

Educating Vegan Lifestyle on Social Media for Young Generation Healthy Life

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Abstract. The purpose of this study is to describe the form of persuasive communication on Instagram content @Jakartaveganguide in educating vegan lifestyle for young generation healthy life. The research method used was qualitative approach with content analysis. The data was collected through observation at the content of Instagram account @Jakartaveganguide. The data was validated by source triangulation. The research result found that the persuasive content in Instagram account @Jakartaveganguide are information varied from vegan lifestyle, recommendation of vegan food, recipes of vegan food to events about vegan lifestyle.

1 Introduction

A survey conducted to 10.000 persons in England, Scotland and Wales presented that veganism becomes a trend among millennial generation. The survey was conducted by Vegan Life Magazine and Vegan Society and was publicized in Munchies Vice. The findings of World Health Organization in 2016 stated that processed meat such as smoked beef and ham have a high risk to cause cancer. These findings have caused the millennial generation to switch and become vegetarians. They choose to consume more vegetables and fruits, and tend to avoid meat.

Meanwhile, Indonesia had already established IVS (Indonesia Vegetarian Society) [1] in Jakarta on August 8, 1998. Indonesia also becomes one of best countries to enjoy vegetarian food. Indonesia sits on number 16 from 183 vegetarian friendly countries. IVS has also been listed as the member of International Vegetarian Union since year 1999. IVS was founded with a purpose to disseminate information regarding vegetarian lifestyle in Indonesia and to develop universal love while saving world life through vegetarianism. IVS is supported by Indonesian government and becomes one of first vegetarian organization in Indonesia. IVS has an official website containing articles and information about vegan and vegetarian. IVS has cooperated with Health Ministry and achieve special task to give certificate of vegan food products as a lot of vegan food sellers demand certificates for the food they sell [2].

Humans are social creatures, they cannot live on their own without assistance from other humans, therefore communication is needed to create a social interaction. This social interaction could occur in a relationship between an individual and an individual, an

individual and a group and between a group and a group. Basically, communication has become an important need for humans. In globalization era, almost all humans use technology as a media to disseminate or to achieve information. The advance of technology becomes the most important part of humans' daily lives.

Considering the above phenomenon, Firmansyah Mastup and Chandra Revo formed a veganism online community using website platform namely www.jakartaveganguide.com on April 6, 2020. The website is built to assist the community in fulfilling the needs of knowledge, news and information related to vegan or plant based. Website Jakarta Vegan Guide has a lot of contents in English from the directory of restaurants, cafes, events, products, food recipes to travels. The contents are created by Jakarta Vegan Guide Team and freelancers hired from all over the world. During COVID-19 pandemic, Jakarta Vegan Guide cooperates with education platforms "Mau Belajar Apa", creating many workshops regarding healthy life style, nutrition, plant-based cooking and baking, composting, edible gardening and many other interesting workshops.

As there is a lack of community which becomes the platform for people who embrace vegan lifestyle or vegan media, Firmansyah Mastup and Chandra Revo initiated to create another vegan media to give vegan information on social media in April 2018. They created an Instagram account @Jakartaveganguide. Instagram @Jakartaveganguide as vegan media which gives information not only about vegan food, but also other vegan activities [3]. The Instagram account @Jakartaveganguide already has more than 17.000 followers.

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1.1 Objectives

This study aims to describe the persuasive communication in the content of Instagram @Jakartaveganguide in educating vegan lifestyle for young generation healthy life.

2 Literature review

2.1 Persuasive communication

Persuasion is a communicative process of altering the beliefs, attitudes, intentions, or behavior of another by the conscious and unconscious use of words and nonverbal messages. People use the formula of Value + Beliefs + Motives = Attitudes → Behavior to persuade other individuals or audience [4].

According to [5], persuasive communication focuses on changing or strengthening a person's attitudes and beliefs in an effort to get them to behave in a certain way. Persuasive communication could also be defined as: changing or strengthening one's belief and one's attitude and encouraging someone to do something (behavior) certain that has been expected. While [6] mentioned five types of persuasive communication: response stimulus, cognitive, motivation, social and personality.

2.2 New media, social media and instagram

Social media has recently become a new media favoured by Indonesian people. New media is a term that covers the emergence of digital, computer and information communication technology networks. The characters of new media are network, dense, interactive and user generated content. User generated content is content or article content on the internet written by general public which indicates that internet media content cannot be monopolized by an interested party but can be uploaded by the general public [7].

One of the most popular social media in Indonesia is Instagram. Instagram itself has users whose access reaching 79% [8]. The average time spent by Indonesian citizens in accessing social media is approximately 3 hours 26 minutes. While the total active users of social media are approximately 160 million or equivalent to 59% of the total population of Indonesia. And almost 99% of social media users access via cell phone.

Instagram was created by a company called Burbn, Inc. The company was founded on October 6, 2010 which was founded by Kevin Systrom and Mike Krieger. Currently Kevin Systrom and Mike Krieger serve as CEOs of Instagram. Communication that exists between Instagram users by giving likes or comments on photos uploaded by Instagram users. Followers greatly affect the photos uploaded whether they will be popular or not. The image feature on Instagram is very influential because according to research by [9]. The image feature of each uploaded content can affect the perception of Instagram users. It can be said that the image feature is the most important thing to have a

positive influence on the delivery of an Instagram message.

Currently, Instagram users use Instagram not only as a communication tool between Instagram users. Instagram is not only used for individual interests, but it is often used as a driving force for the growth of new social movements in society. Instagram is a gathering place for an online community to make it easier for humans to communicate and interact. Instagram users use Instagram to get information or entertainment. According to [10], one of important features in Instagram is comments which could be categorized into entertainment, informative, recommendation or irritation.

2.3 Vegan lifestyle on instagram

A healthy lifestyle is a necessity for humans and recently it has become a very growing trend in Indonesia. A healthy lifestyle is always associated to eat healthy food and to stay away from unhealthy foods in order to avoid disease. One of the diseases that can occur when a person does not adopt a healthy lifestyle is metabolic syndrome [11]. Metabolic syndrome is the result of social changes related to the intake of unhealthy or high-calorie foods. Metabolic Syndrome can occur indications that any weight gain 2.25 kg for 16 years or more can have an effect with an increased risk of more than 45% of the occurrence of Metabolic Syndrome. The prevalence of the metabolic syndrome in Asia reaches 10-15%. Metabolic syndrome itself has a 48% risk of suffering from coronary heart disease and a 60% risk of death. In fact, healthy eating patterns have been introduced to the public for a long time [12].

One of the healthy lifestyles that can be done in a healthy diet is to become vegan or vegetarian. Vegan can be defined as a diet that makes a person not eat meat or all animal products including eggs, milk, dairy products, honey and gelatin made from animal bones and connective tissue [13].

In previous research, the vegan lifestyle was included in the vegetarian lifestyle. Vegetarian diet has more than one type. The types of vegetarian diets quoted from [13] are: (1) Semi Vegetarian: This is a type of vegetarian diet that only does not eat red meat but still eats fish and poultry; (2) Lacto-ovo Vegetarian: This type of vegetarian is a diet that does not eat meat, but still eats eggs and milk; (3) Lacto Vegetarian: This type does not eat any animal products other than milk; (4) Ovo Vegetarians: These diets are those that avoid all animal products but still eat eggs; (5) Pasco Vegetarian: This type of vegetarian is those who avoid all red meat products, poultry or their derivatives. But they still eat fish. From the description above, it can be concluded that the vegan diet is those who do not consume animal products at all. While the vegetarian diet is those who do not eat animal meat but still eat some animal products.

Published in the British Medical Journal, a study conducted on 48,000 people over 18 years found that Vegans and vegetarians experienced fewer (10 cases) of coronary heart disease per 1,000 people. This is the

reason why some people choose to live a vegan and vegetarian lifestyle [14].

There are several reasons for some people to switch to being vegan and vegetarian. The first reason is that being a vegetarian is healthier than being an omnivore. This is reinforced by several health experts who recommend consuming plant foods for people with heart disease, high blood pressure, and diabetes [15]. The second reason is that the vegetarian lifestyle is a step to save the environment. They have a reason that animal husbandry has a bad impact on the environment. Starting from the greenhouse effect, water, soil, and air pollution caused by activities that occur on farms. The third reason to be vegan or vegetarian is because some nutrients can be met by consuming plant foods. Another positive benefit caused by the vegan and vegetarian lifestyle itself is avoiding animal fats. Animal fats have been linked to a variety of diseases and conditions, including diabetes, rheumatoid arthritis, hypertension, heart disease, and various cancers.

Another benefit is bone health. Bones also need vitamins D and K, potassium, and magnesium. Soy, fruit, and some vegetables contain just the right amount of nutrients without the health risks of animal fats. Vegans and vegetarians also show more efficient absorption of calcium and bone metabolism, the process of forming new bone tissue.

The vegan lifestyle is becoming more prominent due to the development of social media as a means of sharing information. People use social media as a media to provide information about the health benefits of vegans such as reducing risk of heart disease and other diseases [16].

The information in Instagram can be in the form of recommendations for tourist attractions, places to eat or information about news about what is happening. Through Instagram, many of its users get information about new trends. To get information, there are many Instagram accounts that are deliberately created to provide information. There is also a trend in using Instagram for socializations. One of them is socialization related to a healthy lifestyle. A healthy lifestyle is a lifestyle which concerns about health conditions. A healthy lifestyle starts with food, drink, and daily behavior.

3 Methods

This study uses descriptive qualitative approach. This study explains based on existing phenomena through the collection of detailed data. Bogdan and Taylor in Moleong (2009) explains that qualitative research is a research process that produces case data in the form of written and spoken words from a source. According to them, this approach is based on the background of the sources in the research variables or hypotheses.

This study uses case study as the research designs with content analysis method [17]. Content analysis is a systematic technique used to analyze a message or a tool used in observation and when conducting content analysis of any communication behavior. Content analysis method is a method used to analyze the content

of communication objectively, and systematically. The objective here is that researchers prioritize objective factors, so that they find real results. While systematic itself is all processes when analyzing content must be arranged systematically starting from determining the content of communication to analyzing the communication [18].

4 Data collection

In this study, data collection techniques were carried out consisting of primary data and secondary data. Primary data is the first source of data obtained from the first source. In obtaining primary data, the researchers conducted in-depth observations from expert sources and analyzed the content in the research design to analyze the communication process or message content in the @Jakartaveganguide Instagram content. Secondary data in this study were obtained through library and internet searches. Data analysis conducted in the form of words and sentences that have been obtained from interviews and observations.

5 Results and discussion

5.1 Numerical results

The results in this study were obtained from observations on interactions that occurred on Instagram @Jakartaveganguide. Based on the data from the Jakarta Vegan Guide in 2020, the number of followers on Instagram @Jakartaveganguide is more than 17,000 followers, 76% from them are female and only 24% are male. The location with the most followers on Instagram @Jakartaveganguide is from Indonesia as much as 92% with the largest city being Jakarta with 60% audience. Apart from Indonesia, they also come from various countries such as United States of America (1%) and Singapore, Australia, and Malaysia (less than 1%). Apart from Jakarta, there are also other cities that follow Instagram @Jakartaveganguide but not more than 2% (Bandung and Tangerang) and less than 1% (Depok and Surabaya). The age range percentages of Instagram account @Jakartaveganguide audience are 48% aged 25 – 34 years, 26% aged 18-24 years, 16% aged 35 – 44 years, 5% aged 45 – 54 years, 1%.

5.2 Validation

The data validity technique in this study using source triangulation by comparing the data that has been obtained with the data provided by expert sources. The expert chosen was the Runner Up I of Miss Vegan Indonesia 2018 who has been implementing vegan lifestyle since 2010.

5.3 Online course from woke community to persuade young generation

Woke Community, an association for people who have or want to take part in living a lifestyle that is good for

human body. This community is not only intended for practitioners of the vegan lifestyle but is also open to anyone.

The first workshop in last Ramadhan was to make a vegan version of cookies with The Mindful Bakery. As the name implies, the manufacture of the cookies does not use cow's milk, eggs and other ingredients derived from animals. Another "wokeshop" held an online class on making vegan Indonesia food on Sunday, 7 June 2020 for 2 hours. Participants learnt about basic Indonesian herbs and spices and learnt how to make their own vegan Indonesian food. Participants are members of the Woke Community consisting of Plant-Based Food Enthusiasts, Healthy Food Enthusiasts, F&B Entrepreneurs, and Indonesian Food Enthusiasts.

5.4 Persuasive content in instagram @Jakartaveganguide to online community

Persuasive communication strategy can be carried out through messaging strategies, selecting persuasion media, and responding to feedback. In creating content on media, the language used should be easy to understand and can using an emotional approach. Persuasive communication is not only providing information, but also providing feedback that results in interaction. Visualization is also something important in persuading content as it can attract the interest of the target audience and affect the readers [19].

[20] stated that new and social media could be used as public relations tools, educational tools and social tools. In this study, Instagram, as one of the social media is used as an educational to provide information regarding vegan lifestyle to persuade young generation achieving healthy lives.

Firman as the founder of @Jakartaveganguide aims to present that Indonesia, especially Jakarta and Bali, is a vegan friendly country in the world. As a vegan community, the Jakarta Vegan Guide always strives to be a support system for members and veganism. Therefore, Instagram account @Jakartaveganguide regularly uploads vegan content almost every day. The vegan content uploaded is diverse, starting from the vegan food menu, vegan food recommendations, tips on how to make vegan food, facts about vegans, vegan events, and other content. The content provided by Instagram @Jakartaveganguide also uses trusted sources in the vegan field as stated in a study by [21] about taking logic into the act of connecting online from one's point of view to process information.

In this study it was found that the credibility of the source showed a significant influence, then mediated their willingness to engage in activities on social media such as commenting or "liking". The trusted vegan source on Instagram's @Jakartaveganguide content clearly has high credibility in the vegan field. According to research by [21], perceived source credibility has been shown to influence attitudes and behaviour. In this era of digitalization, social media has become a trend that has various communication benefits. One of them is providing information, Instagram itself can be used as a forum for persuasive communication.

In the previous study by [22] the role of the Manpower and Transmigration Office in Bogor City was to use Instagram as a persuasive communication carried out to implement unemployment reduction programs through social media. In the study mentioned, it was said that persuasive communication carried out by the Department of Manpower and Transmigration in Bogor City got positive results, namely making millennials who were previously unemployed become workers.

It can be concluded that Instagram is one of the platforms that can be used for persuasive communication for several community groups, this has been done by Instagram @Jakartaveganguide in conducting persuasive communication of the vegan lifestyle.

The research of [23] also explains the connection between activities on social media and the way social media users think. The results of his research show that social media activities greatly affect their different thinking styles. In particular, users who browse content on social media are more likely to rely on cognitive thinking styles through increased self-construal independence, whereas social media users who interact with others are more likely to rely on affective thinking styles through increased interdependence of self-construction.

Previous research by [24] also found that persuasive communication can increase one's motivation as his research result states that persuasive communication can increase a student's motivation in learning. The content of Instagram @Jakartaveganguide carries out persuasive communication to motivate people who were previously not interested in living a vegan lifestyle to become interested in living a vegan lifestyle.

Instagram @Jakartaveganguide has carried out an organized persuasive communication. According to research result from [25], an organized persuasive communication has a much higher level of power than non-organized persuasive communication.

The persuasive communication provided will be successful if there is no fraud, no incentives and no coercion in persuading audience. This means that the persuasive communication provided must be free without any element of fraud or coercion so that the information could be properly delivered.

5.5 The analysis of comments from followers in instagram @Jakartaveganguide

Commenting on an Instagram post is one of Instagram features. These comments could be grouped into four categories: entertainment, informative, recommendation and irritation. In the category of entertainment, comments from followers of Instagram @Jakartaveganguide are mostly cheerful to express their pleased emotion. Followers tend to use many emoticons. The informative comments give further explanations about the content in the Instagram post. Sometimes followers only inform others if the content fits to their condition or preference. Recommendation comments suggest other followers to act based on the

content of the post, such as watching videos or tagging other followers. While irritation comments show the followers' disagreement about the content in the post.

6 Conclusion

This study concludes that vegan lifestyle described in Instagram account @Jakartaveganguide is the content which deliver information regarding vegan. The content varies from information about vegan, tips as a vegan, recipes for vegan food, and others.

Instagram @Jakartaveganguide also uses vegan sources who have credibility in delivering information about vegan. The informants in Instagram content influence the trust of audience who watch the content. Audience tends to trust a content who present a high credible and famous person.

Pictures in Instagram @Jakartaveganguide are well chosen as they still offer beautiful pictures while delivering the information about vegan lifestyle. The persuasive communication in the content of Instagram @Jakartaveganguide has been delivered in good organization without cheating or forcing factors.

Social media, especially Instagram, is the right media in persuading audience. Instagram are accessed by a lot of users. Therefore, the message is easily delivered to the audience. Activities on social media can also affect the way a person thinks in doing things. In particular, users who browse content on social media are more likely to rely on cognitive thinking styles through increased self-construal. For further studies, it is recommended to create a model of vegan lifestyle content for young generation which could be their reference. Interactive content is needed to form an engagement with the audience and to understand the opinions of online community in social media.

However, this study also has limitations. This study only analyses the persuasive communication in one Instagram account. Therefore, it is suggested to potential researchers in this similar field to study and compare the content of some Instagram accounts relating to vegan lifestyle.

For further studies, it is recommended to create a model of vegan lifestyle content for young generation which could be their reference. Interactive content is needed to form an engagement with the audience and to understand the opinions of online community in social media.

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