

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Background of the Study**

Social media has become a main way for businesses to talk to their customers. Fast food companies are among the most active users of this platform. Fast food companies have various objectives on social media, not only to promote products but also to build a company's image and to interact with their customers. It is crucial for companies to create high- quality, attractive and persuasive social content to achieve communication goals such as content sharing and increased sales.

Instagram is becoming a popular platform for businesses as it has over 1 billion active users worldwide. Instagram has visually appealing features that allow businesses to showcase their products in an interesting and creative way. In addition, Instagram has features such as Instagram Ads and Instagram Shopping that allow businesses to promote their products and sell products directly through the platform. These digital platforms allow companies to broaden their reach and build more meaningful engagement with their intended audience. Instagram also allows businesses to expand their reach, build brand awareness, and increase product sales. In this case, Instagram is an important social media platform for marketing for businesses.

Companies' interest in using social media has increased dramatically in recent years. McDonald's, with its worldwide presence, doesn't just sell fast food; it also creates a complete brand experience. Because of this, it's more important than ever to understand how McDonald's uses Instagram as a way to persuade customers, build its image, and keep people coming back. Due to its visual nature, Instagram serves as a distinctive medium for communicating brand messages through images and videos. With its characteristic visual style, McDonald's can strategically utilize this media to create emotional impact and achieve positive

feedback from its followers. An analysis of the persuasive communication on McDonald's Instagram account can provide deep insights about how the brand is exploiting the uniqueness of the platform.

In the always-changing fast food industry, companies like McDonald's must follow the trends of consumers and adapt to changing tastes. With Instagram, McDonald's can communicate directly with customers and get direct feedback on product innovations or marketing promotions. This research can look into how well McDonald's follows trends and whether its persuasive strategies meet what customers want and expect.

Persuasive communication plays a crucial role in drawing attention and strengthening a brand's reputation. Efforts to persuade consumers to buy products are not only based on logic, but also utilize emotions and sentiments as persuasive communication strategies. Although people of all ages are impacted by marketing, children and adolescents tend to be more vulnerable, as they may struggle to distinguish between accurate information and misleading content.

The purpose of this study is to analyze the use of persuasive communication by McDonald's Instagram account. Understanding the communication strategies and elements used, this research hopes to provide a deeper insight into how McDonald's utilizes social media platforms to influence and interact with their audience. In addition, this research aims to help the field of marketing and social media strategy, and also give useful advice to marketers on how to create effective campaigns.

## **1.2 Formulation of the Problem**

Based on the background stated, this study addressed two formulations of the problem.

1. What types of persuasive communication are used by McDonald's International official Instagram account?
2. How do these persuasive communication influence the engagements behavior of McDonald's International Instagram followers?

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

This study is limited by focusing on the persuasive communication strategies found on the official @mcdonald account on Instagram including images, videos, and text. Data includes the type of persuasive communication, engagement (such as likes and comments), and feedback from followers, in January – June 2024.

It can be tricky to clearly identify the persuasive parts of McDonald's Instagram posts and figure out how they affect what customers do. First, the understanding of visual and textual components is subjective and varies greatly among different individuals. Secound, social media trends change very quickly, so something that works now might not work the same way later, which makes it hard to use the results in the future. Third, directly measuring consumer attitudes, perceptions, and behaviors is challenging because many external factors, such as personal differences, cultural differences, and marketing efforts of other brands, can influence them. Plus, it's not easy to get precise data on how much people interact with posts and how that connects to sales, which makes it tough to fully understand how effective this approach really is. Finally, McDonald's operates globally, which means that its content varies by region, making it difficult to draw conclusions that can be applied universally.

### **1.4 Purpose of the Study**

Based on the background provided, this study aims to achieve two main objectives :

1. To analyze the types of persuasive communication used by McDonald's International official Instagram account.
2. To evaluate how these persuasive communication influence the engagements behavior of McDonald's International Instagram followers.

## **1.5 Significance of the Study**

This study had several important contributions, as outlined below:

1. For the researcher: This study helped the researcher better understand how persuasive communication works on social media, especially how big brands like McDonald's create messages to affect what people think and do. It also gave hands-on experience in using theories about persuasion and audience engagement.
2. For the readers : The study showed readers how digital persuasion methods like using emotions, building trust, and using logic were used on Instagram. This helps readers become smarter and more aware when they consume media online.
3. For future researchers: This study gives a good starting point for future research on how people are persuaded online and how brands build their image digitally. It includes useful theories like Ethos, Pathos, Logos, and COBRA, as well as a way to analyze content that others can use or build upon
4. For marketing practitioners : The study's findings showed how persuasive content affects what users do online. It pointed out which strategies work best to get people involved, helping marketers make better, more audience-friendly campaigns.