

# **ANALYSIS OF PERSUASIVE COMMUNICATION USED BY MCDONALD'S INTERNATIONAL OFFICIAL INSTAGRAM ACCOUNT**

Student Name : Desy Ulfa Sari  
Student ID : 5504211053  
Name Supervisor Lecturer : Fanalisa Elfa, M.Pd  
Student Institute : State Polytechnic of Bengkalis

## **ABSTRACT**

As digital media evolved, Instagram has become a key platform for brands to engage with audiences and influence consumer behavior. This study examined the persuasive communication strategies used by McDonald's International on Instagram from January to June 2024. The study employed a descriptive qualitative method combined with content analysis to examine the visual elements and written captions of selected Instagram posts and Reels. The findings revealed that McDonald's consistently applied Alan Barker's rhetorical appeals: ethos (establishing credibility through brand identity and partnerships), pathos (emotional connection through humor, nostalgic elements, and storytelling), and logos (rational appeal via product descriptions and launch schedules). Among 32 posts, pathos emerged as the dominant strategy, reflecting efforts to create emotional connections with followers. Audience engagement, assessed using the COBRA model, indicated that most interactions were contributions such as likes, comments, and poll participation. The study concluded that McDonald's persuasive strategies effectively enhanced engagement and strengthened brand loyalty in the digital space.

*Keywords: Persuasive Communication, Instagram, McDonald, Social Media.*