

## **The Advertising Message and Approach Analysis of the Halal Toothpaste Product Category in Indonesia**

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### **Abstract**

This study aims to understand how the latest Advertising message and approach of the existing Halal Toothpaste Products in the Indonesian market. This study was conducted to provide Advertising Strategy recommendations. To Analyse the Advertising message and approach, this study used the Elaboration Likelihood Model as the analysis framework and utilize various Advertising approaches in executing Advertising Creative Strategy as references. This qualitative descriptive research tries to describe and compare the message and the approach of the latest Advertising campaign materials of Halal Toothpaste Products. Data were collected from the relevant documents, literatures and various online publications. The analysed Advertising campaign Materials were collected from YouTube. The Result shows that all the existing Halal Toothpaste products Advertising messages and approaches utilized the central route of mental process that elaborate the product ingredients and their benefit. The Halal attribute communicated verbally and visually, and was mainly driven by the product ingredients that were associated with Islamic culture in Indonesia. Practically, this study result will be a reference for Advertising practitioners on how to communicate Halal through Advertising. Academically, this study will be a reference for further thinking and research ideas on Halal Product Marketing Communication, Halal Product Advertising, and Halal Product Advertising Strategy.

**Keywords:** Advertising Strategy, Advertising Message, Halal Advertising Campaign, Halal Product, Elaboration Likelihood Model.



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### **INTRODUCTION**

In recent years, the marketplace of halal products is growing globally (Hidayat, 2020). Multilevel entities such as companies, organizations, and governments across the globe set up strategies to be part of the growing Muslim Marketplace. The global Halal marketplace is no longer limited to food related products only. The demand for Halal certified products also rising across categories, including in the oral product category in the Indonesian market. As the most populated Muslim country in the world, Indonesia is the biggest Halal products market. 86,9% of the country population is Muslims (Kusnandar, 2021), and the increasing sentiment and awareness of Islamic values domestically has been increasing in recent years. The Hijrah movement and the awareness to uphold the Islamic values was also rising. This rising sentiment in the society was interpreted by some of the Indonesian companies and local businesses to launch a Halal product to the market. In the case of this study is one of the Halal Oral Care product categories: Toothpaste. This study was conducted to provide Advertising strategy recommendation.

The Halal label is an important prerequisite in Muslim consumer segment. The word Halal in Arabic means permissible. When a product has a Halal certification, it means that the product is permissible or acceptable, and in accordance with the Islamic law. As same as other product category, when it comes to create an Advertising that position a product as a Halal product and it is targeted to the Muslim consumer segment, it required specific message and approach to be applied in the Advertising audio visual materials in order create the Halal positioning perception and message trustworthiness in the mind of the targeted consumer. The Advertising material must be able to create such perception to compete with the other existing Halal Toothpaste products in the market. That is why it is pivotal to initially understand the message and the approach applied in the Advertising of Halal Toothpaste product category.

The objective of the study is to understand how the latest Advertising message and approach of the existing Halal Toothpaste products that are available in the Indonesian market. From all the existing brands that has Halal Toothpaste category, and within the timeframe given to conduct this study, there

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were only three brands that conducted an Advertising Campaign within the period of the 4<sup>th</sup> quarter of 2019 to the 1<sup>st</sup> quarter of 2021: Pepsodent, Formula, and Sasha. Therefore, this study will analyse the latest Advertising Campaign materials from the three brands. Practically, the result of this study will be a future reference for Advertising practitioners to develop another Advertising materials for other Halal product category. Academically, this study will be a reference for further thinking and research ideas on Halal Product Marketing Communication, Halal Product Advertising, and Halal Advertising Strategy.

## LITERATURE REVIEW

The Advertising Association of the UK defines Advertisement as a message paid for by those who send them and are intended to inform or influence who receive them (The Economic Times, 2021). Advertising involves methods to create awareness and persuasion in certain public segment about certain products, services, opinions, or causes so that the targeted segment will respond accordingly (Britannica, 2021). Advertising has been one the most recognized marketing tools to sell a products or services and build a brand image. Some scholars considered it as the most persuasive tool that delivers the most persuasive message to a targeted consumer segment. In Indonesia, TV still the most used medium to convey Advertising message. However, since the information and communication technology advancements, and the rising of digital products and services, the marketers' attention start shifting to digital platforms to deliver their Advertising message. Whatever the used medium, Advertising message is the main aspect that affect the consumer's cognitive, affective, and conative domain.

Advertising in nature is a persuasive attempt by the sender of the message. Therefore, it is relevant to discuss Advertising utilizing the framework of persuasion theory such as the Elaboration Likelihood Theory Model (ELM) which applied in several fields including mass media advertising and selling (Cacioppo & Petty, 1985; Petty & Cacioppo, 1983a, 1983b, Petty, Cacioppo, & Schumann 1984; Petty & Cacioppo, 1986). The ELM explains that there are two divergent pathways to choose for one attempt to influence others: The Central Route and The Peripheral Route. The Central Route referred as the more complex or the more elaborated whereas involve rich of information, arguments, and evidence to support certain conclusion or claim. In the contrary, The Peripheral Route referred to the less complex and less elaborated pathway. It is sometimes referred as the 'short-cut' route as it is the pathway that usually took by the receivers when they do not have the capabilities and motivation to mentally process the message being delivered through the Central Route. Through the different pathway of cognitive events or mental processing, the ELM suggested to all persuaders by stressing the importance of understanding the audience before creating a persuasive message (Dainton et al, 2011).

According to the ELM, compare to the Short-Cut Route, the more elaborated route is more likely to create a long-term change effected by the persuasive message. However, the ELM also argues that the long-term effect would take place if the audience met the two fundamental prerequisites: Motivation and Ability. Motivation refers to audience's internal drive or desire to process all the given information by the persuader. While the Ability refer to whether the audience able to process the message cognitively (Dainton et al 2011). When the audience have high interest towards certain subject, their attention will be focused on processing information, arguments, and evidence being given in the message. They are willing to scrutinize meticulously the given detail in the message. However, motivation solely is not enough. The audience also need to have the ability to process cognitively all those information, arguments, and evidence included in the persuasive message that might be technical, sophisticated, and complicated. That is why the ability of the audience must be really considered when crafting persuasion message, including Advertising message.

To create an Advertising, brand as persuaders can use several concept approaches to craft the Advertising message. Every great Advertising has a concept, and every concept preceded by great strategy and great research (Altstiel et al, 2006). In crafting Advertising Messages, the agency team members usually mix the term concept with creative ideas. Nevertheless, whether it is called Creative Concept or Creative Ideas, the strategic message lies within. Altstiel (2006), offered several approaches to Advertising Message Concept or Ideas: (1) Show the Product; (2) Show the Benefit; (3) Show the Alternative (4) Comparison; (5) Borrowed Interest; and (6) Testimonial/ Case history).

'Show the Product' as a concept approach mainly focus on establishing or reinforcing the brand identity. The product itself is the physical part within a system that established an identity. Simply showing it to

the audience means reinforcing part of the brand identity. 'Show the Product' not only work visually, but also verbally. Through the approach, the brand communicates its product attribute such as ingredients contained in the product or services comprises in a brand promise. This approach communicates the main offer of a product or a service which foundation the reason why should audiences used this product. The further development of this approach is the 'Show the Benefit' approach.

The 'Show the Benefit' approach is simply communicating what happens when the audiences use the product or services. Compared to the previous product-centric approach, this approach is more consumer-centric. The approach conveys and show what a product or service does to the audiences. To use the approach, strategist and creative team of the agency must further elaborate the product attribute and connect it to the audience behaviour. Another further elaborated approach is 'Show the Alternative', which is refer to the reverse of the previous approach: What happen to the audience if they don't use the product or services; or use the product or services from the competitor. It is a more elaborate approach because it requires us to understand the product or services benefit further and the negative outcome if the audience not use the product or services.

Another more elaborated approach is the 'Comparison' approach. Like the name, this approach attempts to compare the advertised product or service with others or competitors. The approach application can be a direct comparison or by offering metaphor. This is a more elaborated approach due its effort to compare which push persuaders to also analyse their competitor further. This approach requires persuaders to come up with bulletproof and verifiable facts which support the superiority claim of the product or services compared to the others.

The next approach that is commonly used to craft an Advertising message is the 'Borrowed Interest' approach. This approach tries to introduce the product or services with something that seemingly unrelated, but somehow grab the audience's interest toward the Advertisement message by riding on the audience's interest. In some texts, this approach is also called 'indirect approach' whereas it conveys no obvious direct connection with the product or services and its benefit. Although it seems unrelated, this approach usually understandable by the target audience – as it is riding on their interest – and brand able to gain recognition by utilizing this approach.

**Table 1.**  
**Connecting ELM's Routes with the Advertising Message Approaches**

<b>Routes</b>	<b>Central Route</b>	<b>Peripheral Route</b>
<b>Description</b>	<ul style="list-style-type: none"> <li>• More Elaborated</li> <li>• Product Centric and Consumer Centric (Product Attribute, Product Benefit, Consumer Benefit)</li> </ul>	<ul style="list-style-type: none"> <li>• Less Elaborated</li> <li>• Seemingly Unrelated to Product or Services</li> </ul>
<b>Advertising Message Approaches</b>	<ul style="list-style-type: none"> <li>• Show the Product</li> <li>• Show the Benefit</li> <li>• Show the Alternative</li> <li>• Comparison</li> </ul>	<ul style="list-style-type: none"> <li>• Borrowed Interest</li> <li>• Testimonial/ Case History</li> </ul>

The last approach is 'Testimonial or Case History' approach. This approach sells product or services through presenting an endorsement or description or what is done for certain figure. That figure can be a celebrity or non-celebrity. In Today's digital era, this approach is commonly referred to the utilization of Key Opinion Leaders or Influencers to sell products or services. The challenge of adopting this approach is the selection of the credible and trustworthy endorser to represent the brand. The attempt to connect the ELM's routes and the Advertising message approach can be explain through this table.

## **METHODOLOGY**

This study used qualitative approach and descriptive method to describe the message and the approach applied in the Pepsodent Siwak, Formula Strong Herbal, and Sasha Herbal Advertising materials. The qualitative descriptive approach and method was designed to describe a phenomenon and its




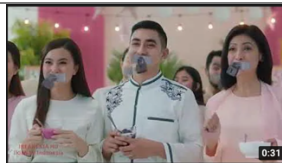


characteristics (Nassaji, 2015), in this case is the message and the approach applied in the Advertising of the three products. The data collection method of this is literature study. The literature was collected from both offline and online sources. The three analysed Advertising materials were collected from YouTube as one of the Advertising message distribution channels utilized by the companies to advertise their Halal Toothpaste product.

The Analysis process initially start with connecting the Elaboration Likelihood Model as a framework with the Advertising Conception Approach to map the approach within the model framework. Subsequently, the Advertising materials of each product will be observed and both visual and verbal message will be analysed to know what message, which approach, and which persuasive route that the three product Advertising materials used to advertise their product. For further analysis and understanding, this study also attempts to compare the three Advertising message and approach applied and present it in a table format. From the analysis, this study will be able to provide Advertising message and approach differentiation between the three Halal Toothpaste products.

## RESULT AND DISCUSSION

This study primarily analyses the Advertising messages of these Halal Toothpaste that is being delivered through the latest TV Advertising of each brand before the first quarter of 2021 (See Table 2). In terms of marketing communication point of view, TV is still the biggest expenditure for advertising in Indonesia (Nielsen, 2019), and its able to disseminate the Advertising message to many audiences at once. In the scientific point of view, TV Advertising also have high relationship and effect on consumer behaviour change (Shehzad et al, 2020), hence will be primary Advertising material that will be used for communication.

Table 2.  
The Product and the Advertising

Brand	Product Name	Product Image	TVC Version	Youtube Links
<b>Pepsodent</b>	Pepsodent Siwak			Title: Iklan Pepsodent Siwak "Rawat Kekuatan Gigi dan Segerakan Nafas" Uploaded: 29/01/2020 Link: <a href="https://www.youtube.com/watch?v=9YgRnyefHdA">https://www.youtube.com/watch?v=9YgRnyefHdA</a>
<b>Formula</b>	Formula Strong Herbal			Title: Bikin Ibadah Makin #tsaaahhh dengan Formula String Herbal Uploaded: 30/04/2020 Link: <a href="https://www.youtube.com/watch?v=ywUuemiu_Cl">https://www.youtube.com/watch?v=ywUuemiu_Cl</a>
<b>Sasha</b>	Sasha Herbal			Title: Sasha Pasta Gigi Halal Bersiwak Antibacterial Uploaded: 20/09/2020 Link: <a href="https://www.youtube.com/watch?v=8UX_R3EEmyg">https://www.youtube.com/watch?v=8UX_R3EEmyg</a>

From table 3, all brand utilized Central Route to persuade their audiences. 'The Show the Product' approach used in TV and Digital Advertising to show the physic of product such as the packaging, the toothpaste tube, and the paste. Through this approach, all brand also shows the toothpaste ingredients such Siwak, Mint, and Betel Leaves with creative attractive treatments. While the Advertising visually narrates the ingredients, the voice over verbally strengthens the visual message with further explanation of what is the ingredients and what is the benefit of the ingredients. The combination of visual, copy, and verbal voice over that explain the benefits, makes the ads also used the 'Show the Benefit' approach. The

example of this approach is when Sasha and Pepsodent explain Siwak as the Natural Anti-Bacterial (Show the Product) that effectively combat bacterial that cause plaque and bad breath (Show the Benefit). Although each of the product advertisement used the 'Show the Product' and 'Show the Benefit' approach, respectively they had other different combination of approach that differentiate one and another.

Pepsodent Siwak, as the leading product in the Halal Toothpaste product category heavily communicate its product ingredients. Through the ad, Pepsodent elaborate all the ingredients of the product visually and verbally. It explains Siwak as the natural anti-bacterial, Mint as the ingredient that maintain teeth strength and refresh breath and contain Betel Leaves. Verbally, the Pepsodent Siwak advertising utilize one terminology or word that could associated the product with Muslim consumer segment: Sunnah, which means in line with the teaching or habit or the Prophet Muhammad, Peace be Upon Him. The Islamic association also communicated through the Ad by showing the family talents who were wearing the Islamic attires. The Ad used Halal Icon at the beginning and at the end of the Ad. The tagline of the ad, 'Every Smile is Meaningful', still aligned with regular product category tagline which is became the famous property of the brand: 'Senyum Pepsodent' or 'the Smile of Pepsodent'.

Table 3.  
The Advertising Approach and Messages

Brand	Tagline	Approach	Voice Over Messages
Sasha	Waktunya Hijrah! Pasta Gigi Halal Bersiwak	<ul style="list-style-type: none"> <li>• Testimonial</li> <li>• Show the Product</li> <li>• Show the Benefit</li> </ul>	<ul style="list-style-type: none"> <li>• Halal Tooth Paste with Siwak, Natural Anti-bacterial</li> <li>• Siwak is the (religiously) recommended natural ingredient</li> <li>• With Siwak Effectively Combat Bacterial that cause plaque and bad breath</li> <li>• Betel Leaves extract for long lasting fresh breath, clean and healthy teeth</li> <li>• It is time to Hijrah!</li> <li>• 10 Umrah Package @2 Person</li> </ul>
Pepsodent	Setiap Senyuman Begini Berarti	<ul style="list-style-type: none"> <li>• Show the Product</li> <li>• Show the Benefit</li> </ul>	<ul style="list-style-type: none"> <li>• New! Pepsodent with Siwak</li> <li>• Siwak as Natural Anti-Bacterial</li> <li>• Mint Maintain Teeth Strength and Refreshes Breath</li> <li>• Help carry on sunnah</li> <li>• Cleans teeth and mouth inside out</li> <li>• Maintain teeth strength and refreshes breath</li> </ul>
Formula	Mulut Sehat Segar Bikin Ibadah Makin Tsaahhh..	<ul style="list-style-type: none"> <li>• Show the Alternative</li> <li>• Show the Benefit</li> <li>• Show the Product</li> </ul>	<ul style="list-style-type: none"> <li>• Why close your mouth when break fasting?</li> <li>• Make religious act of piety (ibadah) more lawful</li> <li>• Siwak Prevent Cavities</li> <li>• Habbatus Sauda Kill Germs Effectively</li> <li>• Fresh and healthy mouth, make you ibadah more lawful</li> </ul>

As a brand, Sasha was already firmly positioned themselves as a Halal toothpaste product. The Islamic nuances were strongly communicated throughout the Ad. At the beginning and at the end of the Ad, the word Halal communicated both visually and verbally through Voice Over. The main differentiator of the Ad is the utilization of Endorser. In this case is the well-known couple that strongly is associated with the Indonesian Youth Hijrah movement in the celebrity community, Shireen Sungkar and Teuku Wisnu. In the Ad, the couple endorser testifies and educate the audience about the product. Not only the ingredients and its benefit, but the couple also educate that Siwak is the (religiously) recommended ingredient. Although the word religiously recommended or recommended by sunnah is not mentioned, the 'recommended' (*dianjurkan*) verbal message send the religious code within. The tagline 'It is time to Hijrah' was also heavily associated with Islamic values. Hijrah refers to the migration of the Prophet Muhammad *Shallallahu Alaihi Wasallam* from Mecca to Yathrib (now Medina) to leave the land of shirk to the land of Islam. The word Hijrah imply the meaning of leaving the bad for the betterment. The tagline is also a Call to Action for the consumer to switch brand from 'unrecommended' brand to the religiously

recommended Sasha, and it expressed in the Islamic terminology. After the tagline, the Ad also included the product promotion program which offer the consumers the Umrah package. The combination of the couple endorser who explain Siwak as the Islamic recommended ingredient, the Islamic Call to Action, and the sales promotion program, strengthen the Halal positioning of the product that is targeted for the Muslim consumer segment.

Different from the other competitors, Formula Strong Herbal wants to highlight its Herbal effect to fresh breath. To communicate the benefit of fresh breath, the Ad utilize the 'Show the Alternative' approach in the scene where group of people in a gathering had their mouth locked. That scene convey contrast between the hero family talent in the Ad who used the Formula Strong Herbal and the supporting group of talents who were not used the product. To communicate the Halal-ness of the product and the fresh breath benefit, the Ad utilize fresh breath expression 'Tsaahhhh' while connect the word with the benefit of having a lawful (*Sah*) act of religious ritual or 'Ibadah'. Utilizing musical composition and lyrics, The Ad conveys that the Formula Strong Herbal product makes your prayer (act of religious ritual) becomes more lawful (*sah*). Within the music composition and lyrics, the Ad also explain the detail ingredients and its benefit. Beside the from #tsaaahhh, the Islamic association also come the product ingredients that associated with Muslim community. In this case, the ingredients are Siwak and Habbatu Sauda. The representation of the targeted Muslim segment was represented by the talents who wear the Islamic clothing attribute in the Ad.

### Show the Product and Its Benefit

According to the ELM theory, the effective persuasion happens at its best when the audiences willingly engage with the persuader or the persuasion materials and analyse and mentally process the persuasion information meticulously. The theory also further explains such condition would happen if the audience had the motivation and ability to process the information. The more elaborated persuasion messages, if it is successfully processed by the audiences, it is more likely to affect audience behaviour change and it tend to have a long-term effect towards the audience. In the case of TV Advertising, brands as persuaders must consider the audience-related aspect to the information processing and consider the limitation of the Advertising format. One of the limitations of TV Advertising is the limited 30's duration. Although it is possible to place a longer Advertising version in the TV slot, the implementation would eventually affect the brand's Advertising budget. In order persuade audience, brands must be able to elaborate their persuasion message within the limited Advertising duration. Therefore, the 'Show the Product' and 'Show the Benefit' approaches are the mainly used approach in the TV Advertising of the Halal Toothpaste product.

Table 4.  
The Application of the Ad Approach

Routes	Approaches	The Elaboration	The Application on the Halal Toothpaste TV Advertising
Central (The More Elaborated)	Show the Product	<ul style="list-style-type: none"> <li>• Brand Identity</li> <li>• Product Application</li> <li>• Product Ingredients</li> </ul>	<ul style="list-style-type: none"> <li>• Product Packaging, Product Logo, Graphic Design, The Toothpaste tube design, Element of the Product, The Brand Color Palette</li> <li>• The demonstration of how to use the product (Ex. Muslim men and women brush their teeth and smiling, the paste of the toothpaste)</li> <li>• The aesthetical image of the ingredients (Siwak, Betel Leaves, Mint Leaves)</li> </ul>
	Show the Benefit	<ul style="list-style-type: none"> <li>• Ingredients Benefit (What it does?)</li> <li>• Consumer Benefit (What the consumer feel?)</li> </ul>	<ul style="list-style-type: none"> <li>• The elaboration of the ingredients benefit (ex. Siwak as Natural Anti-Bacterial and so on.) verbally conveyed through Copy and Voice Over.</li> <li>• The elaboration of experience of applying the ingredients (ex. Mint leaves refresh breath and so on.) verbally conveyed through Copy and Voice Over.</li> </ul>

			<ul style="list-style-type: none"> <li>• Visualization and Sound effect of the product benefit (visualization of Tsaaahh in Formula Strong Herbal Ad)</li> <li>• The reflection of the consumer after experience the product (Ex. The happy family smile in Pepsodent Ad, the unlocked mouth in the Formula Strong Herbal Ad, the Happy couple on the Sasha Siwak Ad, and so on.)</li> </ul>
	Show the Alternative	The disadvantages of not using the product	<ul style="list-style-type: none"> <li>• The elaboration on bad experience of not using the product (ex. Bad breath because of not using Formula Strong Herbal and so on.)</li> <li>• Visualization of bad breath (ex. The locked mouth)</li> </ul>
Peripheral (The Less Elaborated)	Testimonial	Brand Ambassador/ Talent/ Celebrity/ Spokeperson	Utilizing spoke person to explain and testify on the product (ex. Teuku Wisnu and Sheeren Sungkar as Brand Ambassador in Sasha Siwak Ad)

The table 4 explain the applications of the Advertising approach on the Halal Toothpaste product TV Advertising materials. From the table, the elaborated route comprises more variety of applications. Within 15 to 30 second, the Advertising materials need to elaborate what is the product, how it looks like, what are the ingredients, and what the ingredient does to the consumers. The TV medium itself allows brands to communicate the product visually and verbally through visual Copy and Voice Over. Primarily, the 'Show the Product' approach is very important as consumers ultimately needs identify the product in the marketplace. The approach includes application such as showing the set of identity of the product such as the logo, the product design, the product colour, the packaging and more. Not only showing the product identity, but the approach also includes application where the Ad must show how to use the product and aesthetically show the ingredients that are contained within the product. These product details are very important. For the consumers who have the motivation and ability to understand the function of each of the ingredients, the elaborated product information might interest them. As they are motivated and able to perceive the message, hence the 'Show the Benefit' approach might also work and interesting for them.

The 'Show the Benefit' approach is the most elaborated message in the Ad of Halal Toothpaste product. The approach is the further elaboration of the 'Show the Product' approach. Muslim consumer might be aware about Siwak or Habbatu Sauda as an ingredient. But there is potential that they might not understand the elaborated function of the ingredients within the product. Through the approach, the Advertiser elaborate further the function of the ingredients and what experience that the consumers will have when using the product. Visual and verbal execution applied to show and explain the benefit through the Ad, and the reflection or the image of satisfied consumers also signify the product benefit message. For consumer who have the motivation and ability to process the message might be interested to the product. The details elaborated in the Ad potentially drive them closer to action according to the theory model.

If there is a benefit of using a product, then there is a disadvantage of not using the product. The 'Show the Alternative' approach communicate from that point of view. By communicating the disadvantage of not using the product, the advertiser simultaneously communicates the product benefit to the consumers. This approach applied in the Ad of Formula Strong Herbal. The Ad begin by showing what happen if the consumers not using the product or using the competitor's product. From the scene that shows the alternative, the audience might learn that the strong herbal phrase of the product provides benefit of fresh breath. By applying the 'Show the Alternative' approach in the Ad material, Formula Strong Herbal able to differentiate the way their product advertised apart from the competitors. The Ad also apply musical elements in the execution that presumably make the Advertising message more interesting for the targeted audiences.

The only peripheral route application was in the Sasha Siwak Ad. The Ad used Celebrity Brand Ambassador to explain and provide testimonial on Sasha Siwak. The utilization of the Brand Ambassador in the Ad might interest the consumer who idolized the celebrity couple. If they see familiar faces endorsing the product, they presumably think that the product is the right product for them. However,

the according the theory, the peripheral route is an indirect message which is not convey the substantial product information to the target audiences. The usage of the celebrity couple in the Ad simply for the purpose of getting attention and represent the imagery of the end consumers of the product. As same as the application of the 'Show the Alternative' approach in the Formula Strong Herbal Ad, the application of the 'Testimonial' approach in the Sasha Siwak Ad is able to differentiate the product Advertising from the competitors.

### **Combination of the Ad Approaches to Differentiate with One Another**

From all the advertising materials, the audiences can learn that each of the products: Pepsodent, Formula, and Sasha, contain one similar main ingredient: Siwak. However, each of the product also has another complementary ingredient that differentiate one product to another. Pepsodent combines Siwak with Mint Leaves, Formula Strong Herbal Combines Siwak and Habatus Sauda, and Sasha combine Siwak with Betel Leaves. Logically, the combination of different ingredients might create different product benefit and experience. Therefore, the Advertising materials of each of the product must explain further of this differentiation. To communicate that differentiation, each of the brand also combine different approaches. Pepsodent simply used the 'Show the Product and Benefit' approach, Formula combines the 'Show the Product and Benefit' with the 'Show the Alternative' approach, and Sasha Siwak combine 'Show the Product and Benefit' approach with the 'Testimonial' approach. The result of the approaches combination was a differentiation in a way to communicate the product ingredients and experience. This differentiation in communicating the product through the Ad presumably will create brand or product differentiation perception.

### **CONCLUSION AND FURTHER RESEARCH**

All the Halal Toothpaste products in the Halal Oral Care product category Advertising mainly used the central route of persuasion in their Advertising message. All the Ads elaborate their respective product ingredients and its benefit while conveying Islamic nuances visually and verbally. From the analysis, the study also conclude that all the Halal toothpaste products contain ingredients that were highly recognized and associated with Islamic teaching and culture by most of Indonesian Muslims: Siwak. Even Formula Strong Herbal have Habbatu Sauda as the additional ingredient. Therefore, it can be concluded that in Indonesian market, the 'Halal' label for toothpaste product category might be driven by the ingredients incorporated within the product that were associated with Islamic teaching, culture, or values. The question arises from this conclusion is that if the product removes Siwak and/ or Habbatu Sauda from the ingredient' equation, will it wipe out the rights to position the product as a 'Halal' and to be perceived as an Islamic lawful product. If it does, such application might constrict the general consumer notion and understanding towards Halal terminology, and ultimately constraint the possibilities of Halal product development and Marketing Communication of Halal Brands for Muslim consumer segment.

The limitation of the study is the limited Advertising Campaign materials being analysed. To have a complete description on how the Advertising message and approach of the Halal Toothpaste product category is by conducting further analysis on the other format of Advertising. In this study, research only focus on TV Advertising materials that was being distributed through TV and Media Sharing Digital Platform. Whereas today, Advertising come with variety of format such Social Media Advertising, Digital Marketing Content, Digital Media, Below the Line Advertising, and more. To collect all the materials, researcher must reach out to each of the companies to be able to obtain the utilized advertising modes and materials to advertise the product.

Halal and Sharia brands, products, and services 'marketing communication, branding, digital marketing, content marketing, persuasion, and so on, are the areas that still requires attention particularly in Indonesia. It is an irony that the rising of Sharia and Halal market has just starting in recent years in the market where Muslim population is more than 80% of the total population. Related to this study, further research can be conducted to further understand how Halal Toothpaste, or other Halal product categories, marketed digitally and how the netizen respond to Halal messages. Study on Halal consumer behaviour and halal consumer communication would be a great additional to understand further about the Halal and Sharia Marketing Communication and Muslim Consumer Communication in general.



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