Unofficial translation

MENTERI KESEHATAN
REPUBLIK INDONESIA

DECISION OF THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA
NO. HK.01.07/MENKES/963/2026
REGARDING
GUIDELINES FOR THE MONITORING OF ADVERTISEMENTS FOR TOBACCO PRODUCTS AND ELECTRONIC CIGARETTES ON DIGITAL SOCIAL MEDIA, WEBSITES, AND COMMERCIAL ELECTRONIC APPLICATIONS

BY THE GRACE OF GOD, THE ALMIGHTY

THE MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA,

Whereas:

a. that in order to protect public health, reduce the appeal of tobacco and electronic cigarettes and prevent new smokers, and control the health impacts of tobacco and electronic cigarette consumption, it is necessary to monitor advertisements for tobacco and electronic cigarette products on digital social media, websites, and commercial electronic applications in accordance with applicable laws and regulations;

b. that based on the considerations referred to in subparagraph (a) and to implement the provisions of Articles 446 and 447 of Government Regulation No. 28 of 2024 concerning Implementing Regulations for Law No. 17 of 2023 on Health, it is necessary to issue the Decision of the Minister of Health on Guidelines for the Supervision of Tobacco Product and E-Cigarette Advertisements on Digital Social Media, Websites, and Commercial Electronic Applications;

In view of:

1. Law No. 11 of 2008 on Information and Electronic Transactions (State Gazette of the Republic of Indonesia of 2008 No. 58, Supplement to the State Gazette of the Republic of Indonesia No. 4843), as amended several times, most recently by Law No. 1 of 2024 concerning the Second Amendment to Law No. 11 of 2008 on Electronic Information and Transactions (Official Gazette of the Republic of Indonesia, 2024, No. 1, Supplement to the Official Gazette of the Republic of Indonesia, No. 6905);

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2. Law No. 17 of 2023 on Health (Official Gazette of the Republic of Indonesia Year 2023 No. 105, Supplement to the Official Gazette of the Republic of Indonesia No. 6887);
3. Government Regulation No. 71 of 2019 on the Implementation of Electronic Systems and Transactions (Official Gazette of the Republic of Indonesia, 2019, No. 185, Supplement to the Official Gazette of the Republic of Indonesia, No. 6400);
4. Government Regulation No. 28 of 2024 on the Implementing Regulations of Law No. 17 of 2023 on Health (Official Gazette of the Republic of Indonesia Year 2024 No. 135, Supplement to the Official Gazette of the Republic of Indonesia No. 6952);
5. Presidential Regulation No. 161 of 2024 on the Ministry of Health (Official Gazette of the Republic of Indonesia, 2024, No. 357);
6. Regulation of the Minister of Health No. 21 of 2024 concerning the Organization and Work Procedures of the Ministry of Health (State Gazette of the Republic of Indonesia Year 2024 No. 1048) as amended by Regulation of the Minister of Health No. 17 of 2025 concerning Amendments to Regulation of the Minister of Health No. 21 of 2024 concerning the Organization and Work Procedures of the Ministry of Health (State Gazette of the Republic of Indonesia, 2025, No. 1128);

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HEREBY DECIDES:

To enact: THE DECISION OF THE MINISTER OF HEALTH REGARDING GUIDELINES FOR THE SUPERVISION OF ADVERTISEMENTS FOR TOBACCO PRODUCTS AND ELECTRONIC CIGARETTES ON DIGITAL-BASED SOCIAL MEDIA, WEBSITES, AND COMMERCIAL ELECTRONIC APPLICATIONS.

FIRST: To establish guidelines for the supervision of advertisements for tobacco products and electronic cigarettes on digital social media, websites, and commercial electronic applications, hereinafter referred to as the Supervision Guidelines, as set forth in the Appendix, which constitutes an integral part of this Ministerial Decision.

SECOND: The Supervision Guidelines referred to in Provision FIRST shall serve as a reference for:

a. the Ministry of Health, relevant stakeholders—including ministries, agencies, and local governments—as well as the public in monitoring advertisements for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications; and
b. the Ministry of Health in providing recommendations to the Ministry of Communication and Digital Affairs to follow up on the results of monitoring, including reports and complaints regarding advertisements for tobacco products and electronic cigarettes on digital social media, websites, and commercial electronic applications.

THIRD: In order to optimize, enhance the effectiveness of, and consolidate the supervision of tobacco product and e-cigarette advertisements on digital social media, websites, and commercial electronic applications, it is necessary to establish a supervisory task force consisting of key units within the Ministry of Health and members of the public, the organization of which shall be determined by the Director General responsible for formulating and implementing policies in the field of disease control.

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FOURTH: Funding for the implementation of this Ministerial Decree shall be borne by the State Budget and/or other lawful sources in accordance with the provisions of laws and regulations.

FIFTH: This Ministerial Decree shall take effect on the date of its issuance.

Issued in Jakarta
on September 14, 2026

MINISTER OF HEALTH OF
THE REPUBLIC OF INDONESIA,

signed

BUDI G. SADIKIN

Salinan sesuai dengan aslinya
Plt. Kepala Biro Hukum
Sekretariat Jenderal Kementerian Kesehatan,

Indah Febrianti, S.H., M.H.
NIP 197802122003122003

MINISTRY OF HEALTH

ATTACHMENT
DECISION MINISTER OF HEALTH OF THE REPUBLIC OF INDONESIA
NUMBER HK.01.07/MENKES/963/2026 REGARDING GUIDELINES FOR THE SUPERVISION OF ADVERTISEMENTS FOR TOBACCO PRODUCTS AND ELECTRONIC CIGARETTES ON DIGITAL SOCIAL MEDIA, WEBSITES, AND COMMERCIAL ELECTRONIC APPLICATIONS

GUIDELINES FOR THE SUPERVISION OF ADVERTISEMENTS FOR TOBACCO PRODUCTS AND ELECTRONIC CIGARETTES ON DIGITAL SOCIAL MEDIA, WEBSITES, AND COMMERCIAL ELECTRONIC APPLICATIONS

CHAPTER I
INTRODUCTION

A. BACKGROUND

Tobacco use in Indonesia remains a serious public health concern. The prevalence of smokers in the 25–44 age group is the highest, at 73.3% *(Global Adult Tobacco* Survey/GATS, 2021). Children and adolescents are also caught up in tobacco use; the percentage of child smokers in Indonesia rose from 7.2% in 2013 to 7.4% in 2023, according to data from the Indonesian Health Survey (SKI). Although the government achieved the target set in the 2019–2024 National Medium-Term Development Plan (RPJMN) to reduce the percentage of child smokers to 8.7%, the current smoking rate remains far below the 5.4% target set in the 2014–2019 RPJMN (Basic Health Research, 2018). Furthermore, the use of e-cigarettes has increased significantly over the past decade, rising from 0.3%—or 480,000 users—in 2011 to 3%—or 6.6 million users—in 2021 (GATS, 2021). One of the challenges in controlling smoking rates is the prevalence of tobacco advertising, promotion, and *sponsorship*. These activities have the potential to increase the number of new smokers, boost cigarette consumption, and reduce the success of smoking cessation efforts.

By early 2024, the number of internet users in Indonesia had reached 79.5%, or 221.6 million people (Ministry of Communication and Digital Affairs, 2024). This high number of internet users can lead to increased exposure to tobacco advertising, promotion, and *sponsorship* through *online* media such as social media, websites, and commercial electronic applications, as there has been a significant increase over the past 10 years. Exposure to tobacco advertising, promotions, and *sponsorships* among adults via *online* media rose from 1.9% (2011)

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to 21.4% (2021) (GATS, 2021), while exposure among children and adolescents stood at 36.2% (GATS, 2019). According to a report by Vital Strategies (2022), the use of social media *platforms*—including Instagram (67%), Facebook (23%), and Twitter/X (7%)—has become a popular method for promoting tobacco products and e-cigarettes. In fact, e-cigarette *endorsements* by *influencers* on Instagram have become quite common. Of the 100 *influencers* involved, 40% have more than 10,000 followers (Indonesian Communication Academics for Tobacco Control, 2022).

Indonesia still ranks relatively low on the index of bans on tobacco and e-cigarette advertising, promotion, and *sponsorship* compared to other countries in the ASEAN region (*Southeast Asia Tobacco Control Alliance*, 2022). Indonesia urgently needs to implement measures to regulate the advertising, promotion, and *sponsorship* of tobacco products and e-cigarettes, including by developing policies to monitor tobacco and e-cigarette advertising on digital social media, websites, and commercial electronic applications, as well as by establishing a task force to ensure the implementation of these regulations.

B. OBJECTIVES

1. General Objective

   To protect the public from exposure to advertisements for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications that do not comply with applicable laws and regulations, and to create a safer and healthier digital environment free from misleading information and content harmful to public health.

2. Specific Objectives

   a. To provide guidelines for the Minister of Health, relevant stakeholders, including ministries/agencies and local governments, as well as the public, to monitor advertisements for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications.

   b. To provide guidance to the Ministry of Health in making recommendations to the Ministry of Information and Digital Affairs regarding the blocking of access to electronic information and/or electronic documents due to violations involving advertisements for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications.

   c. To provide guidelines regarding advertising content for the Ministry of Communication and Digital Affairs to block access to electronic information and/or electronic documents in cases of violations involving advertisements for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications.

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d. To provide guidelines for every person, whether an individual or a corporation—in conducting advertisements related to tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications to ensure compliance with applicable laws and regulations.

C. SCOPE

1. Advertising of Tobacco Products and E-Cigarettes on Digital Social Media, Websites, and Commercial Electronic Applications.
2. The Role of the Ministry of Health, Relevant Stakeholders, and the Public.
3. Task Force for the Monitoring of Tobacco Product and E-Cigarette Advertising.
4. Reporting/complaints and follow-up on reports/complaints.
5. Guidance and supervision.
6. Funding.

D. OBJECTIVES

1. Ministry of Health.
2. Relevant stakeholders, including ministries/agencies and local governments.
3. The public, including those who actively participate in monitoring as well as those who conduct advertising for tobacco products and e-cigarettes, such as electronic system operators.

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CHAPTER II
OVERSIGHT OF ADVERTISEMENTS FOR TOBACCO PRODUCTS AND ELECTRONIC CIGARETTES ON DIGITAL SOCIAL MEDIA, WEBSITES, AND COMMERCIAL ELECTRONIC APPLICATIONS

The Indonesian public must be protected from advertisements for tobacco products and e-cigarettes, particularly those targeting children and adolescents, including those disseminated through digital social media, websites, and commercial electronic applications. Through Government Regulation No. 28 of 2024 on the Implementing Regulations of Law No. 17 of 2023 on Health, the government has established provisions regarding the advertising of tobacco products and e-cigarettes, including on digital social media, websites, and commercial electronic applications. This serves as a strategic measure to reduce the accessibility and appeal of tobacco products and e-cigarettes to the public, particularly vulnerable groups such as children, adolescents, and pregnant women.

A. DEFINITIONS AND TERMS

In this Ministerial Decree, the following terms are defined as:

1. Tobacco Product means any product made entirely or partially from tobacco leaves as raw material, processed for use by burning, heating, vaporizing, smoking, inhaling, chewing, or any other method of consumption.
2. Electronic Cigarette means a tobacco product in liquid, solid, or other forms derived from the processing of tobacco leaves, produced through extraction or other methods in accordance with technological advancements and consumer preferences—without regard to any substitute or auxiliary materials used in its manufacture—and provided to end consumers in retail packaging, or a product containing nicotine and/or other substances in liquid, solid, or other forms, and/or their processed derivatives—including synthetically produced substances of the same or similar type and nature—which is consumed by heating it using an electronic heating device and then inhaling it.
3. Advertising is an activity involving communication messages to inform, introduce, and promote a product through or without compensation to its target audience, whether directly or indirectly, in visual, audio, or audiovisual forms—including images, text, sound, color, slogans, mottos, or other forms—is communicated through various marketing channels by displaying a *brand image* and/or logo to influence public behavior.
4. Digital Social Media is an electronic system in the form of an *online platform* or application that uses internet technology to enable users to interact, share content, and communicate with one another *online* without being limited by time or space.
5. A website is an electronic system used to process, store, and disseminate electronic information, which requires *a Uniform Resource Locator* (URL) to access it.

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6. Commercial Electronic Applications are electronic systems in the form of software or programs used by business entities to deliver advertisements and conduct electronic transactions for the sale and purchase of goods and services, including applications that enable commerce via the internet.

B. ADVERTISING OF TOBACCO PRODUCTS AND ELECTRONIC CIGARETTES

1. Advertisements for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications may take the form of text, images, audio, and/or video, including those that involve interactions such as comments, conversations, or other forms of interaction.
2. Some examples of advertisements for tobacco products and e-cigarettes include:
   a. A primary advertisement for a tobacco product and/or e-cigarette that displays a persuasive message to introduce, build awareness, or increase sales of goods/services by highlighting key benefits, targeting specific *audiences* through appropriate media, using attractive visuals, and often ending with a call to action.
   b. Product placement of tobacco products and/or e-cigarettes in an event (such as discussion forums and *live streams*) or in entertainment or informational programs (such as comedy shows and *variety shows), podcasts*, game shows, music, news, *talk shows*, documentaries, *magazine shows*, and *features*), as well as other activities.
   c. The inclusion of the *brand image* of tobacco products and/or electronic cigarettes through the placement, display, or dissemination of elements that identify, represent, or create an association with Tobacco Products and/or Electronic Cigarettes, including but not limited to brand names, logos, distinctive colors, text, typefaces, slogans, mottos, graphics, packaging designs, characters, symbols, or other elements that form the brand's image and identity, within an event or program, including but not limited to discussion forums, *live streams*, comedy *shows*, *variety shows*, *podcasts*, game shows, music programs, news programs, *talk shows*, documentaries, *magazine shows*, *features*, and other activities.
   d. *User-Generated Content* refers to any content created, uploaded, or disseminated by users of digital social media that directly or indirectly aims to introduce, promote, enhance the appeal, image, brand recognition, or consumption of Tobacco Products and/or Electronic Cigarettes.
   e. Reviews of a Tobacco Product and/or Electronic Cigarette—including those containing usage tutorials—conducted by social media users, including influencers, social media celebrities (Instagram influencers), or other parties, intended to reach their followers (*audience*) or other target audiences through content or other mechanisms.

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f. Testimonials that present customer evaluations of a Tobacco Product or Electronic Cigarette after using it.

g. Other activities that demonstrate, use, and/or display the form or shape of tobacco products and e-cigarettes, or other terms that may be associated with the brands of tobacco products and e-cigarettes.

3. Advertisements for Tobacco Products and E-Cigarettes on Digital Social Media

Any person, whether an individual or a corporation, that manufactures, imports, and/or distributes tobacco products and e-cigarettes is prohibited from advertising on digital social media.

4. Advertising of Tobacco Products and E-Cigarettes on Commercial Websites and/or Electronic Applications

Controls on advertising of tobacco products and e-cigarettes are implemented as follows:

a. Advertisements must include a health warning;

b. Advertisements must include the statement "Selling and giving to persons under the age of 21 and pregnant women are prohibited";

c. Advertisements must not depict or suggest that consuming tobacco products and e-cigarettes provides health benefits;

d. Advertisements must not use misleading words or phrases and/or constitute an invitation to consume tobacco products and e-cigarettes;

e. Advertisements must not demonstrate, use, and/or display the physical form or shape of tobacco products and e-cigarettes, or any other terms that may be associated with the brands of tobacco products and e-cigarettes;

f. Advertisements shall not feature children, adolescents, and/or pregnant women in images and/or text;

g. Advertisements shall not be directed at children, adolescents, and/or pregnant women;

h. Advertisements shall not use cartoons or animations as advertising characters;

i. Advertisements must not conflict with prevailing social norms; and

j. Advertisements for Tobacco Products and Electronic Cigarettes on Commercial Websites and/or Electronic Applications must implement age verification to restrict access only to individuals aged 21 (twenty-one) years or older who may view such advertisements. This may be achieved by incorporating the age verification feature used to access the Website and/or Commercial Electronic Application, for example, through the following mechanism:

1) the user enters personal data such as full name, date of birth, and national identification number;

2) uploading a selfie and a copy of their identification; or

3) other mechanisms established by the administrators of the website and commercial electronic applications,

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which are then subject to verification while ensuring data security and the protection of personal data, in accordance with applicable laws and regulations.

In addition to the advertising control provisions mentioned above, the Website and/or Commercial Electronic Application may display a *product listing* for Tobacco Products and Electronic Cigarettes containing information such as product category, brand, product features and specifications, product images, and/or prices, provided that it does not include descriptions and/or images intended to attract attention or designed to advertise and/or promote the products.

C. ROLE OF THE MINISTRY OF HEALTH, RELEVANT INTERESTED PARTIES, AND THE PUBLIC

The Ministry of Health, relevant stakeholders—including ministries and agencies, as well as local governments—and the public play a role in monitoring advertisements for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications. This monitoring is necessary to ensure appropriate, focused, integrated, and synergistic oversight as part of the implementation of tobacco and e-cigarette control measures.

1. Ministry of Health
   a. Conducts education and outreach and/or coordinates with relevant stakeholders to provide education and outreach to relevant parties, including digital *platform* providers, regarding policies on advertising of tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications.
   b. Monitor advertising of tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications.
   c. Provide and/or coordinate an information system that can be utilized in the oversight of advertisements for tobacco products and e-cigarettes, including a complaint or reporting channel for relevant stakeholders and the public in cases where they identify suspected violations of the regulations governing advertisements for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications.
   d. Conducting summarization, verification, and assessment through a monitoring task force regarding findings of alleged violations involving advertisements for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications.
   e. Issue recommendations for enforcement actions regarding findings of alleged violations involving Tobacco Product and E-Cigarette Advertising on digital social media, websites, and commercial electronic applications to the Ministry of Communication and Digital Affairs.

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f. Providing guidance and oversight regarding the implementation of monitoring of advertisements for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications, including monitoring and evaluating the implementation of enforcement actions.

2. Ministries/Agencies and Local Governments

a. Conducting educational and outreach activities and/or coordinating with relevant stakeholders to provide education and outreach to relevant parties, including digital *platform* providers, regarding the policy on Tobacco Product and E-Cigarette Advertising on Digital Social Media, Websites, and Commercial Electronic Applications.

b. Monitor advertising of tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications.

c. Report alleged violations involving advertisements for tobacco products and electronic cigarettes on digital social media, websites, and commercial electronic applications.

d. Take enforcement action against findings of alleged violations of advertising for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications in accordance with its authority and the provisions of laws and regulations.

e. Provide guidance and oversight regarding the monitoring of advertisements for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications.

3. The Public

a. Participate in monitoring, as well as education and outreach regarding policies on tobacco product and e-cigarette advertising on digital social media, websites, and commercial electronic applications.

b. Report suspected violations involving advertisements for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications.

D. TASK FORCE FOR THE MONITORING OF TOBACCO PRODUCT AND E-CIGARETTE ADVERTISING

1. The establishment of the task force for the supervision of Tobacco and E-Cigarette Product Advertising within the Ministry of Health is intended to optimize the supervision of Tobacco and E-Cigarette Product Advertising on digital social media, websites, and commercial electronic applications, in order to protect the public from the negative impacts of consuming Tobacco and E-Cigarette Products. The purpose of establishing this task force is to assist the Minister of Health in monitoring advertisements for tobacco products

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and e-cigarettes on digital social media, websites, and commercial electronic applications, as well as to ensure the effectiveness of oversight and coordination with relevant stakeholders and the public.

2. The task force for monitoring advertisements for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications was formed with the involvement of various key units within the Ministry of Health and members of the public who are committed to monitoring advertisements for tobacco products and e-cigarettes.
3. The task force is responsible for supervising, monitoring, verifying, and analyzing, as well as formulating recommendations for follow-up and preparing reports concerning advertisements for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications to ensure compliance with and adherence to applicable laws and regulations.
4. In carrying out its oversight of tobacco product and e-cigarette advertisements on digital social media, websites, and commercial electronic applications, the task force coordinates both internally and externally through regular or ad hoc meetings as needed.
5. Ministries, agencies, and local governments, in their role of participating in the monitoring of advertisements for tobacco products and electronic cigarettes on digital social media, websites, and commercial electronic applications, may form monitoring teams or task forces as needed.

E. REPORTING/COMPLAINTS REGARDING VIOLATIONS OF TOBACCO PRODUCT AND E-CIGARETTE ADVERTISING AND FOLLOW-UP ON REPORTS/COMPLAINTS

1. Alleged advertising violations may be identified through:
   a. monitoring, including *cyber* patrols by the Ministry of Health, other ministries/agencies, and local governments, as well as by the public, regarding advertisements for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications; and
   b. reports or complaints submitted by ministries/agencies and local governments, as well as the public, through portals or channels provided by the Ministry of Health or the Ministry of Communication and Digital Affairs.
2. Documentation of Alleged Violations

   Findings of alleged violations regarding advertisements for tobacco products and e-cigarettes, whether obtained through monitoring activities or through reports/complaints, must be documented via the information system or reporting forms provided.

   Documentation is conducted to ensure the availability of sufficient information and evidence to support the verification, assessment, and follow-up processes regarding suspected violations. The documented data must include, at a minimum:

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a. Information regarding the alleged violation, including:
   1) the type of media or digital *platform* used;
   2) the date of the post or the date on which the allegedly violating content was displayed;
   3) the main brand name being advertised;
   4) the type of product being advertised;
   5) the account name or identity of the party that uploaded or posted the content;
   6) the title, caption, description, or other form of text accompanying the content;
   7) *Uniform Resource Locator* (URL) and/or links to digital social media, websites, and/or commercial electronic applications indicating the alleged advertising violation; and
   8) the specific time or portion of the content indicating the alleged violation (time of violation), specifically for audiovisual content; and

b. supporting evidence in the form of visual evidence (screenshots), recordings, video clips, or other relevant electronic documents; *screenshots* must clearly show the content alleged to be in violation, be easy to read or access, and contain sufficient information in accordance with the provisions of the reporting/complaint information system portal or channel to support the verification process and further review,

or in accordance with the provisions set forth in the reporting/complaint portal or information system channel.

3. Submission of reports/complaints regarding findings of alleged Advertising violations

a. Reports or complaints regarding suspected violations of advertising regulations for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications may be submitted through the information system portal or channel provided by:
   1) Ministry of Health

      Reports and complaints are submitted through the reporting system administered by the Director General responsible for formulating and implementing policies in the field of disease control, using the available reporting channels and complaint form templates.
   2) The Ministry of Communication and Digital Affairs through the official Content Complaints portal.

b. Reports/complaints must include the reporter's identity (anonymous names are permitted) along with an email address or in accordance with the provisions set forth on the respective reporting/complaint portal or information system channel.

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4. Follow-up on reports/complaints regarding suspected violations of advertising regulations for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications:
   a. The Ministry of Health conducts verification and assessment and formulates recommendations for the imposition of sanctions for violations of regulations on the advertising of tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications. Furthermore, if the results of the verification and assessment are deemed to meet the elements of a violation of the regulations on advertising of tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications, the Ministry of Health submits a recommendation for enforcement action, accompanied by supporting data, to the Ministry of Communication and Digital Affairs.
   b. Recommendations for enforcement actions by the Ministry of Health—made through the heads of work units tasked with formulating and implementing policies; developing norms, standards, procedures, and criteria; providing technical guidance and supervision; and conducting monitoring, analysis, evaluation, and reporting in the field of prevention, control, and management of noncommunicable diseases—are submitted to the Ministry of Communication and Digital Affairs via the link https://instansi.aduankonten.id/, to be followed up by the Ministry of Communication and Digital Affairs in accordance with the mechanisms and provisions of applicable laws and regulations.
   c. The Ministry of Health and the Ministry of Communication and Digital Affairs shall monitor and evaluate the enforcement actions taken. Furthermore, in the event of repeated violations up to 3 (three) times on the same account, the Ministry of Health may request the Ministry of Communication and Digital Affairs to delete the account.

F. GUIDANCE AND SUPERVISION

The Minister of Health and the Minister of Communication and Digital Affairs shall carry out guidance and supervision regarding the implementation of oversight of Tobacco Product and E-Cigarette Advertisements in accordance with their respective duties, functions, and authorities, and may coordinate with one another as well as involve other relevant stakeholders and the public. Such guidance and supervision are intended to:

a. ensure that the supervision of advertisements for tobacco products and electronic cigarettes on digital social media, websites, and commercial electronic applications is carried out effectively and efficiently and in accordance with the provisions of laws and regulations; and

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b. Ensure compliance by the public and/or relevant parties in the conduct of advertising for tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications in accordance with applicable laws and regulations.

Guidance and oversight are carried out through:

a. advocacy and public awareness campaigns;
b. strengthening networks or partnerships;
c. technical guidance;
d. monitoring;
e. evaluation; and/or
f. other guidance and oversight activities.

G. FUNDING

Funding for the implementation of such supervision of tobacco product and e-cigarette advertisements on digital social media, websites, and/or commercial electronic applications is sourced from:

a. the State Budget (APBN); and/or
b. other lawful sources in accordance with the provisions of laws and regulations.

In the event that local governments participate in the supervision of advertisements for tobacco products and electronic cigarettes on digital social media, websites, and/or commercial electronic applications, funding for the supervision may come from:

a. the Regional Revenue and Expenditure Budget (APBD); and/or
b. other lawful sources in accordance with the provisions of laws and regulations.

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CHAPTER III
CLOSING PROVISIONS

These guidelines are intended to serve as a clear and practical reference for the Ministry of Health, relevant stakeholders—including related ministries and agencies, local governments, and the public—in overseeing the advertising of tobacco products and e-cigarettes on digital social media, websites, and commercial electronic applications. Furthermore, with these guidelines in place, it is hoped that advertising of tobacco products and e-cigarettes will be conducted in accordance with applicable laws and regulations, thereby protecting public health, reducing the appeal of these products and deterring new smokers, and controlling the health impacts of tobacco and e-cigarette consumption.

MINISTER OF HEALTH OF
THE REPUBLIC OF INDONESIA,

signed

BUDI G. SADIKIN

Salinan sesuai dengan aslinya
Plt. Kepala Biro Hukum
Sekretariat Jenderal Kementerian Kesehatan,

Indah Febrianti, S.H., M.H.
NIP 197802122003122003

MINISTRY OF HEALTH