



The Influence of Social Meal BTS Meal Marketing on the Purchase Power of Bandung City Community

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ABSTRACT

This research was about conducted with the aim of knowing the people's purchasing power of BTS MEAL in Mc Donald and about the influence of the online management strategy carried out by the company which is Mc Donald. This study uses a quantitative approach with a descriptive method. The sampling method used the saturated sample method, where the entire population was sampled. The number of samples in this study were many respondents. The samples that were observed and studied were consumers who had bought BTS MEAL in Mc Donald and were domiciled and available in Bandung. The correlation coefficient between online marketing strategies and consumer purchasing power of BTS MEAL in Mc Donald shows that this online marketing strategy with consumer buying interest is very effective. It is also supported by data that they know information about BTS Meal in Mc Donald from social media and are interested in buying it because of the very high hype and consider by public interest. The hype makes the reach of BTS Meal's marketing wider and encourages an increase in people's purchasing power. This phenomenon BTS MEAL in Mc Donald all around the world is in line with the syringe theory, where the theory argues that the media can have a great influence on the audience and give the desired effect.

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1. INTRODUCTION

In an increasingly advanced era like today, technological developments are unavoidable. Technology has become an inseparable part of human life and various other important aspects. Technology will always change along with the progress of science from time to time. The innovations that are present through technological sophistication are also increasingly diverse, such as social media (Jamun, 2018) (Ngafifi, 2014) (Maryanto & Azizah, 2019).

Nowadays, social media has become a premier need or a need that must be met for every human being. According to Putri, Nurwati, and Budiarti (2016: 50) Social media or Social Networking is an online media that contains a collection of various applications and users can share, participate, and create various interesting content (Putri, Nurwati, & Budiarti, 2016). With social media, all human activities and needs can be carried out through various available

applications, ranging from meeting the needs for information, education, health, social, to economics. This is what makes social media globalize rapidly in society.

The globalization of social media makes everything related to the community converted to social media, including marketing or marketing. Social media has become a new medium to carry out product promotion activities from a party or company to the public. This is because social media users are increasing day by day and this is a great opportunity to introduce a product (Puspitarini & Nuraeni, 2019) (Tresnawati & Prasetyo, 2018). In addition, marketing that is done on social media tends to be cheaper than marketing through television media or advertising banners on the highway. Another reason is that the marketing effectiveness can be maximized, because every consumer can directly interact with the seller through the chat room that has been provided (Diphayana, 2018) (Mahliza, Husein, & Gunawan, 2021).

Today, almost all companies and individual business units use social media to promote their products, especially for companies that have been around for decades and have a lot of fans like McDonalds. According to Erinda, Suniarti, and Kumadji (2016: 89) McDonalds is a fast food company from the United States which was founded by Richard and Maurice McDonalds in 1940. Currently, McDonalds has approximately 33,000 outlets spread across 119 countries. available all over the world with the main menu, namely burgers and other menus that are tailored to the taste buds of consumers from each country (Erinda, Kumadji, & Sunarti, 2016).

Recently, McDonalds made a breakthrough by presenting a new menu in collaboration with BTS. According to Nurhablisyah & Susanti (2020:525) Bangtan Boys or commonly known as BTS is a music group consisting of 7 men and was formed in 2013 in the city of Seoul, South Korea. BTS is one of the most famous boy bands and has a lot of fans spread all over the world. BTS fans known as 'ARMY' also have great loyalty to the boy band. This causes anything that is a work or something related to the boyband group always has great hype and is selling well in the market. And this is one of the reasons McDonalds collaborated with the boy band (Nurhablisyah & Susanti, 2020).

The new menu, the result of a collaboration between McDonalds and BTS, is named 'BTS Meal'. The menu is released in rotation in more than 50 countries, including Indonesia. The contents of the BTS Meal are the standard menu usually served at McDonalds restaurants, namely nuggets with French fries and soda. What distinguishes it from other menus is the BTS Meal wrap which is specially designed in purple as the official BTS color and there are 2 types of sauces named sweet chili sauce and cajun sauce, where these sauces have never been present in Indonesia. The enthusiasm of BTS fans became very high when they found out that the purple wrapper of the BTS Meal was in limited production and made the hype of the product increase. This causes panic buying on the first day of the product's release. According to Aprilia (2021:13) panic buying is an activity in which a person engages in excessive consumptive behavior based on certain pressures or threats (Aprilia, 2021) (Bayunugraha, 2021).

The panic buying phenomenon proves that the marketing of BTS Meal which has been carried out on social media to the public has yielded maximum results. And this relates to one of the theories of mass communication, namely the hypodermic needle theory or the hypodermic needle theory. According to Riofita & Harsono (2019: 275), the syringe theory was the first mass media theory put forward by Elihu Katz in the 1930s. This theory reveals that the mass media has a major influence in influencing the audience as well as providing the expected effect on the audience. This is what makes us interested in examining how far the influence of marketing by BTS Meal is so that it can move the audience to buy the product (Riofita & Harsono, 2019).

There is a previous literature review whose discussion is similar to this research, namely a journal written by Herosian & Samvara (2018) with the title "The Effect of Digital Marketing Use and Ease of Access to Online Shopping Application Services in Increasing the Purchasing Power of Medan City People in the Era of the Marketing Industrial Revolution 4.0". However, the discussion and research focus of these journals is different from the research we carried out. This research examines a phenomenon that is still very new and has never been raised by other researchers. And the purpose of this study is to determine the effect of BTS Meal marketing on people's purchasing power which is specifically devoted to the citizens of Bandung and reviewed using the syringe theory (Herosian & Samvara, 2019).

2. RESEARCH METHOD

This study uses a quantitative approach. According to Sugiyono (2017: 8), quantitative research is a research method used to examine certain populations or samples, with random sampling techniques, and data collection using the following research instruments with statistical data analysis. This study also uses a descriptive method. According to Arikunto (in Putra, 2015: 73) the purpose of this method is to describe a variable as it is and not intended to test certain hypotheses (Sugiyono, Sulistyorini, & Rusilowati, 2017) (Putra, Abdillah, & Yudiastuti, 2016).

The subject of this research is the people of Bandung city who have bought BTS Meal. While the object of this research is the influence of BTS Meal marketing on social media. In addition, this study uses premier data types, namely data taken directly from the first person. Meanwhile, for data collection using a questionnaire technique distributed on Twitter social media.

This study also uses descriptive data analysis techniques. According to Sukmadinata (2012:72) said that in descriptive research there is no manipulation or modification of the independent variables, but describes a condition as it is. In this study, researchers worked on scientific literacy questions and collected them for tabulation and evaluation. After that, the researcher made a mini research design then carried it out and made a mini research activity report. Researchers only collect data collected from answers to community literacy questions, research mini designs, implementations and mini research reports (Sukmadinata, 2005).

3. RESULTS AND DISCUSSIONS

Marketing management must be considered by an organization or company because it contributes many things to the smooth process of product marketing. Marketing management is also tasked with measuring and analyzing the strategic marketing process of a company or organization. Marketing management is very important in a company or organization because with marketing management the company can reach the desired target market and get more consumers.

This study seeks to examine the effect of BTS MEAL marketing on social media on the purchasing power of the people of Bandung and is reviewed using the syringe theory. There were 30 respondents who filled out the questionnaire, provided that they had bought BTS MEAL and were domiciled in the city of Bandung.

Based on the survey, the first statement, namely that buyers know information about BTS MEAL from social media, is justified, the results are 46.3% agree and 53% strongly agree. This is proof that the management of BTS MEAL's marketing shot up when it was promoted through online media. Most of the respondents admitted that they were influenced by the MEAL BTS marketing that was rife among the public through online media, 26.7% of respondents strongly agreed, 63.3% of respondents strongly agreed and 10% of respondents did not agree.

It is undeniable that the BTS MEAL sales hype is quite high, this is one of the things that triggers public interest in this newest McDonald's product, 20% of respondents strongly agree, 46.7% agree, 23.3% disagree, 10% disagree. Marketing carried out by McDonald's is also quite effective, the article counts hundreds of packs sold every day and orders continue to soar, from this statement there are 40% of respondents strongly agree, 56.7% of respondents agree, 4.3% disagree.

People's purchasing power has certainly increased greatly, causing a crowd of ojol drivers who are overwhelmed with orders from consumers, from this statement 43.3% of respondents strongly agree, 50% of respondents agree, 6.7% of respondents do not agree. The media that is very influential in BTS MEAL's marketing strategy is Twitter, many are interested because of posts from the official Twitter account @McDonald's_ID. From this statement, 76.7% of respondents chose Twitter and only 23.3% chose Instagram.

Questionnaires can be referred to as written interviews because the contents of the questionnaire are a series of written questions addressed to the respondent and filled out by the respondent himself. Data from the survey results are described in the table below:

Table 1. Survey Result Data

NO	INDICATOR	SS(%)	S(%)	KS(%)	TS(%)	STS(%)
1	You get information about BTS MEAL from social media.	46.7%	53.3%	0	0	0
2	You are influenced by BTS MEAL marketing on social media.	26.7%	63.3%	10%	0	0
3	You are interested in buying BTS MEAL because of the very high hype on social media.	20%	46.7%	23.3%	10%	0
4	Do you agree that BTS MEAL's marketing on social media is very effective.	40%	56.7%	0	4.3%	0
5	Do you agree that the presence of BTS MEAL increases people's purchasing power.	43.3%	50%	6.7%	0	0
6	What media is very influential in the marketing of BTS MEAL.	76.7%	23.3%	0	0	6

Information :

SS = Strongly Agree

S = Agree

KS = Disagree

TS = Disagree

STS = Strongly Disagree

From the data described above, it can be concluded that the media, in this case social media, can have a very large influence on the audience. Evidently, the respondents admitted that they were interested in buying BTS Meal because of the very high hype on social media and it indirectly influenced them to buy. This is in line with the Hypodermic Needle Theory which states that the media can influence audiences and give the desired effect. The effect of the Syringe Theory is reinforced by data that the respondents know BTS Meal info from social media, especially Instagram and Twitter.

Furthermore, regarding the influence of the BTS Meal Marketing on the purchasing power of the people of Bandung. From the data above, we can draw the conclusion that the marketing carried out by the BTS Meal on social media greatly influences people's purchasing power, because they know information about BTS Meal from social media. The data above also shows that respondents agree that BTS Meal marketing is very effective on social media and they also agree that with BTS Meal marketing it encourages individual desire to buy BTS Meal and there is an increase in people's purchasing power.

3. CONCLUSION

Based on the explanation above, it can be concluded that social media has an important role in marketing a product at this time. Many people today are aware of the presence of social media so that the effectiveness of marketing on social media is very large. Evidently, with marketing on social media, a product can have huge hype and interest, like this BTS Meal. Because of this very high hype, the scope of the marketing is very broad and encourages an increase in people's purchasing power. This phenomenon is very much in line with one of the theories of mass communication, namely the Hypodermic Needle Theory, where the theory argues that the media can have such a large influence and give the desired effect.

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