-15 years, 30.5% had smoked e-cigarettes. The first push to use e-cigarettes was influenced by many friends' requests (77.7%) and saw people using e-cigarettes (7.1%).

The results showed statistically that there was a relationship between perceptions about the dangers of smoking to smoking habits, in adolescents [4]. Various media are filled with cigarette campaigns that make smoking considered as a normal activity.

Badan Pengawas Obat dan Makanan (BPOM) as an institution which overseeing the circulation of drugs and food in Indonesia expressly prohibits the use of e-cigarettes [2]. Ministry of Health has also recommended banning the sale of electric cigarettes in Indonesia [5].

According to [6] there is a danger of other e-cigarettes, namely: unsafe liquid content, inconsistency with the label listed, causing nicotine addiction problems, can be misused by including excessive nicotine or illegal ingredients (such as marijuanna, heroin, cannabis oil, etc.), circulating various flavoring substances that attract children, poisoning due to flavoring in liquids continues to increase significantly, the increase in novice smokers, the risk of increasing dual-use smokers, ex-smokers return to smoking because they are claimed to be safe, and behavior normalization smoke.

... However, several other government institutions collect taxes from the circulation of e-cigarettes in Indonesia. The Government of Indonesia issues a Government Regulation through the Directorate General of Customs and Excise under the Ministry of Finance which states that the legality of e-cigarettes in Indonesia has been enacted from 1 July 2018. Subsequently, vape or e-cigarettes will be charged at a 57% tax rate [7].

For a long time, the commodity of cigarettes has been surrounded by conflicts of interest and competition of power in establishing ideas and discourses on society. Rivalry involving industry, media, government, academics, community leaders and various institutions both locally and internationally.

There is Instagram account @ypkpindonesia that supports and conducts e-cigarette campaigns since end of 2017. That account belongs to Yayasan Pemerhati Kesehatan Publik (YPKP) which is a health non-governmental organization (NGO). Found on account @ypkpindonesia, YPKP Indonesia representative said: "the government is better off setting a standard operational procedure (SOP) for consuming electric cigarettes rather than prohibiting it"; "Pure nicotine is not a problem. The problem is tar, waste substance which appears after cigarettes are burned".

In addition, YPKP is collaborating e-cigarette business associations and e-cigarette consumers to coordinate with government institutions in seeking the issuance of e-cigarette regulations. YPKP and its coalition said that the regulation of e-cigarettes is urgent to be made because it is needed by consumers.

Some phrases of e-cigarette campaign on @ypkpindonesia, such as: 'tar free'; 'pure nicotine is not a problem'; 'less harm'; 'alternative tobacco product'; 'lower risk'; and 'steam vs. smoke'. Those words are used to show the benefits of e-cigarettes against the dominance of conventional cigarettes. Socialization of e-cigarettes safer than conventional cigarettes and recommendation e-cigarettes as alternative tobacco product by YPKP Indonesia as health organization which is founded by health expert can disrupt the knowledge structure in society.

This research will reveal the game of truth through the power of knowledge relations that was built on the campaign of e-cigarettes conducted by YPKP Indonesia. Using Foucault's genealogical power analysis, this research will uncover the game of truth in e-cigarette discourse through content account Instagram @ypkpindonesia. That account started its first content on August 15, 2017. There are 92 contents was posted until May 31, 2019. Researchers will examine some contents that illustrate about power knowledge relation is used to form discourse of e-cigarette.

## II. THEORETICAL REVIEW

### A. Power, Knowledge and Discourse

Foucault's thinking about discourse is always associated with two other important entities, namely power, knowledge and discourse. First, power is not concentrated in a particular class, but spread throughout the layers. Second, knowledge is basically an idea or thought that exists in humans. While the third, discourse is a linguistic structure or use of language in the context of society. These three things underlie Foucault's study of seeing phenomena or realities that occur in a community context [8].

Power determines bodily processes, behavior patterns, and dictates human behavior towards the reality that actually belongs to the dominant ideology. Power operates or operates in everyone at a continuous level and a process that is never interrupted (or as true) that defines the human body, regulates how humans act, regulates gestures or body movements, dictates human behavior and so on. So in discourse analysis, it must be seen the forces or power that surround the discourse area.

Production and reproduction of knowledge and truth which is then disseminated to the public depends on how the knowledge and truth are conveyed. Knowledge and truth are ultimately only the property of the dominant power. Finally the truth depends on who delivered it or produced it.

Then an analysis of grammar or grammar or rules for the use of words and sentences is needed. Interesting questions that need to be expressed in Foucault's approach include how can that truth be said? How does this mean what techniques are used to define truth? Which rules? And under what conditions? Can something be analyzed or counted as truth? Foucault asserts that through grammatical analysis this knowledge and truth occurs or is formed. To get the truth, then someone is expected to seek or question further about the nature or where the truth itself is obtained or sourced [8].

Thus, discourse is not a procedure or rules of the game to produce consensus, but rather the actual practice of discourse about one thing [9]. Discourse for Foucault is not uniting various views into one (the basic spirit of philosophy) or presenting differences about various things (the basic spirit of linguistics), but explaining that power is spread, is everywhere (systems of dispersion). Discourse is not determined by the subject, but by the object being discussed. So, what is found in discourse is not a configuration made by the subject, but a pattern that is immanent in what is spoken [10].

### B. The Games of Truth

According to [11] it is explained that the expression "the game of truth" was first used by Michel Foucault in relation to the production of discourse. Foucault argues that in this game, discourse interacts "as a weapon of attack and defense in the relations of power and knowledge" [12].

The game does not aim to produce "true objectively" discourse, but efficient persuasive discourse. The construction of persuasive discourse can even consist of illusions based on twisting the truth. Creation of illusions serves to produce some effects of truth aimed at persuading people to act accordingly.

In [13] explained that: "The exercise of this power is impossible without the existence of an essential discourse regime in every culture and society. The discourse regime can be seen in a variety of historical events and precisely in that discourse, there are truth-games. Every society has its own history and way of life. This way of life and all the mechanisms of relations that combine in it have formed discourse. From the discourse and implementation of power came the truth which was a combination of two practices, namely discursive formation and non-discursive formation.

As human history always changes, so does discourse. And because power can be carried out within the scope of discourse, the power is always changing and incessantly transforming itself. Transformation of discourse and power by itself presupposes the transformation of truth. It is clear here that truth is not something that is stable or existing, but is in history that is constantly changing. Truth is also appointed in every scientific discourse where the power of strategy is

practiced. Truth is in power and is never outside it. As power is everywhere, so is the truth".

### C. Structure of Genealogy Discourse Analysis

Every practice of discourse must have a relationship with social institutions in society. In fact, one discourse with the other discourse always has a connection and is not mutually exclusive. New texts always relate to previous texts. So, in understanding Foucault's genealogical analysis of discourse, it must be considered the interrelationship between discourse and its social context.

In conducting Foucault's genealogical analysis of discourse, there are several analytical material that must be done, including: analysis of structural linguistics, archive analysis, analysis of archaeology of knowledge, and analysis of discursive formation [8].

## III. RESEARCH METHOD

This research using critical paradigm, where science is placed in the criticism epistemology [14]. The critical paradigm views reality as a false reality. Existing reality is not the real reality, but the result of all kinds of construction carried out by the parties involved in it.

Nevertheless, the critical paradigm still considers humans to have the ability to give (create) meaning to the life they experience. As interpretive, the critical paradigm sees science as inseparable from the values that live in society [15].

The critical paradigm sees the "reality" behind the control of community communication. In the critical paradigm, there are always basic assumptions related to the belief that there is a latent power in society that is very powerful and controls the process of communication of the community. Therefore, in the critical paradigm, researchers are expected to be able to dismantle who has the power of control? Why do the control? What is the importance behind that?

This study used qualitative research methods. Qualitative research is concerned with the unique nature and social reality and the world of human behavior itself. Its uniqueness comes from human nature as a psychic creature, social creature and cultural creature that links meaning and interpretation in behaving and behaving. The meaning and interpretation itself is influenced by the social and cultural environment.

There are 92 contents was posted on @ypkpindonesia since August 15, 2017 until May 31, 2019. Researchers will examine some contents that illustrate about power knowledge relation is used to form discourse of e-cigarette.

In this study, researchers used some data obtained from documentation and literature. The data analysis technique used in this research is Foucault's genealogical analysis which includes four analytical materials, namely: structural linguistic analysis, archive analysis, knowledge archeology analysis, and discursive formation analysis.

## IV. RESULT AND DISCUSSION

### A. Strategy of Power for E-Cigarette Campaign

In efforts to demand e-cigarette regulation from the Indonesian government, YPKP Indonesia as health organization was present as the party who actively initiated discussion activities with businessmen and consumers of e-cigarettes that involving the government, researchers, health expert, and others.

*Jakarta, 9 Agustus 2017. YPKP Indonesia menyelenggarakan Diskusi Panel Potensi Alternatif Produk Tembakau di Gedung Graha Widya, LIPI. ... Diskusi Panel dihadiri oleh 110 Peserta yang terdiri dari BKPM, Dirjen, Bea & Cukai, Kementerian Perindustrian, Kementerian Perdagangan, Sekretariat Wakil Presiden, Kelompok Kajian, Organisasi, Komunitas dan sebagainya. ... (content on 25/09/2017)*

Yayasan Pemerhati Kesehatan Publik (YPKP) Indonesia was established by health experts become an appropriate party to represent the e-cigarette industry in dealing with the refusal of Kementerian Kesehatan and Badan Pengawas Obat dan Makanan (BPOM) Indonesia which recommend to ban the e-cigarettes.

*Yayasan Pemerhati Kesehatan Publik (YPKP) Indonesia didirikan Prof. Achmad Syawqie sebagai bentuk kontribusinya pada pendidikan kesehatan ... (content on 15/08/2017)*

Through @ypkpindonesia account, YPKP Indonesia has said in the earlier content that will pay special attention to the problem of cigarette addiction. It was done on the content when they gave information about the vision and mission or YPKP Indonesia, which is to educate the people of Indonesia to be healthy.

*... Adapun salah satu fokus YPKP Indonesia saat ini adalah mengatasi masalah ketergantungan penduduk Indonesia pada rokok ... (content on 15/08/2017)*

In coordinating with the government, YPKP together with e-cigarette entrepreneurs and the community also conduct socialization activities in various cities in Indonesia, involving leaders and community leaders as well as experts in various fields, including: researchers, health experts, academics, leaders in government, legal experts, economists, religious leaders and others. The following are the contents:

*... Diskusi Panel Potensi Alternatif Produk Tembakau dimoderatori oleh Prof. Dr. Lukman Hakim M.Sc., Mantan Kepala LIPI.*

*Pembicara terdiri dari: 1). drg. Amaliya MSc. PhD., Peneliti YPKP Indonesia; 2). Dr. dr. Ardini Reksanegara MPH, Penasehat Ikatan Ahli Kesehatan Masyarakat (IAKMI) Jawa Barat; 3). Dimas Jeremia Simorangkir, Ministry of Vape Indonesia (MOVI) ... (content on 25/09/2017)*

*Keynote Speech: 1). Prof. Tikki Pangestu, National University of Singapore; 2). Prof. Dr. drg. Achmad Syawqie, M.S., Koalisi Indonesia Bebas TAR; 3). Dr. Luthfi Mardiansyah, Center for Healthcare Policy and Reform Studies (content on 24/03/2019)*

Not only collaborating with institutions and leaders in Indonesia, YPKP Indonesia held an Asia-level e-cigarette discussion forum, which is the 1st Asia Harm Reduction Forum in November 2017. For the second forum, it was held in Manila in November 2018. The organizer of YPKP Indonesia and The Harm Reduction Alliance of Philipines (HARAP).

The event presents health experts, legal experts, researchers, academics and consumers from Asian countries. Here is one example of the content:

*Philippines: Ron Sison & Jay Jazul (University of Santo Tomas); India: Rajesh Sharan (North-Eastern Hill University); Singapore: Andrew Da Roza (Addiction Psycho-Therapist); Thailand: Sharkit Rimpanich (Saint*

Mary Hospital); Indonesia: Amaliya (Padjajaran University) ... (**content on 8/11/2017**)

The content of @ypkpindonesia account shows that Yayasan Pemerhati Kesehatan Publik (YPKP) Indonesia utilizes mass media in e-cigarette campaigns through articles and press releases and other coverage. The following are the few contents:

(**content on 4/11/2017**) displayed an article from KoranSindo newspaper with title 'Salah Persepsi atas Produk Tembakau Alternatif' which written by Chairman of YPKP Indonesia.

[sindonews.com] Potensi Rokok Alternatif ... (**content on 22/11/2017**)

Pernyataan YPKP Indonesia pada tayangan TV Beritasatu @beritasatu. Indepth: "Utak-Atik Cukai Vape" ... (**content on 27/02/2018**)

Tren Terbaru Produk Alternatif Tembakau dalam publikasi @tirto.id: Selamat Tinggal Rokok? Produk Alternatif Tembakau ... (**content on 11/05/2018**)

[tirto.id] Nikotin dan Tar: Mana yang Berbahaya? ... (**content on 5/07/2018**)

Various international forums which discussing e-cigarettes were also attended by YPKP Indonesia, namely: *The E-Cigarette Summit* in London, Inggris on November 2017 (**content on 17/11/2017**); *Global Forum on Nicotine* (GFN) in Warsawa, Polandia on June 2018 (**content on 10/06/2018**); and *Alternative Tobacco Product Regulations: The Role of the Consumers* in Makati, Filipina on September 2018 (**content on 23/09/2018**).

Research e-cigarettes by YPKP Indonesia is part of the power strategy in various YPKP campaign activities. The research was funded by the Academic Leadership Grant (ALG) from Padjadjaran University (Unpad).

Another research that used by YPKP Indonesia is research by Public Health England (PHE) in the UK which states that e-cigarettes have a 95% lower risk of conventional cigarettes. In addition, research from Georgetown University Medical Center, United States, was published in the journal *Tobacco Control*. Research in the form of predictive calculations states that switching to e-cigarettes can save millions of lives.

The coalition with organizations in Indonesia that support e-cigarettes is also done by YPKP Indonesia. They became a member of Koalisi Bebas Tar (KABAR). Other organizations that joined KABAR were: Persatuan Dokter Gigi Indonesia (PDGI), Perhimpunan Onkologi Indonesia (POI), Perhimpunan Dokter Kedokteran Komunitas dan Kesehatan Masyarakat Indonesia (PDK3MI), Asosiasi Personal Vaporizer Indonesia (APVI), Tar Free Foundation, and Asosiasi Vaper Indonesia (AVI).

Yayasan Pemerhati Kesehatan Publik (YPKP) Indonesia have had cooperation with overseas organizations that support e-cigarette. YPKP Indonesia is a member of *Coalition of Asia-Pacific Tobacco Harm Reduction Advocates* (CAPHRA, <https://caphra.org.net>). Other organization which joined CAPHRA are: *The New Nicotine Alliance Australia* (<https://nnalliance.org.au>); *Malaysian Organization of Vape Entity* (MOVE); AVCA dari New Zealand ([www.avza.org.nz](http://www.avza.org.nz)); *The Vapers Philipines* ([www.facebook.com/thevapersph](http://www.facebook.com/thevapersph)); and *End Cigarette Smoke Thailand* (ECST, [www.facebook.com/endsthailand](http://www.facebook.com/endsthailand)).

When the Indonesian government finally provide tax regulation that legalized the electric cigarettes at the beginning of 2018. Then YPKP Indonesia posted the event of coordination with the Direktorat Jenderal Bea Cukai on @ypkpindonesia account.

In that content, YPKP mention responses from businessmen and consumers of e-cigarettes that was objected the 57% tax. They expected government to provide special regulations for e-cigarettes because they do not want to have limitation in advertising, circulation and production like conventional cigarettes. They said that e-cigarettes are different from conventional cigarettes because it's healthier.

*... Jadi sangat disayangkan penetapan tarif cukai vape sebesar 57% justru dapat menghambat perkembangan industri vape lokal. ... Dimas Jeremia (AVI) yang mewakili suara konsumen berpendapat untuk berhenti merokok sangat sulit maka vaping sebagai metode pengganti yang lebih rendah resiko sehingga ada 97% yang berhasil beralih dari produk rokok resiko tinggi ke produk vape. ... Jadi seharusnya ada regulasi yang dapat memproteksi industri vape sehingga tidak terancam oleh industri rokok yang sudah matang. (**content on 15/02/2018**)*

Yayasan Pemerhati Kesehatan Publik (YPKP) Indonesia continue to use and expand power to guard the electric cigarette industry. YPKP Indonesia claimed that all efforts done to educate smokers that need to know electric cigarettes as a healthy solution of cigarette addiction.

Coalition of organizations and experts in supporting e-cigarette is fit with Foucault' though about power. In [8] stated that power is not concentrated in a particular class, but spread throughout the whole layer in society. Even, YPKP Indonesia and its coalition able to make the government agreed to provide regulation and legalized e-cigarette within few months. Although a few months before e-cigarette almost banned based on recommendation of BPOM and Kementerian Kesehatan Indonesia.

#### B. Language that Defines Knowledge and Truth

The phrases and clauses used by YPKP Indonesia on their e-cigarette campaign, such as: stop smoking and start vaping; reducing harm, savings lives, less risk; less risk; 95% less harmful; gas not smoke; gas vs smoke; heated not burned, smoke free, tar free, heat-not-burn product; alternative tobacco product, tobacco harm reduction, regulation not prohibition, etc.

Electric cigarettes are recommended by YPKP Indonesia as alternative tobacco product that is safer and healthier than conventional cigarettes. The word 'switch' is used by YPKP Indonesia in advising smokers to use e-cigarettes.

The phrases 'tobacco alternative products' and 'alternative tobacco products' appear more than twice compare with the phrase 'stop smoking'.

The term harm reduction and alternative tobacco products appear more often. YPKP Indonesia says that e-cigarettes are a solution to 'tobacco harm reduction'. Whereas the term "nicotine replacement therapy" only appears in two contents in the beginning of 2018.

Electric cigarette support groups such as YPKP Indonesia link the term 'tobacco harm reduction' to the term 'tobacco control' from the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC). Even though "tobacco control" is meant by WHO is to reduce

tobacco demand, reduce the production, distribution, availability and supply of tobacco.

According to World Health Organization (WHO) based on research evidence, the only way to reduce tobacco-related deaths is to stop smoking. If needed, in handling tobacco dependence can use behavioral therapy and pharmacotherapy supported by consultations involving doctors.

In [16] informed that document Framework Convention and Tobacco Control (FCTC) World Health Organization (WHO) stated that cigarettes and other product containing tobacco were engineered to create and maintain the addiction. Term Nicotine Replacement Therapy (NRT) used by WHO for alternative to smoking cessation for the use of substitute nicotine (not cigarette). There are various NRTs, namely: patches (nicotine paste), nicotine gum, lozenge (candy), oral inhalers, nasal spray, and sublingual tablets.

The term Nicotine Replacement Therapy is used by YPKP Indonesia to promote e-cigarettes. YPKP Indonesia said that electric cigarettes are a technological innovation in the health sector that has the potential to extend the life of active smokers and other people around them.

The slogan used by YPKP Indonesia for electric cigarettes is tar free and smoke free. It's shown that e-cigarette want to compete with conventional cigarettes. YPKP Indonesia stated that conventional cigarettes are harmful because of its burned and also produces tar and smoke. About nicotine in e-cigarette liquid, YPKP Indonesia mentioned that it is not dangerous and not causing tobacco related diseases. YPKP Indonesia also said that nicotine will not make addiction effect if only using low dosage

Other established organizations, have been very clearly reject tobacco. World Health Organization uses the "no tobacco" slogan. Indonesian Ministry of Health and also national agency of drug and food control (BPOM) use the slogan "anti-smoking" or "without smoking" or "stop smoking". Association of public health experts in Indonesia which name is Ikatan Ahli Kesehatan Masyarakat Indonesia (IAKMI) use slogan 'tobacco-free' in against tobacco.

In accordance with [8] that from grammar analysis of @ypkbindonesia content was found the formation of knowledge and truth on healthy e-cigarette discourse. The use of language is utilized by YPKP Indonesia to creating knowledge and truth about e-cigarettes, with support from power they owned.

### C. The Games of Truth Regarding Healthy E-Cigarette

Yayasan Pemerhati Kesehatan Publik (YPKP) Indonesia controls the e-cigarette discourse. In creating healthy e-cigarette discourse, YPKP Indonesia displays data that supporting the discourse. Whereas, conflicting data has never been discussed.

The truth game was carried out by YPKP Indonesia by declaring 'truth' for the benefit of the e-cigarette industry. Electric cigarettes are said as solution for smoker which are healthier than conventional cigarettes. Whereas as a health institution, the statement of support related to health will be a reference and accepted as truth by the society.

In accordance with [8] that discourse is formed because it is influenced by power, ideology, and certain knowledge. YPKP Indonesia builds a healthy e-cigarette discourse with its power for certain purposes that can be seen from visible and invisible languages.

From the analysis on the contents of the @ypkbindonesia account it is known that YPKP Indonesia invites smokers to switch to e-cigarettes due to the interests of the cigarette industry.

### V. CONCLUSION

Yayasan Pemerhati Kesehatan Publik (YPKP) Indonesia formed an electric cigarette discourse with power, knowledge and utilized language to create the truth about healthy e-cigarettes. The researchers found that healthy e-cigarette discourse is used for the benefit of e-cigarette industry. YPKP Indonesia recommended smokers to switch to use e-cigarettes. By stating that e-cigarettes as alternative tobacco product which are healthier because its heated tobacco. The game of truth was used to develop healthy e-cigarettes discourse. By informing that conventional cigarettes are dangerous and deadly because its burned and produce tar and smoke. YPKP Indonesia as a health NGO uses its power to perpetuate the discourse on healthy e-cigarettes. YPKP's recommendations for e-cigarettes will received as the truth on society. Although YPKP Indonesia only displays data that supports the healthy e-cigarette discourse.

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