

# Counter Advertising in Indonesian Advertising Industry

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**Abstract.** Counter ads commonly known as a term used for a unique method that is seen as a standard for creating an advertisement that contains a message that counters an old destructible message then produce a new positive meaning. A term that is quite concerning in the Indonesian advertising industry, which has its own culture and has an ethical basis for competition in advertising. Counter-ads are sometimes mixed with several similar advertising method's definition. Hence, sometimes they do not have clear boundaries. But nonetheless sometimes its appearance has a controversial sensation among peoples but an effective advertising methods strategy. This case study research used one Counter-ads example that later will be researched and analyzed with descriptive methods to examine the important points of a Counter-ads so that the results can be used as a benchmark for the basis and limitations of an advertisement which can be referred to as Counter-ads rather than other advertising methods strategies. The results will also be used to provide a clear example of how counter-ads can directly promote usage of advertisements aimed at investigating certain ideas, as well as its impact on its relevance over ethical policy of the Indonesian advertising industry. Counter-ads advocacy focus on the promotion of a controversial topic that necessary and appropriate to be raised with a finding that a counter-advertisement can quickly attract the attention of the masses over a period and tends to be more effective in terms of attracting attention to change person's behavior and outlook if it following on such examples of that case previously been carried out before..

**Keywords.** Counter-ads, Ethics, Counter, and Advertising Impact.

## 1. Introduction

In the modern era, advertising activities in a narrow and broad sense has become a part of life in society, including in Indonesia, within a one day period, a person can encounter several types of advertisements even during a pandemic such as the year of 2020. Digital advertising is one of mass media which is widely used in advertising. From a business perspective, usage of social media which is included in the mass media is very meaningful for industry players to support marketing activities and give access which include product promotion, imaging, business expansion and ads development [1].

People in Indonesia mostly define advertising and/or advertising as a form of message about a product or service aimed at potential consumers using certain media. Advertising is the use of paid media used by sellers to provide persuasive communication about information on products being sold, both goods and services. Advertising can also use an organizational group which is also a powerful promotional tool [2]. Advertising is also the most persuasive sales message directed to the most potential buyers of goods and services with an entire process that includes preparation, planning,

implementation, and monitoring of advertisements [3] [4]. The development of advertising at this time raises the perception that advertising is a marketing strategy that is quite attractive to producers and the public which has begun to accept and be interested in various advertisements provided by the ads industry. The public has become more open and responsive in responding to the various messages given by the ads industry with various ads served to the public. Increase in public acceptance and the number of advertising media has responded well and quickly by the creative industry by utilizing various media and skills to present appropriate and new ads to the public regardless of the number of ads issued. But frequently, competition in advertising occurs. Creative industry has determined the target of product competitors from the ads made, and often a product has the same target market share, so what can be done to combat competitor's products is often used to launch counter-ads.

Creative industrial ethics approach the creative industry to not competing and comparing competitors' products, either directly or indirectly, which are compiled in Indonesian *Pariwara's Ethics*. Advertising with a comparative idea to compare products rivalry is a frequent practice in European countries and it is in the US. However, the Indonesian people have a typical behavior that is not in accordance with the type of comparative advertising because by issuing an unfriendly advertisement, the Indonesian people will only give sympathy to the product which is denigrated. However, the practice of inhibiting competing products is still common in Indonesia, but in another form, namely Counter-Ads. Counter-Ads or a reply advertising is a term is an advertising strategy that is often used in the United States in response to advertisements issued by previous products by making fun of and / or replacing advertising messages with new ones but still have the same motives and ways of conveying the message as advertisements. Old tactics but with a new different essence [5]. Counter-advertisements are often identified with advertisements that encourage public discussion, educate the public about health and environmental issues, usually controversial, issued by government agencies or non-profit organizations to deliver certain campaigns [6]. However, health issues and/or environmental campaigns contribute larger part of the use of counter advertising which in its own meaning can be concluded as a 'talk back' ads, given to previous ads which is likely to give a damaging effect to society by inhibit the ads of a product using the same ad format, with original ads with an approach on parodical side.

The advertisement delivered by Grab in 2019 said 'I prefer Grab over Go' then Gojek replied to the ad with the same style but had some words changed to 'I prefer Go over Grep' clearly showing the competition between Grab and Gojek . Another advertisement shown by Burger King Indonesia in 2020 with a typical Burger King ad visual but with an invitation to buy a burger at McDonald's shop. The ad was responded to with an ad issued by McDonald's with the same visual characteristic but with an invitation to buy burgers at the Burger King shop. Some counter-ads in Indonesia do not start with specific product advertisements, the advertisement that has been highlighted and reach popularity in 2020 is all about the 'Letter

## **2. Literature Review & Related Theory**

Advertising can be defined as any form of non-personal communication about an organization, product, service, or idea paid for by a known producer or sponsor [7]. As for the meaning of "paid" in this definition is to show the fact that space or time including the media in it and an advertising message in general must be purchased. The term 'non-personal' means an advertisement involving mass media (TV, radio, magazines, and newspapers) that can send messages to many groups of individuals at the same time. Advertising is a form of communication about products and / or brands to target audiences, so that they provide responses that are in accordance with the advertiser's goals while advertising is the entire process which includes planning, implementing, monitoring, feedback, and compiling from something communication about the product and or brand.

### *2.1 Ad Competition*

Advertising is an example of an important and vital means of competition so that it can influence the interaction between promoters in the product market [8]. In economics, advertisements sometimes compete in real life, for example, advertisements sometimes ‘steal and copy’ ideas from competing markets and adopt them in the advertisement itself, sometimes even some ads have had a negative impact on the sales of competitors’ products [9] [10]. In response to this, advertisements are often made to make the promoter / producer profit increase so that sometimes the promoter keeps some things secret about their advertising, such as costs and ideas. Apple’s closure of various advertising issues, exposed by Business Insider in 2016, that Apple covered and kept its advertising expenses that year, and keeps it private, including fees and audits. This causes competitors left with an unknown cost of how much Apple pays for its ads, this is considered profitable for Apple, so that competitor products such as Samsung will not know Apple’s advertising strategy.

Advertising competition is also sometimes defined as the intensity of a company’s competition with its advertising competitors, where advertising competitors are similar companies that advertise in at least one of the same product categories. Intuitively, a company faces more intense advertising competition when it has more advertising rivals and competes more directly with its competitors by advertising in more product categories and ultimately allocating higher costs from its advertising spend. Companies that have more intense competition with other companies will keep everything secret about the advertising they do, including covering advertising costs to avoid the aggressive response of competitors.

### *2.2 Advertising Ethics*

According to the 2020 Amendment Indonesian Pariwara Ethics (Etika Pariwara Indonesia) guidelines issued by the Indonesian Advertising Council, there are various regulations that must be adhered to by the advertising industry, to support a healthy, honest, and responsible national advertising competition. In Chapter III A the first point relating to the content of advertisements, it is stated that rule number 1.20 Ads should not denigrate a competitor’s product, and in number 1.21 about imitating advertisements, at point 1.21.1 Ads may not imitate other product advertisements, imitation must not be done in all advertising variables including storyline, message pronunciation, message writing, and song tone or things that give the same impression. This ad impersonation applies to all advertising materials worldwide. As well as in point 1.21.2 Ads may not imitate icons or distinctive attributes that have already been used by a competitor’s product advertisement.

### *2.3 Counter-Ads*

Counter-ads first appeared to bring up a different position from the pre-existing publication advertisements, meaning that counter-ads were generated new messages with the visual types and strategies that existed from previous ads. Counter-ads are sometimes raised with provocative and sensitive topics, both to related advertising companies and issues in society [11]. Although not new, counter-ads in recent years have become quite rife to provoke issues, interest, and controversy. The subject is sometimes the concern of many groups whether it be consumer organizations, the advertising industry, government agencies, and, of course, to the audience [12]. Sometimes questions arise about whether counter-ads are indeed a powerful marketing tool; In this regard, there are many interesting issues that need further consideration.

According to the explanation compiled by the New Mexico Literacy Project in 2001, there are several things that need to be considered in making counter-ads including their characteristics, such as:

1. Analyze. Check out some real ads and try to find out their effectiveness. The best counter-ads use the same technique to serve different messages.
2. Authorize. The message must break the clutter of the actual advertisement that people

- have seen or heard.
3. Persuade. Use the same persuasion techniques found in advertising such as humor, repetition, or flattery for the original advertising product.
  4. Visual. Visual images are powerful. People often forget what they read or heard, but remember what they saw. The best ads, like the best ads, tell their story through images.
  5. Rebellion. Ads targeted at young people often appeal to young audiences. Effective counter-ads display misleading information and manipulative advertising methods and direct their rebellious fervor towards corporate sponsors who use them.
  6. "KISS" Keep It Short & Simple. Use only one idea for the message. Focus everything on conveying this message.
  7. Example. Give examples of people not involved in ad creation to get feedback. Do they understand it? Use their feedback to revise the ad.

#### *2.4 Counter-Ads Effect Towards Brand*

To shift the focus of the impact of counter-ads on consumers, are counter-ads more effective in general than traditional advertising despite the more specific importance of strategy, why do counter-ads have such a different effect? that counter-ads will differ significantly from other types of ad. Counter-ads bring up an unique impact for the audience, but the results can also either profiting or harm the sponsor's brand. The effect of counter-ads may be expected and addresses the issue of effectiveness for targeting broad advertising objectives and for influencing consumer purchasing decisions, especially as sometimes confirmed, or predicted in campaign planning and evaluation.

Consumer awareness of the brand is among one of other measures of the effectiveness of an advertisement in terms of increasing benefit for the brand. Awareness is its ability to achieve attention on behalf of the audience. Ads offer two characteristics that tend to increase audience attention. The first is the kinship of the advertisement. Since the counter-ads phenomenon is still relatively new, it may also provoke more consumer interest simply because it is "different" [13]. The second, and more important, characteristic is that certain audiences tend to pay close attention to counter-ads so that it is reasonable for the audience to assume that the users of the brands mentioned in the comparison will pay more attention to them. This allows advertisers to position their products more easily against rival brands. However, at the same time, marketers should be aware of some possible negative effects. For example, an ad built might only increase the point of interest of the ad or brand without educating or raising audience awareness.

### **3. Methods**

The method used in this research is a descriptive method to examine counter-ads, focused on advertisements issued by several brands in Eiger's statement by analyzing several aspects related to counter-advertising and acceptance of Indonesian society, as well as advertising regulations on advertising.

### **4. Research Report**

#### *4.1 Eiger Counter-ads Background*

On December 23, 2020, in response to a video content uploaded by an amateur reviewer named Dian Widiyanarko on her account named DuniaDian, Eiger sent an objection letter (Surat Keberatan) addressed to Dian via email. The contents of the letter are an expression of the Eiger company which feels that the reviews provided by Dian do not have a decent standard with inadequate quality content, lots of noise pollution, inappropriate backgrounds, and on Eiger's defense, the use of poor recording devices so that according to Eiger, this can damage the product's visual. On January 28, 2021, Dian also gave her opinion and response regarding the letter sent to her via email. Through uploads that he

uploaded via twitter, which explained that she is just an ordinary reviewer who did not have a better tool, so that the review content was indeed of inadequate quality and further Dian explained that she was not in an endorsement contract agreement with Eiger, so the reviews she provides are purely from her own experience [14].

The post uploaded by Dian received a positive response from the community, which according to the Detik page shows that 45 thousand tweets were replied to from January 28 to 29, 2021, and now more than 47.5 thousand have responded and distributed up to 47 thousand users and liked 91 thousand times. The hashtag #Eiger has also become a trending topic on Twitter Indonesia until February 1, 2021, many of the Twitter users support Dian, and tend to question what Eiger has done by sending a letter of objection to independent content creators who support popularizing their products.



Figure 1. Media Message issued by Eiger to Independent Content Creators.

After the upload went viral, Eiger gave a statement by uploading the contents of an open letter of apology through the official Twitter page of Eiger Indonesia on January 28, 2021, by stating that this was a mistake so that Eiger could improve their quality and service. This apology statement was issued on behalf of CEO of Eiger Indonesia, Ronny Lukito, he also thought that Eiger only gave a suggestion but in the wrong way and delivery [14]. It is known that Eiger often sends the same letters to many independent content creators who deliberately provide Eiger product reviews [15]. Eiger's objection letter also targeted two other YouTube content creators on November 20, 2020 and October 30, 2020. Eiger also questioned two similar points, namely related to poor video quality and sound interference [16].



Figure 2. Eiger apology letter publication, posted on Eiger's social media.



#### 4. 2 Counter-ads in Indonesia based on the Case

This highlights Eiger's poor treatment of independent reviewers and content creators by attacking their positive reviews and giving the response that the reviews that have been made are inappropriate for several reasons. This does not make sense because none of these independent content creators receive an endorsement contract from Eiger. This became a field of criticism in the community and influenced public views of Eiger.

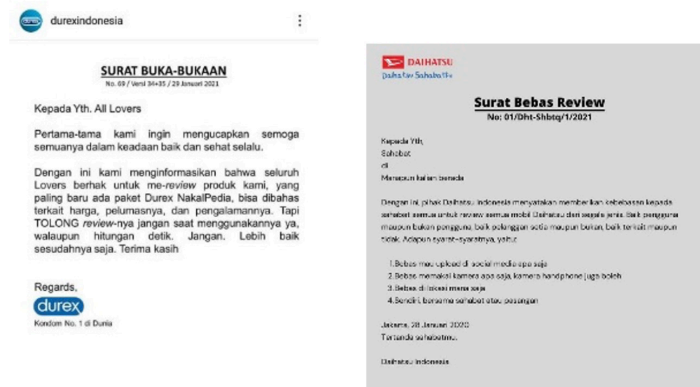


Figure 3. Media message issued by Durex, Figure 4. Media message issued by Daihatsu.

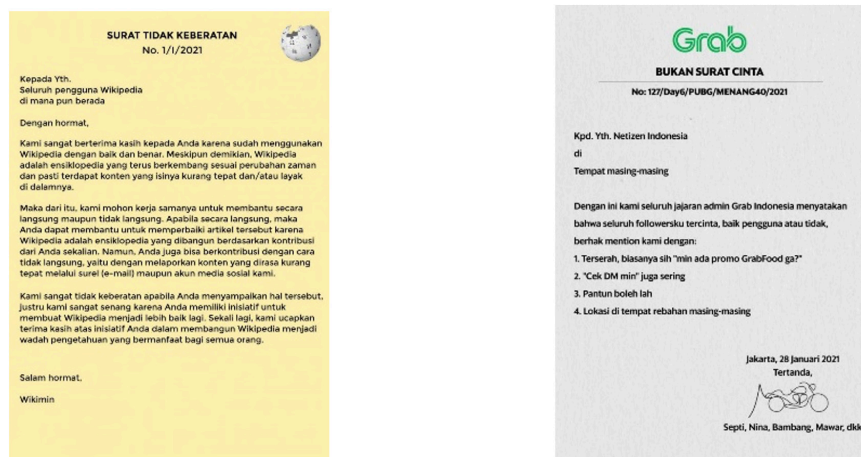


Figure 5. Ads issued by Wikipedia Indonesia, Figure 6. Ads issued by Grab

Managing Inventure Partner, Yuswohady stated that the problem was purely the company's fault which failed to respond to the horizontal marketing phenomenon which is indeed carried out by consumers who review products so that other consumers are satisfied in buying the product. This is not a problem if Eiger is aware of and facilitates independent reviewers [17].

The impact of the skyrocketing popularity of media messages related to problems experienced by Eiger and its policy that the public is considering Eiger as an anti-critic and anti-review brand, especially for independent product reviewers spread of messages and ads from other products with the same tone, visually the same, but with a different statement. Several brands that issue several types of media messages uploaded via twitter are Grab, Wikipedia, Daihatsu, Happy Fresh, and Durex. All messages contained in the advertisements issued by the brand have the same visuals as Eiger's open letter, have a plain background with a formal letter layout and are sprinkled with words that are often changed but have a quite different message.

A good moment for Eiger competitor brands such as Big Adventure, Rei and 3Second. This

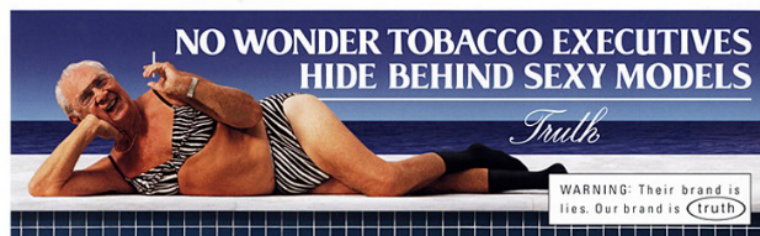
allows competitor brands to better justify their brands in terms of freedom of review for consumers.

All the messages contained indicate that the brand issuing it provides freedom for independent content creators to review their products, in stark contrast to the messages sent by Eiger who do not want reviews from independent content creators. An example is the sentence written by Grab ‘All my followers have the right to mention’, and the sentence written by Durex ‘All LOVERS have the right to review our products’, even Daihatsu gave the exact same advertisement as Eiger’s, but with a completely different message. Daihatsu stated that all users have the right to record using any camera and have the right to review in any place.

#### *4.3 Counter-ads Characteristics and Boundary*

According to New Mexico Media Literacy and Lori Dorfman, the main purpose of counter-ads is to stem all negative and bad perceptions of previous media messages and throw them back with a different message, giving a more open impact using the same visual form. In short, counter-ads are used to highlight the negative actions of the first media messenger by giving a different message, and often use ideas that are destructive to the first message but provide a positive impression for the new message [18]. All counter-ads messages that are collected are a statement for the related brand that they are not brands that attack independent content creators, but they all appreciate independent content creators, regardless of what Eiger does. The message to be conveyed is that reviews are natural for brands, by targeting and providing appreciation and support, these independent content creator reviews can provide benefits for brands.

The view of society in assessing this phenomenon is a confusion whether this method can be used? And what happened to the brand? Is that included in a comparison ad or a parody ad? Or is this ad a plagiarism advertisement? Comparison advertising requires two variables which is a competitor or competitor, by placing adverts side by side, insinuating each other without impersonating the same visual. These adverts are frequently issued by Apple and Samsung, McDonald’s, and Burger King, as well as the duo of competitors known for their comparative ads, Pepsi and Coca-Cola.



**Figure 7.** Counter-ads issued by Florida state government in response of how big tobacco managing to make a wrapping cigars endorsement through big movies and magazines.

This type of advertisement directly quips an idea that compares one product to another. None of it were worse, only patronizing each other regarding the uniqueness of the product.

Parody ads have a space for criticism, to express a single dissatisfaction or it can be just a mere sense of humor. For this reason, criticism, satire, criticism, puns, ridicule, playfulness, are often used as the starting point of a parody. This is confused with the relationship between the definition of counter-ads themselves and parody ads, but one thing for sure is that parody ads can take the form of satire or criticism, but not always related to old advertisements and / or certain brand products that have a negative impact. As for plagiarism advertisements, plagiarism ads only plagiarize an old ad without carrying a message to highlight the negative side of the old ad.

#### *4.4 About Pariwara Ethics and Regulation for Counter-ads*

It becomes increasingly clear, an indication that the counter-ads are successful is a prone spotlight through negative justification from the first message media. This is normal in practice in combating the impacts of health and environmental issues, especially in the United States. However, cultural differences in Indonesia make it difficult to justify the bad points of these companies and their enforcement is only found in the smallest sector of non-profit organizations, not commercial ones. Therefore, self-improving in each brand is a narrative of how brand competition for public image is particularly important. Comparative advertising and plagiarism ads will get a bad image for brands, especially for brands that deliberately become aggressors for other brands. Likewise, Rudy Harjanto, a practitioner and observer of advertising also said. According to Rudy, plagiarizing or copying other advertisements will only have a poor impact on the brand in the future.

The counter advertisements go with the same goal, justifying the mistakes of a brand by using the same visual media message but with a different message. According to the regulations, the use of the same visuals is wrong according to advertising ethics. When viewed from the authorized advertising agency (PPPI), the regulations to regulate this visual equation case are not yet strong. Especially in Indonesia, the same visuals may not be too much of a problem because the ones that will receive direct criticism which will eventually lead to a decreased brand reputation are the related brands. In short, to imitate (on purpose) is different from the systematic use of counter advertising.

Counter advertising uses a momentum of phenomena in society that departs from mistakes and negative messages from previous brand or media messages to rise or 'piggybacking' with a note that there are ethical mistakes in the first advertisement or media message and waiting to be 'corrected' or 'highlighted' [19]. It is just that this becomes a problem if the advertiser or brand owner imitates the visual of the ad to spread lies (fraud) to the public. If this is proven, not only the brand owner, but the TV station also broadcasts it and the agency that makes it will be subject to sanctions. Punishment can be in the form of warning to suspension [20].

#### *4.5 Counter-ads Effect on Brand*

Some people feel that this type of advertising, a counter-ads is a message that has the purpose of being a joke, but it works with the note that people become familiar with counter advertising, despite the behavioral changes made by society, it is difficult to determine the success of counter-ads, and long-term study is needed [21]. In terms of popularity, of course counter ads are more popular among the public, with a total of tens of thousands of tweets from Twitter users, and their popularity on other platforms such as Instagram and Line, it is difficult to say that these ads are not popular in the community.

Based on the observations that have been made, it is said that counter-ads have a significantly different ratio from other types of advertising attractiveness. The impact that is unique to the audience, but the results can also be beneficial or detrimental to the sponsor [22]. Brand is directly proportional to the results of research conducted by Gina Agostinelli, the effectiveness of Counter-ads is reviewed using the Elaboration Likelihood Model as a theoretical framework in terms of influencing society and changing their behavior [23]. A good counter ad according to the New Mexico Literally Project states that counter-ads have a homogeneous message, stating what is more important, and not stating what is unnecessary. For example, anti-tobacco counter-ads never mention that smoking causes premature wrinkles or turns teeth yellow, but an advertising opportunity to uncover the truth behind tobacco advertising, such as health issues, social issues, and controversial issues by fighting past advertising. Factors such as emotional appeal, factualization of information and credibility of sources, as well as audience factors, can influence the effectiveness of counter-ads. As a comparison, advertisements issued by various companies followed the Eiger issue, these companies tried to present a homogeneous idea so that the audience could understand the advertisement. Furthermore, Eiger establishes itself as



a company that does not bother with counter-ads and does not issue other counter-ads that suggest Eiger is innocent. Meanwhile, the counter advertisement made by the Corn Refinery Association, for example, is to stem the negative impact of counter ads issued by several healthy food manufacturers regarding the badness of their processed corn products to public health, and instead issuing counter-ads displaying new advertisements about the position of their products. healthy and natural is considered unreasonable to the audience. In addition to meaning that CRA does not want to be blamed, it also means that CRA distorts the facts. This is a way that will only confuse the audience with the accountability and credibility of overlapping information, which information should the audience trust? Furthermore, producer-sponsored counter-advertisements themselves are received differently from PSA (Public Service Announcement) counter ads or other, more conventional companies [23].



**Figure 8.** Counter-ads issued by Corn Refinery Association to uphold negative comments about their products, hence, to points out to clear their names is an example of how counter-ads sometimes ridiculous and irrelevant.

Although the objectives of counter-ads differ, counter-ads related to the Eiger brand do not have a significant impact on companies that issue counter-ads, neither does Eiger. Because the purpose of other brands to issue counter-ads is to signal their position contrary to what Eiger did. And a small number of those companies used counter-ads to reduce Eiger sales rather than to increase sales and enhance their corporate image. Studies have assessed that company-sponsored counter-ads are sometimes less informative, trustworthy, right on target, and effective than conventional Public Service Ads (PSAs). In addition, according to data from research on media effects by Petty RE, when asked to rank company-sponsored counter-ads motives, study participants rated that promoting behavior change for audiences only ranked third and was behind enhancing corporate image and improving sales.

Observations also get to the fact that counter-ads by providing the most common information / testimonial approach assumes that providing information will increase the audience's knowledge and awareness of what ideas are displayed by advertisers. The results of the testimonials from the audience are not just giving additional information about the ability of advertisers to provide information but also as feedback as an indicator of the effectiveness of counter-ads which in turn will have an impact on target

behavior towards advertisers. However, keep in mind that testimonials provide relevant information, sometimes testimonials are unattractive and unmotivating if there is no sympathetic element in the testimonials.

Therefore, celebrity endorsements can promote advertisements that aim to lead to changes in attitudes and behavior because the message from a celebrity who is likable and trustworthy may be unmatched without ever motivating the audience to think deeply about the message content. On the other hand, celebrities can promote deeper persuasion processes and more enduring attitude changes by attracting the attention of viewers who are initially little interested or disinterested and motivating that audience to process and accept their messages with care. This is done by the PREPP Studio brand that uses celebrities, in this case Arief Muhammad in his counter-ads to further indicate his new message in counter Eiger.

## **5. Conclusion**

Based on a study conducted on several types of counter-ads launched in connection with objection letters and various media messages previously issued by Eiger, it indicates that all advertisements have the same goal, to change the audience's perception of the product image of advertising producers which is different from Eiger, the maker of advertisements want to show that they are different, more appreciative of independent reviewers who will later be useful for their marketing and sales through horizontal marketing. Few of the counter-ads players are not tried to bring down the Eiger product resulting in Eiger did not getting a bigger criticism of the main problem.

Counter-ads were created with the aim of using the old message media to expose the harmful effect of the original message media, and to instill innovative ideas for the audience about positive things. This makes the position of the counter-ads clearer when compared to parody or comparison ads. Counter-ads need controversial issues, factual data, and the wreck of the first media message to be turned around. Counter-ads have higher popularity and high audience acceptance. Regarding regulations regarding visuals and the position of advertisements that resemble old advertisements, it is not considered a problem, especially by PPPI.

In the study it was also found that to achieve maximum effectiveness, counter-ads must be equipped with several factors such as a homogeneous message so that the audience is not confused, emotional appeal so that it creates a sentimental sensation in the audience, the factualization of the information provided must go through real and clear research, credibility of sources of information, as well as audience factors. The maximum effectiveness of counter-ads will be achieved if the audience changes their thinking and behavior towards old problems and tends to the habit of innovative ideas with comprehensive research on feedback and changes in audience behavior gradually over a period.

Counter-ads issued by manufacturers which clearly have a negative impact from all kinds of purposes, most of which are to clear names, are considered irrelevant and become a new problem for producers. The approach that can be achieved maximally is if the provision of information and testimonials by advertisers is done with the help of celebrity persuasion to increase the motivation and attention of the audience so that they can process and receive counter-ads messages better than conventional advertising.

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