



# Fruity, Fun and Safe: Creating a Youth Condom Brand in Indonesia

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**Abstract:** *DKT Indonesia, a social marketing enterprise, undertook research among young people in Indonesia to develop a strategy to heighten understanding of safer sex and increase the availability and use of condoms among sexually active youth. The centerpiece of this campaign was the launch in 2003 of Fiesta condoms, with a range of flavours, colours, shapes and pricing aimed to appeal to young people. Working with key commercial and NGO partners, distribution has focused on places where young people often congregate and shop. The campaign relies heavily on the media, including TV commercials, radio talk shows, print media and mobile text messaging. DKT has also partnered with MTV, the Staying Alive campaign and other NGO and private sector partners to educate young people on a range of reproductive and sexual health issues. Based on retail audits and focus group discussions, the Fiesta brand has been a success. In three years, it has gained a 10% share of the condom market and helped to increase overall condom sales by 22%. Young people identify Fiesta as "their" brand and have started to use Fiesta condoms in significant numbers. © 2006 Reproductive Health Matters. All rights reserved.*

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INDONESIA is the fourth most populous country in the world with a population under the age of 15 of approximately 70 million. Indonesia is also home to more than 200 million Muslims, or one in eight of the world's Muslim population, and is experiencing a period of immense economic and social change. As Indonesians become increasingly aware of and exposed to Western values and behaviours through globalised media, so are they increasingly confronted by religious politicisation. Although Indonesia is a traditional society, it is in the process of embracing both conservative and liberal sub-cultures, often with conflict but often apparently unnoticed as well. Islamic Shari'a law operates in northern Sumatra while on the beaches of Bali, tourists and Indonesians dance the night away to disco music.

As such, urban Indonesia, like many places in the developing world, is an environment where the values and behaviours of the younger generation are pushing up against the traditional

systems and expectations of their parents and elders. Anecdotal evidence has long suggested that many young people are sexually active and have access to an increasingly wide range of resources and information on sex. A DKT review of youth media, radio stations and television programmes revealed that sex and relationships form a major part of the content and interest value. Similarly, Holzner and Oetomo cite numerous examples of sexually active Indonesian youth and their desire for information.<sup>1</sup>

DKT Indonesia is a non-profit social marketing enterprise dedicated to the marketing and distribution of high-quality contraceptives and condoms for family planning and HIV/AIDS prevention. DKT has operated in Indonesia since 1996 with funding from the German government through Kreditanstalt für Wiederaufbau (KfW), the German Development Bank and the Bill and Melinda Gates Foundation. DKT started working in Indonesia as evidence suggested that condom

use needed to be increased.<sup>2</sup> In 2000, DKT expanded operations into the family planning sector, marketing a full range of contraceptives.

### Understanding young people: DKT's research base

DKT has undertaken a number of research studies during the past ten years and collected additional anecdotal information regarding sexual behaviour.<sup>3,4</sup> These studies have included behaviour change surveys, condom user profiling, intercept studies that ask consumers on-the-spot questions about purchasing habits and focus groups to monitor marketing strategies. These have included youth but were not focused solely on them. Based on international experience as well as partnerships with Indonesian youth-oriented NGOs and partners, DKT believed that young people were not well understood.

In an effort to improve this knowledge base, DKT commissioned a study of the sexual behaviour of unmarried youth in four major cities (Jakarta, Surabaya, Medan and Bandung) in Indonesia. The study was undertaken by Synovate, a private research company; 474 respondents aged 15–24 were interviewed in November 2004.<sup>5</sup> The respondents were half young men and half young women and equally distributed between high- and low-income groups, which was determined by interview locale. A random intercept recruitment technique was employed in target locations (malls, near schools) and face-to-face interviews were conducted. No effort was made to select for sexual orientation. A person of the same sex as

**Table 1. At what age did you first have sex... sexually active youth**

| Age   | Male<br>(n=126) | Female<br>(n=116) | Total<br>(n=242) |
|-------|-----------------|-------------------|------------------|
| 13–15 | 15%             | 17%               | 16%              |
| 16–18 | 45%             | 42%               | 44%              |
| 19–21 | 34%             | 30%               | 32%              |
| 22–24 | 6%              | 10%               | 8%               |

the respondent conducted the interviews. Respondents chose a private location where they felt comfortable answering sensitive questions, including questions about their own sexual behaviour. Self-completion of answers and indirect questioning, such as asking about the behaviour of friends, were used as tools for very sensitive topics.

Responses from those who were sexually active were compared to those who were not, as regards behaviour, knowledge and attitudes. This was a small sample and not necessarily representative of the overall population. However, it provided valuable information concerning sexual behaviour, contraceptive and condom use and risk of sexually transmitted diseases, including HIV/AIDS.

The average age of sexual debut reported was 18 years, with 16% of respondents reporting first sex between ages 13–15 (Table 1). The finding that 89% of all respondents thought sex before marriage was “against my values and religion” while 51% had had sexual intercourse before marriage (Table 2) signified a conflict between values and actions.

**Table 2. Have you ever... all respondents**

|                         | Male<br>(n=236) | Female<br>(n=238) | Age<br>15–19<br>(n=236) | Age<br>20–24<br>(n=238) | Sexually<br>active<br>(n=242) | Never<br>had sex<br>(n=232) | Total<br>(n=474) |
|-------------------------|-----------------|-------------------|-------------------------|-------------------------|-------------------------------|-----------------------------|------------------|
| Held hands with someone | 88%             | 88%               | 86%                     | 89%                     | 86%                           | 91%                         | 88%              |
| Kissed on the mouth     | 78%             | 73%               | 72%                     | 78%                     | 95%                           | 55%                         | 75%              |
| Watched a porno movie   | 82%             | 53%               | 61%                     | 74%                     | 80%                           | 54%                         | 67%              |
| Masturbated             | 48%             | 17%               | 31%                     | 34%                     | 45%                           | 20%                         | 31%              |
| Had oral sex            | 22%             | 16%               | 19%                     | 19%                     | 37%                           | 0%                          | 19%              |
| Had sexual intercourse  | 53%             | 49%               | 47%                     | 55%                     | 100%                          | 0%                          | 51%              |
| Smoked a cigarette      | 89%             | 29%               | 60%                     | 58%                     | 70%                           | 47%                         | 59%              |
| Smoked marijuana        | 17%             | 4%                | 9%                      | 12%                     | 16%                           | 4%                          | 10%              |
| Tried alcohol           | 48%             | 17%               | 31%                     | 34%                     | 45%                           | 20%                         | 32%              |

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