

Burger King's Goodvertising Campaign Analysis in the Pandemic Era (Study on Posts of Calls to Buy Competitors' Products on Instagram Account @burgerking.id)

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Abstract

There are many business competitions spread around in public. In order to be the top-of-mind in the competition, brands must be able to create unique selling propositions (USP) to be remembered by the public. Several approaches are popular and able to attract people's attention, one of which is goodvertising, where brands emerge by communicating their concerns and attention to social issues. One brand that has recently used the goodvertising strategy is Burger King Indonesia. Amid the COVID-19 pandemic hitting the economies of many parties, Burger King launched a campaign on its Instagram @burgerking.id with the message to buy products from its competitors. It is interesting to see how the goodvertising strategy is used by Burger King Indonesia, combined with the concept of viral advertising. Through this qualitative research with a constructivist paradigm, with this case study research method, it is found that in the pandemic era, with the most significant internet users and Burger King consumers tend to be millennials, the goodvertising strategy carried out by Burger King Indonesia, combined with E-WOM and the viral advertising, provides a significantly good impact for the rise of the brand image in society. In addition, the increase in the brand image of Burger King can also be seen in the participation of the general public in voicing, sharing, and reuploading related McDonald's campaigns with the creation of the hashtags #pesandarimcdonalds and #pesanlahdarimcdonald on Instagram. Hence, this can be seen from the increase in community involvement in their social media accounts, as well as a large number of publications on earned media such as detik.com for free.

Keywords: digital marketing; E-WOM; goodvertising; participatory culture; viral advertising

INTRODUCTION

One of the exciting trends in the advertising world recently is the tendency of brands to be closer to issues currently prevalent in the community. Minar (2016) said that there is a new trend in the world of advertising known as goodvertising, which is through their advertisements, brands try to formulate their opinions about how the world should be and what social good should be.

In connection with this concept, the advertisement that has recently attracted public attention is the call from Burger King via the @burgerking.id Instagram account. Burger King has launched its campaign to tell the public to buy not only its products but also products from its competitor, *McDonald's*. Besides *McDonald's*, several other brands were also mentioned, namely *Flip Burger*, *Carl's Jr*, *Wendy's*, *Klinger Burger*, *KFC*, *CFC*, *Domino's Pizza*, *Pizza Hut*, *Bakso Boedjangan*, *Sate Khas Senayan*, *HokBen*, *J.Co*, *Ta Wan*, *Sederhana*, also *Warteg* (street food vendors). This post, uploaded on November 3, 2020, has also gone viral on various Indonesian social media and caused several other brands to even participate in creating their campaign.

The *Burger King* campaign «Pesanlah dari *McDonald's*», or from now on will be known as “Please Order from *McDonald's*”, is one of the goodvertising concepts in which it tries to convey good deeds through advertising. Burger King knows how to attract the public through social media, which is now dominated by millennials. As the trend shifted, Millennials, as one of the biggest markets nowadays, in terms of choosing brands, want brands to be more than have an economic purpose but a good purpose for the community (Minar, 2016). Therefore, this strategy of spreading kindness from Burger King through their social media advertisement has moved millennials to take action, for it has met their ideologies.

Burger King has successfully branded its name as a brand that cares about social issues. Burger King has stated that they are committed to the diversity issue. Still, he holds to its values – ‘being bold, empowered, accountable, meritocratic, and fun’ – deeply rooted in equality and inclusion. Looking at the brand positioning, Therefore, Following its target audience, the millennial generation, Burger King has full support from tend to support from them to be the brand that is committed to social issues.

Hence, looking at its background and brand positioning, *Burger King's* viral campaign becomes relevant. Burger King has successfully brought the social issues that are trending in society to raise public

awareness. Amid the Covid-19 pandemic, many businesses have been hit hard and have had difficulty surviving; it includes the Food & Beverage (F&B) business. A digital cashier service, Moka, stated that of all the 17 cities in Indonesia in which transactions were observed, for the F&B business category, 13 cities experienced a significant decrease in their transactions per day (Pernando, 2020). Therefore, Burger King's call for solidarity to help its competitors has brought *Burger King* towards its brand image, a caring social brand.

Talking about the *Burger King* brand, this is not the first time *Burger King* has aired an ad which has gone viral and been widely discussed by many people. Mulcahy (2020) mentions that 10 *Burger King* advertisements look challenging to its competitor. For example, in the A Whopper Secret ads in 2019, the campaign revealed a secret that in every 2019 Burger King's Whopper advertisement, there is a hidden *Big Mac* (*McDonald's* product) behind every photo of a Whopper. It is done by showing some Images of overshadowed burgers emerging from behind the Whopper and proving the point. By doing so, It is said that they wanted to make it clear to the public that once and for all that, Whopper was far more “generous” in size than *McDonald's* best-known burger. Moreover, in another advertisement, *Burger King* has also been roasting *KFC* through an advertisement titled *KFG* or *King of Flame Grilling*, which also aired in 2019, when they started promoting a burger variant with grilled chicken inside.

Although the two advertisements mentioned above are not related to the theme of goodvertising, there is a common thread in the three advertisements from *Burger King* that it does not hesitate to mention the names of its competitors in their advertisements. However, through this strategy, *Burger King's* advertisements quickly became the subject of discussion in the community and spread with the power of Word of Mouth, commonly abbreviated as WOM. In the online world, WOM then turns into E-WOM. WOM or E-WOM is a concept that describes how a topic/subject spreads in the community through conversation from one person to another, either directly or through electronic technology such as social media.

The power of word of mouth in social media nowadays could be linked to another concept in the advertising world, namely the use of E-WOM for viral marketing purposes. According to Helm in Lance and Guy J. (2006), *viral advertising* with E-WOM can be defined as a communication and distribution concept

that relies on consumers transmitting digital products via e-mail to other potential consumers in their social circle and making them do the same to other social circles. Furthermore, Lance and Guy J. mention that in the world of advertising, viral advertising is known as an unpaid communication that is spread from one person to another because of provocative content from an identifiable sponsor, using the internet to persuade then or influence the audience to share the content to others.

Therefore, this study aims to analyze the *Burger King* campaign «Please Order from McDonald's» on its official Instagram account *@burgerking.id* and relate it to advertising, especially the concept of goodvertising, E-WOM, and viral advertising.

Burger King is not the only brand that has applied the concept of goodvertising. In 2018, Pertamina, as one of the biggest state-owned enterprises tried to amplify their campaign with the social movement with the theme of “Kobarkan Kebaikan” (spread kindness), Sutresna (2018). The “Kobarkan Kebaikan” campaign is carried out through social media and aims to provide awareness to the public so that they continue to spread kindness to others. The campaign was chosen because it was considered suitable for the condition of society, which has been divided due to conflicts such as the presidential election and regional elections. Sutresna (2018), in his study in analyzing the campaign used Kotler and Lee's planning model called Primary Social Marketing Planning (SMPP) as an analytical indicator. The results of the study found that for the planning stage, not all indicators in the Primary Social Marketing Planning were applied by Pertamina in designing social campaigns. The campaign is stated to be able to improve Pertamina's brand image but it is unclear whether this campaign actually focuses on the awareness about *#kobarkankebaikan* or Pertamina's image itself. Therefore, it is classified as an unsuccessful campaign for it is still unclear what effect this social campaign strategy will have on the company.

In addition, the discussion about E-WOM in a marketing strategy is explained in a study on how E-WOM can be one of the public relations strategies in the digital era. Hasna & Irwansyah (2019) stated that E-WOM could increase brand awareness which has an effect on increasing the consumer buying interest. It is because E-WOM activity is centered on distributing information in a chain through social media that allows the availability of creative information that will become the subject of positive conversation by public, so that it will have an impact on increasing public awareness of the company's

reputation. Therefore, through E-WOM activity, the company's public relations objectives can be achieved because the company gets many benefits from it.

The World of Advertising and Its Development

Advertising is part of the Integrated Marketing Communication (IMC). Belch, et al. (2020) define advertising as a paid form of mediated communication from an identifiable source, designed to persuade the recipient of a message to take a certain action, either now or in the future.

The most general definition of advertising is that advertisement always emphasizes the message of persuasion and rhetoric. Kotler in de Burgh-Woodman (2018) said that advertising is any form of paid presentation and promotion that is non-personal in nature of goods, services, or ideas from a specific identifiable sponsor. In the digital context, this activity is becoming a more recent practice which turns advertising into an aesthetic object and equates advertising with other forms of media (de Burgh-Woodman, 2018).

Himmelboim and Golan (2019) say that for decades, the advertising industry has been based on an asymmetric communication model in which the party doing the marketing will try to engage with the audience through paid media channels. According to them, social media platforms have changed the media landscape, including advertising, where audiences currently do not only act as recipients of content but turn into creators, distributors, and commentators for circulating advertising content.

Advertising has been around for centuries, with its most primitive form reflected in Egyptian culture, when steel was used to make outdoor advertising (Thorson & Rodgers, 2019). Furthermore, in 1836, the French newspaper, *La Presse*, became the first to offer paid advertising to subsidize its production costs. This is what Thorson & Rodgers argues as the earliest form of mass media and advertising has grown over time to become an integral part of the economy and culture.

As discussed earlier, advertising is usually paid by the advertiser who has the product to sell. Moriarty et al. (2019) explains that advertising begins as a one-way communication, from the advertiser to the target audience. In general, advertising will reach a broad audience which is a potential consumer, both the general mass audience and a smaller target group. In traditional advertising the message is conveyed through various forms of mass media, where the message is impersonal.

Moriarty et. al. (2019) mentions that the

impersonal nature of the message then changes when new media such as digital media are more interactive. The message then develops into a two-way or even multi-way communication, facilitated by interactive digital media such as word of mouth conversations in electronic media and messages made by consumers on social media. The nature of the message becomes more personal, because digital communication allows communication that is more one to one but to people in large numbers.

Regarding the development of the advertising world due to the influence of the presence of digital communication, Thorson & Rodgers (2019) also said that since the first edition of their book was published in 2012, there have been several changes that they could identify in the advertising world. There are three things from the classic definition of advertising that are starting to change and are no longer relevant. The first is a matter of paid, currently advertising does not always have to be paid media, but it can also be through owned media, or earned media. Secondly, the issue of sponsors that can be identified, currently the advertising content no longer must come from the brand owner, but can also be through the word of mouth of the customer. Third, mass media is no longer the only advertising channel, but it can also be through social media and other digital media.

Fast Food Restaurant Industry Development in Indonesia

Fast food restaurants have become a lifestyle and an inseparable feature of modern society. In the era of modern society, some people tend to be more flexible and like things that are practical and instant. According to a study conducted by MasterCard entitled *Consumer Purchasing Priorities*, 80% of Indonesians prefer to eat food at fast food outlets, followed by hawker centers or food courts with 61% and middle-class restaurants or cafes at 22% (*Food Courts, Cinemas and Gyms Get Asia/Pacific Consumers' Time and Dollar: MasterCard Survey | Global Hub*, 2011).

Several big names in fast food restaurants in the world have been present in Indonesia for decades. Some of the biggest ones include *McDonald's*, *Kentucky Fried Chicken (KFC)*, *Dunkin' Donuts*, *Pizza Hut* and *HokBen*. According to the Business Competition Supervision Commission (KPPU), in 2020 the highest Business Competition Index (IPU) was found in the food and beverage industry (KPPU, 2020). In order to continue to develop during intense competition plus the ongoing pandemic situation, fast food restaurant

managers need to mix the right business strategies, ranging from promotion strategies, sales to service.

Various promotion and sales strategies were carried out by fast food restaurants in Indonesia during the COVID-19 pandemic. There are those who dare to give discounts, maximize online sales, create applications and the web to provide attractive menus that are relevant to customer's needs. For example, during the COVID-19 pandemic, *HokBen* started selling frozen, ready-to-serve food to meet the needs of its customers (*HokBen Hadirkan Menu Ready To Heat*, 2020). This is done to adjust the lifestyle of their customers who currently spend more time at home due to the pandemic restriction.

Another strategy is carried out by *Kentucky Fried Chicken (KFC)*, it tried to maximize sales through take away, drive-thru, home delivery and collaboration with online motorcycle taxi service providers such as *Gojek* and *Grab*. *McDonald's* did something different where they developed a digital solution for integrated ordering for transactions at the cashier counter, self-ordering Kiosk (SOK) and drive-thru. All the strategy done is facilitate and increase the customer service and significantly help customers to maximize the non-cash payments. Reporting from *CNBCIndonesia*, according to Yuswohady, a marketing observer, during the COVID-19 pandemic, brands are advised to avoid hard selling strategies and instead use strategies that can attract the sympathy of their consumers (Sandi, 2020).

Creative Approach to Advertising

During the development of the advertising world, there are several creative approaches that can be used in creating advertising content that is able to attract audiences. Two that will be discussed in this paper are goodvertising and viral advertising, as well as discussing their relation to electronic WOM.

Goodvertising

Goodvertising is an approach from brands to communicate from the topic of goodness to social change to the public in the advertisements they display. According to Minar (2016), companies need to do goodvertising to communicate that they are not only interested in their sales issues, but also show the other side of the brand, that is it has concerns to social issues.

According to Kolster in Nas (2017), 1% of a change in advertisements can make a difference because brands start by showing their interest in consumers. As more brands show concern for

consumers and make their brands more relevant to consumers, it increases the possibility of touching consumers' lives in a positive way. Hence, to create a change in the advertising world, goodvertising offers a new perspective that advertising can be useful for humanity if it considers human needs and values.

Viral Advertising

Porter and Golan in Maria (2014), define viral advertising as peer-to-peer communication. It is a two-way communication model between one to another user directly, unpaid from provocative content originating from identified sponsors that is identified by using the internet to persuade or influencing the audience to share content with others.

Simple activities such as forwarding messages or advertising videos from one person to another via the internet according to Hsieh et al. (2018) can be categorized as viral advertising. Then, Hinz et. al in Huh et al. (2020) define viral advertising as a form of advertising in which advertisers intentionally create and deliver advertising content designed to be shared or spread out by consumers in their social networks.

The role of consumers in sending messages and or to reupload the advertising content in the intention to share to other people in their social media networks is very instrumental in viral advertising. In this case, viral advertising content is controlled by consumers, in regard to advertisers, they do not have full control. Therefore, consumers must feel related and hooked by the advertising to be able to pass the message.

E-WOM

One of the goals of using a creative approach in advertising is so that an advertisement can become a conversation in the community, otherwise known as word of mouth. In the world of digital communication, discussions about a case or brand are known as electronic word of mouth or E-WOM. Electronic word-of-mouth (E-WOM) refers to online communication forums where someone shares information which is then passed from person to person through a certain online context and essentially "goes viral" (Yeh & Choi, 2011).

Moreover, findings from the research of Mahapatra and Mishra (2017) indicate that people tend to send the information they receive online if they accept it, and it comes from a reliable source. If previously it was said that viral advertising is deliberately designed so that people tend to share it on their social networks, it is necessary to ensure that the

first source of information is reliable enough and the information can be well received by the public.

Participatory Culture

Participatory Culture occurs when members of a community believe that the actions taken can have an impact, and build a social relationship between fellow community members. They believe that at the very least there is a sense of concern for people's responses to the work they do (Jenkins, 2009). Participatory culture is the absence of boundaries and tends to be an artistic expression and public involvement, dedicated support for creating and sharing works, and informal education.

The participatory culture in new media allows unrestricted access to cultural exchange, it supports more democratic production in the media industry (Klig born-Vilenchik et., 2011). The existence of new media such as social media is one of the elements of the widespread participatory culture that makes fandoms or fans who were originally consumers of popular culture presented by the media can become producers and participate in creating the same content.

Currently, media and information technology systems make it easier for people to access information. Along with the development of the internet-based digital world, it is easier for the public to be able to obtain information, and even the public can create information to be distributed both to relatives and friends who are in cyberspace or known as followers. The situation in which society can produce content that is and shows information, personal development, identity, expression and consequences of social participation, social capital and civic culture can be said to be classified as participatory culture.

According to Jenkins (2009), participatory culture can be defined if a person has one of the following:

1. Has low barriers to artistic expression and civic engagement,
2. Have a strong urge for creating and sharing creations with others,
3. Have a tendency to feel that she/he has a role as an informal mentor where what is known is passed on to others or beginners,
4. Have an attitude and belief that their contribution is important, and
5. Feel a social connection with others (at least, they care about what other people think about what they have created.)

METHODS

This research is a constructivist study. The study uses a constructivist paradigm because the researcher tries to develop and describe the strategies used by *Burger King* in figuring out the concept of goodvertising advertising. This research method is qualitative with a case study approach because the researchers themselves will be the research instruments by reviewing and analyzing documentary evidence in the case of *Burger King* Indonesia's goodvertising advertisements on their official Instagram account. This research is also based on the phenomena that exist in the field that do not originate from a theory. Data analysis is done inductively so that it can produce a conclusion. The method used is a case study, which according to Stake (1995) is holistic, empirical, interpretive, and appreciates differences in viewpoints and interpretations.

The data collection techniques used were observation and documentation studies, by collecting digital evidence from social media related to *Burger King* Indonesia's goodvertising advertisements. In addition, several tools will also be used to analyze the post, as well as see the interactions that occur on the Instagram account after the content is posted. This research will focus on the *Burger King's* campaign and its relation to the concept of goodvertising, E-WOM, and viral advertising. The authors will try to analyze the campaign with the three theories through documentary evidence of public involvement in social media with the *Burger King's* campaign.

RESULTS AND DISCUSSION

In line with its fundamental concept, goodvertising is an advertising strategy in which brand tries to convey a positive message through a marketing campaign. For example, such as the campaign with "Please Order from McDonald's" which uploaded on the *@burgerking.id* Instagram account on November 3, 2020. With the campaign, Burger King is trying to use a goodvertising strategy, in which, from the campaign, they try to support the impacted fast-food restaurants by suggesting people to also buy products from its competitors.

Burger King, with the message written as follows:

"Please Order from McDonald's, it never occurred to us to ask you to do this. Similarly, it never occurred to us that we would encourage you to order from *Flip Burger, Carl's Jr, Wendy's, Klenger Burger, KFC, CFC, Domino's Pizza, Pizza Hut, Bakso Boedjang, Sate Khas Senayang, HokBen, J.Co, Ta Wan, Simple,*

Warteg... or other independent dining outlets, too many to mention one by one, from fast food restaurants or not. It would never have occurred to us to ask you to do this, but any restaurant with thousands of employees needs your help right now. If you want to help, keep treating yourself to delicious food via delivery, takeaway, drive-thru. Enjoying Whopper is the best choice, but there is nothing wrong with ordering a Big Mac. Love, Burger King Indonesia."



(Source: Instagram account of *@burgerking.id*, uploaded on November 3, 2020)

Figure 1. Burger King Marketing Campaign

At a glance, this message from *Burger King* Indonesia may contain the sense of solidarity that strengthens fellow Food and Beverages (F&B) industry. Indeed, this pandemic has impacted the economy in general, moreover, it has hit the F&B industry bigger portion for it has been shut down during lockdown. Therefore, the invitation to help thousands of employees who are working for the F&B industry was clearly called out by *Burger King* Indonesia through the post. This is in line with the concept of goodvertising, in which goodvertising communicates good deeds to community through the advertisement.

According to Minar (2016), through goodvertising, companies communicate that they are not only interested in their sales problems, but also interested to help other matters through their campaign. As we can see from the *Burger King* Indonesia, it is found that, in the pandemic situation with the hardness they perceived, they are not only concerned with increasing their sales, but also,

through the campaign, they try to uplift and highlight their competitors' products, such as the *Big Mac* from *McDonald's* which is actually competing head-to-head with *Whopper* from *Burger King*. Therefore, the campaign has affected the image of *Burger King* to be caring about social issues, namely the economic difficulties caused by the pandemic.

However, if we look at the responses, the social media campaign with this goodvertising strategy that the *Burger King Indonesia* has are well received by the social media users in Indonesia. There have been some responses from the comments given, such as from @raggisramadhan account which says "I love you *Burger King*" and @geminianstories "It really breaks my heart. I love you guys! Semoga keadaan segera membaik dan karyawan kembali sejahtera ya (Hopefully, the situation will improve soon and the employees will be prosperous again) @mcdonaldsid @burgerking.id @kfcindonesia." As we can see from many responses showed, it is believed that the campaign has been delivered very well so that public shows their empathy by giving such positive feedback and encouraging the F&B business to survive during the challenging time of the pandemic. According to goodvertising concept, the "Pesanlah dari McDonald's" campaign responses indicate a succesfull as it is meet the expected result that the message went viral through electronic word of mouth.

Viral Advertising and E-WOM

After uploading the campaign "Pesanlah dari McDonald's", the content message posted on the *Burger King* Instagram account has received a lot of attention from public. The uniqueness and a very different campaign concepts trigger people's curiosity about the intention and purpose of the *Burger King*'s post, for it also clearly mentions several other fast-food companies that also are competitors such as *Flip Buger*, *Calr's Jr*, *Wendy's*, *Klenger Burger*, *KFC*, *CFC*, *Domino's Pizza*, *Pizza Hut*, *Bakso Boedjang*, *Sate Khas Senayan*, *HokBen*, *J.Co*, *Tawan*, *Sederhana* and even small verndor such as *warteg* (a street food vendor).

The campaign carried out by one of the largest burger-selling restaurants in Indonesia can be said to be successful in triggering public to be involved in it. According to Petrescu & Korgaonkar (2011) one of the indications of a viral advertising campaign is the presence of unpaid peer-to-peer communication. Unpaid peer-to-peer communication is an activity in which campaigns are spread voluntarily from one individual to another or disseminated directly to the public through social media. Not a few Instagram

accounts that have many followers or classified as KOL (key opinion leader) accounts took part in reposting the campaign. In the case of *Burger King*, the virality and electronic word of mouth has formed through the public voluntary reposts for the "Pesanlah dari McDonald's" campaign, the activity, is not carried out based on any *Burger King*'s command or paid promotions and endorsements.



(Source: Instagram account @lambe_turah, uploaded on November 4, 2020)

Figure 2. Repost *Burger King* Marketing Campaign

One of the key opinion leader accounts that re-uploads *Burger King* promotional content is *Lambe Turah* who has more than 9 million followers on Instagram. *Lambe Turah's* posts generated up to 84 thousand likes and 1,909 comments. The role of KOL is very influential in the creation of a viral advertising activity. *Burger King* as a campaigning company, of course, incurs certain costs to create a campaign, but the distribution of campaign posts through social media is carried out by consumers or the public voluntarily so that *Burger King* as a company does not incur more costs to pay for promotional activities.

In viral advertising, "viral" refers to something that spreads quickly and widely throughout its audience. Viral advertising is a deliberate effort, although the distribution of the message occurs organically. According to Taylor (1999), there is a six-segment message strategy that can be used as a framework to identify creative strategies in viral advertising. When associated with this concept, *Burger King* advertising is included in the social segment which the role of advertising is to place the consumption of a product in a social situation.

Burger King's post of "Pesanlah dari McDonald's"

has become truly relevant to the social situation during the COVID-19 pandemic. During a difficult pandemic situation that causes material losses to various levels of society, *Burger King* comes with a calming message of solidarity. With a message of solidarity that was relevant to the social situation at that time, this *Burger King* post attracted a lot of public interest.

Burger King tries in such a way to package its content with a message of solidarity for fellow food and beverages (F&B) business activists. However, if you look closely, there is an implied message that makes this post still be categorized as an advertisement trying to promote a product from *Burger King*, namely *Whopper*. In the last sentence it is written that “*Enjoying Whopper is the best choice, but there’s nothing wrong with ordering a Big Mac.*” (“*Menikmati Whopper pilihan yang terbaik, namun memesan Big Mac juga tidak ada salahnya.*”) If we can see, from the post, *Burger King* is trying to inform that *Whopper* is the best choice, it is better than its opponent, the *Big Mac*. Therefore, the Instagram post and the message is not only intended to spread the positivity, but also to convey that the *Burger King*’s product is the best.

Even so, with a very nicely wrapped campaign concept, this post is still widely shared by the public, along with praise for what *Burger King* does that they care about their competitors in these challenging situations. Not only voluntarily shared on Instagram, the campaign also went viral across other platforms, such as on Twitter, Facebook and as well as mainstream online media.

If we associate the *Burger King*’s campaign with the advertising concept, the publications received by *Burger King* Indonesia are included in the earned media category, throughout the owned media that has become E-WOM. Without having to pay to be advertised in the mass media, with the rise of this post becoming a public conversation, *Burger King* Indonesia also received publication in the mass media through its news articles. One of the top stories about *Burger King*’s post was on *Detik.com* with the title “*Burger King asks customers to buy McDonald’s Cs, marketing strategy?*” (“*Burger King minta pelanggan beli McDonald’s Cs, strategi marketing?*”) uploaded on November 5, 2020.

It is assumed that this strategy successfully raised public awareness towards the *Burger King* brand, at least on its social media. As we can see from data taken from the *socialblade.com*, it is shown that the number of followers on the *@burgerking.id* Instagram account increased by 7,773 on November 4, 2020, one day after the uploading date, and it

also increased by 3,106 in the following day. These increases, compared to its average data still give more contribution in increasing number of *@burgerking.id* account in daily basis which is around 854 from *Burger King*’s Instagram Stats Summary Profile. (*Social Blade Instagram Statistics*), 2020).

Besides the increasing number of its followers, another analytic page, namely *webstagram.org*, also provides an overview of the increase in the engagement which is seen from the the number of likes and comments on the post. It is shown that it has significantly gained higher likes and comments than any other posts that *@burgerking.id* has ever posted on its social media. As of November 6th, 2020, 3 days after the campaign posted, there are 326,307 likes. This number, compared to earlier posts, there is an increase of 759%. And looking at the comments, there are 12,391 comments given on the post, or an increase of 806% (*Burger King* Indonesia, 2020).

When compared to other posts that the *@burgerking.id* has, the goodvertising-themed campaign can increase the engagement of the Indonesian people towards the *Burger King* brand on social media. It is also shown in any other platform such as online news, when we are using a search engine to search for news with the keywords of *Burger King* Indonesia; there will be suggestion from mainstream media such as *kompas.com*, *detik.com*, *kontan.com*, and many others show their contribution in taking part in reposting the campaign.

Apart from many involvements from others in making this campaign well accepted by public, this *Burger King* campaign has also been adopted by many other brands in promoting their products. One of them is *Gokana* which also issuing similar content on its Instagram account *@gokanaresto* one day after the *Burger King*’s.

If we are looking at the viral advertising concept, in this regard of the *Burger King* campaign followed by *Gokana*, we can assume that that the advertising content designed using this goodvertising strategy has succeeded in becoming electronic word of mouth, both on the social media and on online mass media. It is in line with Mahapatra and Mishra (2017) argument that one of the factors that influences the continuation of a content sharing is when it gains public trust. Hence, the campaign that started by the official account of *@burgerking.id* supported by online mainstream mass media that take part in reporting through the news has gain the public trust for it has resulted public to take part in reposting and resharing the content voluntarily.

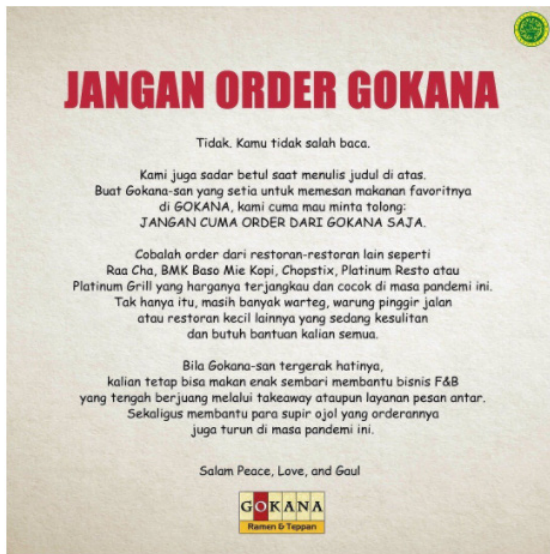
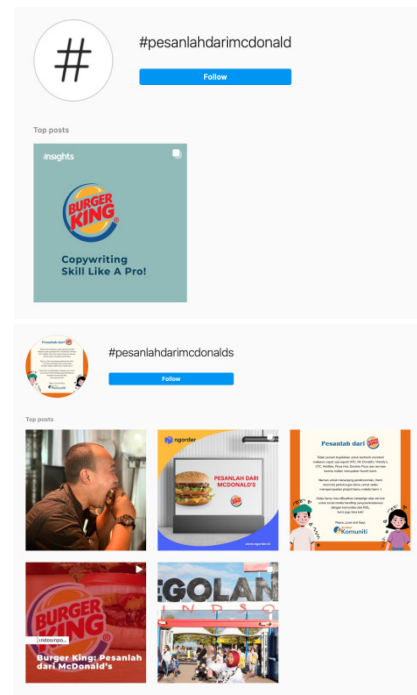


Figure 3. Gokana Marketing Campaign

Participatory Culture Approach in Pesanlah Dari McDonald's (Please Order from McDonald's) advertising

It is believed that the campaign the Burger King launched has successfully delivered due to the participatory culture that public has. (Jenkins et al., 2009) argue that virality in public is caused by participatory culture which is know as the concept when people in the digital era have a powerful desire to be able to contribute to voicing goodness. In addition, this campaign can go viral and have significant E-WOM due to the high support of the social media usage in the community. As we look at *detik.com* (2020) report, based on data from *We Are Social*, that currently active internet users in Indonesia reach 175.4 million users and more than 91 percent of them use the internet to access social media.

According to the data, therefore, it can be said that 160 million people in Indonesia are active users of social media, so it is very possible for a topic to go viral through social media. Therefore, the tendency to be involved in this campaign can also be seen from the emergence of various posts made by various social media accounts from public. This post is done either by directly re-uploading the poster issued by the *@burgerking.id* account or by re-creating their own version of content but with a similar message and supporting this campaign. This can be seen in the hashtags generated on the Instagram *#pesanlahdarimcdonalds* with 5 posts and *#pesanlahdarimcdonalds* with 1 post.



(Source: hashtag *#pesanlahdarimcdonald* on Instagram)

Figure 4. The hashtags generated on the Instagram *#pesanlahdarimcdonalds*

Hashtag *#pesanlahdarimcdonalds* and *#pesanlahdarimcdonald* were created organically by internet users as a form of initiation that aims to support the campaign. This hashtag can also be said as a form of public participation to spread the *@burgerking.id*'s goodvertising campaign. Besides hashtags that created, the participation of netizens is also shown by the content re-creation, both with pictures while consuming the product to reviewing the sentences contained in *Burger King's* message.

Public participation in enlivening the campaign by creating hashtags and reposting *Burger King* content is a form of public concern. The public has the urge to be involve in the campaign for it has positive intention and deserved to be redistributed. This activity is relevant to the participatory culture instrument proposed by Jenkins, in which public is having attitudes and beliefs that their contribution to something is important and also the feeling of the importance of social relationships with each other through what they create or share (Jenkins et al., 2009).

CONCLUSION

In the execution of the campaign, the meaning of the post "*Please Order from McDonald's*" can be well received and interpreted by the public. The

campaign aims to convey a message of kindness and change public consumption behaviour to buy products from food outlets as a step to advance food industry workers during the pandemic. The campaign means to show solidarity among companies providing food products, even though some of these companies belong to *Burger King's* competitor group. Therefore, in *Burger King's* campaign, the elements of goodvertising are apparent. In the "Please Order from McDonald's" post, *Burger King* not only conveys product promotions and discount promos as usual but also attracts customers' sympathy for the continuity of the joint business.

The unique campaign concept rarely carried out by other brands has sparked the public's enthusiasm and curious response to the campaign. The public also shows sympathy and respect for *Burger King* through the uploaded comments column. Accounts that have many followers or are known as KOL (Key Opinion Leader) accounts also contribute to redistributing *Burger King's* campaign posts. Therefore E-WOM activities occur on social media. Several companies operating in the same industry as *Burger King* follow the concept by creating their campaign. This can prove that the campaign is successful in becoming viral advertising because it can influence fellow companies to do the same thing due to its potential to increase brand awareness. Although this concept provides temporary results, at least the public awareness of the brand increases, and it can attract a lot of public sympathies, which results in a considerable exposure to the company.

Suppose it is associated with the concept of advertising. In that case, the publications carried out by *Burger King* Indonesia in its owned media are well converted into publications in the earned media, without having to pay for the mass media to appear. *Burger King* Indonesia can take advantage of the development of advertising in the digital world, where paid media is no longer the only content distribution channel. The message that their product, *Whopper*, is the best, is unconsciously widespread in the posts that netizens continue to share on their social networks.

In addition, the goodvertising strategy of *Burger King* Indonesia through its post on November 3rd, 2020, is quite successful. The community participation culture can trigger re-uploads and an increase in the number of likes and comments compared to other posts on the @burgerking Instagram account. Therefore, it can be said that *Burger King*, through its campaign, can create a positive image and sentiment on social media with much support from the community.

Hence, it can be said that viral advertising with the concept of goodvertising can move people's hearts to be involved in a campaign of kindness.

SUGGESTIONS

Because the data collected for analysis only comes from the posts on *Burger King's* social media content and several posts related to that content, this study has limited discussion. The results and discussion in this research focus on the point of view of the message recipient and the effects of the goodvertising marketing strategy. The motives and background of the marketing strategy from the side of *Burger King's* marketing team are not the focus of discussion in this study. Therefore, the authors hope that further research can examine the Goodvertising campaign strategy carried out by *Burger King* by conducting in-depth interviews with the parties involved in this campaign. The authors also hope that research on the Goodvertising campaign will be more widely studied, especially in Indonesia.

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