

CONTENT ANALYSIS OF ORGANIC CLAIM FOOD ADVERTISEMENT ON YOUTUBE

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Abstract

Advertisements with organic claims must be able to be proven by how the product is made, the ingredients used, and legal organic certification. Providing correct information is a form of consumer education and protection. This study aims to analyze video advertisements of organic food claims on YouTube social media. The results of the analysis are adjusted in fulfillment of the Consumer Protection Law (UUPK) Number 8 of 1999. This research analyzes the variables of product characteristics, video characteristics, advertising characteristics, and organic claims using the content analysis method and exploratory design. The sample selection was carried out using purposive sampling technique with certain characteristics. The research sample is 200 organic claim advertising videos on YouTube. Data were collected and processed using Microsoft Excel, SPSS 25.0, and Voyant. The results of the analysis show that 62,5 percent of ads use subjective claims and 64,5 percent of ads do not have organic certification. There were 91,5 percent of ads that violated article 17 and 29,0 percent of ads that violated the Ethics of Indonesian Advertising (EPI). Consumers need to improve their knowledge and understanding of organic claim advertisements and be careful in deciding product purchases.

Keywords: content analysis, claims, organic, consumer protection, YouTube

ANALISIS ISI IKLAN PANGAN KLAIM ORGANIK PADA MEDIA YOUTUBE

Abstrak

Iklan dengan klaim organik harus dapat dibuktikan dengan bagaimana proses produk tersebut dibuat, bahan yang digunakan, dan sertifikasi organik yang legal. Memberikan informasi yang benar adalah salah satu bentuk dari pendidikan dan perlindungan konsumen. Penelitian ini bertujuan untuk menganalisis video iklan klaim pangan organik pada media sosial YouTube. Hasil analisis disesuaikan dalam pemenuhan UUPK Nomor 8 Tahun 1999. Penelitian ini menganalisis variabel karakteristik produk, karakteristik video, karakteristik iklan, dan klaim organik dengan menggunakan metode analisis isi dan desain eksploratori. Pemilihan sampel dilakukan dengan menggunakan teknik purposive sampling dengan karakteristik tertentu. Sampel penelitian adalah 200 video iklan klaim organik di YouTube. Data dikumpulkan dan diolah menggunakan Microsoft Excel, SPSS 25.0, dan Voyant. Hasil analisis menunjukkan bahwa 62,5 persen iklan menggunakan klaim subjektif dan 64,5 persen iklan tidak memiliki sertifikasi organik. Terdapat 91,5 persen iklan yang melanggar pasal 17 dan 29,0 persen iklan yang melanggar Etika Pariwara Indonesia (EPI). Konsumen perlu meningkatkan kembali pengetahuan dan pemahamannya terkait iklan klaim organik dan berhati-hati dalam memutuskan pembelian produk. Kata kunci: analisis isi, klaim, organik, perlindungan konsumen, YouTube.

Keywords: analisis isi, klaim, organik, perlindungan konsumen, YouTube.

INTRODUCTION

Food as a basic human need is in line with a human right that does not only focus on one area but every household. The concept of food security, according to Law No. 7 of 1996, is the condition of fulfilling food for households which is reflected in the availability of sufficient food, both in quantity and quality, safe, equitable, and affordable. Indonesia is a country that has a large population, so the need and demand for food will also increase. However, Indonesia is an agrarian and maritime country that has potential natural resources that should be able to meet the needs and demand for food for the community (Herdiawan, 2015).

But in reality, natural changes are slowly starting to significantly impact land degradation (Hapsari & Rudiarto, 2017), which causes a decrease in food productivity (Mudrieq, 2014). Challenge and a very complex problem for the government to meet the needs of families in each household. In addition to environmental problems, family members are also required to improve the body's immune system during the post-Covid-19 pandemic with nutritious food. Maintaining and improving the body's immune system is also very important during a pandemic by fulfilling balanced nutrition (Palupi et al., 2021).

Today's food and environmental problems in Indonesia are global problems that are the focus of each country. Through Government Regulation No. 29 of 2017, Indonesia has stated that it is committed to the sustainable development goals with the United Nations (UN) and 192 other countries in the Sustainable Development Goals (SDGs) program. This commitment aims to improve the welfare of society globally and nationally through 17 main objectives (Bapenas, 2022). The author's current focus is on the number two SDGs goal of eliminating hunger, achieving food security and good nutrition, and promoting sustainable agriculture. According to Purwaningsih (2008), food security cannot stand alone; at the household level, the main responsibility is the head of the family, with family members as stakeholders. For this reason, every head and family member should choose good nutrition for daily consumption to support the government in the SDGs program. Then the goal of SDG number 12 is about responsible consumption and production. In this case, the family is the smallest consumer in the community to consume products with an emphasis on natural sustainability. Furthermore, in responsible production, in this case, business actors in producing and promoting their products must prioritize the sustainability of the ecosystem and not harm nature or consumers. Looking at food needs, deteriorating environmental conditions, and national goals, leads the author to a solution through an organic farming system.

Based on the Indonesian Organic Food Statistics Agency (SPOI) (2019), Indonesia is ranked 21 among other countries worldwide, with an average organic land size of around 0.05 million hectares. Means that Indonesia has considerable potential, especially in certain commodities. Organic farming restores the agricultural system our ancestors once did by doing all the processes and agricultural materials based on nature. According to Kartini and Budaraga (2020). Organic farming is an agricultural system that uses healthy soil and plants by recycling nutrients using organic materials, crop rotation, proper soil management, and avoiding chemical fertilizers and pesticides. Organic farming systems guarantee the sustainability of agricultural ecosystems, in addition to low production costs with high selling power, healthier products, helping to build farmers' independence, and having a gender perspective (Indriana et al., 2016). So it is not wrong if agricultural products become more stable, soil quality maintained, and organic food is produced well because they do not use synthetic pesticide fertilizers (Dhiman, 2020).

Changes in family consumption patterns began to shift to organic food. Rieffer and Hamm (2011) say that based on research results, young families with the oldest children between the ages of zero-14 years have a market share of 19,8 percent for spending on organic food consumption compared to 17,6 percent of the population. Ubersugget website data states a significant increase in demand for organic products (rice and vegetables) from March 2020-May 2020 (SPOI, 2019). Due to the guarantee that organic food is much healthier and safer than food processed using traditional agriculture (Suharjo & Harianto, 2019). Interventions between family members also influence changes in family consumption patterns towards organic food. Grønhøj (2006) says that there is an influence from parents in socializing about organic food children, as well as the influence of children's preferences who have started to grow up affecting the preference for organic food consumption in their families. Shafie and Rennie (2012) also said in their research that organic food chosen because the production process concerned with environmental sustainability, natural resources and animal welfare. So it is estimated that in the future, many families will demand organic food for daily consumption. It is not surprising that there are now many organic-oriented agricultural products on the market (Khorniawati, 2014).

The number and popularity of organic food in the market have increased over the last few decades. Not in line with the amount of public consumption of organic food. Conventional products still maintain a marginal share of 1 percent compared to organic products (Kilcher et al., 2011). Because there are marketing constraints on the producer's side. The survey results in Muljaningsih's research (2011) state that the lack of consumer interest in organic products is due to the relatively high price of organic products so that they are considered exclusive goods and the market for organic products is still very limited. Ramadhani et al. (2021) said that serving advertisements on social media can help many consumers know organic vegetable producers. Advertising is the most effective marketing medium for building relationships between producers and consumers (Lukitaningsih, 2013). Through advertising, producers can convey information about messages on a product, brand, or company (Yuniyanto & Sirine, 2018). Muzayanah et al. (2015) said in their research that one of the obstacles in the marketing of organic food is the limitation in obtaining information

about these products, so advertising will be the right strategy to increase the consumption of organic products in Indonesia.

Companies can use many types of advertising media to market their products. Due to technological advances and the current era, social media has become the most widely used marketing tool (Dewi, 2018). In Indonesia, internet users have reached 82 million people and are ranked in the top eight in the world (Kominfo, 2014). The increasing number of users on social media has made many organic producers aggressively carry out marketing strategies through advertising on social media. Rodriguez (2017) says that YouTube is the most effective advertising medium to convey a message because consumers do not have to provide comments or feedback. YouTube also has facilities in the form of a sharing button, which can show that consumers can share information about organic products with their family members, which means that consumers care about the natural environment. Focusing on the use of social media, since April 2006, YouTube has added ad facilities or Google AdSense to monetize content. YouTube is currently ranked first as the social media most frequently visited by Indonesian people, 88 percent (wearesocial, 2020). YouTube is a massive platform that can be used for various purposes such as advertising, storing works, entertainment, education, journalism, political communication, arts and culture, religion, health, military, fandom, interpersonal communication, and observation (Soukup, 2014). Until now, more and more companies are relying on YouTube AdSense to do product marketing. This statement is supported by research which shows that the effectiveness of advertising influences 78,1 percent of purchasing decisions through the YouTube channel (Rahajeng, 2021).

Seeing the high consumer buying interest in organic products, companies are increasingly using organic claims as to their marketing strategy. Xu's research (2013) results show that consumer confidence in organic claims positively correlates with purchasing behaviour. The organic claim is the addition of information about the characteristics of a product that goes through an environmentally friendly manufacturing process and uses materials that are not harmful to the body. In addition, giving organic claims also increases the buying interest of consumers aware of health and the environment. Supported by the findings of Tariq et al. (2019), providing explicit information about organic products can influence impulsive buying decisions. In a more detailed explanation, the claim concerns the origin, nutritional content, nature, production, processing, composition, or other quality factors of a food (BPOM, 2017). However, making organic claims is not always done right by the company. Several companies take advantage of society's view of the environment with advertisements that deceive, deceive, and claim products that are not true to reality. Through messages in advertisements that are carried out explicitly or implicitly, the company seeks to make consumers easily believe in the advertised product. According to Chen and Chang (2013), the trend of claims for organic products is used by companies to reap many benefits. Whereas making organic claims/labelling on a product must go through a production process according to standards that have been determined and used by an official certification body (National Standardization Agency, 2002). Organic claims on a product must be proven by how the product is made, the ingredients used, and legal organic certification. Providing correct and appropriate product information is a form of consumer education and protection.

To protect the safety and welfare of consumers from unscrupulous persons, the government issued Law 12 Number 8 (UUPK) of 1999 article 4, which states that consumers have the right to correct, clear, and honest information regarding the conditions and guarantees of goods and/or services. With regulations and policies, researchers, observers, and consumer protection agencies can examine the suitability of advertising on YouTube media with applicable rules and standards. Basis for the author to research organic claims in a food advertisement, focusing on advertising research on social media YouTube. Through this research, the writer wants to identify and analyze the characteristics of organic food, video characteristics, advertising characteristics, and organic claims. The objectives of this study are: 1) to identify the characteristics of the organic claim food videos on YouTube; 2) lassifying organic claims food advertisements on YouTube; 3) To analyze the suitability of food advertisements for organic claims on YouTube in meeting the standards outlined in the Consumer Protection Law Number 8 of 1999.

METHODS

The method in this study uses content analysis with an exploratory research design. Research conducted in January-June 2022. The population in this study were video advertisements uploaded to the internet address <http://www.YouTube.com/>. The sample in this study was 200 advertisements for organic claimed food products on YouTube with a purposive sampling technique based on certain criteria. The sample was selected by searching on the YouTube search engine using the keywords 'advertising for organic food products and 'advertising for organic food'. Researchers select the top videos with the criteria of video title, video description, channel description, or video content that claims organic food products. Then the videos are

collected in one playlist. The variables studied in this study are product characteristics, video characteristics, advertising characteristics, and organic claims. Data were analyzed and interpreted descriptively using Microsoft Excel and SPSS 25.0 using frequency analysis. The data were analyzed using an online page: <https://voyant-tools.org/> to analyze the frequency of word distribution. This study also uses exploratory analysis by explaining the data, in general, using percentages presented in tabular form. Data analyzed based on conformity to Law No. 8/1999 on Consumer Protection.

RESULTS

Product Characteristics

The characteristics of the products analyzed in the organic claim food advertisement include the product type and the product's name. The types of products were analyzed based on the categorization of BPOM Number 34 of 2019 into eight categories: (1) Milk and its analogues; (2) Fats, oils, and oil emulsions; (3) Fruits and vegetables (mushrooms and nuts); (4) Rice, cereals (derivatives of cereals), nuts, and seeds; (5) Meat (poultry and game), (6) Sugar and sweetener (honey); (7) Salt, spices, soups, sauces, salads and protein products; (8) Drinks other than milk. The analysis results show the distribution of product types in organic claims advertising on YouTube. The category of rice, cereals, beans, and grains was the type of food with the most (39.5%) advertised with organic claims. Meanwhile, fats, oils, and oil emulsions were the fewest types of products (3.0%) that were advertised using organic claims. The results in table 1 show the distribution of product names and product types, which were analyzed by cross-tabulation. Table 1 shows 10 of the 66 product names that advertise the most organic claim products. The product name Puregrow Organic has the highest number of advertisements for organic claims (9,5%) with the product type category on milk and its analogues. Meanwhile, Nayz products occupy the second position (7,0%) in rice, cereals (derivatives of cereals), nuts, and seeds. Then Eka Farm's Organic Rice occupies the third position (5,5%) in rice, cereal (derivatives of cereals), nuts and seeds.

Table 1 Distribution of product names by product type in organic food advertisements on YouTube

Product name	Types of products								Total (n)	Percentage (%)
	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)		
Beras Organik Eka Farm	0	0	0	11	0	0	0	0	11	5,5
Indoherbalspices	0	0	0	0	0	0	7	0	7	3,5
Javara Indonesia	0	3	0	2	0	1	1	0	7	3,5
Mililea	0	0	0	0	1	0	7	0	8	4,0
Milna ID	0	0	0	7	0	0	0	0	7	3,5
Namaste Organic	0	0	0	3	1	2	2	0	8	4,0
Nayz	1	0	0	12	0	0	1	0	14	7,0
Puregrow Organic	19	0	0	0	0	0	0	0	19	9,5
Towang_id	0	0	0	9	0	0	0	0	9	4,5
WellFarm ID	0	0	0	8	0	0	0	0	8	4,0
Lainnya	5	3	24	27	6	17	8	12	102	51,5
Total	25	6	24	79	8	20	26	12	200	100,0

(1) Milk and its analogues; (2) Fats, oils, and oil emulsions; (3) Fruits and vegetables (mushrooms and nuts); (4) Rice, cereals (derivatives of cereals), nuts, and seeds; (5) Meat (poultry and game), (6) Sugar and sweetener (honey); (7) Salt, spices, soups, sauces, salads and protein products; (8) Drinks other than milk.

Video Characteristics

The characteristics of the video in organic claims food advertising research include the number of likes, the number of subscribers, the number of comments, the duration, and the time of publication. The number of viewers on ads on YouTube shows how many consumers have seen organic claims ads. The results show the distribution of the number of viewers on organic claims ads. The number of viewers is more than 1.000 and has the highest percentage (26,6%). Meanwhile, the number of viewers less than 40 (≤ 40) has the lowest percentage (23,0%). The existence of a like column on YouTube can be a communication or feedback between consumers and producers. The more likes given can show the positive relationship that the ad is liked by consumers. The results of the study show the distribution of the number of likes on organic claims ads. Ads with organic claims have the highest percentage (32,5%) in the number of likes less than equal to one (≤ 1). In contrast, the second position (24,5%) is in the number of likes of two to four (2-4) viewers and more than eleven (>11) viewers. Then the lowest position (18,5%) was in the number of likes of five to ten (5-10) viewers. The number of subscribers is seen from each channel that displays organic claim products.

The results of the study show the distribution of customers on channels that serve organic claims ads. Channels with less than ten subscribers (≤ 10) have a percentage of 25,0 percent, while channels with 11-120 subscribers have the highest percentage (27,5%). Channels with 121-1.000 subscribers have a percentage of 24,5 percent, and channels with more than a thousand subscribers (> 1.000) have a percentage of 23,0 percent. The comments column on the organic claims ad video on YouTube can be in the form of responses or suggestions from consumers on the advertisements or products that are displayed. The results showed that the distribution of comments on organic food advertisement videos was 74,5 percent of ad videos that did not have comments, while 25,5 percent of organic food advertisements had comments. The results show the duration distribution of organic claims food advertisements on YouTube. The highest percentage (30,5%) was at a duration of 41 seconds-less than 1 minute. At the same time, the lowest percentage (19,5%) is in the duration of fewer than 15 seconds. The results of the study show the distribution of publication time on organic claims advertisements. The publication time was uploaded from 2013 to 2022. Based on the results of the study, it was shown that at most (35,5%) of advertisements were uploaded in 2021, and until data retrieval, in June 2022, the number of advertisements uploaded in 2022 had reached 15,5 percent. While the lowest (1,0%) video advertisements were uploaded in 2013. This shows that every year more and more organic claims food advertisements are uploaded on the YouTube page. Table 1 Distribution of product names by product type in organic food advertisements on YouTube

Advertising Characteristics

Research on the analysis of food advertisements on organic claims on advertising characteristics includes advertisements, information on materials, production techniques, and reinforcement methods. Most types of ads in organic claims ads (79,5%) are informative ads. Advertisements with organic claims mostly build brand awareness and knowledge about a new product or new features of a product. The second position (11,5%) is on the type of reinforcing ads. This type of reinforcing advertising aims to convince consumers about the product they choose. Usually, these ads will involve positive experiences from consumers. The results showed the distribution of material information contained in the advertisement. Refers to the content and description of the video. In organic food advertisements, as many as 71,5 percent do not display or say information regarding the presence or absence of organic ingredients from a product.

Meanwhile, 28,5 percent display or say information about organic ingredients from a product. Based on advertising production techniques, researchers divide the techniques into live images, animations, and still images. The results showed that the highest distribution of production techniques (74,5%) was in the live picture category. Ads with organic claims are more likely to show live image videos by directly displaying the product being promoted. The second position (17,5%) is for the still image technique, while the animation production technique is in the lowest position (8,0%). The advertising reinforcement method refers to Moniharapon (1998), who classifies advertising methods as advertising models, star popularity, institutional experts in certain fields, positive consumer experiences, and no reinforcement. Based on the study's results, the distribution that there is no reinforcement has the highest percentage (48,5%) in advertisements with organic claims. Most video ads only show their products without any other reinforcement. The second position (40,0%) is on the reinforcement method with the advertising model. Consumers are in the third position in the reinforcement method with positive experiences (8,0%), and the lowest reinforcement method (1,0%) is in the field of institutional experts.

Organic Claim

Organic claims are analyzed through claim layout, claim typology, nature of claims, organic labels, distribution of product names with organic labels, and word distribution in the claims content. Claim layout refers to the position of the claim used by the business actor in the advertisement. The author divides the layout of the claims into the video title, video description, video content, and channel description. The author also combines the layout of claims into several other categories. Based on the study's results, the most claims (56,5%) were placed on the advertisement's title, description, and content. While the location of the least claims (0,5%) is in the title and description of the channel. According to Carlson et al., (1993), the characteristics of claims are divided into five, namely product orientation, process orientation, image orientation, environmental facts, and combinations. The results of the distribution research show that product orientation has the highest frequency (71,0%). According to Carlson, advertisements with product orientation claims focus on the environmentally friendly attributes of the product. At the same time, the lowest (0,5%) is in the combination orientation. Combination typology is a claim that has many facets or reflects several orientations. The nature of the claim is divided into objective, subjective, irrational, and two-meaning claims (Sumarwan (2014). Table 2 shows that the highest percentage rate (62,5%) is on subjective claims. Subjective claims result from opinions from sellers who claim their products are organic without being proven. Then the lowest percentage (0,5%) is on the nature of irrational claims.

Table 2 Distribution of claims on organic food advertisements on YouTube

Nature of Claim	Total (n)	Percentage (%)
Objective	68	34,0
Subjective	125	62,5
Irrational	1	0,5
Two Meanings	6	3,0
Total	200	100,0

Organic labels are issued by official certification bodies to test whether a product can be categorized as organic. The results show that in organic claim advertisements, there are still many (64,5%) products that do not have organic certification, in this case, the organic logo. Then the results show that more (21,5%) organic food products have a national logo than an international one (5,5%). The results show the cross-tabulation distribution of product names with organic labels in the top ten ads that display organic claims. Most Towang ID product names (4,5%) do not display organic labels in their advertisements. The product name Puregrow Organic had the most advertisements (8,5%), which featured the national logo in its advertisement. Most Javara Indonesia products (2,5%) display national and international organic labels. This research uses tools on the online page: <https://voyant-tools.org/> to see the distribution of words in the claims content in organic food advertisements. The distribution results show that ten words appear the most, so the total percentage is not 100 percent. The study's results show that the word 'organic' was the most frequent word (5,56%), which was 77 times. The second position is on the word 'organik' with a total of 52 times (3,75%).

Fulfillment of Law Number 8 of 1999 concerning Consumer Protection

Table 3 shows the distribution of advertisements following Consumer Protection Law Number 8 of 1999. The analysis was carried out in articles 9 and 17. Advertisements of organic claims on YouTube at most (91,5%) violated article 17 point (d) by not including the risk of use in organic food products. More than two-thirds (71,0%) of organic claims advertisements do not violate article 17 point (f) in the EPI. Advertisements with organic claims at most (92,0%) do not violate Article 9 point (j) regarding the use of excessive words, in this case, using the words 'this food is safe for consumption everyday' or 'safe for diet'.

Table 3 Distribution of organic food advertisements on YouTube based on compliance with the Consumer Protection Act

Law Fulfillment	Offense Category		Information
	Violate (%)	Not violate (%)	
Article 9	8,0	92,0	(j) Using excessive words, such as safe, harmless, contains no risks or side effects without complete information
Article 17	91,5	8,5	(d) Does not contain information regarding the risks of using goods and/or services
Article 17	29,0	71,0	(f) Violate ethics and/or statutory provisions regarding advertising

Table 4 shows the relationship between violations of the Consumer Protection Act No. 8/1999 and the organic label. The results show that most (63.5%) infringing ads do not have organic certification.

Table 4 Distribution of violations with organic label

Law Number 8 of 1999	Organic Label				Percentage (%)
	No Logo	National Logo	International Logo	Both	
Violate	127	38	11	16	96,0
Not Violate	2	5	0	1	4,0
Total	129	43	11	17	100,0

Table 5 shows the cross-tabulation results of the Consumer Protection Act Number 8 of 1999 with material information. Most (70%) advertisements do not have ingredient information on the product.

Table 5 Distribution of violations with material information

Law Number 8 of 1999	Material Information		Percentage (%)
	Information	No Information	
Violate	52	140	96,0
Not Violate	5	3	4,0
Total	57	143	100,0

DISCUSSION

Each channel advertises one or more different types of products. Based on the research results on product types, rice, cereals (derivatives of cereals), nuts, and seeds are the products advertised the most with organic claims, in line with research by Muljaningsih (2011), which states that consumer preferences in purchasing organic products are the most dominant in rice, vegetable and fruit products. Then the name of the product that advertises the most organic food products is 'Nayz'. Nayz products advertise the most types of rice food for complementary feeding (MPASI) in infants. Supported by research by Riefer and Hamm (2008), which says that the increase in consumption patterns of organic food in the family life cycle occurs in the cycle of young families and newborns, where the family's food needs increase in the diet of pregnant women and organic solid food. Research on video characteristics shows that the average number of viewers of organic claims ads is above a thousand, show many consumers are interested in watching advertisements for organic food claims. However, the most subscribers to the YouTube channel are, on average, 11-120 subscribers, which means consumer support for organic claim products is still low. Then based on the analysis, results show that the number of likes on organic claims ads is at most less than one (<1) and more ads that do not get any comments, that consumers tend to only see advertisements without leaving any response at all. Based on research by Bulik and York (2008), although interest in organic products has increased, some consumers do not respond well to organic product advertisements. Based on the duration of the ad shows that the average organic claims ad is produced at most the duration from 40 seconds to less than one minute. The results of the analysis of the publication time show that every year the number of organic claims ads continues to increase. In line with the number of organic product operators, which continues to increase yearly (SPOI, 2019).

Advertising is a very important and influential promotional media in marketing a product. In addition to communicating media to consumers regarding product information, advertising also functions to provide a certain value. The results of Sari and Setiaboedhi's research (2017) say that marketing through online sites is the right decision, seeing that the characteristics of organic products require more detailed and intensive explanations of product information to potential consumers. The characteristics of advertisements in this type show that informative advertisements have the highest percentage of organic food product advertisements on YouTube. Sobhanifard (2018), in his research, adds that consumer confidence in organic products is influenced by informative advertisements that convey natural messages as well as organic content in products. Not following the results of the study. In advertisements for organic food products on YouTube, many advertisements do not display information about the ingredients contained in the product. In the analysis of production techniques, most advertisements use live images. The live images referred to in this study are original moving images, usually followed by a reinforcement method in the form of an advertising model or no reinforcement. Based on the layout of the claims, most ads use their organic claims in the video's title, description, and body. Ads with claims in video titles will be effective for consumers with a high awareness of organic food. Consumers with a high level of awareness will immediately write the keyword 'organic' in search engines to find organic products (Yang et al., 2018). Duffet's (2020) research on marketing on YouTube states that providing less information with negative content in video titles will be more effective in increasing the number of viewers. Duffet (2020) also adds that business actors need to make video descriptions more detailed by providing appropriate information and context to the video content.

The results of the analysis of the typology of claims refer to Carlson et al., (1993) showed that most advertisements with organic claims were product oriented. While Chang et al., (2019) found in their research that image orientation in environmental claims advertisements can increase consumer preferences in product purchase intentions more significantly than environmental facts. The analysis results show that organic claims advertising most use subjective claims. According to Moniharapon et al., (1999), this is added that subjective claims are most commonly found in food product advertisements, such as subjective claims of super savoury, soft taste, delicious, and delicious. According to Sumarwan (2014), subjective claims include

deceptive information. Krafft and Saito (2015) added in their research results that organic claims advertising could increase consumers' purchase intentions even though consumers cannot identify greenwash ads as misleading or not, this shows companies can use deceptive claims on organic products to increase consumers' purchase intentions. However, this is not in line with Grønhøj (2006) research, which says that a family who resists choosing organic products retains their intention because of the risk of being tricked into paying more for products that are not organic at all. With the existence of an organic certification body, it is hoped that it can become a reference for consumers to avoid deceptive claims. The study results show that there are still 129 advertisements that do not show organic certification on their products. Muljaningsih (2011) revealed that the difficulty and high price of organic certification made organic producers not register their products with the Organic Certification Institute (LSO). Do (2015) adds that this inconsistent approach to organic labelling causes confusion and contributes to consumer vulnerability and risks misleading and deceptive claims. The word frequency distribution analysis is used for the content of the claim, which refers to the slogan or advertisement content usually found at the end of the video, the content of the video description, and/or in the channel description. Organic and organic claims have the same meaning. Research results by Yang et al., (2018) show that specific keywords such as using organic claims will be more effective in advertising strategies using search engines. Grønhøj (2006) adds that the topic of organic food can attract considerable attention and awareness in some families. Organic claims in ads served on YouTube are important to get more consumers to visit the channel and make purchases at the store.

The researcher refers to Article 9 and Article 17 of the UUPK regarding advertising violations. Based on the analysis results, eight percent of advertisements violate Article 9 point (j). Business actors are prohibited from promoting or advertising their products by using excessive words such as safe, harmless, without risk or side effects without complete information. Such things as 'super safe packaging', 'safe for babies', and 'safe for diabetics'. Violation of UUPK article 17 in point (d) refers to advertisements that violate by not containing information about the risks in using the product. Although organic food products claim that their products do not use added chemicals, the residue left in the manufacturing process and product packaging that still uses plastic is still dangerous to health. Benbrook and Baker (2014) say that organic food is not always free of pesticide residues because ambient levels of pesticides are still present in the environment, and pesticides are still allowed for organic production. UUPK article 17 point (f) regarding violations of the ethical provisions of laws and regulations regarding advertising, this research refers to the EPI (EPI, 2020). Referring to chapter III, subsection of etiquette, the content of advertisements regarding language: that advertisements claiming organic are prohibited from using the words '100% organic' or '100% natural' without providing a responsible explanation. Refer to organic certification, wherein the ad does not have a certified organic logo.

Furthermore, in the same subsection, advertisements for organic claims use the words 'only' and 'first', such as 'the only organic certified VCO widely distributed in Indonesia' and 'the first organic growing milk in Indonesia'. Furthermore, in the same subsection, advertising violations involve using an asterisk (*), which is used to hide, mislead, or confuse the public about the actual price and availability of the advertised product, this is like displaying a discounted price in an ad, and then under the ad, there is an asterisk such as '*limited period, available in certain stores'. Violations of the UUPK for business actors against organic claims advertising on YouTube are still widely carried out. Krafft and Saito (2015) say that even though there are laws to prevent fraudulent environmental claims, marketers can still deceive consumers. If there is no stricter legal definition, there is little incentive for businesses to stop using deceptive claims.

The relationship between UUPK violations and organic labels in the analysis shows that more than half of the ads that violate do not have an organic logo. ICERT (2020) states in the document on the provisions for the use of the Indonesian organic mark that: operators are prohibited from providing information or statements about food traded through, in and or with labels if the information or statement is not true or misleading. The relationship between UUPK violations and material information shows that more than half of the advertisements that violate do not include material information. Still in the same reference (ICERT, 2020) said that the inclusion of statements about the health benefits of food on the label can only be supported by scientific facts that can be accounted for.

CONCLUSIONS AND SUGGESTIONS

There are several conclusions based on the results and analysis that have been discussed. Advertisements with claims of organic food on YouTube tend to be in great demand by consumers, even though many do not respond to advertisements. Many organic claims ads display deceptive claims, and there are still many ads that don't have organic certification. Many organic claims advertisements violate UUPK Number 8 of 1999 article 17 point (d) and the Indonesian Advertising Ethics. Ads mostly use exaggerated and deceptive words.

Consumers need to increase their knowledge and understanding regarding advertising on organic claim products, so they are not easy to believe, so they are not careful in deciding to buy products. Business actors have to pay attention to their rights and obligations in the UUPK Number 8 of 1999 and the Indonesian Pariwara Ethics when producing advertisements, especially in showing advertisements on YouTube, so as not to reduce the value and image of products and companies. The government hopes it can tighten and review the rules for showing organic claims ads, especially on YouTube and the provisions for the inclusion of organic certification in advertisements. Future research is expected to be more focused on one type of food product and can use this research as a reference tailored to the research objectives.

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