

ABSTRACT

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Implementation of Legal Compliance in Public Communication at PT Pfizer Indonesia

(x+106 pages+Five appendices)

This internship report was prepared as a requirement for the completion of the final assignment for the Bachelor of Laws degree at Pelita Harapan University. This report is based on observations and interviews conducted at PT Pfizer Indonesia. The purpose of this report is to examine how the implementation of legal and ethical standards in the promotion of prescription drugs in Indonesia and the form of implementation of legal compliance in public communications in the company. The result of this report is that there is legal compliance in public communications, which appears to be consistent with IPMG Code of Ethics. Firstly, PT Pfizer Indonesia in communicating to the public has an approval process in place called GCMA (Global Content Management Approval), a tiered approval process starting with a pre-medical review to check the references used, before entering the medical, legal and regulatory teams. Second, regulatory compliance is also reflected in public awareness campaigns. The BPOM regulation and the IPMG code of ethics discuss that prescription drugs can only be promoted to health care professionals, and the scope of discussion in the IPMG code of ethics only discusses marketing to health care professionals. However, both institutions allow communication to the public through disease awareness campaigns, as long as there are no hidden promotional elements in the implementation. Throughout 2023, Pfizer Indonesia is known to have conducted four forms of disease awareness campaigns for the community, the implementation of which continues to pay attention to the applicable regulations, namely JITU in ICU, C-Suite in Dialogue, SAJAKA (Desa Bijak Antibiotika) and ASA DARA program in Halodo's digital health platform. Third, regulatory compliance is also reflected in the way the company communicates with the public through the use of social media.

Keywords: Public Communication, Disease Awareness Campaign, Tiered Approval.

Reference: 46 (2016-2024)