

Digital Marketing Communication Model of Healthy Eat Lifestyle among Vegan on Indonesia

Daniel Susilo¹, Juan Carlos M. Smith²

¹Graduate School of Strategic Communication, Universitas Multimedia Nusantara, Indonesia

²College of Humanities and Social Sciences, Kangwon National University, South Korea

Author Email: daniel.susilo@umn.ac.id¹, jcmsmith@gmail.com²

Abstract. This paper would to challenge the Model of Digital Marketing Communication and promotion of Healthy Lifestyle among Vegan in Indonesia. Sustainable product and healthy product are important part of our life since we need it in order to achieve good life and good health. This paper With the power of social media and internet, we create our own space to talk about things related to healthy life and healthy product. This paper use Content Analysis as methodologu. However by content analysis, one or two brand sometimes didn't go for the standard value and as a result, it is like how Baudrillard said about hyperreality, that a big name and digital content could overwrite our perception on things. As a result we cannot differ the true quality or just influenced by name only for promotion of Healthy lifestyle.

Keywords: Branding, Content Analysis, Healthy Product, Hyperreality, Vegetarian

1 Introduction

Vegetarianism is more than just a dietary choice; it represents a distinct cultural lifestyle that has gained prominence in recent years. With a focus on abstaining from the consumption of meat and sometimes other animal products, vegetarianism has become a global movement encompassing various cultures and communities [3]–[5]. From religious practices to environmental concerns and ethical beliefs, vegetarian culture is shaped by a multitude of factors and has a significant impact on individuals and society as a whole. One of the primary foundations of vegetarian culture lies in the ethical considerations surrounding the treatment of animals. Vegetarians often choose their lifestyle as a means of avoiding the suffering and exploitation of animals. They believe that animals have inherent rights and should not be used as commodities for human consumption. This perspective is deeply ingrained in many cultural practices and religious beliefs. For example, in Hinduism, one of the world's oldest religions, vegetarianism is considered a virtuous practice as it aligns with the principle of ahimsa, or non-violence.

Religion plays a significant role in shaping vegetarian culture. Besides Hinduism, Jainism, Buddhism, and certain sects within Christianity and Islam also promote vegetarianism as a means of spiritual growth and compassion towards all living beings. In these traditions, adherents follow strict dietary guidelines that exclude meat and sometimes even specific animal by-products. Vegetarian festivals and ceremonies are celebrated with fervor, showcasing a vibrant fusion of cultural practices and culinary delights that revolve around plant-based foods. Environmental consciousness is another pillar of vegetarian culture. The detrimental environmental impact of animal agriculture, including deforestation, water pollution, and greenhouse gas emissions, has motivated many individuals to adopt a vegetarian lifestyle. By choosing plant-based diets, vegetarians minimize their ecological footprint and contribute to the conservation of resources. This ethos often extends to advocacy for sustainable farming practices, organic food production, and the reduction of food waste [4], [5].

Vegetarian culture is also defined by a diverse and vibrant culinary landscape. Vegetarian cuisine has evolved over centuries, incorporating an array of flavors, spices, and cooking techniques. Indian cuisine, for instance, offers a rich tapestry of vegetarian dishes that cater to a range of tastes and preferences. From lentil curries to vegetable biryanis and masala dosas, these flavorful creations have captured the imaginations of food enthusiasts worldwide. Similarly, vegetarian cultures across Asia, Europe, and the Americas have developed unique culinary traditions, showcasing the versatility and creativity of plant-based cooking. Social gatherings and community events form an integral part of vegetarian culture, fostering a sense of camaraderie and shared values. Vegetarian potlucks, food festivals, and meetups provide opportunities for like-minded individuals to connect, exchange ideas, and explore new culinary experiences. These events also serve as platforms for raising awareness about vegetarianism and promoting its benefits to a wider audience. However in Indonesia,

Vegetarianism has witnessed a notable surge in popularity and acceptance in recent years. With its diverse culinary traditions and cultural practices, Indonesia is home to a wide array of vegetarian dishes and food options that cater to those who choose to follow a plant-based lifestyle. Indonesian cuisine boasts a rich variety of vegetable-based dishes, including gado-gado, a vibrant mix of blanched vegetables, tofu, and peanut sauce, and tempeh, a fermented soybean cake that is a staple source of protein for vegetarians. Additionally, the nation's predominant religious beliefs, such as Hinduism and Buddhism, emphasize compassion and non-violence towards all living beings, further encouraging the adoption of vegetarian diets among adherents.

The growing awareness of environmental sustainability and health consciousness has also played a significant role in the increasing popularity of vegetarianism in Indonesia. As people become more mindful of the impact of their food choices on the environment, there has been a shift towards plant-based diets that require fewer resources and produce fewer greenhouse gas emissions compared to animal-based diets. Moreover, the health benefits associated with vegetarianism, such as reduced risk of heart disease, diabetes, and certain cancers, have captured the attention of individuals seeking a healthier lifestyle. This trend is further supported by the availability of vegetarian and vegan restaurants, specialty food stores, and online communities that provide resources, recipes, and support for those embracing a vegetarian lifestyle in Indonesia.

In recent years, the popularity of vegetarianism has surged, leading to the emergence of vegetarian-friendly products and businesses. Vegetarian and vegan restaurants, food delivery services, and specialty stores have thrived, catering to the growing demand for plant-based options. This cultural shift has also influenced mainstream food industries, with many companies now offering vegetarian alternatives to traditional meat products, further validating vegetarianism as a viable lifestyle choice. Vegetarian culture has not been without its challenges, as some individuals encounter resistance or struggle to maintain their dietary choices in societies that are heavily centered around meat consumption. However, with increased awareness and a growing understanding of the health, environmental, and ethical benefits associated with vegetarianism, its cultural impact continues to expand.

2 Literature Review

2.1 Vegan Conceptualization

The history of vegetarianism is a fascinating journey that spans across different cultures and time periods. From ancient civilizations to modern-day movements, the concept of abstaining from the consumption of meat has evolved and taken on various forms. This article will delve into the history of vegetarianism, highlighting key moments and influential figures that have shaped its development. The roots of vegetarianism can be traced back to ancient times. In India, the philosophy of ahimsa, or non-violence, played a crucial role in the emergence of vegetarianism. Jainism, one of the oldest religions in the world, promotes strict vegetarianism as a means to avoid harming any living being. Similarly, Buddhism, which originated in India around the 6th century BCE, encourages followers to adopt a vegetarian lifestyle as an expression of compassion [6].

Moving westward, ancient Greece also witnessed the rise of vegetarianism. The philosopher Pythagoras, known for his contributions to mathematics, was an early proponent of vegetarianism. He believed in the transmigration of souls and argued that consuming animal flesh was akin to eating one's own relatives. Pythagoras' teachings influenced a community known as the Pythagoreans, who adhered to a vegetarian diet. During the Renaissance period in Europe, vegetarianism experienced a resurgence. Figures such as Leonardo da Vinci and Michel de Montaigne advocated for a meatless diet on ethical and health grounds. Their writings explored the potential benefits of vegetarianism, sparking intellectual debates and inspiring others to reconsider their dietary choices.

The 19th century witnessed significant developments in the vegetarian movement. In 1809, the British Vegetarian Society was founded, marking the birth of organized vegetarianism. Its members aimed to promote the ethical, environmental, and health benefits of vegetarianism. This movement gradually spread to other parts of Europe and the United States, leading to the establishment of similar organizations [7]. Several notable individuals emerged as prominent advocates of vegetarianism during this time. Reverend William Cowherd, a Christian minister in England, preached against the consumption of meat and alcohol, laying the foundation for the Vegetarian Society. Another influential figure was Sylvester Graham, an American Presbyterian minister who promoted a vegetarian diet as part of a holistic approach to health.

In the 20th century, vegetarianism gained further momentum. The advent of mass media and the proliferation of vegetarian literature helped raise awareness about the ethical, environmental, and health consequences of meat consumption. Figures such as Mahatma Gandhi, known for his non-violent philosophy, embraced vegetarianism and propagated its virtues. The 1960s witnessed a surge in vegetarianism as a countercultural movement. The younger generation, disillusioned with mainstream society, sought alternative lifestyles that aligned with their values of peace, love, and environmental sustainability. Vegetarianism became a symbol of protest against the industrialization of food and animal cruelty [8].

In recent decades, vegetarianism has become increasingly mainstream. Concerns about the environmental impact of animal agriculture, the ethical treatment of animals, and the health benefits of plant-based diets have fueled the growth of the vegetarian and vegan movements. Celebrities, athletes, and public figures have openly embraced vegetarianism, contributing to its popularity and acceptance [9]. Today, vegetarianism encompasses a diverse range of practices and motivations. Some individuals adopt a vegetarian diet for ethical reasons, believing in the inherent rights of animals. Others choose vegetarianism for environmental concerns, recognizing the strain that animal agriculture places on the planet. Additionally, many people opt for vegetarianism due to the potential health benefits associated with plant-based eating. In conclusion, the history of vegetarianism is a rich tapestry woven through time. From ancient philosophical teachings to modern-day movements, vegetarianism has evolved and flourished. The ideas and principles propagated by influential figures and organizations have shaped public perceptions, leading to a wider acceptance of vegetarianism as a viable lifestyle choice. As society continues to grapple with issues of sustainability, ethics, and health, the history of vegetarianism serves as a reminder of the enduring quest for a more compassionate and balanced world.

The rise in vegetarianism and veganism in recent years has not only affected dietary choices but has also created opportunities in the realm of digital marketing. As more individuals embrace a plant-based lifestyle, businesses catering to this growing market are exploring innovative ways to reach and engage with their target audience. In this article, we will explore the various aspects of digital marketing for vegetarian products and services, and how businesses can leverage this trend to their advantage. One of the most effective strategies for digital marketing of vegetarian products is to establish a strong online presence. This involves creating a user-friendly website that showcases the range of vegetarian offerings, provides nutritional information, and highlights the benefits of choosing a plant-based diet [10], [11]. The website should be optimized for search engines, ensuring that potential customers can easily find the business when searching for vegetarian options. Additionally, businesses can leverage social media platforms to connect with their target audience, share content related to vegetarianism, and promote their products or services.

Content marketing plays a crucial role in digital marketing for vegetarianism. By creating and sharing high-quality, informative content, businesses can position themselves as thought leaders in the industry. This can be achieved through blog posts, articles, videos, and infographics that educate consumers about the health benefits of vegetarianism, offer cooking tips and recipes, and address common concerns or misconceptions. By consistently providing valuable content, businesses can build trust and loyalty among their target audience, leading to increased brand recognition and customer engagement. Influencer marketing has also emerged as a powerful tool in the digital marketing of vegetarian products [12]. Collaborating with influencers who align with the values and interests of the target audience can significantly boost brand awareness and reach. Influencers can create engaging content featuring vegetarian products, share their personal experiences, and offer recommendations to their followers. This form of marketing leverages the trust and credibility that influencers have built with their audience, making it an effective way to connect with potential customers.

Social media platforms, such as Instagram and Facebook, offer various advertising options to businesses looking to promote vegetarian products or services. Through targeted ads, businesses can reach individuals who have expressed an interest in vegetarianism, health, or sustainable living. These platforms also provide valuable insights and analytics, allowing businesses to track the performance of their ads and make data-driven decisions to optimize their marketing strategies. Search engine optimization (SEO) is another critical component of digital marketing for vegetarianism. By optimizing their website and content with relevant keywords, businesses can improve their organic search rankings and increase visibility. This is particularly important considering the increasing number of individuals searching for vegetarian options online. A well-executed SEO strategy can drive organic traffic to a business's website and result in higher conversion rates [13].

Email marketing remains a powerful tool for engaging with customers in the digital era. Businesses can build an email list of individuals interested in vegetarian products or services and send targeted newsletters, promotions, or personalized recommendations. Email marketing allows for direct communication, enabling businesses to nurture customer relationships and drive repeat purchases. Lastly, digital marketing for vegetarianism should not overlook the power of community engagement. Businesses can create online communities or forums where individuals can connect, share their experiences, and seek advice related to vegetarianism. By facilitating these interactions, businesses can foster a sense of belonging and loyalty among their customers, ultimately leading to brand advocacy and word-of-mouth referrals. In conclusion, digital marketing for vegetarian products and services offers a wide range of opportunities to businesses looking to capitalize on the growing trend of plant-based lifestyles [14], [15]. By establishing a strong online presence, leveraging content marketing, collaborating with influencers, utilizing social media advertising, optimizing for search engines, implementing email marketing campaigns, and fostering community engagement, businesses can effectively reach and engage with their target audience, ultimately driving brand awareness, customer loyalty, and business growth in the flourishing vegetarian market.

Celebrity culture in Indonesia has significantly influenced the promotion and visibility of vegetarianism within the country [2]. Numerous Indonesian celebrities, including actors, singers, and social media influencers, have publicly embraced vegetarianism and used their platforms to advocate for plant-based diets. By sharing their personal experiences, recipes, and insights, these celebrities have played a crucial role in raising awareness about the benefits of vegetarianism and inspiring their fans to adopt a more compassionate and sustainable lifestyle [1], [16], [17]. Their influence has extended beyond their immediate fan base, reaching a wider audience and contributing to the normalization of vegetarianism in Indonesian society.

The endorsement of vegetarianism by Indonesian celebrities has also led to the emergence of vegetarian and vegan product lines endorsed or even created by these stars. Collaborations between celebrities and food companies have resulted in the development of plant-based alternatives and innovative vegetarian food options. This partnership has not only expanded the variety of vegetarian products available in the market but has also made vegetarianism more accessible and appealing to a broader range of consumers [1], [17]. By leveraging their popularity and influence, Indonesian celebrities have successfully helped bridge the gap between mainstream culture and vegetarianism, making it a fashionable and desirable choice for many individuals across the country.

2.2 The Connection of Vegan and Sustainable Development and Digital Marketing Communication

Vegetarianism and sustainable development are two concepts that are intricately connected and have gained significant attention in recent years. As our global population continues to grow, the need for sustainable practices becomes increasingly urgent. One area where individuals can make a significant impact is through their dietary choices, specifically adopting a vegetarian lifestyle. The connection between vegetarianism and sustainable development lies in the potential to mitigate environmental degradation, conserve resources, and promote social equity. Vegan Activist believe with action to eat only non Animal products will reduce the carbon emission who significantly came from animal household. One of the primary ways vegetarianism contributes to sustainable development is through environmental preservation. The meat industry is a major contributor to greenhouse gas emissions, deforestation, and water pollution [18]. Livestock production requires large amounts of land, water, and feed, destroying natural habitats and biodiversity loss. Additionally, the methane emissions from ruminant animals like cows contribute significantly to climate change. By choosing a vegetarian diet, individuals reduce their carbon footprint, conserve land and water resources, and help combat climate change.

The agricultural sector, particularly livestock farming, also consumes vast amounts of freshwater. Water scarcity is a growing concern worldwide, and reducing meat consumption can significantly alleviate this pressure. Producing one kilogram of beef requires thousands of liters of water, while plant-based alternatives such as legumes, grains, and vegetables have considerably lower water footprints. By embracing vegetarianism, individuals can help ensure the sustainable use of water resources, supporting the overall goal of sustainable development [19].

Furthermore, vegetarianism has social implications that align with the principles of sustainable development. Livestock farming often involves unethical practices such as factory farming, where animals are subjected to confined and inhumane conditions. By rejecting meat consumption, individuals promote animal welfare and advocate for more ethical treatment of animals. Moreover, the resources used for livestock production could be redirected towards addressing issues of food security and alleviating world hunger. A shift towards plant-based diets allows for more efficient use of resources, enabling the equitable distribution of food and addressing social disparities [20]. The impact of vegetarianism on sustainable development extends beyond environmental and social aspects; it also influences human health. Numerous scientific studies have shown that vegetarian diets, when properly balanced, can offer several health benefits. Vegetarian diets tend to be rich in fruits, vegetables, whole grains, and legumes, which provide essential nutrients, vitamins, and fiber. These diets are associated with lower risks of obesity, heart disease, type 2 diabetes, and certain types of cancer. By prioritizing personal health through vegetarianism, individuals contribute to the overall well-being of society and reduce the strain on healthcare systems.

To achieve sustainable development, it is crucial to promote behavioral changes at both the individual and societal levels. Education and awareness campaigns play a vital role in highlighting the connection between vegetarianism and sustainable development. Governments, non-governmental organizations, and educational institutions can collaborate to raise awareness about the environmental, social, and health benefits of adopting vegetarian diets. Additionally, policy interventions such as promoting plant-based options in schools, workplaces, and public institutions can facilitate the transition to more sustainable dietary patterns. While vegetarianism is a significant step towards sustainable development, it is essential to recognize that it may not be a viable option for everyone. Cultural, religious, and personal preferences can influence dietary choices, and

these factors must be respected [21], [22]. However, encouraging a reduction in meat consumption and promoting the inclusion of more plant-based foods in diets can still have a positive impact on sustainability. In conclusion, the connection between vegetarianism and sustainable development is rooted in the potential to mitigate environmental degradation, conserve resources, promote social equity, and improve human health. By adopting vegetarian diets, individuals contribute to reducing greenhouse gas emissions, conserving water resources, protecting biodiversity, promoting animal welfare, and improving personal well-being. Education, awareness campaigns, and policy interventions are vital in fostering a broader shift towards sustainable dietary choices. Embracing vegetarianism can be a powerful tool in achieving a more sustainable future for our planet and its inhabitants.

The rising of Vegan influencers have become instrumental in leveraging digital marketing communication to promote vegetarianism. Through their social media platforms and online presence, these influencers create engaging and compelling content that showcases the benefits of a plant-based lifestyle, including health, environmental sustainability, and animal welfare [14], [15]. They utilize various digital marketing strategies such as influencer partnerships, sponsored content, recipe sharing, and educational videos to reach a wide audience and spark interest in vegetarianism. By effectively leveraging digital marketing tools and techniques, vegan influencers amplify their message and create a sense of community, inspiring and empowering individuals to make conscious dietary choices that align with their values.

3 Research Mehtod

Krippendorff's qualitative analysis method, developed by Klaus Krippendorff, is a systematic approach to analyzing qualitative data. It is commonly used in fields such as communication, media studies, and social sciences to derive meaningful interpretations from textual or visual data. The method is based on the idea that qualitative data can be analyzed through a process of coding and categorizing the data. Krippendorff's approach emphasizes the importance of intercoder reliability, which refers to the extent to which different coders agree on the coding decisions. This helps ensure the rigor and validity of the analysis [23].

Here are the main steps involved in Krippendorff's qualitative analysis method:

1. Defining the unit of analysis: This step involves identifying the specific segments or units within the data that will be analyzed. For example, in a study of interviews, the unit of analysis could be individual responses or sentences [24].
2. Analyzing and interpreting the gathered data: Once the the data is complete, researchers analyze the coded data to identify patterns, themes, or relationships. This can involve various techniques, such as content analysis, thematic analysis, or discourse analysis, depending on the research objectives.
3. Reporting the findings: Finally, researchers summarize and report their findings, often using quotes or examples from the data to support their interpretations. The report should include a clear explanation of the coding process, the coding manual, and any modifications made during the analysis.

Krippendorff's qualitative analysis method provides a systematic and rigorous framework for analyzing qualitative data, ensuring that the analysis is transparent, reliable, and replicable. It helps researchers derive meaningful insights from qualitative data, contributing to a deeper understanding of the research topic [25].

3.1 Analysis Technique

Author will gather the data from the Instagram account of @veganland.id. The total of five data will be put inside a table with element of content, caption, and description. These categorized elements are needed in order to look at the depth of the data in qualitative construct.

4 Result and Discussion

To ensure the validity of data crawling, the author explain the data and description as seen in Table 1.

Table 1. Results

Content	Caption	Description
	Tau nggak si kalo makan Sambal Cumi Meduro bikin makan pedesmuu jadi lebih endeuss! Penasarann kan gimana pedesnya?	Despite being vegetarian account, Sambal Cumi is promoted by them.



Segeera cobain produk ini sekarang jugaa dan cobain sendiri gimana sensasi pedasnya! 🤤👅
 Order via Tokopedia/Shopee/TikTok Shop. Klik link di bio ya!❤️

#sambal #sambalpedas #sambalnikmat #sambalvegan #veganfood #veganland #sambalcumi #kulinerpedas #sambalembe

VeganLand account posted their vegan product called Tempeh Chips.



Masih ga percayaa sama enaknya Tempeh Chips dari Vegan Land?? Ini nihh ada beberapaa testimoni dari pelanggan setia Tempeh Chips kitaa 🤤👅👌❤️

Order via Tokopedia/Shopee/TikTok Shop. Klik link di bio ya!❤️

#TempehChips #VeganLand #UdahTempehinAja #VeganFood #SnackHealthy #SnackVegan #tempevegan

Semuaaa sambal dari Vegan Land punya rasa yang muantepp dengan bumbu melimpah dan pedes yang nuampoll! Ngga percayaa? Buktiin aja sendiri 🤤👅

VeganLand posted their list of Sambal product in their Instagram account. The caption is rich spices but it is ambiguous whether it is oily or not.



Order via Tokopedia/Shopee/TikTok Shop. Klik link di bio ya!❤️

#sambal #sambalvegan #sambalpedas #TempehChips #VeganLand #UdahTempehinAja #VeganFood #SnackHealthy #SnackVegan #tempevegan

Hai hai guys! Weekend pagi enaknya sarapan oatmeal ga si guys 🤤👌

VeganLand posted about healthy Oatmeal as their healthy diet product.



Biar nggak polos, oatmeal bisa juga dikonsumsi dengan Granola dari Vegan Land! 🧠

Selain sehat, diet kamu juga bisa jadi lebih menyenangkan 🤤👅👌

#granola #veganland #oatmeal #ideoatmeal #cemilansehat #snackvegan #veganfood

Hai hai hai.. Kalian tau nggak sii cara seruu makan topokki dari

VeganLand posted about Topoki as part of their Vegan product.



Vegan Land!
Yaa betulz, bisa dibuat
tteokkochi! 😊 😊

Tteokkochi adalah makanan Korea yang terdiri dari tteok atau kue beras yang ditusuk dengan tusuk sate, kemudian dipanggang atau digoreng, dan disajikan dengan saus pedas manis yang khas. Tteokkochi bisa dibuat dari topokki dari Vegan Land! Cobainn yaa guyss dijamin makan topokki kamu jadi makin seruuu! 😊 ✨ 😊

Order via
Shopee/Tokopedia/TikTokShop.
Klik link di bio ya! ❤️

According to the data above, the digital content produced by Vegandland has various trend it it. From the data we get:

- a. Sambal Cumi: A trend for spicy food
- b. Tempeh Chips: A tourism vegan dish
- c. Sambal: Another spicy food
- d. Oatmeal without Granola: Oatmeal

According to these categories, each of them connected in each post, they bring various kind of trend which makes them diverse in this case. However, as they're branding themselves as vegan, it makes them less vegetarian due to the presence of Sambal Cumi paclage. Any sambal product that stays long-term is known for their oily texture; hence or Vegan product, sambal is not a good example for vegan product. This brings a question, why the Vegan community in this Vegan account promoting oily product instead? Oatmeal and Tempeh Chips should be enough.

4.1 Hyperreality on Vegan Product

What explains the oddness in these data is that Hyperreality exists in VeganLand products. The most fitting theory to explain this phenomenon is Hyperreality by Jean Baudrillard. Hyperreality, a concept coined by French philosopher Jean Baudrillard, refers to a state where reality and simulation become indistinguishable, blurring the boundaries between what is real and what is manufactured. In the context of vegetarian products, hyperreality manifests itself in various ways, transforming the way we perceive and consume these food items. The rise of vegetarianism and veganism as lifestyle choices has given birth to a booming industry focused on producing plant-based alternatives to animal-derived products. These vegetarian products are designed to replicate the taste, texture, and appearance of their non-vegetarian counterparts [26]. However, in the pursuit of hyperrealism, some products have surpassed mere imitation and entered the realm of hyperreality.

One aspect of the hyperreality around vegetarian products lies in their ability to deceive our senses. From veggie burgers that "bleed" like real meat to plant-based chicken nuggets with a crispy, breaded exterior, these products aim to create an illusion of authenticity [27], [28]. The sensory experience of consuming these items is so convincing that one might question whether they are eating meat or a cleverly crafted substitute. Hyperreality also extends beyond the physical characteristics of vegetarian products. It infiltrates the marketing and branding surrounding these items. Food companies employ clever tactics to make their products appear more desirable and natural. Labels and packaging often feature images of lush green fields, happy farm animals, and fresh produce, creating an idealized version of vegetarianism. This constructed reality appeals to our desire for ethical consumption and a closer connection to nature [29].

Social media plays a significant role in perpetuating the hyperreality around vegetarian products. Influencers, bloggers, and celebrities promote these items with enticing images and persuasive narratives. They often portray the consumption of vegetarian products as a way to attain health, vitality, and moral superiority [30]. These digital representations contribute to the hyperreal narrative, reinforcing the belief that by consuming these products, we are living a more conscious and virtuous life. The hyperreality surrounding vegetarian products has also fostered a sense of community and identity among their consumers. People who embrace

vegetarianism or veganism often form tight-knit communities and engage in social activism to promote their dietary choices [31]. This shared identity further blurs the line between reality and simulation, as the consumption of vegetarian products becomes entwined with broader social and ethical concerns.

However, it is essential to recognize that hyperreality is not inherently negative. It provides individuals with a sense of empowerment and choice, allowing them to align their values with their consumption habits. Vegetarian products have undoubtedly made it easier for individuals to adopt a plant-based lifestyle and reduce their environmental footprint. Yet, it is crucial to maintain a critical perspective on hyperreality. As we immerse ourselves in a world of simulated vegetarian products, we must not lose sight of the actual reasons behind our dietary choices. While these products offer alternatives to animal-derived foods, they should not replace a broader understanding of sustainable food systems and the importance of whole, unprocessed foods in our diets. In conclusion, the hyperreality around vegetarian products showcases the power of human ingenuity in creating convincing substitutes for animal-derived foods. The blurring of boundaries between reality and simulation challenges our perceptions and allows us to redefine our relationship with food. While hyperrealistic vegetarian products have undoubtedly revolutionized the way we eat, it is essential to remain mindful of the underlying principles and values that guide our dietary choices. By embracing both the real and the simulated, we can navigate the hyperreal landscape of vegetarian products with awareness and intention [32], [33].

4.2 The Model

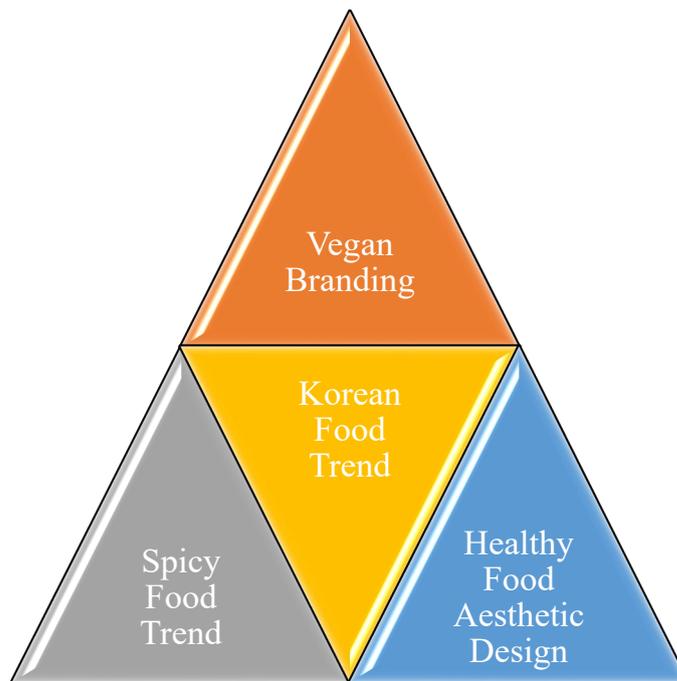


Figure 1. The Model

Their digital marketing model is akin to triangle of hyperreality model. They place themselves as Vegan with the design of food aesthetic but their food in quality is just taking a trend from ordinary food instead of making actual vegan food. This kind of digital marketing has unfathomable hegemony just like how Baudrillard described hegemony has strong mind simulation that overwrite our perception on things and values, even though the product is oily and just following trend, when they buy it, they're still thinking they're vegan and ordinary customer who buys current trend product, they don't think about how that oily product in vegan branding will affect their nutrition.

Vegan culture aligns closely with the Sustainable Development Goals (SDGs) established by the United Nations. The SDGs aim to address global challenges such as hunger, climate change, and the protection of natural resources. Veganism promotes sustainable food choices by eliminating or minimizing the consumption of animal products, which reduces greenhouse gas emissions, preserves land and water resources, and promotes biodiversity. By adopting a vegan lifestyle, individuals contribute to SDG 2 (Zero Hunger) by reducing the demand for animal agriculture, which often competes with food production for resources. Furthermore, veganism supports SDG 13 (Climate Action) as it helps mitigate the impact of greenhouse gas emissions from

the livestock industry, which is a significant contributor to climate change. The vegan culture is therefore a powerful tool for individuals to contribute to a more sustainable and inclusive future as envisioned by the SDGs.

Vegetarian culture encompasses a broad spectrum of beliefs, practices, and traditions centered around the adoption of plant-based diets. From ethical considerations and religious beliefs to environmental concerns and culinary delights, vegetarianism has become a powerful cultural force with global influence. As more people embrace this lifestyle, the cultural fabric of vegetarianism will continue to evolve, bringing about positive changes for both individuals and the world at large.

5 Conclusion

The conclusion from this research result is that our digital content tends to lean on some biases due to following trend carelessly. VeganLand product is actually effective if they didn't make sambal product that would lessen the value of their vegan brand's quality. The hyperreality supports this phenomenon because Indonesian market tends to lean on brand and influencer suggestion instead of analysing it themselves. This also proves that the hegemony of brand is very real until now since it could influence the value of health system with simple a digital content and a big name.

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