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## Tobacco Retailer Perspectives on Underage Sales and Marketing Restrictions in Jakarta, Indonesia

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### Background

In Indonesia, some restrictions on outdoor tobacco advertising exist but enforcement is inconsistent and point-of-sale advertising and displays are largely unregulated.

This study explored views of tobacco retailers in contact with tobacco company representatives on advertising restrictions and underage sales.

### Methods

We interviewed 30 independent tobacco retailer managers/owners in Jakarta.

Eligible stores had visible tobacco advertisements and a relationship/contract with tobacco company representatives.

Transcripts were coded and thematically analyzed.

### Results

- Most retailers expressed support for the ban on outdoor tobacco advertisements, citing moral concerns such as protecting youth from tobacco exposure and the importance of complying with legal regulations
- Despite possible financial losses, many retailers reported the removal of outdoor tobacco banners had minimal to no impact on actual sales
- A minority opposed restrictions like bans on outdoor banners, valuing them for shade, compensation, or store promotion, but still agreed to follow the law
- Some feared losing customers to non-compliant retailers, and a few admitted selling to minors—either knowingly, out of personal familiarity, or under the guise of buying for older relatives
- No retailers reported receiving training on preventing underage sales by tobacco company representatives

### Conclusions

Retailers were generally interested in following the law and reducing youth smoking.

Increased retailer engagement and education, paired with stronger policy enforcement, may be effective at reducing tobacco advertising and underage sales in Jakarta, Indonesia and beyond.

While retailers in Jakarta believe underage sales are normal, **they generally agree with following tobacco laws**, including prohibiting sales to minors

### Statements from Jakarta Retailers

*“(It)’s okay that I’m not earning any money (by making underage sales). I **have children myself**, and if I don’t **teach them like that**, what would they become?”*



Exterior of point of sale in Jakarta, Indonesia.

*“If there is a **rule** that has set by the **government**, we just have to **obey**.”*



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### Competing Interests:

None.

