

ABSTRACT

Instagram currently tops the list as the most used platform by users around the world. Social media use tends to be done to keep up with the latest lifestyle. In the context of lifestyle, Dr. Tirta mentioned that weight loss trend is also one of the lifestyles on social media. Herbalife is one company that utilizes social media to promote their herbal diet products. This study aims to measure the influence of Herbalife advertising on Instagram @herbalifeindonesiaofficial Social Media in losing weight. Primary data in this study were obtained through distributing questionnaires conducted online to 400 respondents who followed the official Instagram account @herbalifeindonesiaofficial. The results of this study indicate that there are two dominant factors of Herbalife advertising on Instagram @herbalifeindonesiaofficial social media. The first factor is called the content of advertising content messages with a % of variance of 21.621%, and the second factor is called the appearance of advertising content with a % of variance of 14.084%.

Keywords: *Herbalife, Advertising, Instagram*