

# CHAPTER I INTRODUCTION

## 1.1 Background of Study

In the fast-growing digital era, social media has become one of the most effective platforms for business marketing and promotion strategies. This phenomenon is supported by the transformation of how people interact and access information. Social media has changed the traditional paradigm of marketing into a more personalized experience with direct interaction between brands and consumers. Its ability to provide a space for brands to communicate, share creative content, listen to feedback, and precisely target audiences through smart algorithms has proven to expand business reach and increase brand awareness. Therefore, businesses need to make social media an integral component of their marketing strategy to fully leverage the potential offered by these platforms.

Many social media platforms, such as Facebook, Twitter, LinkedIn, TikTok, YouTube, Pinterest, and Instagram, have been used as tools for business marketing and promotion. Instagram, in particular, is in great demand by businesses due to its engaging features, including Insights, Auto Reply, Inbox Filters, Instagram Stories, Live, Ad Tools, Instagram Shopping, and IGTV. By utilizing these features, businesses can promote products, increase interaction with customers, and optimize potential profits.

One brand that utilizes the power of Instagram in its marketing strategy is Denny's Diner. Denny's Diner is a famous fast-food restaurant chain based in the United States, and currently, Denny's has branches in various countries around the world. Denny's Diner has a long history and has been recognized in the food industry. The restaurant offers a variety of delicious dishes, from breakfast, lunch, to dinner. Denny's Diner is known for their mission to provide a satisfying dining experience for their customers and its vision to be the restaurant of choice that provides high-quality food at affordable prices.

As a brand, Denny's Diner upholds values such as deliciousness, comfort, friendliness, and simplicity. They strive to create a welcoming and pleasant environment for their customers. However, to reach a wider audience and stay relevant in the digital age, they recognize the need to tap into popular social media platforms. To promote its dishes, Denny's Diner has chosen Instagram as its main marketing platform. Instagram is one of the largest social media platforms in the world, with over 1 billion monthly active users. The platform offers creative and interactive features that allow businesses to engage with their audience effectively.

Denny's Diner uses unique marketing communication strategies on Instagram to differentiate itself from competitors in the food industry. They employ various creative approaches, including engaging visual content, unique captions, collaborations with famous influencers, and other special techniques to promote their dishes. A significant aspect of Denny's Diner's Instagram marketing strategy is the use of engaging visual content. They upload photos and videos that look appetizing and entice people to try their dishes. They also often use filters and special effects to add a creative touch to their content.

In addition, Denny's Diner uses unique and interesting captions to attract their audience's attention. These captions often contain jokes, short appetizing sentences, or questions that encourage interaction from their followers. In this way, they not only promote their dishes but also create a closer relationship with their audience. Denny's Diner also collaborates with well-known influencers on Instagram. By working with influencers who have a large and influential following on the platform, they can reach a broader audience and increase their brand awareness.

This research aims to analyze Denny's Diner's marketing communication strategy through Instagram to promote their products. Specifically, this study will describe the messaging content within Instagram photos that contain text, which Denny's Diner uses to promote their dishes. By examining creative approaches, engaging visual content, unique captions, and other special techniques used in these text-inclusive photos, this research seeks to understand how Denny's Diner's

Instagram strategy contributes to brand awareness and potential sales growth. The findings from this study will provide valuable insights into how a restaurant brand can effectively use Instagram as a marketing platform to reach and resonate with a broader audience.

## **1.2 Formulation of the Problem**

Based on the study, this research is formulated as follows:

1. What are the component of Denny's Diner's marketing communication strategy through instagram to promote their products?
2. What are the message containing in Denny's Diner's marketing communication strategy through instagram to promote their products?

## **1.3 Scope and Limitation of the Problem**

This research focuses on the subject of marketing communication used by Denny's Diner. This research was only discuss the marketing communication strategies used by Denny's Diner's on the Instagram platform.

The limitations of this research only focus on analysing marketing communication strategies that focus on photos content and containing text, starting from September to December 2023.

## **1.4 Purpose of Study**

The objectives of the research as follows:

1. To find out the component of Denny's Diner's marketing communication strategy through instagram to promote their products.
2. To describe the messege content of Denny's Diner's marketing communication strategy through instagram to promote their products.

## **1.5 Significance of Study**

In this section, the researcher discusses the benefits of the study as follow:

1. For future researchers.

To identify research differences and be a reference for further research on marketing communication strategies on the Instagram platform.

2. For industry practitioners.

To provide insights and recommendations in creating a marketing communication strategy on Instagram.

3. For students

To apply theoretical knowledge to real-world scenarios, the research can serve as a practical example for students to see how marketing theories and concepts are applied in actual business practices.