

# PERSUASIVE COMMUNICATION MESSAGES ON BEVERAGE PRODUCTS THROUGH UPLOADING EDUCATIONAL CONTENT ON INSTAGRAM

Devina Lolita<sup>1</sup> Roswita Oktavianti<sup>1\*</sup>

<sup>1</sup>Faculty of Communication Science, Universitas Tarumanagara, Jakarta 11440, Indonesia  
Email: roswitao@fikom.untar.ac.id

\*Corresponding author

Submitted : July 2022, Revised : December 2022, Accepted: February 2023

---

## ABSTRACT

*The increasing competition for beverage products makes a trademark use Instagram to market its products. Instagram is the third most popular social media in Indonesia. Re.juve is one of Indonesia's fruit and vegetable juice drink products that utilize Instagram. This study wants to highlight how AIDDA's persuasive communication messages to beverage products through uploading educational content on Instagram. The theoretical study uses persuasive communication theory with the formula Attention, Interest, Desire, Decision, Action (AIDDA), educational content, and social media. This study uses a qualitative research approach with case study research methods by collecting data in interviews, participatory observations, documentation, and literature studies. The results of this study indicate that AIDDA's persuasive communication messages on beverage products through uploading educational content on Instagram need to be applied with the AIDDA formula to make it easier to introduce and market a beverage product to the public.*

**Keywords:** Persuasive communication messages, Educational content, Beverage products, Social media

## 1. PREFACE

Increased public awareness of the importance of food and beverage intake in supporting a healthy lifestyle is now used as a growing business opportunity due to high consumer buying interest. As a result, the emergence of food product trade competition, especially beverage products that are delicious and have good health benefits. Therefore, persuasive or persuasive communication techniques are needed to increase consumer attractiveness to reach the appropriate target market.

Persuasive communication is the process of delivering messages from one person to another to change attitudes, opinions, and individual behavior [1]. Meanwhile, according to Littlejohn, persuasive messages are an attempt to change thoughts and actions by manipulating them towards a predetermined goal. Over time, persuasive messages and the internet have played an important role in advertising strategies to help disseminate information, so that it can more easily convince potential consumers to buy a product [2].

The results of a survey conducted by the Association of Indonesian Internet Service Providers (APJII), internet users in Indonesia from 2019 to 2020 amounted to 73.7 percent, previously amounting to 64.8 percent from 2018 [3]. Based on a survey conducted by GlobalWebIndex in the third quarter of 2020, Instagram is the third most popular social media in Indonesia [4]. This certainly makes many companies use Instagram to market their products by providing educational materials related to the products being sold. These educational materials can be delivered in various ways, such as being delivered directly to consumers or creating various educational content using appropriate communication techniques, such as what Re.juve does in marketing its beverage products.

Content is information available through electronic media. Content delivery can be done through various media, either directly or indirectly, such as the internet, television, audio CDs, and mobile phones [5]. Education is a planned effort to influence other people to do what is expected by educators [6].

Re.juve is a trademark of PT Sewu Segar Primatama, the leader and pioneer of premium juice in Indonesia. Founded in 2014, Re.juve provides a variety of delicious, healthy, and transparent food and beverages, especially through fruit and vegetable juice products that are produced fresh, pure, and natural. The production process is also carried out without any heating process and uses High-Pressure processing technology, a high-pressure processing technology that can maintain the freshness and nutrition of food ingredients while deactivating microorganisms that may still be present. The entire production process is carried out at the Cold-Pressed Re.juve Production Center located in the Cikupa area, Tangerang [7].

Re.juve uploads various content on Instagram with educational values related to the products offered in marketing products to consumers. The content created by Re.juve certainly applies communication techniques in every delivery, both in the form of images and writing. One of the methods used by Re.juve is to apply persuasive communication messages. In communication, there is a formula for Attention, Interest, Desire, Decision, Action (AIDDA), namely: 1) Attention, namely the desire of the audience to pay attention to the message conveyed by the communicator intentionally; 2) Interest, which is trying to make the audience agree and understand the message conveyed; 3) Desire, namely the emergence of a desire to make changes; 4) Decision, namely the audience can determine the action to be taken; 5) Action, namely formulating stages of visualization in the form of real attitudes or actions [8].

Based on this background, the formulation of the problem in this research is how is AIDDA's persuasive communication message on beverage products through uploading educational content on Instagram? The purpose of this study was to find out AIDDA's persuasive communication messages on beverage products through uploading educational content on Instagram.

### ***Our Contribution***

On the academic side, the results of this research are expected to be useful for the development of Communication Studies in the areas of concentration in public relations, marketing, and advertising, and can be a reference or reference for other researchers who want to research persuasive communication messages in beverage products through uploading educational content on Instagram. In addition, from a practical point of view, the results of this study are expected to be used as a reference or reference for companies and entrepreneurs, especially in the beverage product business sector, and can be useful as input or advice for companies and entrepreneurs in implementing persuasive communication messages through uploading educational content on Instagram, particularly in the beverage products business sector.

### ***Persuasive Communication***

Persuasion communication aims to persuade and influence the communicant as expected by the communicator [9]. Persuasive messages are an attempt to change thoughts and actions by manipulating them towards a predetermined goal. Over time, persuasive messages and the internet have played an important role in advertising strategies to help disseminate information to more easily convince potential consumers to buy a product [2].

In persuasive communication, there is a formula that can be used as the basis for the stages of persuasive communication called Attention, Interest, Desire, Decision, Action (AIDDA) [8]:

- a. Attention: The desire of the audience to pay attention to the message conveyed by the communicator intentionally.
- b. Interest: Trying to make the audience agree and understand the message conveyed.
- c. Desire: The desire to make changes.
- d. Decision: The audience can determine the action to be taken.
- e. Action: Formulating the stages of visualization in the form of real attitudes or actions.

### ***Educational Content***

Educational content consists of two words, namely content and education. Content is information available through electronic media. Content delivery can be done through various media, either directly or indirectly, such as the internet, television, audio CDs, and mobile phones [5]. Content acts as a "human" who talks to potential target consumers and serves as a bridge that connects producers and consumers to form a pleasant communication process [13]. Meanwhile, education is an effort planned to influence other people to do what is expected by educators [6].

### ***Social Media***

Social media is a communication medium that can attract many audiences to pay attention to messages communicated through these media, such as newspapers, radio, and television broadcasts [11]. Social media is a means for consumers to share text, image, audio, and video information with one another [1].

## **2. RESEARCH METHOD**

The method in this study uses a qualitative research approach with a study method on Re.juve beverage products that create educational content. The subject of this research is the educational content of Re.juve beverage products and the object in this study is AIDDA's persuasive communication message in the educational content of Re.juve's beverage products on Instagram. Data collection techniques were carried out by interviewing, participatory observation, documentation, and literature study. Interviews were conducted with Bitina Pravritri as Head of Business Development and Digital Channel Re.juve, Faldy Efadua Poetra as Marketing Communication Re.juve, and Sari Siswarni as Senior General Manager Sales and Marketing Re.juve.

The reason the researcher chose the three sources that the three sources were people who worked directly at Re.juve and were responsible for creating educational content that would be uploaded on Instagram Re.juve. Interviews were conducted through the Zoom video conferencing application and face-to-face at the Re.juve office located at Sequis Center, Sudirman, South Jakarta. In addition, documentation and literature studies are also used by researchers as secondary data, both in the form of books, journals, and other references as a form of support in this research.

In this study, researchers used data validity techniques that refer to the triangulation of sources based on interviews with resource persons. Researchers also conducted interviews with two Re.juve consumers who knew about Re.juve content uploads and made observations on Re.juve's educational content and Re.juve employees who are in charge of creating and uploading educational content on Instagram.

### 3. RESULT AND DISCUSSION

#### ***Re.juve Beverage Product Educational Content Uploaded on Instagram***

Content not only acts as a "human" who talks to potential target consumers but also serves as a bridge that connects producers and consumers to form a pleasant communication process [10]. Meanwhile, education is a planned effort to influence other people to do what is expected by educators [6]. Based on observations made by researchers at the Re.juve office, Re.juve does not only focus on selling its products but always tries to create a positive view from the community through educational content about the benefits of fruits and vegetables that Re.juve uses as a composition in every meal products, as well as persuading the public to be aware of the importance of maintaining a healthy body.

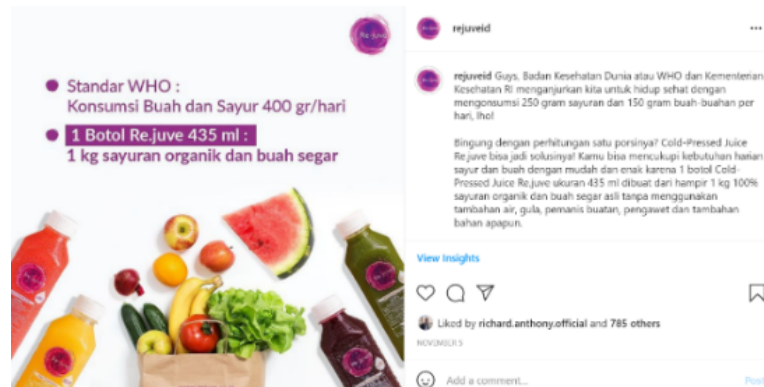
Based on information from resource 1, Bitina Pravitri, Re.juve always conveys educational messages through educational content created, especially educating the public about the advantages possessed by Re.juve beverage products compared to competitors.

*"Okay, actually what Re.juve wants to convey in every content created is that the first is content that is educational, right, we want to highlight the benefits, competitive advantage of Re.juve with the many competitors that are emerging now." - Bitina Pravitri, Head of Business Development & Digital Channel Re.juve.*

Faldy Efadua Poetra and Sari Siswarni also stated that Re.juve tried to direct the public to know the advantages of Re.juve beverage products. This is done to convince the public that with many similar beverage products on the market, Re.juve remains the best choice.

*"We always talk about us being a cold-pressed juice brand which consists of natural vegetables and fruit, without any additional ingredients, where each ingredient is natural, we want to tell people that consuming Re.juve is not we directly consume vegetables and fruits or real spices, where each vegetable and fruit can help to build health." - Faldy Efadua Poetra, Marketing Communication Re.juve.*

*"So as much as possible the content that directs people to know that yes compare to this, Re.juve is the best. So that's the goal, yes, that with so many options out there, Re.juve can still convey this, what makes Re.juve different from the others." - Sari Siswarni, Senior General Manager Sales & Marketing Re.juve.*



**Figure 1** Educational Content on Re.juve's Instagram  
Source: Re.juve's Instagram account @rejuveid

Based on previous research entitled "Persuasive Communication Strategy of the Indonesian Red Cross (PMI) Riau in Increasing the Number of Voluntary Blood Donors" which applies communication stages based on the AIDDA formula, to convince the public to be willing to donate blood [12]. In this study, the AIDDA formula was also applied to convince the public to make the right decisions regarding the intake of body health support delivered through educational content on Instagram.

#### ***Application of AIDDA Persuasive Communication on Re.juve Beverage Products through Educational Content***

Persuasion communication aims to persuade and influence the communicant as expected by the communicator [9]. Meanwhile, persuasive messages are an attempt to change thoughts and actions by manipulating them towards a predetermined goal. Over time, persuasive messages and the internet have played an important role in advertising strategies to help disseminate information. It can more easily convince potential consumers to buy a product [2].

Based on information from the three sources, educational content needs to be applied in introducing Re.juve beverage products to the public. Through educational content, Re.juve can indirectly convey messages to the public. By creating educational content, Re.juve can convey its advantages more clearly and can build public awareness. Of course, this can be the difference between Re.juve's beverage products and competitors and become an attraction in itself.

*"Well, it's really necessary because it's like the topics that Re.juve educates on indirectly, don't we convey messages to the public, right?" - Bitina Pravritri, Head of Business Development & Digital Channel Re.juve.*

*"Re.juve itself, we have a clean label campaign. So we are really honest in the claims of the ingredients we use for the ingredients of our products. So with one of the clean label concepts that is what makes us different, yes, that's what attracts people." - Faldy Efadua Poetra, Marketing Communication Re.juve.*

*"It's really necessary. Educational content is important, not because we are a brand, it's also a way for us not to choose the wrong product. Yes, it's good if they choose our product. Of course, we know our product is the best. But actually, this is our way so they don't waste their money on something that is not good for them." - Sari Siswarni, Senior General Manager Sales & Marketing Re.juve.*



**Figure 2** Educational Content on Re.juve's Instagram Source: Re.juve's Instagram account @rejuveid

In creating educational content that will be uploaded on Instagram, Re.juve applies persuasive communication messages systematically, namely the Attention, Interest, Desire, Decision, Action (AIDDA) formula [8]: (a) Attention: The desire of the audience to pay attention to the message conveyed by the communicator intentionally, (b) Interest: Trying to make the audience agree and understand the message conveyed. (c) Desire: The desire to make changes, (d) Decision: The audience can determine the action to be taken, and (e) Action: Formulating the stages of visualization in the form of real attitudes or actions.

Bitina Pavitri and Faldy Efadua Poetra said that the public's view of the benefits of consuming fruits and vegetables will always be associated with body health. This public view of body health can be used as a content topic that attracts public attention (attention) to increasingly want to know more about good intakes for body health. As stated by Sari Siswarni, by uploading educational content on Instagram about the benefits of fruits and vegetables, Re.juve tries to make people agree with the ideas presented and understand the message conveyed (interest).

To make the public interested in uploading educational content, Re.juve beverage products create content by displaying interesting images, videos, and words both in the content section and captions that are relevant to the composition of Re.juve beverage products created by collaborating agencies with Re.juve and adjusted based on calendar content.

After the public agrees and understands the ideas conveyed through the upload of educational content, then a desire (desire) arises to consume good intakes to support body health and realize it. By understanding the ideas conveyed in the educational content of Re.juve beverage products, it is hoped that the public will be aware and able to determine (decision) products that are indeed beneficial for their bodies and ultimately consume Re.juve products (action). It is also proven by the exposure from the Re.juve consumer side, which researchers interviewed as source triangulation and stated that Re.juve's educational content influenced him in deciding, buying, and consuming Re.juve beverage products, especially when he saw interesting pictures and short captions but clear enough to understand.

Based on previous research entitled "The Influence of Beauty Vlogger's Persuasive Messages on Purchase Decisions" states that persuasive communication is often used to influence other people in various ways, one of which is in the field of sales [2]. The research also shows that increasing persuasive messages will also improve purchasing decisions. This can also be applied by Re.juve in this study, namely increasing persuasive communication messages on every educational

content uploaded on Instagram to improve people's decisions in choosing Re.juve beverage products.

#### ***Audience's Positive Response to the Educational Content of Re.juve's Beverage Products***

Information is an important entity in social media because social media users create representations of their identities, produce content, and interact based on information [13].

The public is interested in educational content uploaded to Re.juve's Instagram, especially content related to Re.juve's discounted drink products. According to Bitina Pravitri and Faldy Efadua Poetra, public interest in Re.juve's educational content can be seen from engagement, comments, incoming messages, and followers on Instagram Re.juve who are active in participating in quizzes with prizes held on Instagram Re.juve.

*"If you are asked if you are interested, you are interested, because especially the engagement has gone up quite a bit. In the last few months, and then we have micro activity where customers can also interact, right? They also comment, every day there is never a DM, anyway."* - Bitina Pravitri, Head of Business Development & Digital Channel Re.juve.

*"If we look at it broadly, if we look at their engagement, activities, comments, I see they are interested, yes. Yes, maybe we can see from the way they are active and many also DM on Instagram, or feedback on Instagram about Re.juve products, right?"* - Faldy Efadua Poetra, Marketing Communication Re.juve.

Based on information from Sari Siswarni, so far the content that has received the most positive response from the public is content related to attractive price discounts. However, not only uploading discounted content on Instagram, Re.juve always inserts information and education which of course is still related to the benefits of Re.juve beverage products in the discounted content. This is implemented because Re.juve wants people to care and be aware that Re.juve not only produces healthy and delicious products but also provides education in every educational content on Instagram.

*"Anything about the promo will attract people to want to know. But maybe if it's other than a promo, something that can give knowledge too. Because when he gets some information, it will increase his knowledge right. Light information, something he can apply."* - Sari Siswarni, Senior General Manager Sales & Marketing Re.juve.

Based on previous research with the title "Persuasive Message Strategy Regarding the One Ride One Seed Program on @Bluebirdgroup Instagram Posts" it is stated that individuals will more easily receive messages from sources who have credibility [14].

In this study, persuasive messages were used to introduce Re.juve beverage products to the public through educational content on Instagram. Re.juve is also known to the public as a beverage product that always provides education through uploading content on Instagram. The information in the educational content is also sourced from experts and has been tested in the laboratory and accordance with BPOM standards, so that the public believes in the persuasive messages conveyed in each content upload.

#### **4. CONCLUSIONS AND RECOMMENDATIONS**

Based on the results of research on persuasive communication messages on beverage products through uploading educational content on Instagram, it can be concluded that in introducing a product produced to the public it is necessary to apply AIDDA persuasive communication messages. The application of AIDDA persuasive communication messages to beverage products through uploading educational content can be started by creating content with topics that attract public attention (attention) by displaying interesting images, videos, and words both in the content and caption sections and trying to get the public to agree with the idea expressed and understand the message to be conveyed (interest), so there will be a desire (desire) to realize it. After that, the public will be aware and able to determine (decision) the beverage product they believe in and finally decide to consume it (action). By applying AIDDA's persuasive communication message in conveying the advantages of a product through uploading educational content on Instagram, it will not only make a beverage product easily known by the public but will certainly become a characteristic and build a positive view on a beverage product brand.

## ACKNOWLEDGEMENT

The writer would like to express gratitude to God Almighty, to the faculty and lecturers, parents, and friends who have guided and prayed for the writer during the research. And thanks to the informants.

## REFERENCES

- A. E. Zuhry, "Strategi Komunikasi Persuasif Palang Merah Indonesia (PMI) Riau dalam Meningkatkan Jumlah Pendonor Darah Sukarela," *Jurnal Online Mahasiswa Fakultas Ilmu Sosial dan Politik*, vol. 2, no. 2, pp. 1-10, 2015. <https://jom.unri.ac.id/index.php/JOMFSIP/article/view/5193/5072>
- A. M. Firdaus, "Pengaruh Kualitas Konten Travel Video Blog (Vlog) Pada Channel Youtube Arief Muhammad Terhadap Motivasi Mahasiswa Politeknik Negeri Sriwijaya Dalam Melakukan Perjalanan Wisata," *Repository Politeknik Negeri Sriwijaya*, pp. 10-11, 2019.
- A. Setiadi, "Pemanfaatan Media Sosial Untuk Efektifitas Komunikasi," *Jurnal Humaniora Universitas Bina Sarana Informatika*, vol. 16, no. 2, pp. 1-7, 2016. DOI: <https://doi.org/10.31294/jc.v16i2.1283>
- C. C. Christine and R. Oktavianti, "Pengaruh Pesan Persuasif Beauty Vlogger Terhadap Keputusan Pembelian," *Jurnal Prologia*, vol. 5, no. 1, pp. 108-114, 2021. DOI: 10.24912/pr.v5i1.8164
- Irso, *Dirjen PPI: Survei Penetrasi Pengguna Internet di Indonesia Bagian Penting dari Transformasi Digital*. Jakarta: Kementerian Komunikasi dan Informasi Republik Indonesia, 2020. [https://www.kominfo.go.id/content/detail/30653/dirjen-ppi-survei-penetrasi-pengguna-internet-di-indonesia-bagian-penting-dari-transformasi-digital/0/berita\\_satker](https://www.kominfo.go.id/content/detail/30653/dirjen-ppi-survei-penetrasi-pengguna-internet-di-indonesia-bagian-penting-dari-transformasi-digital/0/berita_satker) (accessed Aug. 26, 2021).
- N. Ainiyah, "Remaja Millenial dan Media Sosial: Media Sosial Sebagai Media Informasi Pendidikan Bagi Remaja Millenial," *Jurnal Pendidikan Islam Indonesia*, vol. 2, no. 2, pp. 1-16, 2018. DOI: 10.35316/jpii.v2i2.76
- N. Hasanah, "Strategi Komunikasi Persuasif Komunitas Jalan-Jalan Edukasi Lampung Dalam Menumbuhkan Empati Remaja Terhadap Anak Panti Asuhan," *Repository UIN Raden Intan Lampung*, pp. 22-23, 2019.
- R. Priyanto, D. Syarifuddin, and S. Martina, "Perancangan Model Wisata Edukasi di Objek



- Wisata Kampung Tulip,” *Jurnal Abdimas BSI*, vol. 1, no. 1, pp. 32–38, 2018. DOI: 10.31227/osf.io/g3k48
- R. Q. Ainie, R. R. Silalahi, and Uljanatunnisa, “Strategi Pesan Persuasif Terkait Program One Ride One Seed Pada Postingan Instagram @Bluebirdgroup,” *Persepsi: Communication Journal*, vol. 3, no. 11, pp. 1-11, 2020. DOI: 10.30596/persepsi.v3i1.4370
- Re.juve, *Our Story*. Jakarta: Re.juve, 2021. <https://www.rejuve.co.id/our-story> (accessed Aug. 27, 2021).
- S. Muhalifah, “Pengaruh Komunikasi Persuasif Sales Promotion Girl Rokok Djarum Black Mild Terhadap Minat Beli Konsumen Di Sumarecon Mall Serpong,” *Repository Universitas Sultan Ageng Tirtayasa*, pp. 15-20, 2015.
- T. Vani, “Perancangan Konten Mobile Learning Pengenalan Organ Tubuh Hewan,” *Perpustakaan Universitas Atma Jaya Yogyakarta*, pp. 5-6, 2017.
- V. P. Fauzi and E. E. Lubis, “Pemanfaatan Instagram Sebagai Social Media Marketing Er-Corner Boutique Dalam Membangun Brand Awareness di Kota Pekanbaru,” *Jurnal Online Mahasiswa Fakultas Ilmu Sosial Dan Ilmu Politik Universitas Riau*, vol. 3, no. 1, pp. 1-15, 2016.
- Y. Dahono, *Data: Ini Media Sosial Paling Populer di Indonesia 2020-2021*. Jakarta: Berita Satu, 2021. <https://www.beritasatu.com/digital/733355/data-ini-media-sosial-paling-populer-di-indonesia-20202021> (accessed Aug. 27, 2021).