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ANALYSIS OF PROMOTIONAL EFFECTIVENESS ON INSTAGRAM-CENTRIC ACCOUNTS

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ABSTRACT

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This study investigates the effectiveness of promotional activities on McDonald's Indonesia's centralized Instagram account. Despite Instagram's potential as a cost-effective and engaging promotional platform, centralized accounts may face challenges in maintaining interaction and responsiveness. Utilizing a qualitative research design, data was collected through the documentation of consumer comments on McDonald's promotional posts. These comments were analyzed using the EPIC model, which evaluates Empathy, Persuasion, Impact, and Communication elements in consumer feedback. Results indicate that McDonald's promotional activities successfully create strong emotional connections, positively influence consumer attitudes, and enhance brand perception. Consumers showed increased engagement, knowledge, and satisfaction with the brand. However, the study also identified limitations in responsiveness due to the centralized nature of the Instagram account. The findings underscore the need for improved interaction and message management to optimize promotional effectiveness. This research highlights the importance of balancing centralized content management with responsive communication strategies to strengthen consumer relationships and brand loyalty.

INTRODUCTION

Instagram is a popular mobile and web platform for sharing photos, videos, and content, with features like filters, effects, captions, and hashtags (Hu, Y., Manikonda, L., & Kambhampati, 2014). It helps businesses promote products and reach more customers. Instagram is used for communication, information, sales, advertising, branding, and services (Fitra Alfajri et al., 2019). This article focuses on the use of Instagram as a marketing medium for businesses.

Promotion using Instagram can increase brand popularity, sales, and business exposure at a relatively affordable cost (Wijayanti, 2021). However, Instagram's effectiveness in product promotion depends on factors like message attractiveness, style, accuracy, clarity, and frequency of delivery, making it a highly effective medium for online promotional activities (Sary et al., 2022). In this context, Bertrand (1978) developed a theory of promotional and advertising effectiveness that highlights self-engagement, persuasion, attractiveness, understanding, and acceptance as key factors that can also affect the effectiveness of Instagram as a promotional medium (Ardianti, 2020). Instagram effectively serves as a promotional media by utilizing features like caption, location, hashtag, tagging, ads, video, photo, and comment to engage with

users (Wijayanti, 2021). In this study, promotional activities are assessed from the attractiveness of the message, the style of the message, the level of accuracy and clarity of the message, and the frequency of message delivery.

The results of the Simamora (2019) study highlight the advantages of a centralized Instagram account, which focuses on the concept of promotion and information with more efficient marketing costs, and ensures consistency in the visual quality of content. The results of this study are used to support the argument for the importance of researching the effectiveness of centralized IG accounts. Because, this centralized aspect presents significant challenges in carrying out communication (promotion), which should not only be one-way. Instagram admins with centralized accounts are faced with the difficulty of providing prompt responses to queries or feedback regarding their product promotions, especially since their tasks involve responding to queries and feedback coming from branches in different cities (Simamora, 2019). These constraints may hinder effective information flow and responsive communication, creating the need for a deeper understanding of the effectiveness of using centralized Instagram accounts in the context of online promotions.

The use of Instagram with a centralized account can present challenges in increasing the flexibility of promotions by branches, especially since the two-way interaction with Instagram users on posts is less than optimal. While visual posts display creativity and have a significant number of followers, it cannot be guaranteed that the uploaded promotional impressions will get enough attention from users. In addition, the potential of other features such as Instagram Story and Instagram Highlights has not been fully utilized. Evaluations need to be made of centralized accounts to ensure effective message delivery and increase stable interactions (Rozi & Khuzaini, 2021).

This study aims to analyze the effectiveness of McDonald's Indonesia's promotions on a centralized Instagram account, which represents all its outlets in Indonesia. The promotional activity indicator measures business owners' promotional activities, while the EPIC Model measures customer perceptions. The research aims to provide an understanding of how McDonald's Indonesia's promotional activities are perceived by consumers and assess their effectiveness through a centralized Instagram account. The findings can be used to improve the effectiveness of promotions on a centralized Instagram account, allowing McDonald's Indonesia to make informed decisions and improve its promotional strategies.

THEORETICAL FRAMEWORK AND RESEARCH METHODS

Online Marketing

Online marketing (OM) can be defined as the application of marketing principles and techniques through the internet and other digital technologies to target customers and prospects with products and services (Guinibert, 2022). Online marketing involves the use of various digital platforms such as websites, social media, email, and search engines to achieve marketing goals. This research sees social media as one of the effective media to facilitate interaction between users, exchange information, inform the existence of products or services, and persuade potential consumers to make purchasing decisions as explained by Sabila & Amanah (2022). According to Islam et al (2020) social media creates an interactive platform by utilizing mobile and web technologies, where individuals and communities can actively share, collaborate, discuss, and change content originating from fellow users.

The utilization of social media has become one of the options in marketing strategies with the aim of reaching customers involved in the development of the company's marketing

mix. Compared to offline marketing efforts, marketing through social media allows for more active interaction with potential consumers, as stated by Li et al (2021). For example, Instagram, a proven effective social media platform, provides opportunities for users to upload interesting visual content and interact with audiences through various features such as filters, tags, and additional information, in accordance with the findings of Haikal Ibnu Hakim et al (2022).

A business-centric Instagram account is characterized by how the business has several branches, but only has one social media account that incorporates all its information and promotional activities. This approach provides ease of content management, as all information and promotions are centralized in one account, providing consistency and efficiency. This supports the goal of promotion to sell products easily, quickly, interactively, and ultimately increase sales (Suripto, 2019). However, all activities on one account potentially limit interaction and quick response to queries or feedback from branches spread across multiple locations (Simamora, 2019).

Centralized Promotion Activity on Instagram Account

Promotional activities are all activities and processes designed to change or reinforce consumer behavior and/or ideas, through communication (Delre et al., 2007), so that consumers are persuaded to buy what they might not otherwise buy, and what they really don't want to buy. The completeness of promotional activities on an Instagram account will affect the success rate of a promotional campaign (Ramadan, 2021). This means that promotional activities on Instagram accounts are an important part of achieving effective and successful promotion. Previous research also mentions how promotional activities can be seen as a topic that affects how effective a promotional activity is.

Ramadan (2021) states that promotional activities can be assessed based on the level of message attractiveness, message style, level of clarity and accuracy of the message, frequency of message delivery, and message feedback provided by the admin to consumers. The level of message attractiveness involves the use of interesting language, quality photos / videos, and content that matches the interests of the audience on Instagram. The message style in a promotional activity must be adapted to the message style that is prevalent for the target audience. Messages delivered in a promotional activity should be accurate and clear, using straightforward language and minimizing unfamiliar jargon. The frequency of message delivery needs to be regulated so that it is remembered by the audience and adjusted to the promotion target. Fifth, interaction with audience comments is key to increasing engagement and building strong relationships through absorbing feedback from promotional activities.

Effectiveness of Promotion on a Centralized Instagram Account

Effectiveness, as an indicator of success in achieving goals (*Metode Penelitian Kuantitatif, Kualitatif Dan R & amp*, n.d.), can be interpreted as achieving the goals set by business actors (Sabila & Amanah, 2022). Whether a promotion is effective or not can be seen from the clarity in the delivery of information (Sri Wulandari & Anna Fatchiya, 2017). This means that the effectiveness of promotion has to do with how promotional activities are carried out. Complete promotional activities, as explained by Ramadan (2021), can affect the level of success or effectiveness of promotion.

Measuring effectiveness in online promotions can be done by the EPIC Model from The Nielsen Company, which consists of four dimensions: Empathy, Persuasion, Impact, and Communication, respectively assessing customer feelings, brand reinforcement, product excellence, and message clarity (Amira & Nurhayati, 2019; Nurhayati et al., 2022). Empathy in this context is defined by how a consumer likes or dislikes a promotion (Erminati Pancaningrum

& Wahyu Ari Rahayu, 2017). Persuasion is defined as a change in beliefs, attitudes, and behavior due to a promotion, for example, from not wanting to buy, to wanting to buy after seeing a promotion (Tripiawan et al., 2019). Impact is indicated by the extent to which a brand can stand out to consumers and is able to increase consumer product knowledge (Nurhayati et al., 2022). Meanwhile, the communication dimension is defined as the consumer's ability to remember the main message, understanding, and impression strength of the message received (for example, the consumer's ability to remember the discount amount, remember the promotion date, or remember certain information from a promotion). Overall, these dimensions of the EPIC model can help evaluate the success of a promotion. Based on the definition of each EPIC element, indicators of each EPIC element are defined (Tripiawan et al., 2019; Erminati Pancaningrum & Wahyu Ari Rahayu, 2017). Empathy is measured by indicators of affection and cognition, persuasion is measured by indicators of changes in belief and willingness to behave, impact is measured by indicators of product knowledge of a consumer, and communication is measured by indicators of the ability to remember messages from a promotion, understanding of a message delivered, and the ability to remember promotional taglines.

The effectiveness of online promotion on a centralized Instagram account is measured using the EPIC model, which focuses on the four indicators of empathy, persuasion, impact, and communication felt by consumers. This approach allows for a comprehensive understanding of the promotion's effectiveness, as it is only carried out on the followers of the centralized account, eliminating the need for separate accounts representing different branches or companies.

RESEARCH METHODS

This study used a qualitative research design. Data was collected using the documentation method. Documentation was chosen as a data collection method to see responses in the form of comments on promotional activities carried out by McDonald's Indonesia on its Instagram account. Documentation allows researchers to see the relevant context in the phenomenon under study, as well as provide insight into the historical context and developments relevant to the phenomenon under study (Pada Pendekatan Kualitatif dan Kuantitatif Ardiansyah et al., n.d.). In this context, it will be carried out on promotional publications carried out by McDonald's Indonesia Instagram account, both in photo publications (Instagram Post), as well as video publications (Instagram Reels). This research focuses on publications that are promotions, and will analyze consumer responses in the form of comments on promotional publications. The results of the documentation will be used to see how the effectiveness of the promotion by looking at the aspects of empathy, persuasion, impact, and communication analyzed from consumer comments.

The comments that have been collected represent the opinions of McDonald's Indonesia consumers regarding what consumers feel about McDonald's Indonesia promotions. Comments on McDonald's promotional publications will be analyzed based on EPIC elements, and categorized based on the definition of EPIC elements and EPIC indicators according to previous studies. Nurhayati et al (2022), Tripiawan et al (2019), and Erminati Pancaningrum & Wahyu Ari Rahayu (2017) have formulated indicators of each EPIC element to assess a comment as follows.

EPIC Elements	Comment Indicator
Empathy	a. Comments that express emotions or sentiments relating to the promotion.

	b. Comments that indicate whether consumers like or dislike the promotion. c. Expressions of empathy towards other brands or users.
Persuasion	a. Comments that indicate the commenter's trust or distrust of the brand or product. b. Statements indicating a change in attitude towards the promoted product or service. c. Comments indicating a desire or unwillingness to engage in certain promotion-driven behaviors.
Impact	a. Comments that indicate an increase or improvement in the commenter's knowledge of the product or service. b. Statements indicating how the promotion has affected consumers' perception or understanding of the brand. c. Comments that reflect the level of engagement with the promotional content (e.g., questions, sharing personal experiences relating to the product).
Communication	a. Comments that directly refer to or engage with the main message of the promotion. b. Statements that demonstrate the commenter's ability to recall key information presented in the promotion. c. Comments that provide additional information or clarification related to the promotion.

This research employs sentiment analysis and narrative-based analysis to identify EPIC elements in comments from McDonald's Indonesia's official Instagram account. The aim is to understand consumer responses to promotions by examining how these elements reflect the company's marketing strategies. Narrative-based analysis technique is a technique that collects, organizes, and interprets information from comments and analyzes the context and how consumers receive promotions made by McDonald's Indonesia based on the EPIC Model (Valisya, 2023).

This technique is carried out by collecting documentation containing comments on McDonad's Indonesia's centralized Instagram account, then looking at sentiment and categorizing comments based on EPIC elements. The analysis process began with the collection of relevant comments from McDonald's Indonesia's Instagram account. Each comment collected was then analyzed to identify the presence and level of presence of the EPIC elements with reference to existing indicators. Based on this identification, comments are categorized into one of the relevant EPIC elements. The results of the categorization were then interpreted to understand consumer responses to McDonald's Indonesia promotions, specifically looking at how the relationship between empathy, persuasion, impact, and effective communication is reflected in consumer comments.

The study aims to assess the effectiveness of McDonald's Indonesia's promotional activities by analyzing the context of each comment using the EPIC Model indicators. The results will be presented based on empathy, persuasion, impact, and communication categories. Promotional activities are considered effective if positive comments demonstrate empathy, persuasion, impact, and communication, while less effective activities lack these elements. The findings will provide a comprehensive understanding of consumer perceptions of promotional activities.

RESULT AND DISCUSSION

Various comments found on McDonald's Indonesia's centralized account was documented, and met the comment indicators as defined in the previous section. The comments were classified based on context into the four categories of EPIC elements, namely empathy, persuasion, impact, and communication.

Empathy

A comment is categorized into the empathy category if the comment expresses an emotion or sentiment related to the promotion, the comment indicates whether consumers like or dislike the promotion, or there is an expression of empathy towards other brands or users. Based on documentation in the McDonald's Indonesia comments column, there are several comments that meet the comment indicators for each EPIC element. Table 1 shows the comments that meet the indicators of the empathy category.

Table 1. Comments in the Empathy Category

Analysis	Comments
Comments that express emotions or sentiments related to the promotion	"Gw pikir mcd mau bagi takjil 🤔🤔🤔🤔🤔🤔" (I think McD wants to give takjil 🤔🤔🤔🤔🤔🤔)
Comments that express emotions or sentiments related to the promotion	"Yg ninja lucu 🥰" (The cute ninja one 🥰)
Comments that express emotions or sentiments related to the promotion	"Pengen kimono min 🥰" (I want the kimono one, min 🥰)
Comments that express emotions or sentiments related to the promotion	"Kegiatan tahunan dari Mekdi yang sangat bermanfaat dan membawa kebaikan buat anak2 .. semangat Lanjutkan... Niat Baik Hasil Baik ❤️❤️❤️" (This annual activity from Mcd is very useful and brings goodness to the children. Keep it up. Good Intentions Good Results ❤️❤️❤️)
Comments that express emotions or sentiments related to the promotion	"Yeaaayyy sadora comeback 🥰🔥"
Comments that express emotions or sentiments related to the promotion	"Waaaaaaaaaaaaaaaa menu tahunan bulan suci ramadhan yang sangat lezat hadir kembali 🥰" (Waaaaaaaaaaaaaaaa the delicious annual menu for the holy month of Ramadan is back 🥰)
Comments that express emotions or sentiments related to the promotion	"AAAAA LUCUUUUU :3" (AAAAA CUTE :3)
Comments that express emotions or sentiments related to the promotion	"Akhirnyaa ada ayam gulai 🥰🥰" (Finally there is chicken curry 🥰🥰)
Comments that express emotions or sentiments related to the promotion	"Finally comeback 🔥"
Comments that express emotions or sentiments related to the promotion	"Akhirnya gulai balik lagi" (Finally the curry is back again)
Comments that indicate whether consumers liked or disliked the promotion	"Barangnya gak sebagus iklannya 😞" (The goods are not as good as the advertisement 😞)
Comments that indicate whether consumers liked or disliked the promotion	"Favoritku banget ini 🥰🥰" (This is my absolute favorite 🥰🥰)
Comments that indicate whether consumers liked or disliked the promotion	"My favvv 🥰"

Comments that indicate whether consumers liked or disliked the promotion	"Aaaaaaaaaaaaaa welcome back menu fav i like 100 ❤️"
Comments that indicate whether consumers liked or disliked the promotion	"fav bgt ini 😍" (This is really my favorite 😍)
Comments that indicate whether consumers liked or disliked the promotion	"Mekdi selalu di hati, mengedukasi si kecil dg menu favorit Happy meal nya .. bermain sambil belajar ...love it .. ❤️ ❤️ ❤️" (Mcd is always in our hearts, educating our little ones with their favorite Happy Meal menu. Playing while learning. Love it ❤️ ❤️ ❤️)
Comments that indicate whether consumers liked or disliked the promotion	"Wah mantabbbb ni lezatnyooo...gasss" (Wow, this is really delicious. Let's go)
Comments that indicate whether consumers liked or disliked the promotion	"Promonya makin gila" (The promotions are getting crazier)
Comments that indicate whether consumers liked or disliked the promotion	"Ayam gulai sih yg terbaik" (Chicken curry is the best)
Comments that indicate whether consumers liked or disliked the promotion	"Emang nda salah ini .. paling endez .. ❤️ ❤️ ❤️" (There's nothing wrong with this. It's the best ❤️ ❤️ ❤️)

Source: Data processed, 2024.

McDonald's promotions have been met with enthusiasm and appreciation from consumers, who feel connected to the brand's positive values and the quality of its products. They express support for worthwhile activities and special moments organized by the brand, indicating an emotional connection between the brand and consumers. The positive responses from consumers reflect their empathy towards the brand and its products, indicating a strong emotional connection between the brand and its customers.

Persuasion

A comment is categorized into the persuasion category if there is a statement indicating a change in attitude towards the promoted product or service, which is a comment indicating a desire or unwillingness to engage in certain promotion-driven behaviors.

Based on the documentation, there are also comments that can be identified as showing consumer perceived persuasion. Table 2 shows the comments that fulfill the indicators of the persuasion category.

Table 2: Comments in the Persuasion Category

Analysis	Comments
These comments indicate trust or distrust of the brand or product	"Oh cuma delivery doang dine ini ga bisa??" (Oh, it's just delivery, can't dine in?)
Comments indicating willingness or unwillingness to engage in a particular promotion-driven behavior	"Selalu ikut kalo ada sadora 🥳🥳" (Always join if there is sadora 🥳🥳)
Comments indicating willingness or unwillingness to engage in a particular promotion-driven behavior	"Ku sudah punyaaaa nyicil versi lainnya.... ❤️" (I already have, going for the other versions ❤️)
Comments indicating willingness or unwillingness to engage in a particular promotion-driven behavior	"Mauuuu.... Jogja dh ada kan" (I want it, it is available in Jogja right?)
Comments indicating willingness or unwillingness to engage in a particular promotion-driven behavior	"YAAASSSHHHH Menu kesayangan sejuta umat telah kembaliiiii 🥳🥳🥳🥳🥳 harus kudu wajib buru-buru ke mcd niihhhh 🥳🥳🥳🥳🥳"

	(YAAASSSHHHH the favorite menu of millions of people is back 🍔🍔🍔🍔🍔 you have to rush to McD 🍔🍔🍔🍔🍔")
Comments indicating willingness or unwillingness to engage in a particular promotion-driven behavior	"Caranya??" (The method??) "Cara dapet yg tengah gmn ya? Tinggal milih kah?" (How do I get the middle one? Just choose?)
Comments indicating willingness or unwillingness to engage in a particular promotion-driven behavior	"Kartu pelajar mahasiswa S1 semester 8 bisa ga?" (Student card for 8th semester undergraduate students, is that possible?) "Mahasiswa berlaku gak?" (Students, does this apply?) "Kuliah gak bisa kah? mahasiswa butuh keadilan 🙏🙏🙏" (student can't? students need justice 🙏🙏🙏) "Kartu mahasiswa bisa gaaa" (Is it okay to use student card?) "Min kartu mahasiswa bisa gk" (Is it okay to use student card?) "KARTU MAHASISWA BOLEH GA MINNN" (Is it okay to use student card min?)
Comments indicating willingness or unwillingness to engage in a particular promotion-driven behavior	"SD ga ada kartu pelajar trs gmn caranya min?" (The elementary school doesn't have a student card, so how do you do it?)
Comments indicating willingness or unwillingness to engage in a particular promotion-driven behavior	"Skrng ga dikasih kartu pelajar dr sekolah , selain kartu pelajar bisa bawa apa ya ? untuk bukti nya" (Now school don't give a student card, what can you bring other than a student card? for proof)
Comments indicating willingness or unwillingness to engage in a particular promotion-driven behavior	"Bisa tunjukkan KTP gak min?" (Can I show my ID?)
Comments indicating willingness or unwillingness to engage in a particular promotion-driven behavior	"Bisa beli brp kali kak" (How many times can I buy it bro?)
Statements indicating a change in attitude towards the promoted product or service	"Yeaah its back .. menu fave banyak umat yaaa.. endezz sudah meluncur ke Mekdi ..yuks menikmati rasa yang pernah ada ..Mekdi ayam gulai ..no kaleng kaleng wess" (Yeah it's back, many people's favorite menu. Endezz has launched to McD. Let's enjoy the taste that ever existed. McD's chicken curry. not tin cans)
Statements indicating a change in attitude towards the promoted product or service	"Baca2 komen kok banyak yg bilang coklatnya enak, jadi penasaran. Biasa beli putih terus 🤔" (When I read the comments, many people say the chocolate is delicious, so I'm curious. I always buy white 🤔)

Source: Data Processed, 2024.

The analysis of comments on McDonald's Indonesia's Instagram comment section reveals that the company effectively influences consumer perceptions and attitudes through product quality, direct actions, and policy clarification. Some comments show consumers seeking more information about the promotions, while others show trust and loyalty to the brand, indicating that McDonald's promotions are effective in building a positive brand image and maintaining its consumer base. Overall, McDonald's promotions effectively influence consumer attitudes and behaviors. These comments indicate that McDonald's Indonesia's

promotions through its centralized Instagram account have effectively influenced consumers' perceptions and attitudes, both through the delivery of clear information, efforts to influence purchasing decisions, and maintaining consumer loyalty to the brand.

Impact

A comment is categorized into the impact category if it demonstrates an increase or improvement in the commenter's knowledge of the product or service, there is a statement indicating how the promotion has affected the consumer's perception or understanding of the brand, or the comment reflects a level of engagement with the promotional content (e.g., questions, sharing personal experiences related to the product).

Based on the documentation, there are also comments that can be identified as showing the impact felt by consumers. Table 3 shows the comments that fulfill the impact category indicator.

Table 3. Comments in the Impact Category

Analysis	Comments
Comments that reflect the level of engagement with the promotional content (e.g., questions, sharing personal experiences related to the product).	"Buru buru drive thru aja ... manalagi selain di mekdi....❤️" (Hurry, just drive thru. Where else but at McD ❤️)
Comments that reflect the level of engagement with the promotional content	"Mauuuuu 🍔" (I want it)
Comments that reflect the level of engagement with the promotional content	"Alhamdulillah ayam Gulai nya enaak bingit .jadi menu buka puasa di hari Pertama ..cobain deuh" (Thank God, the chicken curry is delicious. so the menu for breaking the fast on the first day, try it)
Comments that reflect the level of engagement with the promotional content	"Download aplikasi mcd banyak promonya. Poin nya bisa di tuker lg sama menu mcd. Hahaha" (Download the McD application, lots of promotions. The points can be exchanged for the McD menu. Hahaha)
Comments that reflect the level of engagement with the promotional content (e.g., questions, sharing personal experiences related to the product).	"🍔🍔🍔🍔 promo apk lebih enak... Dah dpt point dapat Rp. 1 seharga itu dpt product....mana lagi selain dimekdi🍔🍔🍔🍔 ditambah bayar pake promo cahless yg ada tiap hari adaa dimekdiiii....🍔🍔🍔🍔" ("🍔🍔🍔🍔 app promos are better. You can get points and get Rp. 1 for that price you get the product. Where else but at McD 🍔🍔🍔🍔 plus pay using the cahless promo which is available every day at McD. 🍔🍔🍔🍔")
Comments that reflect the level of engagement with the promotional content	"Pernah order juga,pas lagi lapee2nya.Minta tlng suami saat itu orderin nasi + ayam di McD,,eh yg dtng paket ini..Alhamdulillah repeat order like always....yg sayap d besokkin masih endul rasanya....😋" (I ordered it once, when I was hungry. Asked my husband to help me at that time, I ordered rice + chicken at McD, but this package came. Thank God, repeat order like always. The wings made tomorrow still taste delicious 😋)
Comments that reflect the level of engagement with the promotional content	"Big mac sama kentang gorengnya duh 🤤 bikin laper hahaaa" (Big mac with fries 🤤 makes me hungry hahaha)

Comments that reflect the level of engagement with the promotional content	"Anakku dapet pikachu ama adopt me 🥰" (My son got pikachu and adopt me 🥰)
Comments that indicate an increase or improvement in the commenter's knowledge of the product or service.	"Khusus delivery yaa..jd gak bs dine in" (Delivery only, so you can't dine in)
Comments that indicate an increase or improvement in the commenter's knowledge of the product or service.	"Gass poll merapat di mekdi Yukss.. bagi kolektor2 dan penggemar HK yuks mareee" (Let's go, meet at McD. For collectors and HK fans, come on)
Comments that indicate an increase or improvement in the commenter's knowledge of the product or service.	"Menu ayam gulai gada obat memang 🥰 endul bangeet tapi sayang bukan menu tetap 😞" (The chicken curry menu is really delicious, but unfortunately it's not a regular menu 😞)
Comments that indicate an increase or improvement in the commenter's knowledge of the product or service.	"makan siang hari ini dengan ayam gulai mekdi nikmat bangeet" (Lunch today with McD's chicken curry is really delicious)
Comments that indicate an increase or improvement in the commenter's knowledge of the product or service.	"Mantaap.. menunya ringan dan bisa buat rame2 .. Mekdi selalu di hati ❤️❤️❤️" (Great, the menu is light and can be eaten together. Mcd is always in my heart ❤️❤️❤️)
Comments that indicate an increase or improvement in the commenter's knowledge of the product or service.	"Mantaaap semakin merakyaat... ice cream mekdi hanya goceng mariiii merapaaat ❤️❤️❤️" (Great, it's becoming more popular. McD's ice cream is only five thousand, let's come closer ❤️❤️❤️)

Source: Data processed, 2024

McDonald's Indonesia Instagram comments reveal that promotions have positively impacted consumers, increasing their knowledge, engagement with promotional content, satisfaction, and positive experiences. Some comments highlighted the deliciousness of McDonald's chicken curry menu and shared experiences about its suitability for joint events, highlighting the brand's impact on consumer perception.

McDonald's promotions have been successful in capturing consumer attention, influencing purchase intentions, and enhancing consumer experience. Comments show engagement with the app, affordable prices, and satisfaction with the Happy Meal toy gift. Consumers also understand the terms and conditions of the promotions, demonstrating their effectiveness in conveying clear information. The comments illustrate the various positive impacts that McDonald's Indonesia promotions have had through their Instagram account. These impacts help to strengthen brand image, increase consumer engagement, and drive more positive purchasing decisions.

Communication

A comment is categorized into the communication category if it directly refers to or engages with the main message of the promotion, there is a statement that demonstrates the commenter's ability to recall the main information presented in the promotion, or the comment provides additional information or clarification related to the promotion. Based on the documentation, there were also comments that could be classified on the communication element based on the EPIC model. Table 4 shows the comments that fulfill the indicators of the communication category.

Table 4. Comments in the Communication Category

Analysis	Comments
Comments that provide additional information or clarification regarding the promotion.	"@siwi_qq dibaca dunk captionnya lebih jelas, itu hanya untuk karakter botanical saja yg mesti delivery duh 🤔🤔🤔🤔🤔" (@siwi_qq please read the caption more clearly, that's only for botanical characters which have to be delivered 🤔🤔🤔🤔🤔)
Comments that provide additional information or clarification regarding the promotion.	"@andreaux_polski gantungan kunci, tapi ada kotaknya jadi bisa dipajang juga" (@andreaux_polski key chain, but it comes in a box so you can display it too)
Comments that provide additional information or clarification regarding the promotion.	"@mcdonaldsid min, bulan puasa ada penyesuaian jam operasional kah?" (@mcdonaldsid min, is there an adjustment to operational hours during the fasting month?)
Comments that provide additional information or clarification regarding the promotion.	"@evander.yody setahu ku kalo McD tetap sama aja kak 24 jam" (@evander.yody As far as I know, McD remains the same 24 hours a day)
Comments that provide additional information or clarification regarding the promotion.	"@reginadudutz bantu jwb. Kakak nya beli paket apa aja bebas trs bisa beli hello kitty nya,tp bisa kok cuma beli hello kitty nya aja. Klo sama paket sekitar 80rb an klo boneka nya aja cuma 55rb" (@reginadudutz help answer. Brother, if you buy any package it's free and you can buy Hello Kitty, but you can just buy Hello Kitty. If with the package, it's around 80 thousand, but for the doll alone it's only 55 thousand)
Comments that provide additional information or clarification regarding the promotion.	"bantu jawab ya, kalau promo di aplikasi mcd, itu bisanya penukaran satu satu, gabisa digabung 2 penukaran aplikasi dalam 1 struk . selagi promonya bukan sama sama dari aplikasi, itu bisa digabung 🙏" (Let me help you answer, if the promo is on the McD application, it can usually be exchanged one by one, you can't combine 2 application exchanges in 1 receipt. As long as the promotions are not the same as those from the application, they can be combined 🙏)
Comments that directly refer or engage with the main message of the promotion.	"Ayam Mcd Gulai rasanya pedes gak sih?" (McD Chicken Curry tastes spicy, doesn't it?)
Comments that directly refer or engage with the main message of the promotion.	"Buat anak² bisa makan? Takutnya pedes" (Children can eat? I'm afraid it's spicy)
Comments that directly refer or engage with the main message of the promotion.	"@ilham_kuy maaaf kakanyaa beli dimcd mana yaa" ("@ilham_kuy sorry bro, where did you buy it at McD?)
Comments that directly refer or engage with the main message of the promotion.	"@willsonliukarya kakanyaa beli dimcd mana" ("@willsonliukarya, where did your brother buy it at McD?)
Comments that directly refer or engage with the main message of the promotion.	"Disemua cabang sudah ada?" (Is it available in all branches?) "Ngak ada di solo 🤔🤔 @mcdonaldsid" (Not available in solo 🤔🤔 @mcdonaldsid)

Comments that directly refer or engage with the main message of the promotion.	<i>"@opranoto acungin jempol buat mcd graha family. Di komplain di wa lsgq dibls n dibantu tukerin yg benarnya. Makasih byk!"</i> (@opranoto thumbs up for McD Graha Family. When I complained on WA, it was answered straight away and I was helped to exchange the truth. Thank you very much!)
Comments that directly refer or engage with the main message of the promotion.	<i>"@william.cipto maaf kakanyaa beli dimcd mana"</i> (@william.cipto sorry bro, where did you buy it at McD?)
Comments that directly refer or engage with the main message of the promotion.	<i>"@aless_sandy maaf kakanyaa beli dimcd mana"</i> (@aless_sandy sorry bro, where did I buy it at McD?)
Comments that directly refer or engage with the main message of the promotion.	<i>"@dipamhhlm maaf kakanya beli dimcd mn"</i> (@dipamhhlm_ sorry bro, where did you buy it from Mcd)
Comments that directly refer or engage with the main message of the promotion.	<i>"Maaf kakanya beli dimcd mana"</i> (Sorry bro, where did you buy McD?)
Comments that directly refer or engage with the main message of the promotion.	<i>"tgl 25 Feb beli di drive thru KM 57 sudah dapet mainan happy meal, padahal belum masuk periode nya.. 🤔"</i> (On February 25, bought at the drive thru at KM 57 and got a happy meal toy, even though it wasn't in the period yet 🤔)
Comments that directly refer or engage with the main message of the promotion.	<i>"@azelea_azel mcd Rungkut surabaya kak, cuma mau tanya perkara kelengkapan menu tp dm ga dibalas balas :)"</i> (@azelea_azel mcd Rungkut Surabaya sis, just wanted to ask about the completeness of the menu, but no reply to my DM :))
Comments that directly refer or engage with the main message of the promotion.	<i>"Tolong @mcdonaldsid cabang MALL DAAN MOGOT. Ini sudah 2x saya pesan ditempat yang sama dan menggunakan kupon diaplikasi biasa saja. Sampai pembayaran pakai @ovo_id agar dapat point kenapa sengaja diarahkan pake qris sehingga tidak dapat point."</i> (Please @mcdonaldsid MALL AND MOGOT branches. I've ordered this twice at the same place and just used the regular coupon application. Even if I pay using @ovo_id to get points, why are you deliberately directed to use qris so I don't get points.)
Comments that directly refer or engage with the main message of the promotion.	<i>"Halo kak, kemarin malam sy ke McD Manyar Kertoarjo Surabaya kok katanya promo ini tidak berlaku ya? Apa memang tidak berlaku di semua cabang?"</i> (Hello sis, last night I went to McD Manyar Kertoarjo Surabaya, how come it said this promo is not valid? Isn't that true in all branches?)
A statement indicating the commenter's ability to recall key information presented in the promotion.	<i>"Khan dah diblg hello kittynya sendiri 49k. Tapi bisa jdi 33k klo ditambah dengan paket yg tertera di caption."</i> (It's been said that Hello Kitty itself is 49k. But it could be 33k if you add the package read the caption)
A statement indicating the commenter's ability to recall key information presented in the promotion.	<i>"Helokiti doang 55k include ppn. kalo sama paket makanan tinggal nambah 30rb an. tetgantung ambil paket apaa"</i>

	(Hello Kitty alone is 55k including tax. If it's with the food package, just add 30 thousand. It just depends on what package you get.)
A statement indicating the commenter's ability to recall key information presented in the promotion.	"@heidymiyo Oo°°°°Oo°°°°Oohh:O gitu brarti kalo beli paket jdnya beli HKNya lbh murah gitu kan ??makasi infonya" (@heidymiyo Oo°°°°Oo°°°°Oohh:O that means if you buy a package it will be cheaper to buy HKN, right? Thanks for the info)
A statement indicating the commenter's ability to recall key information presented in the promotion.	"Keluarnya tiap ramadhan kayanya..." (It comes out every Ramadan)

Source: Data Processed, 2024

The McDonald's Indonesia Instagram comment section reveals effective communication between consumers and the company's promotions. Consumers understand the messages and provide additional information, clarification, or requests related to the promotion. This demonstrates effective communication in delivering promotional messages, ensuring they are well-received by consumers.

In addition, there were also comments that directly referred to or engaged with the main message of the promotion, such as questions about the product or service being promoted, requests for additional information or clarification related to the promotion, and complaints related to consumers' experiences with the promotion delivered. This shows that communication through the Instagram platform has provided space for consumers to understand a promotional message, but less than optimal. This is indicated by requests for additional information on several matters.

The comments in the communication category show that the communication from McDonald's to consumers through promotions on their centralized Instagram account is working well. Consumers were able to understand the promotional messages and respond well to them, even going so far as to provide relevant responses or clarifications to other consumers' questions or comments. This is an indication that McDonald's promotions through their Instagram account are effective in communicating with consumers.

In addition to these comments, there were also a number of comments indicating consumers' requests for admins to reply to their messages via DMs. The comments asking McDonald's centralized Instagram admins to check DMs show some of the shortcomings that a centralized Instagram account that represents all McDonald's branches on a single Instagram account may have. This is in line with research conducted by Simamora (2019), which states that all activity on one account has the potential to limit interaction and rapid response to questions or feedback from branches spread across multiple locations.

The comments indicate that the admin's ability to respond to or check direct messages from users is limited due to an excessive number of incoming messages or staff limitations. The system's inefficiency in managing these messages is also a concern. Some users desire immediate responses, while others criticize the admin's performance.

CONCLUSION

The conclusions of this analysis provide an understanding of how the promotional activities carried out by McDonald's Indonesia on Instagram are perceived by consumers and assess the effectiveness of these promotions through the use of centralized accounts. Based on

consumer comments, it can be concluded that McDonald's promotions have succeeded in creating strong emotional engagement and positively influencing consumer perceptions and attitudes. Through the EPIC dimension, it can be concluded that McDonald's promotions on its centralized Instagram account are effective.

McDonald's promotions on Instagram are successful in creating a significant emotional connection between the brand and consumers, demonstrated by enthusiastic responses and appreciation of product quality as well as support for positive brand activities. In terms of persuasion, the promotion was effective in influencing consumer perceptions and attitudes by providing clear information and maintaining loyalty to the brand. The impact is reflected in increased consumer knowledge, engagement, satisfaction and positive experiences, strengthening the positive image of the McDonald's brand.

Nonetheless, the analysis also revealed some shortcomings in responsiveness or message management on McDonald's centralized Instagram account, highlighting the importance of improving the effectiveness of communication with consumers through social media platforms. This is in line with the shortcomings of using a centralized Instagram account, where the centralized account is required to provide responses that can represent all McDonald's branches in Indonesia. This finding is also in line with previous research conducted by Simamora (2019).

McDonald's, which has succeeded in promoting effectively through the EPIC framework, needs to pay attention to the weaknesses of the centralized Instagram account system. To improve the effectiveness of McDonald's promotions on social media platforms, it is recommended to increase responsiveness to messages, optimize message management, and evaluate and improve promotional content regularly. By implementing these measures, it is expected that McDonald's can strengthen relationships with consumers, increase customer satisfaction, and strengthen their brand image in the market.

Since this is a case study on McD, the result may be different from those applying IG-centric account. Thus, to have a comprehensive understanding on the effectiveness IG-centric account, future research must address more entities using IG-centric account and more widely those using centric account on any media. The study address only IG and thus focus only on those connect to IG. Those follow McDonald's from other social media are not covered by the study. Thus, the effectiveness of promotional activities doing by McDonald's may be partial. Future research on McDonald's promotion effectiveness can address all social media that is either centralized or uncentralized to be able to understand if the online promotion is effective.

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