



Qualitative Content Analysis of Persuasive Messages in Le Minerale Bottled Drinking Water Product Advertisements Through Instagram Social Media

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ABSTRACT

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This study aims to analyze persuasive messages in Le Minerale bottled water product advertisements on Instagram social media. With the increasing use of digital platforms, advertisements on Instagram have proven effective in attracting consumer attention. Through a qualitative approach, this study evaluated three different advertisements targeting specific audience segments. The first advertisement uses an athlete figure to associate the product with health and high performance, appealing to consumers who care about fitness. The second advertisement focuses on the safety of the product for children, using family-friendly visuals and collaboration with a community of mothers to build trust. The third advertisement highlights functional claims regarding the refreshing taste of the product and its freedom from side effects, relevant to consumers who seek convenience in drinking water. The results of the analysis show that all three advertisements successfully convey clear and attractive messages, creating an emotional attachment to the audience. The use of attractive visual elements, public figures, and direct interaction with consumers in the comments column strengthen the relationship between the brand and consumers. Overall, Le Minerale's marketing strategy on Instagram not only increases brand awareness but also builds consumer loyalty to this high-quality product. This study emphasizes the importance of effective marketing communications in the digital era to attract attention and build consumer trust.

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1. Introduction

Advertising is one of the most important marketing communication tools in introducing products to consumers (Santoso & Larasati, 2019). In today's digital era, social media has become the most effective platform for conveying advertising messages, including Instagram which is used by many companies to increase audience reach and influence purchasing decisions. Instagram is one of the most popular social media platforms in Indonesia, especially for product promotion and marketing needs. With visual features such as photos, videos, and Instagram Stories, this platform is an effective medium for companies to convey advertising messages in an interesting and interactive way (Aryani & Murtiariyati, 2022). One of the products that utilizes Instagram social media as a promotional medium is Le Minerale bottled drinking water.

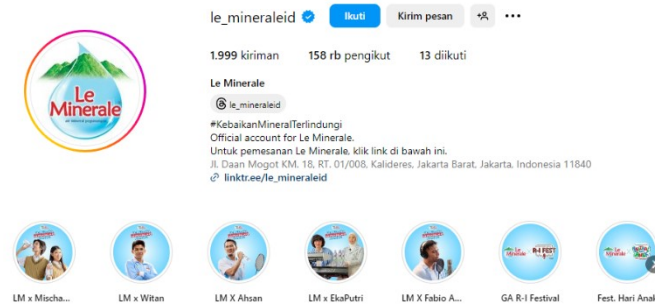


Figure 1. Instagram Le mineral

The Instagram account @le_mineraleid has 1,999 posts with 158 thousand followers. This account displays various content related to Le Minerale mineral water products, including health information, healthy lifestyles, and product promotions. The company uses the Instagram platform to convey persuasive messages through creative content that aims to attract consumers' attention, build product image, and raise awareness of the importance of consuming quality mineral water. In advertising campaigns through Instagram, Le Minerale often displays messages that encourage consumers to choose their products over competitors. The use of influencers and celebrities in Indonesia in promotions further strengthens the product's appeal among the public. Fresh visuals, narratives that emphasize the importance of a healthy lifestyle, and interesting interactions with Instagram users are the main focus of Le Minerale's advertisements.

Le Minerale tries to emphasize the superiority of its products through various visual and verbal strategies on Instagram. With an attractive visual approach, the use of influencers, and an emphasis on the quality of water from mountain springs and its natural mineral content, Le Minerale consistently presents messages that focus not only on the product itself, but also on the healthy lifestyle associated with consuming high-quality mineral water.



Figure 2. Instagram post @le_mineraleid

In terms of message content, Le Minerale advertisements use several persuasive techniques to attract consumers' attention. First, they utilize testimonials from well-known public figures in Indonesia, which indirectly builds consumer trust in the quality of the product. Second, Le Minerale emphasizes a health message, emphasizing that their natural mineral water is beneficial for the body and contains essential minerals needed to support an active and healthy lifestyle. This is one form of a strong appeal to health in their marketing techniques.

These ads also often use product visualizations with clear, fresh bottles that exude a sense of cleanliness, which supports the image of premium quality. In addition, they rely on simple yet powerful narratives, such as the slogan "Mineral Water from Natural Sources," to emphasize the natural and healthy origins of the product. Overall, the message content in Le Minerale's Instagram

ads is very effective in forming positive perceptions of the product, increasing trust, and encouraging consumers to make purchases based on healthy hydration needs.

This study aims to examine more deeply with the topic of Qualitative Content Analysis of Persuasive Messages in Le Minerale Packaged Drinking Water Product Advertisements via Instagram Social Media," focusing on the study of persuasive messages in advertisements disseminated via social media platforms.

2. Method

In research using qualitative content analysis, this method is usually used to understand the messages conveyed through text, images, or other media in depth. According to Krippendorff (2004), in (Giannantonio, 2008) qualitative content analysis is "a research technique that is independent of data presented in the form of words, text, images, or other symbols that allows researchers to interpret the social and communication context." This approach aims to explore the implied meaning behind media content and help understand how the message is understood by the audience. This study focuses on persuasive elements in advertising, including analysis of visual and verbal language, the use of influencers, and the application of social values. In terms of visual and verbal language, this study examines the choice of words and visuals used to highlight product quality, health, and lifestyle, so that they can attract the attention of the audience. In addition, the use of influencers or endorsers in advertising is also studied, especially their role in shaping public opinion and building consumer trust in the products being promoted. This study also explores the application of social values in advertising messages, such as health, modern lifestyle, and sustainability, which are used to strengthen the appeal of products in the eyes of consumers.

3. Result and Discussion

4.1. Presenting the Results

Qualitative Content Analysis of Persuasive Messages in Le Minerale Bottled Drinking Water Product Advertisements Through Instagram Social Media with the Slogan "Like There's Sweetness".



Figure 3. Instagram content @le_mineraleid

In the advertisement of bottled drinking water product Le Minerale uploaded via social media Instagram, qualitative content analysis can be conducted to identify persuasive elements in the message. Here are some points of analysis from the visible advertisement content:

1. Visual

The advertisement features an image of an athlete in an Indonesian soccer team uniform, carrying a Le Minerale bottle, which directly associates the product with health, fitness, and achievement. The figure of an athlete, especially one competing in a national event, conveys

the implicit message that Le Minerale water helps maintain physical performance. The athlete's smiling expression adds to the positive impression and attracts the audience's attention.

2. Slogan

"It's refreshing, like it has a sweet taste" is the main message that is clearly visible in the visual. This is a persuasive technique that uses analogy to describe the taste of the product in an interesting and perhaps unusual way. The word "sweet" can trigger curiosity or emotional attachment for the audience, as if there is a special sensation that makes this product better than regular drinking water.

3. Caption

In the text description, Le Minerale associates product consumption with high performance in the international arena. The narrative about how "the best mineral water" helps athletes, in this case Nathan Tjoe-A-On, stay fresh is a persuasive strategy that relies on testimonials from public figures (athletes) who are considered authoritative figures in terms of health and fitness.

4. Use of Hashtags

The use of hashtags such as #KebalkanMineralTerlindungi, #PilihLeMinerale, and #AsliMilikIndonesia demonstrate efforts to build brands through themes of nationalism and guaranteed quality. These hashtags aim to make it easier for audiences to find more content relevant to the product and increase engagement.

5. Audience Response

In the comments, it can be seen that the audience responded emotionally, commenting on the visual appeal and personality of the athletes featured in the advertisement. This shows that the strategy of using public figures is effective in attracting attention and creating an emotional connection between the audience and the product.

A. Qualitative Content Analysis of Persuasive Messages in Le Minerale Bottled Drinking Water Product Advertisements Through Instagram Social Media with the Slogan "ChildrenIndonesiaHealthy BPA Free"

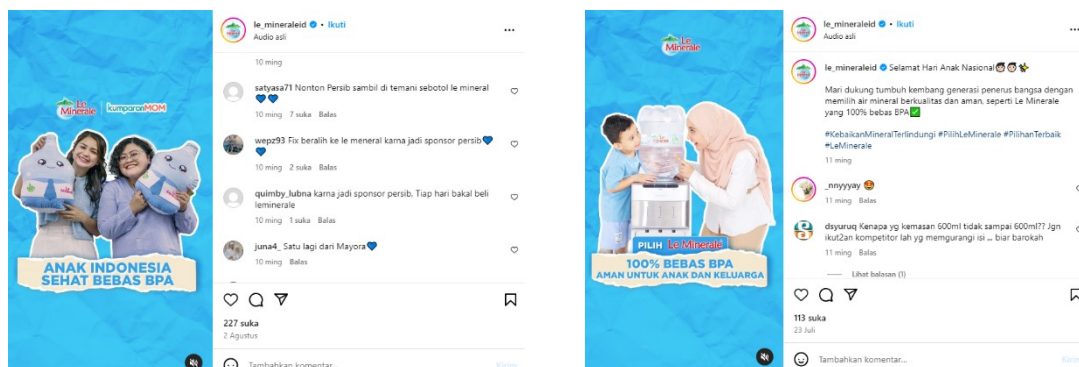


Figure 4. Instagram content @le_mineraleid

1. Visual

- The ad features several smiling people holding large bottles of Le Minerale depicted as cute characters. This visual is eye-catching, especially for children and family audiences. The cute characters on the water bottles create an emotional appeal with a child-friendly approach.
- The visual message that is intended to be conveyed is that this product is safe and suitable for consumption by children, which is also supported by the choice of bright blue color which gives a fresh and clean impression.

2. Key Message

- a. The text on the visual conveys a clear message: "Healthy Indonesian Children Free of BPA." And "100% BPA Free" This is a health claim that emphasizes that Le Minerale mineral water products are free from harmful substances such as BPA (Bisphenol A), which is often a concern for parents in choosing products for children. This message is very persuasive for parents who care about the health of their families, especially their children.
3. Collaboration and Branding
 - a. At the top, there is the kumparanMOM logo, which shows that this advertisement collaborates with a community of mothers (mom influencers). This strengthens the persuasive element, because communities like this have a big influence on purchasing decisions for products related to health and household needs.
 - b. By presenting this collaboration, the advertisement indirectly gains the trust of the audience of housewives and families, thereby increasing the credibility of the product.
4. Audience Response
 - a. From the comments displayed, it is apparent that some users associate the product with the sponsorship of Persib, a popular football club in Indonesia. This shows that Le Minerale's sponsorship campaign has also succeeded in increasing brand awareness and consumer loyalty through involvement in the world of sports.
 - b. The positive response from the audience also reflects the success of this campaign in building associations between the brand and the values of cleanliness, health, and national pride through the involvement of the mother community and sports sponsors.
5. Hashtags and Narratives
 - a. Although there is no hashtag visible in this screenshot, the use of the collaboration with kumparanMOM and the message about being BPA-free is enough to strengthen the narrative that this product is safe, child-friendly, and supports a healthy lifestyle.

Qualitative Content Analysis of Persuasive Messages in Le Minerale Bottled Drinking Water Product Advertisements Through Instagram Social Media with the Slogan "Tastes Fresh, Not Bitter and Doesn't Make You Nauseous"

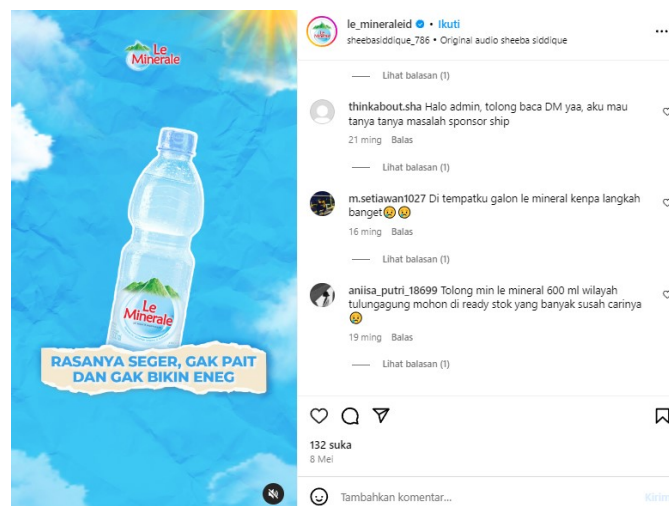


Figure 5. Instagram content @le_mineraleid

In this advertisement for Le Minerale drinking water products posted on social media Instagram:

1. Visual
 - a. The main image in this advertisement shows a Le Minerale bottle amidst a bright blue sky. The blue and white colors give a fresh, clean and natural impression, which is in accordance with the characteristics of mineral water.

- b. The Le Minerale bottle is presented simply yet clearly, with a prominent logo and creating an easily recognizable visual identity. This visual reinforces the product's image as a high-quality, refreshing drinking water.
2. Persuasive Text
 - a. The slogan used in the image, "Tastes Fresh, Not Bitter and Doesn't Make You Nauseous" is a direct and simple form of communication. This is a product claim that focuses on taste, namely refreshing, not bitter, and does not cause nausea. This text targets consumers who are looking for drinking water with a neutral, delicious, and refreshing taste.
 - b. This message also aims to ward off possible negative perceptions of mineral water, such as its unpleasant taste or discomfort.
3. Audience Response
 - a. Comments from users show direct engagement with the product, such as several comments asking about product availability in different regions. This shows that the product has an enthusiastic and loyal consumer base.
 - b. Audiences also used the comments section to express their wishes regarding the availability of Le Minerale in certain sizes or regions. This can be interpreted as evidence that this advertisement successfully attracted the attention of the audience to search for and consume the product.
4. Functional and Emotional Value
 - a. The persuasive message in this advertisement focuses on the functional value of the product, which is a fresh taste that is free from bitterness or side effects such as nausea. This is a very relevant claim for mineral water consumers who want convenience in their daily consumption.
 - b. The visual elements, especially the use of color and the bright sky background, add a dimension of emotional value that conveys feelings of cleanliness, health, and freshness, which are key appeals to consumers.
5. Simplicity and Focus of Message
 - a. This ad features a very simple and focused message, with the goal of conveying the main benefits of the product without any additional confusing elements. This allows consumers to quickly understand the benefits of the product in a short time, which is effective for ad formats on social media such as Instagram.

4.2. Discussion

Qualitative content analysis of three Le Minerale drinking water product advertisements via Instagram social media shows various persuasive elements used to attract consumers' attention and create emotional attachment. In the advertisement with the slogan "Segernya beda, kaya ada manis-manisnya", there are several interesting elements that combine athlete visuals with health and performance messages. The use of soccer athlete Nathan Tjoe-A-On as the main figure associates Le Minerale with high performance and physical health, creating the message that this product is not only refreshing, but also supports stamina and fitness. In addition, the slogan that describes water as "kayak ada manis-manisnya" adds an element of curiosity and uniqueness to the perception of taste, which makes this product feel different from mineral water in general. Simple but clear visual elements, as well as the use of authoritative public figures in the field of sports, strengthen the effectiveness of this persuasive message. On the other hand, the use of hashtags such as #KebaikanMineralTerlindungi also provides a narrative push that emphasizes the quality and authenticity of the product.

Next, the advertisement with the slogan "Healthy Indonesian Children, BPA-Free" focuses on children's health and product safety for families. The advertisement visuals featuring cute and child-friendly water bottle characters and collaboration with the mothers' community through the

kumparanMOM platform strengthen the relevance of this advertisement for parents. The message conveyed clearly through text such as "100% BPA-Free" shows that Le Minerale offers products that are free from harmful chemicals, which is a major consideration for parents who care about their children's health. Collaboration with the mothers' community has a major influence in building credibility and trust, because mothers tend to trust recommendations from fellow parents. The audience's response that associates the product with the Persib sponsor also shows how the association between a brand and a popular sporting activity can increase brand awareness and create consumer loyalty.

The final advertisement with the slogan "Tastes Fresh, Not Bitter and Not ENEG" focuses on the superior taste of the product, claiming that Le Minerale is refreshing without causing bitterness or side effects such as nausea. The visual element showing the water bottle against a bright blue sky emphasizes the product's image as high-quality drinking water that is clean and fresh. This simple and direct persuasive message targets consumers who want drinking water with a neutral taste and is comfortable to consume every day. Audiences who interact through comments show interest and direct involvement with the product, for example by asking about the availability of the product in various regions. This indicates that this advertisement has succeeded in attracting consumers' attention and creating demand for the product. The focus on functional value—such as a refreshing taste without side effects—makes the product more attractive to consumers who are looking for quality taste and comfort in drinking water.

Overall, these three Le Minerale ads display different yet complementary approaches in their persuasive strategies. The first ad uses an athlete figure to create an association between the product and high performance, which is suitable for an audience that cares about health and fitness. The second ad targets families, especially mothers, by emphasizing the safety of the product through collaboration with an influential community. Meanwhile, the third ad emphasizes functional claims related to the taste and freshness of the product, which are relevant to consumers who want to enjoy drinking water that is convenient and free from side effects. All three ads successfully convey a clear and easy-to-understand message, using visuals, text, and audience response to create an emotional connection and build loyalty to the Le Minerale brand.

4. Conclusion

Instagram demonstrates effective use of persuasive elements to capture attention and create emotional connection with the audience. Each ad uses a different approach to target a specific consumer segment. The first ad with the slogan "Segernya beda, kaya ada manis-manisnya" uses an athlete figure to associate the product with health and high performance, appealing to a fitness-conscious audience. The second ad focuses on the product's safety for children with the slogan "Anak Indonesia Sehat Bebas BPA", using family-friendly visuals and collaboration with a community of mothers to build trust. The third ad, with the slogan "Rasanya Seger, Gak Pait dan Gak Bikin ENEG", emphasizes functional claims about the product's refreshing taste and being free from discomfort, which is highly relevant to consumers who want convenience in drinking water.

All three ads have an easy-to-understand message, combining compelling visuals with persuasive text that highlights the product's core values. The use of public figures, collaboration with the community, and direct audience engagement in the comments section add an emotional dimension that strengthens the relationship between the brand and consumers. Overall, these ads successfully position Le Minerale as a high-quality, safe, and relevant drinking water product for various segments of society, as well as increasing brand awareness and consumer loyalty.

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