

Content Analysis of Misleading F&B Advertisements on Instagram Focusing on Health and Nutrition Claims as well as Advertising Appeal

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Abstract

This research analyzes the content of misleading advertising claims and analyze the advertising appeal used in misleading F&B product advertisements on Instagram reels, specifically mentioning health and nutrition claims. This research employed the method content analysis with a quantitative descriptive design. Data analysis techniques included validity and reliability tests. The results of the misleading advertising claim and advertising appeal research show that advertisements frequently use subjective claims at 44.4%, product orientation at 100%, the ambiguous misleading categories at 33.3%, displaying product attributes at 55.6%, and fear appeals at 55.6%. Based on the analysis, it is indicates that a large number of advertisements use claims that cannot be proven true, aredeceptive, inaccurate, and puffery. Which suggests that the advertisements have the potential to mislead consumers. Additionally, the advertisements also emphasize the quality of the product and trigger consumer emotions, thereby positioning the product as the best choice.

Keywords: Misleading advertising claim, advertising appeals, content analysis.

1. Introduction

Nuseir (2018) states that one of the strategies producers use to attract consumers is through advertisements that highlight the characteristics and advantages of the products offered. Consumers tend to pay more attention to product advertisements than to the labels on product packaging (Pangestika, 2014). However, some businesses create advertisements containing incomplete or incorrect information about the advertised product, leading to consumer misperception. Such advertisements can be categorized as misleading ads (Wariati & Khoiruman, 2021). In Indonesia today, misleading advertisements are still frequently found, often resulting in both material and immaterial losses for consumers (Harahap, 2019).

Setiawan (2014) emphasizes that many producers still fail to provide accurate information and use false product claims to deceive and mislead consumers. This occurs because consumers seek assurance in the form of claims provided by producers (Saraswati, 2021). According to Moon (2013), claim information has the potential to mislead, particularly in food products. The exclusive

Cargill Trend Tracker 2022 study reveals that 91% of consumers in Indonesia make food choices (Krisda, 2022). Therefore, accurate health information is necessary.

Moon's (2010) research shows that 33.7% of advertisements make health-related claims without providing substantial and explicit nutritional content. Lodolce (2013) found that nine out of ten advertisements portraying products as healthy appeared in ads for high-sugar cereals. Saraswati (2021) showed that 56% of websites and Instagram stores used claims without providing evidence to support them.

According to Nuseir (2018), consumers who are overly exposed to advertisements tend to become confused, which can affect their judgment of the ad and hinder their ability to distinguish misleading messages. One of the factors influencing the effectiveness of advertising messages is the use of advertising appeals (Fajriani, 2018). Page & Brewster (2007) stated that the most common appeals in advertisements depict aspects such as taste, texture, quality, size, physical characteristics, logos, and other product features to build stronger belief in the product's benefits. Furthermore, Warren (2008) noted that the most frequently emphasized appeals in food advertisements involve changes in taste and mood.

This study aims to analyze the content of misleading advertising claims and advertising appeals used in misleading F&B product advertisements on Instagram, particularly those that include or mention health and nutrition claims. Based on this objective, the researcher seeks to address the following research questions: (1) What are the contents of misleading advertising claims used in misleading F&B product advertisements on Instagram Reels that include or mention health and nutrition claims? (2) What types of advertising appeals are used in misleading F&B product advertisements on Instagram Reels that include or mention health and nutrition claims?

2. Literature Review

Online Advertising (Digital Advertising) - Online or internet advertising is a form of marketing that utilizes the internet and online media—such as websites, online ads, and social media platforms—to promote businesses and deliver promotional messages (eMarketing, 2018). Digital advertising encompasses various strategies such as email marketing, search engine marketing (SEM), social media marketing, different types of display advertising (including web banner ads), and mobile advertising (Spurgeon, 2019).

Instagram as a Social Media Platform - According to the We Are Social Indonesia Digital Report (2023), Instagram is the most widely used platform in Indonesia, with a user rate of 89.15%. Nafsyah et al. (2022) argue that Instagram is a compelling advertising medium capable of

spreading information rapidly and broadly. In 2021, Instagram introduced “Instagram Reels Ads,” which allow brands to expand their presence and reach a larger audience (Instagram, 2021).

Advertising Regulations - Advertising practices are regulated by the Indonesian Advertising Council through the 2020 Indonesian Advertising Ethics Code (*Etika Pariwisata Indonesia*) and are clearly outlined in various laws such as Law of the Republic of Indonesia No. 8 of 1999 on Consumer Protection, Law No. 18 of 2012 on Food, and Government Regulation No. 69 of 1999 on Food Labels and Advertising (EPI, 2020).

Misleading Advertising Claims - According to Pradopo, misleading advertising involves the interaction between claims and consumer beliefs (Nugraha et al., 2021). Modi (2019) defines misleading advertising as advertisements that convey false information, potentially causing confusion and leading viewers to be misled. Such advertisements may present inaccurate information, make false claims, deceive consumers through exaggeration, trickery, subjectivity, the use of ambiguous phrases, unclear messages, implied product benefits, or endorsements by celebrities (Sharma & Chander, 2011). Russo, Metcalf, and Stephens (1981) argue that misleading advertisements focus exclusively on consumer beliefs, requiring observation and assessment of consumer perception toward the advertisement. The categories of misleading advertising claims include: (1) Types of Claims Based on Nature (Sumarwan, 1999): Objective Claims; Subjective Claims; Dual-Meaning Claims; and Irrational Claims. (2) Typology of Misleading Advertising Claims (Carlson et al., 1993): Product-Oriented; Process-Oriented; Image-Oriented; Environmental Facts; and Combination. (3) Misleading Categories (Carlson et al., 1993): Ambiguity; Omission; Falsehood; and Combination. (4) **Types of Health Claims** - According to the 2022 Regulation of the Indonesian Food and Drug Authority (BPOM) on Supervision of Claims on Food Labels and Advertisements, Article 1 defines a *claim* as any form of description that states, suggests, or indirectly implies certain characteristics of a food product related to origin, nutritional content, properties, production, processing, composition, or other quality factors (BPOM, 2022). Article 2 of the same regulation classifies claims into two main categories: 1) **Nutrition Claim**; 2) **Health Claim** (BPOM, 2022).

Advertising Appeal - Morissan (2010) defines advertising appeal as the approach used to capture consumer attention and influence their emotional response toward a product. In general, advertising appeals are grouped into two main categories: 1) **Rational Appeal** – appeals based on logic, reason, or factual information; 2) **Emotional Appeal** – appeals that stimulate emotions such as happiness, fear, pride, or nostalgia.

Content Analysis - According to Eriyanto (2011), content analysis is intended to systematically identify the manifest content of communication that is objective, valid, reliable, and replicable,

whether expressed in written or spoken form. The stages of content analysis include formulating the research problem, conducting a literature review, determining the unit of analysis, selecting the sample, identifying the variables, and creating coding guidelines and procedures. The next steps involve collecting data, completing the coding sheet, processing the data, presenting the results, providing interpretation, and finally producing a research report (Ahmad, 2018).

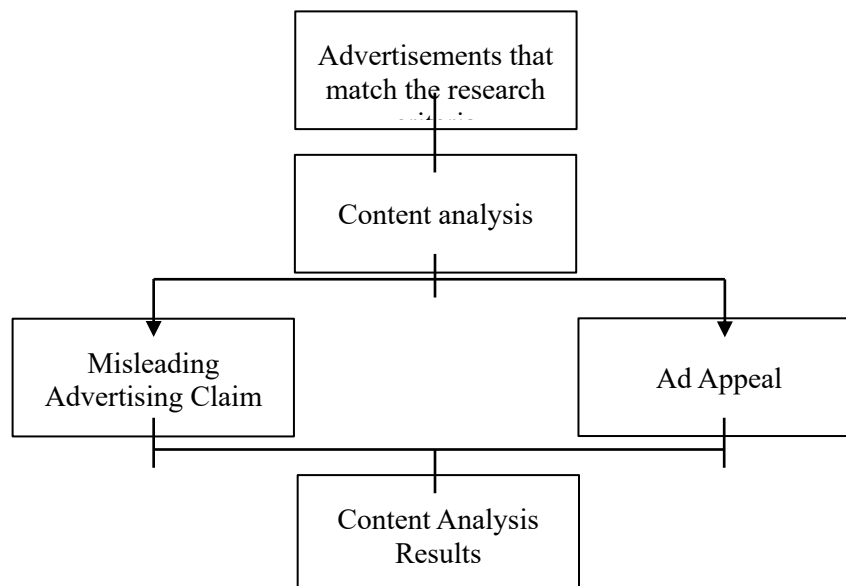
Conceptual Framework - The research model for this study is developed based on previous studies, including the following:

A study by Moon (2010), which analyzed the following variables: 1) Product type; 2) Advertising appeal; 3) Health claims; 4) Nutrition claims; 5) Visual presentation methods.

A study by Saraswati (2021), which analyzed the following variables: 1) Product characteristics; 2) Website characteristics; 3) Instagram account characteristics; 4) Claim characteristics.

Based on the above studies, this research adopts two main variables: 1) **Misleading advertising claims**, and 2) **Advertising appeal**.

Figure 1. Conceptual Framework



Reference: Samudra (2021), Ramadhani (2023)

3. Research Method

This study uses a content analysis method with a quantitative descriptive design. The study was conducted from November 2023 to December 2023. The units of analysis used were sample units and recording units. The population of this study was F&B product advertisements found on Instagram reels according to the specified time period.

Data collection in this study used non-participatory observation techniques and primary data obtained directly from advertising posts from F&B product brand accounts on Instagram reels with predetermined advertising criteria. The sampling technique in this study used purposive sampling and the following criteria were processed as research data:

Figure 2. Flowchart for determining sample criteria

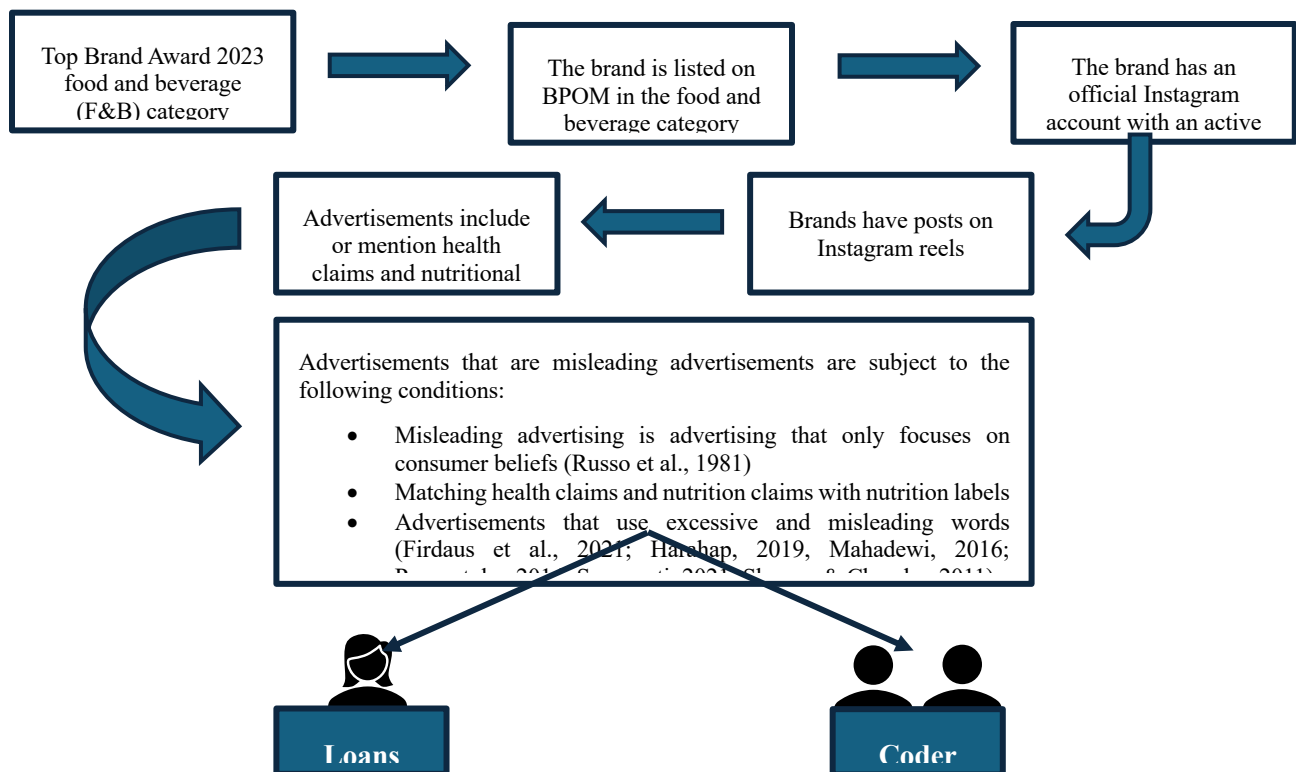


Table 1. Operational Definition of Variables

Variable	Indicator	Item	Source
Misleading Advertising Claim	Nature of the claim	1 = Objective 2 = Subjective 3 = Two meanings 4 = Irrational	
	Claim Typology	1 = Product Orientation 2 = Process Orientation 3 = Imaging Orientation 4 = Environmental Facts 5 = Combinations	
	Misleading Claim Category	1 = Ambiguous 2 = Negligence 3 = Lies 4 = Combination	
Ad Appeal	Rational	1 = Product Attributes 2 = Excellence 3 = Price 4 = News 5 = Popularity	
	Emotional	1 = Humor 2 = Six 3 = Fear 4 = Animation 5 = Music	

4. Finding and Discussion

In content analysis research, coding sheets and protocols are needed. Coding sheets are measuring tools for calculating certain aspects of media content, while protocols are used as a guide to provide understanding and explanation of the definition of each category and the measurement procedure for each category (Eriyanto, 2011). The coding of this study was assisted by two coders who were considered capable of understanding content analysis and marketing.

There are important aspects of the objectivity of content analysis, namely validity and reliability (Ahmad, 2018). Researchers use descriptive statistics to describe data findings and describe data derived from the content analysis data collection process. The findings are described in the form of frequency and cumulative distribution tables.

Misleading Advertising Claim

Q1. Nature of the Claim

The following is data on the frequency of claims in the Buavita, Koko Krunch and Soyjoy advertisements:

Table 2. Frequency Distribution of Claim Nature

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Objektif	1	11.1	11.1	11.1
	Subjektif	4	44.4	44.4	55.6
	Dua Arti	2	22.2	22.2	77.8
	Tidak Rasional	2	22.2	22.2	100.0
	Total	9	100.0	100.0	

Based on the output table above, it is known that the percentage of subjective claim nature is higher, which is 44.4% compared to other claim natures. This shows that the three advertisements use claims that are difficult to prove truth and using exaggerated sentences (Sumarwan, 1999). These results are in line with previous studies, such as Sumarwan (1999), Annysa (2014), Pangestika (2014), Setiyawan (2014) and Saraswati (2021). It can be concluded that advertisements have great potential to use subjective claims by using exaggerated sentences and their truth cannot be clearly proven.

Q2. Typology

The following is data on the frequency of claim typologies in the Buavita, Koko Krunch and Soyjoy advertisements:

Table 3. Frequency Distribution of Claim Typology

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Orientasi Produk	9	100.0	100.0	100.0
	Orientasi Proses	0	0	0	100.0
	Orientasi Pencitraan	0	0	0	100.0
	Faktual Lingkungan	0	0	0	100.0
	Kombinasi	0	0	0	100.0
	Total	9	100.0	100.0	

Reference: SPSS IBM Statistics 25 (2023)

Based on the output table above, it is known that the percentage of product orientation claim typology is higher, which is 100% compared to other claim typologies. This shows that the three advertisements use claims that focus on the attributes or product specifications of the product (Carison et al., 1993). These results are in line with previous studies, such as Setiyawan (2014) and Saraswati (2021). It can be concluded that advertisements tend to use product orientation claims by describing the specifications of the product.

Q3. Misleading Categories

The following is the frequency data for misleading categories in Buavita, Koko Krunch and Soyjoy advertisements:

Table 4. Frequency Distribution of Misleading Categories

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ambigu	3	33.3	33.3	33.3
	Kelalaian	2	22.2	22.2	55.6
	Kebohongan	2	22.2	22.2	77.8
	Kombinasi	2	22.2	22.2	100.0
	Total	9	100.0	100.0	

Based on the output table above, it is known that the percentage of the ambiguous misleading category is higher, which is 33.3% compared to other misleading categories. This shows that the three advertisements use claims with sentences that are too vague, ambiguous or broad statements so that they are not easy to understand and are unclear (Carlson et al., 1993). These results are in line with previous studies, such as Saraswati (2021). It can be concluded that advertisements tend to use sentences that are ambiguous and not easy to understand so that they can confuse and mislead consumers.

Ad Appeal

Q4. Rational Appeal

The following is the frequency data for rational appeals in the Buavita, Koko Krunch and Soyjoy advertisements:

Table 5. Frequency Distribution of Rational Appeal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Atribut Produk	5	55.6	55.6	55.6
	Keunggulan	2	22.2	22.2	77.8
	Harga	0	0	0	77.8
	Berita	0	0	0	77.8
	Popularitas	2	22.2	22.2	100.0
	Total	9	100.0	100.0	

Reference: SPSS IBM Statistics 25 (2023)

Based on the output table above, it is known that the percentage of attribute appeal is higher, which is 55.6% compared to other rational appeals. This shows that the three advertisements emphasize the quality of the product and display a number of important attributes of the product (Morissan, 2010). These results are in line with previous studies, such as Page (2007), Warren (2008), Chan (2013), Kim (2016) and Khanna (2016). It can be concluded that the product attribute appeal approach in advertising can influence consumer thinking by displaying a number of important product attributes to build product recognition and brand awareness. The most rational appeals in advertisements describe products such as taste, texture, quality, size, physical properties, logos and various other product features (Page & Brewster, 2007).

Q5. Emotional Appeal

The following is the frequency data for emotional appeals in the Buavita, Koko Krunch and Soyjoy:

Table 6. Frequency Distribution of Emotional Appeal

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Humor	0	0	0	0
	Seks	0	0	0	0
	Rasa Takut	5	55.6	55.6	55.6
	Animasi	4	44.4	44.4	100.0
	Musik	0	0	0	100.0
	Total	9	100.0	100.0	

Based on the output table above, it is known that the percentage of emotional tank power of fear is higher, which is 55.6% compared to other emotional appeals. This shows that the three advertisements use a fear approach to show negative aspects or dangers related to a certain factor, arousing consumer concerns so that the product becomes the solution (Lec & Johnson, 2011). These results are in line with previous studies, such as Page (2007), Warren (2008), Chan (2013), Lodolce (2013) and Khan (2016). It can be concluded that the fear appeal approach in advertising can influence consumer emotions with feelings of worry, anxiety or tension, so that this appeal is used to create products as a solution to this fear.

Validity Test. The content validity test is related to whether the measuring instrument has included all dimensions, complete indicators of the concept to be measured (Eriyanto, 2011). The measurement of the validity of this study uses item analysis by calculating the correlation between the instrument item scores and the total score. To find out whether it is valid or not, it can be seen by if the correlation is below 0.30 then the instrument item is invalid, but if the correlation is above 0.30 then the instrument item is valid (Sugiyono, 2023).

Based on the results of the correlation between the researcher and coder 1, the results were 0.693. While the results of the correlation between the researcher and coder 2 were 0.755. Thus, the results of the correlation between the researcher and the coders were above 0.30. It is concluded that the measuring instrument in this study can be declared valid or has good validity.

Table 7. Product Analysis Item

Variabel	Indikator	Iklan	r hitung	r kritis	Keputusan
Misleading	Sifat	Iklan Buavita	0,9	0,3	Valid
Advertising Claim	Klaim	Iklan Koko	1	0,3	Valid
		Krunch			
		Iklan Soyjoy	0,9	0,3	Valid
	Tipologi	Iklan Buavita	1	0,3	Valid
	Klaim	Iklan Koko	1	0,3	Valid
		Krunch			
		Iklan Soyjoy	1	0,3	Valid
	Kategori	Iklan Buavita	0,8	0,3	Valid
	Klaim	Iklan Koko	0,9	0,3	Valid
		Krunch			
		Iklan Soyjoy	0,8	0,3	Valid

Variabel	Indikator	Iklan	r hitung	r kritis	Keputusan
Daya Tarik	Daya Tarik	Iklan Buavita	0,7	0,3	Valid
Iklan	Rasional	Iklan Koko	1	0,3	Valid
		Krunch			
		Iklan Soyjoy	0,9	0,3	Valid
	Daya Tarik	Iklan Buavita	0,7	0,3	Valid
	Emosional	Iklan Koko	1	0,3	Valid
		Krunch			
		Iklan Soyjoy	1	0,3	Valid

Based on the table above, it shows the correlation results between item scores in the instrument, with a total score, as follows:

Q1. Nature of the claim, it is stated that the instrument used is valid

Q2. Claim typology, it is stated that the instruments used are valid.

Q3. Misleading category, it is stated that the instrument used is valid

Q4. Rational appeal, it is stated that the instrument used is valid.

Q5. Emotional appeal, it is stated that the instrument used is valid.

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Reliability Test. Reliability testing is to see whether the measuring instrument can be trusted to produce the same findings when carried out by different people (Eriyanto, 2011). The measurement of the reliability of this study uses the Holsti formula, with the provision that the minimum reliability figure tolerated is 0.7 or 70%, meaning that if the calculation results show a reliability figure above 0.7, the measuring instrument (coding sheet) is reliable. However, if the dagrwah figure is 0.7, it means that the measuring instrument (coding sheet) is not a reliable tool (Eriyanto, 2011).

Based on the results of the reliability test on the misleading advertising claim and advertising appeal variables, there are differences in coding between researchers and coder 1 and researchers and coder 2. The reliability test between researchers and coder I is at 0.818 while the reliability test between researchers and coder 2 is at 0.859. Thus, the results of the calculation of the measuring instrument (coding sheet) between researchers and coders are above 0.70. It is concluded that the measuring instrument in this study can be declared reliable.

Table 8. Category Reliability Results

Reliability Uji Akrual				CR		0'818		CR		0'80
Emosional	IK	2020	3	3	1	3	3	1		
		IK								
		K								
		Koko								
		IK								
	B	2020	4	4	1	4	4	1		
		IK								
		B								
		IK								
		B								
K	IK	2020	2	2	1	2	5	0'3		
		IK								
		K								
		Koko								
		IK								
	B	2020	1	1	1	1	1	1		
		IK								
		B								
		IK								
		B								
K	IK	2020	1	5	0'40	1	1	1		
		IK								
		K								
		Koko								
		IK								
	K	IK	2020	1	1	1	1	4	0'4	
			IK							
			K							
			Koko							
			IK							
B		2020	3	1	0'21	3	3	1		
		IK								
		B								
		IK								
		B								
K	IK	2020	5	5	1	5	4	0'34		
		IK								
		K								
		Koko								
		IK								
	B	2020	1	1	1	1	1	1		
		IK								
		B								
		IK								
		B								
K	IK	2020	1	1	1	1	1	1		
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	B	2020	1	1	1	1	1	1		
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Based on the table above, it shows the reliability results of each advertisement, as follows:

Q1. Nature of Claim, it is stated that the measuring instrument of this research category is reliable.

Q2. Claim Typology, it is stated that the measuring instrument of this research category is reliable.

Q3. Misleading Category, it is stated that the measuring instrument of this research category is reliable.

Q4. Rational Appeal, it is stated that the measuring instrument of this research category is reliable.

Q5. Emotional Appeal, it is stated that the measuring instrument for this research category is reliable.

5. Conclusion

Based on the results of the content analysis and discussion that have been described previously, the following conclusions are drawn: (1) The results of the analysis of misleading advertising claims contained in misleading F&B advertisements on Instagram focus on health and nutrition claims, most of which use subjective claim properties of 44.4%, product orientation claim typology of 100% and ambiguous misleading categories of 33.3%. The results conclude that the three advertisements that analyzed as potentially misleading because it uses claims that are difficult to prove, uses excessive sentences, focuses on product specifications that can cover up inaccurate claim information and uses ambiguous sentences. Thus, it can cause misunderstandings between consumer understanding and the claims contained in the advertisement. (2) The results of the analysis of the attractiveness of advertisements contained in misleading F&B advertisements on Instagram focus on health and nutrition claims, mostly using the appeal of product attributes of 55.6% and the appeal of fear of 55.6%. The results conclude that the three advertisements analyzed use the appeal of product attributes and fear by emphasizing product quality information, displaying a number of product attributes and causing a sense of worry, anxiety or tension, to convince consumers of the product and make the product the best choice for a solution to the fear.

Advertisers and business actors, especially in the F&B sector, need to pay attention to the use of more accurate, precise and clear claim information in their advertisements so that the claim information can be properly understood by consumers. Consumers need to pay more attention to the claims contained in advertisements by ensuring product information before making a purchase, such as the nutritional value and composition information listed, so as not to harm consumers. The government and institutions related to advertising need to increase supervision of advertisers and business actors in advertising products with certain claims, so that consumers are not influenced by misleading information and avoid losses. Further researchers are expected to deepen research

on misleading advertising and advertising marketing strategies used. Expand the population and sample with more varied research objects, using other variables related to marketing management, so that they can provide a more comprehensive contribution.

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