

ABSTRACT

Description of HappyFresh Online Grocery Advertising Persuasion Messages Pre And During Pandemic (Qualitative Content Analysis On Instagram Account @happyfresh_id Period January 2019 – December 2021)

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HappyFresh is an online grocery service that was founded in 2014 and started operating in 2015 in Indonesia, immediately after operating HappyFresh has several social media platforms, one of which is Instagram. Uploaded content is advertisements such as product promos, discounts, giveaways, services, etc. Advertising is used as a means of conveying persuasive messages to the audience, in this case persuasive messages can be interpreted as having the intention to encourage or motivate the recipient of the message. This study uses the concept of advertising promotion techniques for the hard selling category from Rosser Reeves and the soft selling category from Theodore MacManus as well as the concept of how to present advertisements from Rudy Bretz. With a qualitative method of content analysis to find out the delivery of persuasive messages for HappyFresh online grocery ads on Instagram before and during the pandemic period January 2019 to December 2021. Where ads on HappyFresh Instagram account @happyfresh_id are the unit of analysis. The results of this study indicate that the advertising content on Instagram @happyfresh_id mostly uses the concept of hard selling advertising promotion techniques, with its three components (thinking, explicit and fact) in which most of the advertising content does not include a fact component. Thus, HappyFresh rarely uses soft selling advertising content, but in its advertising content, almost three components are used (feeling, implicit and image). Then the way the ad is presented, from the three year research period, the ad content is dominated by silent visuals. However, during the pandemic, the use of motion audio visuals in advertising content continues to increase, while for motion visuals the increase in usage in HappyFresh advertising content tends to be small or not very visible.

Keywords: Online Grocery, Advertising, Persuasion Messages, Social Media, Instagram, Advertising Promotion Techniques and Ad Presentation Methods.

References : 39

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