How Indonesian media portray electronic cigarettes: an article content analysis of online news reports from 2012-2017 = How Indonesian media portray electronic cigarettes an article content analysis of online news reports from 2012-2017

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Abstrak

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Electronic cigarettes e-cigarettes , of which the health effects are still unknown, are significantly gaining their popularity in Indonesia. A massive news release on the internet talking about e-cigarettes might contribute to robust public rsquo;s concern about the use of e-cigarettes that could influence policy makers in considering the regulation of these devices. Therefore, this study aims to analyze how online mass media frame the message of e-cigarettes based upon topics of the story, news source, and coverage of benefits and harms of these products. This study performed a content-analysis method using a variable coding sheet in four popular online news media in Indonesia. This study found 418 articles mentioning about e-cigarettes of which 320 articles 76.6 were included in the content analysis. Majority of the article 70.9 have a negative frame and mainly talked about the policy issue of these devices. The news source that was frequently used in the articles is scientist/researcher 34.7 . The studied articles mostly presented harms of e-cigarettes rather than their benefits. Thus, most of the online news media tend to present unfavourable stories about e-cigarettes and might try to influence the readers to oppose these products.

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