CONTENT ANALYSIS OF FURNITURE PRODUCT PROMOTION WITH ENVIRONMENTAL CLAIMS ON INSTAGRAM

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Abstract

Increasing public awareness about the environment has pushed companies to apply the green concept and claim their products as environmentally friendly, such as furniture products. This study analyzes product characteristics, promotional posts, and characteristics of claims in furniture product promotion uploads with green claims on Instagram and its fulfillment of the Law of Consumer Protection. The study analyzed 200 promotional uploads of furniture products with green claims on Instagram. The data was processed descriptively using IBM SPSS Statistics 25.0 and Voyant Tools. The results indicate that the uploads contain the most elements of environmentally friendly materials (78%), are subjective (60,5%), product-oriented (85,5%), and are categorized as ambiguous (65%). Furthermore, analysis of the Consumer Protection Law (UUPK) shows that article 9 has the most (59,5%) violated by business actors. Therefore, it requires cooperation between consumers, business actors, and the government to reduce the spread of deceptive green claims on furniture product promotions.

Keywords: consumer protection, content analysis, environmental claims, furniture, Instagram

ANALISIS ISI PROMOSI PRODUK FURNITUR DENGAN KLAIM HIJAU DI INSTAGRAM

Abstrak

Peningkatan kesadaran masyarakat mengenai lingkungan mendorong perusahaan menerapkan konsep ramah lingkungan dan mengklaim produknya ramah lingkungan, salah satunya pada produk furnitur. Penelitian ini bertujuan untuk menganalisis karakteristik produk, unggahan promosi, dan karakteristik klaim hijau pada promosi produk furnitur serta pemenuhannya terhadap UUPK. Penelitian dilakukan dengan menganalisis isi 200 unggahan promosi produk furnitur dengan klaim hijau di Instagram. Data diolah secara deskriptif menggunakan IBM SPSS Statistic 25.0 dan Voyant Tools. Hasil analisis menunjukkan bahwa unggahan paling banyak memiliki elemen bahan ramah lingkungan (78%), bersifat subjektif (60,5%), berorientasi produk (85,5%) dan terkategori ambigu (65%). Analisis terhadap UUPK menunjukkan bahwa pasal 9 merupakan pasal yang paling banyak (59,5%) dilanggar oleh pelaku usaha. Perlu adanya kerjasama antara konsumen, pelaku usaha serta pemerintah untuk mengurangi peredaran klaim hijau yang mengelabui pada promosi produk furnitur.

Keywords: analisis isi, furnitur, Instagram, klaim hijau, perlindungan konsumen.

INTRODUCTION

Furniture products are household products that are pretty essential to support daily activities at home. Purchases of furniture products in Indonesia experienced a rapid increase in 2016 after experiencing a decline for 5 years (Budiarti, 2017). Based on the type of goods sold, furniture is one of the household appliances with a percentage of 10.3 percent as an e-commerce product often purchased by consumers (BPS, 2021). Many consumers are increasingly aware of environmental issues, so they begin to change their behavior and attitudes to buy products that have a minimal negative impact on the environment (Kartikasari et al., 2018). This makes the green market more widespread, and many business actors display an image as environmentally friendly companies to benefit from this (Suryanadi, 2019). Companies that implement green marketing conventionally carry out their strategies through 4 channels: green products, green prices, green places, and green promotions (Mahmoud, 2018).

One of the promotional media that is often used to deliver an advertisement is social media (Rachmawaty, 2021). Practical can provide benefits, and the number of users continues to increase so that the message to be conveyed will be easily spread is an advantage of social media Instagram (Puspitarini & Nuraeni, 2019). Business actors can deliver green promotion through advertising, public relations, product promotion, direct marketing, and on-site promotion (Fan & Zheng, 2011). However, many forms of promotion use claims that can deceive consumers. These claims include objective, subjective, irrational, and have two meanings (Sumarwan, 2014). According to Carlson et al. (1993), the typology of green claims consists of types of claims and categories of claims. The types of green claims are product orientation, process orientation, imaging orientation, claims according to environmental reality, and combined claims. While the claim categories are ambiguous, omission, false lies, acceptable, and a combination.

Green claims commonly stated on furniture are long service life, use of environmentally friendly materials, environmentally friendly packaging, ease of recycling, and environmentally friendly production (Parikka & Nissinen, 2005). Green claims that do not match reality can be considered greenwashing practices. Greenwashing is a marketing strategy to show an environmentally friendly image to consumers without providing evidence of environmental concern and even being classified as a company that damages the environment (Szabo, 2020). The company deliberately carries out this phenomenon to deceive consumers by using false claims regarding environmentally friendly practices by the company (Nyilasy et al., 2014). This is contrary to Law Number 8 of 1999 concerning Consumer Protection, which is one of the obligations of business actors to provide true, clear, and honest information regarding the conditions and guarantees of goods and/or services, as well as to provide explanations for use, repair, and maintenance. Previous research has stated that companies tend to display environmental information only to the extent of their commitments without any clarity on the passed stages (Rani & Pramudyastuti, 2021). Some furniture products are described as environmentally friendly, but the use of materials and production processes are not environmentally friendly and do not have environmentally friendly certification (Xu et al., 2020). Other studies have shown that green furniture contains false claims that can negatively impact consumers, threaten the development of genuine green furniture, and impact related businesses (Bian & Moutinho 2011). Previous research on furniture products with green claims was conducted outside Indonesia, so the novelty of this research is to analyze furniture products, promotional content, characteristics of claims on furniture products with green claims in Indonesia, and their conformity with Law Number 8 of 1999.

This study aims to identify the characteristics of furniture products with green claims, the characteristics of the promotional content of furniture products with green claims, the characteristics of green claims, and the suitability of the promotional content to Law Number 8 of 1999 concerning Consumer Protection.

METHODS

This study uses an exploratory design with a content analysis method. The content analysis method is a research technique that aims to understand something through replicative and valid inferences from a text (Krippendorff, 2018). The research was conducted by observing and collecting data in promotional uploads for furniture products with green claims on Instagram from March – June 2022. The population of this study was all promotional uploads for furniture products on Instagram. This research includes 200 promotional uploads for furniture products with green claims. The technique used in sampling is purposive sampling based on specific criteria, namely uploads of furniture promotions containing environmentally friendly keywords such as environmentally friendly furniture, environmentally friendly tables, environmentally friendly chairs, sustainable furniture, wood waste, and other related keywords in the search column. Instagram.

The data was collected through a questionnaire and analyzed based on the characteristics of furniture products (type of product, product brand, material information, price information), characteristics of furniture product promotional content (background, environmental elements, publication time, ownership properties, number of likes, and number of followers). , as well as the characteristics of green claims (location of green claims, content of green claims, certification of green claims, elements of green claims, nature of claims, and typology of claims) as well as the conformity of promotional content with Law Number 8 of 1999 concerning Consumer Protection articles 7, 9 and 17. The data found were processed through editing, data coding, and data entry through Microsoft Excel 2013 and then analyzed descriptively by frequency and cross-tabulation using IBM SPSS Statistics 25.0. In addition, data in the form of claim contents were analyzed using Voyant Tools on the website https://voyant-tools.org/ to find out the distribution of words often used in claims.

RESULTS

Product Characteristics

Research on the analysis of product characteristics of furniture product promotion with green claim includes types of furniture, product brand, materials information, and price. Types of furniture products based on their function according to the Smardzewski (2015) classification are divided into six categories: (1) furniture for sitting, (2) furniture for lying down, (3) furniture for working or eating, (4) furniture for storage, and (5) complementary furniture. The category of furniture product types that appear the most (41,5%) in uploads is furniture as a storage area, such as cupboards, shelves, cabinets, buffets, and kitchen cabinets. The category that appeared the least was furniture to lie down, such as beds found as much as 5 percent. The most widely distributed brands in uploads are furniture products with the Tresna brand from the tresna.official Instagram account (3%). Then followed by Vivere from viverecollection (2,5%), Ayhome_furniture (2%), Homeyfurniture_indonesia (2%), Olympic from Olympicfurniture.id (2%), Robries gallery (2%) and Sumpahsampah.id (2%). The distribution of furniture promotion uploads with green claims based on material information at most (67%) has information about the types of materials used. Most uploads (30%) were made of solid wood. Solid wood is teak wood, pine wood, rubber wood, mahogany wood, and plywood. Followed by uploads that mention furniture made of processed wood such as MDF (Medium Density Fibreboard) and particle board (15%), made from recycled plastic waste in the form of plastic bottle caps, used jerry cans, used cardboard, and used cans (7,5%).), made of plastic in the form of a hard plastic dove (7%), made of non-wood natural materials, namely rattan and bamboo (5,5%), and made of steel and glass (2%). While the rest (33%) did not mention the materials used. Information on the distribution of furniture promotion uploads with green claims based on price information shows that most uploads (71,5%) do not include prices, while the rest (28,5%) do. Some uploads have a price of less than IDR100.000.00 (3%), prices in the range of IDR100.000-IDR.499.999 (13,5%), prices in the range of IDR500.000-IDR999.999 (9,5%), and more than IDR1.000.000 (2,5%).

Promotion Content Characteristics

Research on the analysis of promotion content characteristics of furniture product promotion with green claim includes background, environmental element, time publication, account ownership, number of likes, and followers. Background distribution on furniture promotion uploads with green claims shows the most significant percentage (45,5%), which is uploads with plain color backgrounds. Furthermore, there are uploads with a background of furniture (42%), natural elements (9,5%), humans (1%), and others (2%). The distribution of environmental elements in furniture promotion uploads with green claims shows that most uploads (73%) do not include green elements in uploaded photos or posters. The rest (27%) of uploads include green elements in photos or uploaded posters in the form of green plants and grass. The distribution of publication time for furniture promotion uploads with green claims shows that the most (35,5%) were uploaded in 2021 and 2020 (33,5%). Then continued by 2022 (12,5%), in 2019 (8,5%). The least uploads (10%) were uploaded before 2018. The distribution of the nature of account ownership on furniture promotion uploads with green claims shows that most uploads (94,5%) come from business accounts. In comparison, only a few (5,5%) uploads come from personal accounts. Posts with less than 10 likes (33%) have the most followers less than 2000 (15,5%). Posts with 11 to 20 likes (17%) have the most followers less than 2000 (8%). Posts with 21 to 50 likes (22%) have the most followers over 10001 (8,5%). Posts with more than 51 likes (26%) have the most followers over 10001 (14,5%). Based on the results of the chi-square test between the number of likes and the number of followers, a p-value of 0.000 was obtained with a p-value of (0,05), which indicates that there is a significant positive relationship between the number of likes and the number of followers.

Claim Characteristics

Research on the analysis of claim characteristics of furniture product promotion with green claim includes green claim placement, claim content, certification, green claim element, claim character and typology of claim. The distribution of green claims placement on the promotion of green furniture products shows the largest percentage of uploads (75,5%) putting green claims on caption. Posts that place a green claim on hashtags (10,5%), on caption and hashtags (4,5%), on images and messages (4%), on as many images (3,5%), on images, caption, and hashtags (1,5%) as well as on images and hashtags (0,5%). The distribution of claim content in promotional uploads of green furniture products on Instagram is analyzed using Voyant Tools. The claim with the most occurrences is the word "environment", which is 138 times. Then followed by the word "friendly" which appears 133 times. The word "wood" appears 61 times. The word "finishing" appears 44 times. The word "plastic" appears 37 times. The word "sturdy" appears 25 times. The word "strong" appears 23 times. The word "iron" appears 19 times. The word "rattan" appears 18 times. Next is the word

"natural" which appears 15 times. The distribution of certification information on green furniture product promotion uploads shows that most (91,5%) uploads do not provide product certification information. Only a small portion (8,5%) of uploads have certification in their uploads to strengthen green claims on products, such as FSC, Green Guard, Green Label, and Indonesian Legal Wood.

The distribution of green claim elements and the nature of claims in promotional uploads of green furniture products shows that most uploads (78%) contain elements of environmentally friendly materials, such as those made of sustainable wood, recycled plastic waste, and using environmentally friendly protective paint. Followed by an upload that lists the product as environmentally friendly without further explaining the environmentally friendly elements (11%). Furthermore, the upload contains elements of green claims in the form of long-term furniture life (6,5%) and an environmentally friendly production process (0,5%). The elements of green claims in the form of long service life, environmentally friendly materials, environmentally friendly products, and environmentally friendly production processes are mostly classified as subjective claims. Meanwhile, there are uploads that state that their products can be recycled (4%), and there are no promotions that show their products have environmentally friendly packaging. The green claim elements in the form of environmentally friendly packaging and recycling capabilities are mostly classified as objective claims.

Table 1 Distribution of green claim elements based on the nature of the claims on the upload of furniture product promotions with green claims on Instagram

Green Claim Element (Parikka and Nissinen 2005)	Claim Character (Sumarwan 2014)			
	Objective	Subjective	Irrational	Total
Long lifetime	1	4,5	1	6,5
Ecological profile of materials	16	50,5	11,5	78
Environmentally sound packaging	0	0	0	0
Recyclability	3,5	0,5	0	4
Environmentally sound production processes	0	0,5	0	0,5
Environmentally friendly product	1,5	5	4,5	11
Total	22	61	17	100

According to Carlson et al. (1993), the typology of claims consists of types of claims and categories of claims. The types of green claims are product orientation, process orientation, imaging orientation, claims according to environmental reality, and combined claims. While the claim categories are ambiguous, omission, false lies, acceptable, and combinations. The typology of claims on uploads shows that most (85,5%) uploads fall into product orientation type claims. Product orientation claims explain that the product has environmentally friendly attributes. Posts that have the most product-oriented claims (59,5%) are classified as ambiguous claims. An ambiguous claim is a claim that has a statement that is too broad for a clear meaning. The product orientation claim is also classified as ambiguous: "With a sturdy iron frame, strong connecting connectors and hard plastic dove material that is environmentally friendly and anti-termite". There are uploads containing process-oriented claims (6,5%). Process orientation claims are claims that state that the product is produced through environmentally friendly processes and methods. An example of a process orientation claim listed in the upload is "This product series is produced in a sustainable way". Uploads that have the most process-oriented claims (4%) are classified as acceptable claims. Posts with the most imaging-oriented claims are considered acceptable (4%). Uploads that have the most claim about environmental facts (1%) are considered acceptable. Posts with a combined claim are classified as ambiguous (0,5%).

Table 2 Distribution of claim types and claim categories on furniture promotion uploads with green

Type of Claim	Category of Claim		
	Ambiguous (%)	Acceptable (%)	Total (%)
Product Orientation	59,5	26	85,5
Process Orientation	2,5	4	6,5
Image Orientation	2,5	4	6,5
Environmental Fact	0	1	1
Combination	0,5	0	0,5
Total	65	35	100

Fulfillment of Law Number 8 of 1999 concerning Consumer Protection

The distribution of promotional uploads for furniture products with green claims based on the fulfillment of the Consumer Protection Law uses an analysis of article 7, article 9, and article 17. Based on the analysis of Article 7 there are uploads (13%) that violate the article because they do not convey clear information about the condition of products, as it is an obligation for business actors to convey correct, clear and honest information regarding the condition and guarantee of an item. While other uploads (87%) did not violate Article 7 because the information submitted in the caption was complete because it contained the name, price, and material of the related product. Some uploads (59,5%) violate article 9 because they have excessive words such as safe, non-toxic, and 100% made from natural ingredients. In addition, it also contains uncertain promises, such as being made from environmentally friendly materials, without further explaining why these materials are environmentally friendly. Then there are uploads (17%) that violate article 17 because they contain inaccurate information and tend to deceive consumers, such as "of course, our products are made from environmentally friendly materials.

Table 3 Distribution of promotional uploads for furniture products with green claims based on compliance with the Consumer Protection Law

| Law Fulfillment | Offense Category | | Information |
	Violate (%)	Not violate (%)	
Article 7	13	87	It does not convey clear information regarding the name and product description
Article 9	59,5	40,5	It contains excessive words such as safe, non-toxic, and 100% made from natural ingredients. In addition, the upload also has uncertain promises, such as being made from environmentally friendly materials, without further explaining why these materials are environmentally friendly.
Article 17	17	83	It contain inaccurate information and tend to deceive consumers, such as "it is certain that our products are made from environmentally friendly materials"

DISCUSSION

According to Smardzewski (2015), the type of furniture products based on their function shows that most furniture products are classified as storage areas in the form of shelves, cabinets or cabinets. While the least found furniture products are furniture as a place to reclining such as bed as much as 5 percent. The most widely distributed brands in uploads are furniture products with the Tresna brand from the tresna.official Instagram account. Then continued by Vivere from viverecollection, ayhome furniture, homeyfurniture_indonesia, Olympic from Olympicfurniture.id, robries gallery and swearsampah.id.

According to Pujiati (2017), furniture categorization based on the type of material is divided into furniture made of wood and processed wood, rattan and bamboo, and other materials such as metal and plastic. The most common furniture materials listed in uploads are furniture with solid wood base materials such as teak, pine, rubber, and mahogany wood. Wood-based furniture is the flagship of furniture products in Indonesia because it has abundant wood resources (Pujiati, 2017). The material information listed in the upload is in the form of furniture made from processed wood such as MDF, plywood, and particle board. Processed wood is becoming increasingly used as an alternative to solid wood in manufacturing furniture products because it is cheaper and lighter. In addition, to streamline the resources used, it can use wood waste as the basic material for processed wood which will later be processed into powder and pressed to become wood sheets (Hermita, 2016). Furniture made from recycled waste in the upload includes plastic bottle caps, used jerry cans, cardboard, and used cans. Recycled waste is increasingly recognized because the public and companies are starting to look for alternative materials and want to take advantage of the existing waste.

Especially because people are starting to realize that excessive use of natural resources can have a bad impact on the environment (Sayuti 2012). Plastic furniture was also found in the post. Plastic base materials are increasingly being used in modern times because they are cheap, light, and can last a long time. However, if not appropriately considered, the production process to waste treatment can harm the environment (Wieser, 2021). Then furniture from rattan and bamboo was also found in the upload. The large resources of rattan and bamboo make these plants often used as raw materials for furniture in Indonesia. Rattan has the advantage that it is flexible and has a strength 4 times stronger than wood (Maharani, 2012). Meanwhile, bamboo was chosen because it is a plant that grows very fast and has good strength and elasticity (Fathurrahman, 2018).

Some uploads do not include material and price information. Only a quarter of the posts include a price. Disclosure of information to consumers is essential because consumers will consider purchasing for the information they get (Irawan, 2020). This information disclosure also maintains consumer safety so as not to be harmed in the future (Asmara, 2019). Most furniture products have a price in the range of IDR100.000-IDR500.000 and the least furniture has a price of more than IDR1.000.000. The development of the furniture industry is marked by an increase in demand for low-priced furniture products, which are dominated by lower-middle consumers, especially for furniture produced in Asia (Budiarti, 2017).

The characteristics of the promotional content based on the background of promotion are mostly plain color backgrounds. The use of plain color as a background makes product photos contrast and stand out so that they attract more attention (Sumarwan, 2014). Another background is furniture that serves as a complement to the furniture product being promoted. As for uploads that use natural elements as a background. In addition, one-third of uploads involve environmental elements in the image. Advertisements with green claims usually include environmental elements such as images of nature, greenish colors, environmentally friendly symbols, or logos (Segev et al., 2016). The next characteristic of the promotion is the involvement of a model that only a few uploads use. The upload publication time shows that more and more promotions are being uploaded from 2020 to 2021. The increase in online buying and selling has led to a shift in the method of selling furniture products, where previously consumers were accustomed to buying products directly from stores, now starting to move online (Budiarti, 2017). Most of the uploads are from business accounts and the rest are from private accounts. Business actors widely use business Instagram accounts because they have features that can increase sales (Adegbola et al., 2018). Relationship test analysis was conducted on the number of likes and the number of followers. The results of the chi-square test obtained a p-value of 0,000 with a p-value of (0,05), this indicates that there is a significant positive relationship between the number of likes and the number of followers. The more likes on an upload, the greater the opportunity for the upload to enter the explore page so that it can attract new followers. Vice versa, the more the number of followers, the greater the opportunity for other users to like the photo (Subekti et al., 2020).

The green claims listed in the upload are mostly in the body of the message or caption. The upload message contains information regarding the product name, material, size, price and certification if any. The claims listed in the image are in the form of an environmentally friendly certification logo, and the claims listed on the hashtag are #ecofriendly and #sustainable. The use of claims that often appear in messages are the words "environmental" and "friendly". This is because almost every upload contains the word environmentally friendly as a form of green claims on furniture products. Elements often included in green product claims include the use of green colors, nature, eco-labels, environmentally friendly statements, use of natural materials, environmentally friendly production processes and the ability to recycle (Karna et al., 2001). The next frequently used words are wood, finishing, and plastic. The word wood is used to describe the material of furniture products which are mostly made of wood. The word finishing is used to describe furniture products that claim their finishing is made of environmentally friendly paint. The word plastic is used to describe furniture products made of plastic.

Most of the uploads do not include certification information on furniture products and only 8.5 percent of uploads include, such as FSC, Green Guard, Green Label, and Indonesian Legal Wood. Information on certification is important for consumers to know so that their claims can be guaranteed to be true (Suardana, 2012). The wood furniture certifications include eco-labelling, SFI (Sustainable Forestry Initiative), FSC (Forest Steward Council), Pengelolaan Hutan Produksi Lestari (SPHPL), Sistem Verifikasi Legalitas Kayu (SVLK), dan Sistem Lacak Balak (SLB) (Djunaidi, 2018). Based on the research of Khojasteh-Khosro et. al (2022), consumers are more interested in buying furniture products with environmentally friendly certifications. The lack of certified environmentally friendly furniture products in the market is caused by the high price of certification, which increases the selling price, and the lack of socialization among business actors regarding this environmentally friendly certification (Salam, 2014).

Green claims for furniture products are divided according to categories according to Parikka and Nissinen (2005), namely long service life, use of environmentally friendly materials, environmentally friendly

packaging, ease of recycling, and environmentally friendly production. The most widely used green claim is that the product is made of environmentally friendly materials, such as environmentally friendly wood, environmentally friendly plastic, recycled materials, environmentally friendly finishing paint, and so on. Most of these claims are classified as subjective claims. According to Sumarwan (2014), subjective claims are claims that are not necessarily true and no reliable evidence is presented. This is in line with the research of Saraswati (2021), which revealed that the claims on Instagram and Website advertisements are mostly classified as subjective claims. There are claims that the product is environmentally friendly, but it does not mention what parts or elements are environmentally friendly and why it is called environmentally friendly. Most of these claims belong to subjective claims such as "environmentally friendly chairs" and irrational because they are considered unreasonable such as "environmentally friendly because they are made of 100% natural materials". Information provided to consumers must be true and honest with reality because consumers will lose money if the product they receive is not as promised (Tahlia & Saly, 2021). The inclusion of green claims on a product that is not in accordance with reality can be said to be part of greenwashing because it takes advantage of the opportunity for the expanding consumer market to purchase environmentally friendly products without providing clear evidence (Szabo, 2020). This is different from the three claim elements that are only slightly found in uploads, namely having the ability to recycle, environmentally friendly packaging, and environmentally friendly production processes. These claims are mostly classified as objective claims because they are types of claims that can be measured and there are further explanations regarding related claims such as stating the claim "made of 800 plastic bottle caps or the equivalent of 2500 grams of plastic" and reinforced with product photos showing plastic waste that has been processed. pressed into a furniture product.

Typological analysis of claims on furniture product uploads based on classification by Carlson et al. (1993) showed that more than half of the posts included product-oriented claims. The product orientation claim in question is a claim that the product is environmentally friendly. Product-oriented posts are mostly categorized into ambiguous claims, i.e. claims with unclear meaning. The same thing was also found in research (Segev et al., 2016), that green claims in a product-oriented advertisement tend to be included in ambiguous claims. The content of the uploaded claims is product-oriented and categorized as ambiguous in the form of using plastic as a raw material for environmentally friendly furniture. This is because it is not explained why plastic is environmentally friendly. According to Weiser (2021) the use of plastic as a raw material for furniture has the potential to damage the environment because the production process is often not in harmony with nature. This is also in accordance with Nyquist's research (2017), that the green claims in the advertisements he found were classified as misleading claims and could be considered as greenwashing efforts by business actors. While other types of claims such as process orientation claims, imaging, and claims according to environmental reality, many of which are categorized as acceptable claims because they clearly state why the furniture product is claimed to be environmentally friendly, for example, IKEA uses certified renewable materials as a commitment to protecting the environment. Research by Carlson et. al (1993) also stated that the majority of green advertisements claiming an image orientation and according to natural reality are acceptable.

Analysis of green claims against Law no. 8 of 1999 concerning Consumer Protection involves three articles, namely article 7 point b, article 9 point j and k, and article 17 point 1a. The article that was most violated in the upload was article 9 because it contained the words "safe", "non-toxic" and "100% natural". In addition, there are uploads that contain uncertain promises, such as being made from environmentally friendly materials without explaining further information on why these materials are said to be environmentally friendly. Information about a product being promoted is very important for consumers to know because consumers will make choices about a product based on the information they get (Tuwaidan, 2018). In contrast to articles 7 and 17 which show that only a few uploads violate these articles. Analysis using article 7 shows that most of the uploads provide information on the name or description of the product in the message body, in other words, only a few uploads only include hashtags containing environmentally friendly claims and an invitation to buy without explaining the products they sell. Likewise, with the analysis using article 17, only a few uploads contain information that tends to deceive consumers, such as using the sentence "it is certain that our products are made from environmentally friendly materials". One of the violations committed by business actors is caused by cultural factors of business actors who do not understand the regulations regarding consumer protection (Nugrahaningsih, 2017). This makes business actors sometimes arbitrarily promote their products by using excessive words, containing uncertain promises, and not providing clear information to consumers. This research has limitations in the absence of a standard reference for certification of environmentally friendly furniture products that can be used in general in Indonesia, only for some furniture materials, such as solid wood and processed wood. This makes an analysis of the information on eco-friendly certification on furniture products with various materials cannot be analyzed in depth. In addition, this study also cannot identify the elements of deceit that exist in green claims, only the

tendency to deceive or not. This is because to identify the element of deceit it is necessary to purchase it and test it in depth.

CONCLUSION AND SUGGESTION

There are several conclusions based on the results and analysis that have been discussed. The promotion of furniture products with green claims belongs to different elements, characteristics and typologies. Most product characteristics are classified as furniture as storage and there is information on the material in the form of solid wood, as well as many promotional uploads that do not display prices. Information on a product is very important for consumers to know before making a purchase. The characteristics of promotional uploads show that most promotions use plain and contrasting color backgrounds as backgrounds with the aim of highlighting the products they sell and to make them more attractive to consumers. The natural elements shown in the upload are pictures of natural elements and the use of green. The characteristics of green claims show that most of them are elements of environmentally friendly materials, are subjective, product oriented and are categorized as ambiguous. The large number of promotional uploads that are classified as ambiguous is due to the fact that there is no evidence or explanation for why these products are environmentally friendly and there are no regulations regarding misleading green claims. Green claims that do not match reality can be said to be a form of greenwashing. In addition, there are many violations of UUPK No. 8 of 1999 in article 9 in terms of excessive use of words and making promises that are not certain to occur due to cultural factors of business actors who do not understand regulations regarding consumer protection.

Suggestions for further research can analyze green claims on a furniture product that is focused on just one material, such as wood so that it can be analyzed more deeply based on the wood certification listed. Besides that, it can also analyze green claims on other household products such as clothing, electronics and automotive products. Future researchers can also use Indonesian Advertising Ethics and Law Number 7 of 2014 concerning Trade as a reference for the suitability of green claims in advertisements for more in-depth analysis.

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