

**PERCEPTION OF KENTUCKY FRIED CHICKEN CONSUMER TO THE KFC
ADVERTISING ON INSTAGRAM @NAUGHTYBYNATUREKFC**



FINAL THESIS

**Submitted to Fulfill the Requirements for Obtaining a Bachelor of
Communication Science Degree at the Faculty of Psychology and Socio-Cultural
Sciences, Universitas Islam Indonesia.**

Arranged by :

Mohammad Fazz Albarq

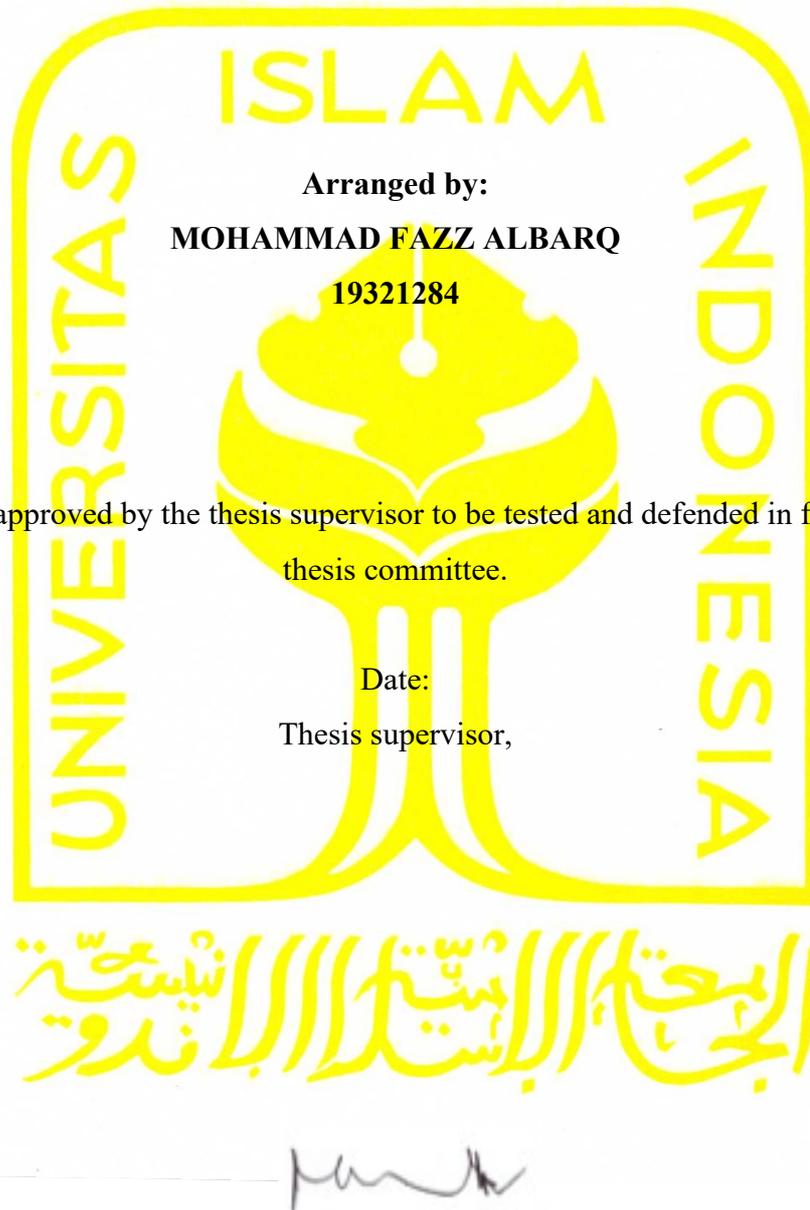
19321284

**COMMUNICATION SCIENCE INTERNATIONAL PROGRAM
FACULTY OF PSYCHOLOGY AND SOCIO-CULTURAL
UNIVERSITAS ISLAM INDONESIA
YOGYAKARTA**

2022

**LETTER OF AGREEMENT
UNDERGRADUATE THESIS**

**Perception Of Kentucky Fried Chicken Consumer To The Kfc Advertising On
Instagram @Naughtybynaturekfc**



Dr. Rer. Soc. Masduki S. Ag., M.Si.

NIDN 0511047202

STATEMENT OF ETHICAL CLEARANCE
UNDERGRADUATE THESIS
Perception Of Kentucky Fried Chicken Consumer To The Kfc Advertising On
Instagram @Naughtybynaturekfc

Arranged by:

MOHAMMAD FAZZ ALBARQ
19321284

It has been defended and has been validated by the Thesis Committee of Communication Science Departement in Faculty of Psychology and Socio-Cultural Science of Universitas

Islam Indonesia

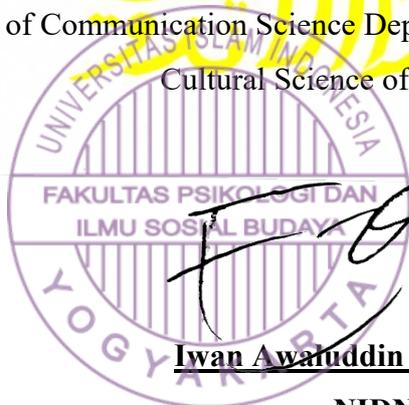
Date:20, Oktober 2023

Thesis Committee:

1. Head of Committee : Dr. Rer. Soc. Masduki S. Ag., M.Si. 
NIDN 0511047202 (.....)
2. Members : Ida Nuraini Dewi K.N. S.I. Kom., 
NIDN 0523098701 (.....)

Knowing,

Head of Communication Science Departement in Faculty of Psychology and Socio-Cultural Science of Universitas Islam Indonesia



Iwan Awaruddin Yusuf, S.IP., M.SI., Ph.D.

NIDN : 0506038201

STATEMENT OF ACADEMIC ETHICS

Bismillahirrahmanirahim

Signing below, I:

Name : Mohammad Fazz Albarq

Student Number : 19321284

Through this letter I stated that:

1. During the process of accomplishing this thesis research, researchers did not perform academic frauds in any kind of form, such as plagiarism, involving others in making the thesis, or any other kind of violations which are contradicting the academic ethics highly upheld by Islamic University of Indonesia.
2. Therefore, this thesis is a pure form of my scientific work as a student and a researcher, and not involving other people/parties.
3. Should there be any occasion, after I graduate from the Communication Science Department in Faculty of Psychology and Social-Culture Science of Islamic University of Indonesia, which states that this thesis has strong evidence of being a plagiarized work or conducting academic frauds, I will be responsible for all the consequences and academic sanctions that has been set by Islamic University of Indonesia.

Hence this statement is truly sincere

Yogyakarta, October 23 2023,



Mohammad Fazz Albarq 19321284

MOTTO

“Show off when people ask, and keep quiet when people don't ask”

“Jangan menyerah terhadap skripsi mu, meskipun terhalang oleh skor CEPT”

DEDICATION

I dedicate this work to:

My late father, Ir Syaiful basyar, and to my wonderful, supportive family.

FOREWORD

Assalamu'alaikum Wr.Wb

Alhamdulillahirabbil'alamin, all praise to Allah SWT for His favors and gifts in every step I take. Shalawat and salam are always poured out to the Prophet Muhammad SAW for all the values given to the end of time, so that the author can complete the thesis entitled "Perception Of Kentucky Fried Chicken Consumer To The Kfc Advertising On Instagram @Naughtybynaturekfc".

The process of writing this thesis has not been simple for the author. Many internal and exterior variables, including the author's own limitations, stand in the way of a successful completion of this thesis. However, Allah has opened and facilitated the author by providing the people who have contributed significantly to the writing of this thesis so that it can be finished in a correct manner. Of course, the author would be unable to come up with the ideas and finish the thesis without the "help" of many people around them. This "help" comes in many forms, including financial and emotional assistance, direction, counsel, instruction, affection, prayers, encouragement, and recommendations. Accordingly, the writer expresses gratitude to a number of people for their unending encouragement and blessings.

First, the author would like to thank the author's family, Mahdi Mukti family, who have provided endless love, support, and sincere prayers, as well as motivation in completing this thesis.

Secondly, Mr. Dr. Rer. Soc. Masduki S. Ag., M.Si. as the thesis supervisor who has provided guidance, advice, motivation, and support to the author in completing this thesis. To Mrs. Ida Nuraini Dewi K. N S.I.Kom., M.A. who has given the best advice as an academic supervisor.

Third, the Dean, Vice Dean, thesis committee, all staff and employees of the Faculty of Psychology and Socio-Cultural Sciences who have provided the best service since the beginning of the lecture.

Fourth, to the 15 resource persons whom I cannot mention one by one, who sincerely helped the author to become a resource person and gave their best time and answers.

Finally, I would like to congratulate myself, and thank myself for doing all the best hard work, never giving up, and always trying in every situation.

The author realizes that the preparation of this thesis is not perfect, and if in the preparation of this thesis there are mistakes that are not pleasing to the readers, then the author apologizes. Moreover, in the preparation of this thesis there are still many shortcomings, for that the author accepts constructive suggestions and criticisms.

Finally, I hope this thesis is useful for readers or all who need it.

TABLE OF CONTENTS

LETTER OF AGREEMENT.....	I
STATEMENT OF ETHICAL CLEARANCE	II
STATEMENT OF ACADEMIC ETHICS	ERROR! BOOKMARK NOT DEFINED.
MOTTO	III
FOREWORD.....	V
TABLE OF CONTENTS	VII
TABLE OF FIGURES.....	IX
LIST OF TABLE.....	X
ABSTRACT	XI
CHAPTER I PRELIMINARY	1
A. BACKGROUND	1
B. FORMULATION OF PROBLEM.....	6
1. <i>Problem Focus</i>	6
2. <i>Research locations and Arguments</i>	7
3. <i>Formulation of the Problem</i>	7
C. RESEARCH PURPOSES	7
D. BENEFITS OF RESEARCH	7
1. <i>Theoretically</i>	7
2. <i>Practically</i>	7
3. <i>Academically</i>	7
E. LITERATURE REVIEW	8
F. CONCEPT	11
1. <i>Advertisement</i>	11
2. <i>Consumer Perception</i>	15
3. <i>Instagram</i>	21
G. RESEARCH METHODOLOGY	27
1. <i>Type and Characteristic of Research</i>	27
2. <i>Data Sources</i>	27
3. <i>Data Collection Technique</i>	29

4. <i>Data Analysis Technique</i>	31
CHAPTER II OVERVIEW OF RESEARCH OBJECTS	33
A. RESEARCH OBJECT DESCRIPTION	33
B. RESEARCH OBJECT PROFILE	35
CHAPTER III FINDINGS AND DISCUSSION	39
A. FINDINGS	39
1. <i>Presentation And Processing Of Data</i>	39
2. <i>Observation On Instagram Account @Naughtybynaturekfc</i>	39
3. <i>Interview Result</i>	44
B. DISCUSSION	53
1. <i>Informant's Emotions When Watching KFC Product Ads on Instagram @naughtybynaturekfc</i>	53
2. <i>Informant Motivation After Watching KFC Product Ads on Instagram @naughtybynaturekfc</i>	54
3. <i>Informant Expectations After Watching KFC Product Ads on Instagram @naughtybynaturekfc</i>	57
4. <i>Attention to KFC Product Ads on Instagram @naughtybynaturekfc</i>	59
5. <i>Analyzing data</i>	61
6. <i>Comparison with International Research</i>	66
CHAPTER IV CONCLUSION	68
A. SUMMARY	68
B. RESEARCH LIMITATIONS	69
C. RECOMMENDATIONS	69
REFERENCES	70

TABLE OF FIGURES

Figure 1. 1 Profile Instagram of @naughtybynaturekfc	3
Figure 1. 2 Feed Instagram of @naughtybynaturekfc	3
Figure 1. 3 New variant example from Naughty by Nature KFC	4
Figure 1. 4 New menu from Naughty by Nature KFC	4
Figure 1. 5 Aspects of perception	16
Figure 1. 6 Content from instagram @naughtybynaturekfc	36
Figure 1. 7 Example of a product bundling price discount advertisement at the independence event.....	37
Figure 1. 8 an example of an ad containing a quiz	37
Figure 1. 9 Examples of ads that contain interactions with customers.....	38
Figure 1. 10 an example of an advertisement introducing a new product from KFC Naughty by Nature	38
Figure 2. 1 Front View of KFC Naughty by Nature Restaurant.....	34
Figure 2. 2 Menu from KFC Naughty By Nature.....	34
Figure 2. 3 Other menu from KFC Naughty By Nature.....	35
Figure 2. 4 Instagarm Account @naughtybynaturekfc.....	35
Figure 3. 1 The ad features a chicken combination as well as a vegetable side dish	40
Figure 3. 2 Advertisement to convince with plant base variant	41
Figure 3. 3 Bundling discount ad.....	41
Figure 3. 4 Restaurant atmosphere	42
Figure 3. 5 Advertising persuading	43
Figure 3. 6 Reminder ad example.....	43
Figure 3. 7 Advertisements that raise KFC's image with a new menu.....	44

LIST OF TABLE

Table 1. 1 Data of informants 30

ABSTRACT

The growth of the internet accelerated the growth of advertising as well. Manufacturers are competing to advertise on various social media platforms, one of which is Instagram. KFC Naughty by Nature is one of them. In recent years, many of KFC's competing products have evolved with the times. The Instagram account @naughtybynaturekfc promotes new products that try to differentiate themselves from competitors. KFC product advertisements on Instagram @naughtybynaturekfc can lead to different perceptions. This research examines how @naughtybynaturekfc Instagram followers perceive KFC product advertisements. This research uses qualitative data and from interviews with several people who are considered to understand this research to provide accurate data. Furthermore, data reduction, data presentation, and conclusion drawing, and analysis are carried out. In this study, perception includes influencing attention factors and emotion, expectation and motivation factors. Instagram @naughtybynaturekfc airs ads that entertain viewers emotionally. Informants were of the opinion that KFC's interactive advertisements targeted an indirect consumer approach. Ad impressions implicitly motivate respondents to buy the advertised product. KFC product advertisements on the @naughtybynaturekfc Instagram account meet information standards for informants. there are also KFC advertisements with several messages that interest informants and some informants such as visual advertisements for KFC products. The thing that affects the intensity of followers to see advertisements so that it creates a different impression between one informant and another is the work factor where informants with work factors as students have a positive impression because they admit that they often see advertisements delivered by @naughtybynaturekfc accounts and inversely proportional to informants with private employee jobs who claim to rarely see KFC advertisements so that they have a different impression from students.

Keywords: Product advertising, Instagram, Perception, KFC

CHAPTER I PRELIMINARY

A. Background

In this era of globalization that forces life to be all digital, life has changed to become modern. This era of globalization is an era where we are free and tight in competition in any case. With the development of the era, people's lifestyles are also growing. Lifestyle that is instantaneous and practical makes a number of people want accuracy and speed in various things. One of them in terms of consuming food or drink. In the era of globalization, competition in the business world is getting tougher. Because there is already rivalry, business owners are made aware of the necessity of maximizing all of their assets to improve their capacity to optimize company performance and expand their advantage over other businesses.

Humans are also required to keep up with changes and face challenges. No matter how small, including a fast-paced lifestyle. In this digital era, Indonesian people want instant things such as food and drinks such as fast food. It is no longer difficult to find fast food in Indonesia, as well as one example of this is KFC, which for the Indonesian sector is already held by PT Fastfood Indonesia Tbk. This company is the sole owner of the KFC Kentucky Fried Chicken Indonesia Franchise, and it was founded by the Gelael Group as the party that first acquired the KFC franchise in 1978 in Indonesia. Fast food is no longer a difficult food to find in Indonesia. KFC is a franchise-based fast food restaurant business based in Louisville, Kentucky. Along with the times, KFC has adapted to digital developments to maintain its existence and gain the trust of customers.

The very dynamic condition of product marketing makes market players and competition compete to highlight their respective advantages. Moreover, consumers have many references in determining the products they will use. As for producers, it is always challenging for them to innovate to maintain consumer loyalty and meet consumer need. Making quality products and consumer interest is a challenge for companies and one of them is the KFC company in Indonesia organized by PT. Fast Food Indonesia which is trying to continue to exist to compete in this digital era quoted from Pointstar.co.id (<https://www.pointstar.co.id/customer-stories/kfc/>, Retrieved February 10, 2023)

KFC, known as fast food, is unhealthy for customers if eaten continuously. Finally, they changed by opening a different outlet from the existing KFC, namely "KFC Naughty by Nature" where they combined the old way of presenting products with a modern style. Healthy living nowadays is like mixing various vegetables to serve their signature chicken. Their mainstay menu is Kentucky Chicken served with salad and vegetables. In this case the author really wants to analyze the marketing strategy on social media KFC (KFC Naughty by Nature) which can become a top brand in the fast food restaurant class in Indonesia, and KFC is not only ranked first in Indonesia but also ranked 4th for the number of outlets in the whole world.

Social media marketing is a form of marketing trade products or services that use social media or network websites to promote products or services managed by an organization through paid or free media. Social media This is a platform where producers or business owners can interact directly with customers who want to use services or buy their merchandise via the internet, can also resolve questions and complaints from consumers quickly and accurately, can also announce new products and services available from producers to consumers, and finally get feedback and recommendations and build their community. Social media marketing involves building a company's image on social networks, spreading and introducing their brand to consumers, attracting high enough prospects from customers through content, driving traffic to websites, and so on (Hayes:2022).

(<https://www.investopedia.com/terms/s/social-media-marketing-smm.asp>, Retrieved February 10, 2023)

Promotion is an element used to inform and persuade the consumer market about a new product or service from the company to consumers through the media of advertising, personal selling, sales promotion, or publication (Kotler and Armstrong 2012:62).

The reason researchers are interested in researching and analyzing Instagram @naughtybynaturekfc is because in terms of the name and the content in it is very new and different from most existing KFCs so that these reasons make researchers interested in discussing it, as for example the feed is as follows.

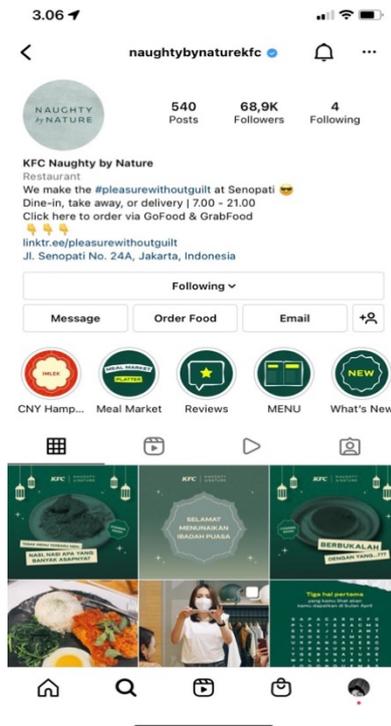


Figure 1. 1 Profile Instagram of @naughtybynaturekfc

Source : Instagram.com/naughtybynaturekfc



Figure 1. 2 Feed Instagram of @naughtybynaturekfc

Source : Instagram.com/naughtybynaturekfc



Figure 1. 3 New variant example from Naughty by Nature KFC

Source : Instagram.com/naughtybynaturekfc



Figure 1. 4 New menu from Naughty by Nature KFC

Source : Instagram.com/naughtybynaturekfc

It can be seen from the image above or on IG Naughtybybaturekfc above there are examples of images or photos uploaded post on their instagram, they provide an overview of a new way of serving where the chicken which has been the hallmark of KFC itself is served side by side with vegetables or salad and not only

that, customers are shown a new menu or a new variant of processed chicken into a new processed menu which can be seen on their Instagram.

Researchers are interested in analyzing Instagram @naughtybynaturekfc because its name and content are very new and different from most existing KFCs, as for the example feed as follows. The last reason KFC Naughty by Nature went viral was because it was considered a "sultan" KFC. As we know, the prices offered by ordinary KFC are very affordable because the prices range from thousands to tens of thousands.

However, for KFC Naughty by Nature, the price on the menu offered is above that price. The average menu is priced above IDR 40 thousand. So don't be surprised if this KFC is considered a "sultan" KFC because the price is higher. However, the price is actually commensurate with the healthy menu and the quality of the ingredients served, the reason is that curiosity arises where usually people have new innovations by cheapening or discounting their merchandise to attract buyers to get higher, but KFC is brave enough to increase the selling price but they give The new variant menu that is bolder and out of the zone so far has the hallmark of what they sell, namely Kentucky Chicken. Not only that, Naughtybynaturekfc is the first KFC restaurant around the world that dares to present a new look or new preparation from their mainstay menu.

Setiawan, Kodrat "Pendapatan Pengelola KFC Naik Tipis Jadi Rp 4,84 T, Layanan Pesan Antar Tumbuh" The managing KFC restaurant chain, PT Fast Food Indonesia Tbk. (FAST), recorded a stable performance throughout 2021 compared to the previous year. Based on the company's financial report released on Saturday, April 30, 2022, FAST posted revenue of IDR 4.84 trillion as of December 31, 2021. This amount increased slightly by 0.004 percent compared to 2020 revenue. By product segment, revenue from food and beverage sales to third parties was stable at Rp 4.81 trillion. FAST posted an increase in delivery services from only Rp. 5.97 billion in 2020 to Rp. 6.67 billion in 2021. Meanwhile, commissions on consignment sales decreased from Rp. 57.78 billion in 2020 to Rp. 31.48 billion. (Setiawan,2022).

<https://bisnis.tempo.co/read/1587606/pendapatan-pengelola-kfc-naik-tipis-jadi-rp-484-t-layanan-pesan-antar-tumbuh>, Retrieved September 20, 2022)

As for the evidence, in 2022 KFC (Brand TBI KFC 31.7%) was ranked first in Indonesia beating TOP MC Donald 28.2% TOP Hoka – Hoka Bento 12.1% TOP Burger King 9.7% CFC 5.7% (topbrand-award.com) and ranked fourth worldwide for a record number of stores worldwide. KFC organized by PT. Fast Food Indonesia won the Indonesia Top Digital Public Relations Award 2020 which proves that KFC has experienced success in Indonesia and is able to compete with competitors in the same field and survive in the era of globalization. nowadays almost everything is digital based. (Syarifuddin,2020).

(<https://infobrand.id/sukses-membangun-kedekatan-dengan-customer-kfc-raih-indonesia-top-digital-pr-award-2020.phtml>, Retrieved September 20, 2022)

Looking at the literature review obtained by the author regarding consumer perceptions, almost all of them conducted audience studies conducted on fellow students themselves, while the audience study that the researcher will conduct is examining perceptions from the point of view of followers who do not see age and occupational restrictions, so that researchers hope that the results of this study will be able to represent all consumers, and in this study researchers examined a new object, namely where no one has previously discussed consumer perceptions from Instagram followers @naughtybynaturekfc which is a subsidiary of Kentucky Fried Chicken.

An important value is the correlation between how consumers feel about the evaluation and whether they plan to repurchase the product or not. The researcher was therefore interested in using KFC as a case study because of the chain's widespread popularity in the fast food industry, where it is frequented by family and friends due to its relatively low prices and high quality food and service. Therefore, the title of this research is entitled " Perception Of Kentucky Fried Chicken Consumer To The Kfc Advertising On Instagram @Naughtybynaturekfc". researcher are interested in Kentucky Fried Chicken consumers' perceptions of KFC advertisements on Instagram @naughtybynaturekfc.

B. Formulation of Problem

1. Problem Focus

The research narrows down the issues to be studied so as to create a systematic description without having to cover too much ground. The problem's

scope is narrowed down for better focusing the investigation and avoiding confusion. With only 15 Followers on @naughtybynaturekfc Instagram account, the scope of the problem to be investigated is severely constrained.

2. Research locations and Arguments

This research certainly focuses on a KFC branch called KFC Naughty by Nature and the Instagram account @naughtybynaturekfc because of the many KFC outlets that exist, this location is the most relevant to be studied in this study (<https://www.instagram.com/naughtybynaturekfc/>).

3. Formulation of the Problem

Based on the conclusion of the investigation, the main focus of the investigation is "how does consumer perception of KFC products advertising on Instagram @naughtybynaturekfc influence purchase decisions?".

C. Research Purposes

Essentially, the goal of a study is to find solutions to problems, or at the very least to collect reliable and usable data for each research project.

The purpose of this study is to ascertain consumer perceptions of KFC product advertising on Instagram @naughtybynaturekfc in terms of purchase interest.

D. Benefits of Research

1. Theoretically

This study seeks to give insight and knowledge to researcher regarding consumer views of KFC advertising on Instagram @naughtybynaturekfc on repurchase interest. These perceptions were gathered from users who followed the account @naughtybynaturekfc.

2. Practically

This research is anticipated to deliver benefits of knowledge and insight into knowing consumer perceptions of KFC product advertisements on Instagram @naughtybynaturekfc on repurchase interest. These benefits are predicted to come in the form of information and insight.

3. Academically

It is anticipated that the findings of this research will be contributed to the Department of Psychology and Socio-Cultural Sciences at the Islamic University of Indonesia. In particular, the results will be used to investigate how consumers

perceive KFC product advertisements posted on Instagram by @naughtybynaturekfc and their impact on repurchase interest.

E. Literature Review

In order to distinguish between their research and other studies that have been conducted similarly, the researcher must do a literature review. The review that the researcher used is a study that looks at marketing communications with an emphasis on brand image and digital marketing. The papers listed below are a few that scholars have included as part of their literature reviews.

The first study by the author was conducted by Ilsano Mardnel, a student in the Telkom University Bandung Communication Studies Program, and was titled "Persepsi Konsumen Terhadap Strategi Bundling Kentucky Fried Chicken (KFC) dengan Album Musik (Studi Kasus Pada Konsumen KFC Kota Bandung) (2014)".

This research discusses how the bundling sales strategy at KFC according to consumer perceptions. One of the common sales strategies today is bundling. Kentucky Fried Chicken Indonesia, which is under the auspices of PT Fasfood Indonesia, utilizes the benefits of using bundling strategies in their product offerings to consumers. This study aims to determine consumer attention factors, consumer personal factors and stimuli factors that influence the perceptions of KFC consumers in Bandung city towards KFC's bundling strategy with music albums. This research has a qualitative research type with a case study form. The informants of this study amounted to seven people consisting of informants who had purchased KFC bundling products with music albums and consumers who had never made a purchase. The results of this study obtained 11 themes with sub-themes and categorizations including knowledge, experience, motivation, culture, expectations, needs, capabilities, emotions from personal factors. From the stimuli factor, a communication theme is obtained which consists of the style of message preparation and advertising, while from the attention factor, the influence of external and internal activities consisting of biological motives, work, repetition, novelty and stimuli characteristics as factors that can influence consumer perceptions of the KFC bundling strategy with music albums.

The difference between this research and the research to be conducted lies in the object of research. The object of this research is Consumer Perceptions of the Kentucky Fried Chicken (KFC) Bundling Strategy with Music Albums (Case Study

on KFC Consumers in Bandung City), while the object to be studied is Consumer Perceptions of Kentucky Fried Chicken Product Ads on Instagram @Naughtybynaturekfc.

The second study is titled "Persepsi Konsumen Tentang Iklan Kartu Smartfren Terhadap Keputusan Pembelian (Studi Pada Mahasiswa Jurusan Ekonomi Syariah Iain Metro) (2019)" and was written by Nur Halimah, a student in the Institut Agama Islam Negeri (Iain) Metro Sharia Economics Program. This study examines how consumer perceptions influence consumer decision making to buy or not. After the decision is made, the consumer can automatically utilize the goods to be purchased for the purpose. One of the goals is to meet needs and or solve problems faced. This study aims to determine how consumer perceptions of smartfren card advertisements affect purchasing decisions. This study uses data collection techniques with interviews and documentation. Interviews were conducted with students majoring in Islamic economics at IAIN Metro.

While documentation was obtained from IAIN Metro's blog. All data were analyzed inductively. Based on the results of the study, of the 20 students who researchers interviewed 16 of them have the perception that the advertisements aired are attractive with advertising stars known to the public and the content of advertisements that are easy to remember and attractive images and colors are attractive and creative, as well as an affordable price offer for students so as to attract the attention of consumers to use it, in addition because of the attractive advertising, the price offered is quite affordable compared to other package cards. However, 4 other students gave a negative perception of the advertisement, the four students considered the advertisement to be unattractive for several reasons, including. because of the Bran ambassador himself, and also because of network limitations in each region respectively.

According to them, the price is cheap but not supported by a strong network, and they prefer the appropriate package card in their area. if consumer perceptions of a product advertisement are good, it is likely that consumers will make a purchase. If the consumer's perception of the advertisement is bad, then it is likely that the consumer will not make a purchase.

The object of this research is consumer perceptions of smartfren advertisements on purchasing decisions, while the object to be studied is Consumer

Perceptions of Kentucky Fried Chicken Product Ads on Instagram @Naughtybynaturekfc.

Furthermore, research from the author M. Syahri Ramadhani, a student of the Communication Studies Program at the North Sumatra Muhammadiyah University Medan with the title "Persepsi Konsumen Pada Iklan Produk Converse Di Media Instagram Terhadap Minat Beli Ulang (Studi Deskriptif Kualitatif Pada Mahasiswa Fisip Usu)(2021)". This study discusses how the perception of a student and society must be different in conveying a message or information, because the delivery of a perception must have ideas or ideas that have value. The research was conducted at the University of North Sumatra, Faculty of Social and Political Sciences. The purpose of this research is to search for and obtain a problem, at least to obtain accurate and useful data for each research and gain an understanding of consumer perceptions of converse product advertisements on Instagram media towards repurchase interest.

In this study, the authors used descriptive qualitative methods using primary data collection techniques, secondary data, and documentation which is how researchers take the results of interviews and interviewee. The results of the research and discussion show that overall there are differences in perceptions among students of the University of North Sumatra, Faculty of Social and Political Sciences. The emergence of a perception makes the basis for assessing the advertisements shown on Instagram social media, because everyone has the right to issue an idea or idea. Converse product advertisements on Instagram social media have value and meaning in attracting consumer repurchase interest because an advertisement will influence the mindset of consumers to own Converse products.

The object of the thesis above is consumer perceptions about advertising converse products on repurchase interest with the subject of students, while the thesis that the researcher examines is consumer perceptions about advertising Kentucky fried chicken products ads on Instagram @naughtybynaturekfc and with the subject of Instagram followers.

Lastly, research from the author Rammohan Sundaram, Dr. Rajeev Sharma, Dr. Anurag Shakya at IAEME with the title "Power of Digital Marketing In Building Brands: A Review Of Social Media Advertisement (2020)". This study aims to examine the reasons for a brand to use digital marketing, especially social media

advertising. Its effectiveness has been tested and is only measured by evaluating changes in the behavior of the millennial generation. With the introduction of social media, a challenge has been presented to companies to manage their brands.

Because studies suggest that these aspects have an impact on brand image, brands prioritize maintaining communication with customers or users and boosting online engagements through storytelling media. This adds another layer of complexity, and the company wants to safeguard its reputation because the brand is not within the company's control but rather in the hands of its customers. Some of the digital techniques utilized by businesses include influencer marketing, social media advertising, blogging, mobile marketing, keyword search advertising, and email marketing.

Companies employ platforms like Facebook, Twitter, blogs, and media fusion to spread content and boost customer involvement. According to the literature, social media advertising ensures content personalisation, empowerment, engagement, entertainment, expert opinion, and educational content about businesses, all of which are positively associated with millennial behavior.

The object of this research is Power of Digital Marketing In Building Brands: A Review Of Social Media Advertisement, while the object to be studied is Consumer Perception Of Kentucky Fried Chicken Product Advertising On Instagram @ Naughtybynaturekfc On Repurchasing Interest. so that it can be clearly seen the difference, namely the thesis studied now has narrowed down the object to be studied.

F. Concept

1. Advertisement

a. Definition of advertisement

Paid forms of non-personal presentation and promotion of ideas, products, or services by an obvious sponsor are referred to as advertising. Whether the goal is to increase brand awareness or educate consumers, advertising may be an efficient means of doing both.

To perceive advertising as a whole, it is necessary to have a firm grasp on both its concept and its practice. Messages regarding a firm's products or marketing that are distributed by the company or marketing through various media and funded by the company or marketing are all examples of advertising. When we talk about advertising, we're referring to every step of the procedure,

from conceptualization to execution to oversight. Therefore, advertising is both a method of communication and a step in the advertising management process.

According to various authorities, advertising is defined as follows:

- 1) Burke noted, "Advertising is a sales message intended at a mass audience that aims to sell goods, services, or ideas on behalf of the paying sponsor through persuasion." Advertising is a sponsored communication to the general public that uses a variety of methods to market the sponsor's products, services, or ideas.
- 2) According to Dwyer and Tanner Jr "Advertising is used by business marketing to interact with any significant audience, not only potential clients. Advertising may be used to cultivate positive sentiments in financial markets, among potential suppliers, among government officials, and among other influential groups." In corporate marketing, advertising is used to interact with a large audience, not only potential consumers. Advertising may be used to cultivate positive sentiments in the financial markets, among potential dealers, government offices, and other significant groups.
- 3) Advertising, according to Peter and Olson, is the display of non-personal information about a product, brand, company, or store for a charge.

Based on these numerous definitions, advertising is the activity of communicating a company's qualities to the general public or the general public at large through paid communication channels, in this instance advertising channels.

b. Develop Ad Campaigns

In developing and analyzing an advertising campaign, it is essential to differentiate between an ad's message or positioning strategy (what the ad is attempting to communicate about the company) and the creative approach (how the ad is expressing what the brand is saying).

Thus, creating a good advertising campaign requires science and creativity. Advertisers take three phases to build a communication plan, including the following:

- 1) Generate and evaluate messages

Producing original ideas and avoiding employing the same charms and attitudes as others is essential. In order to increase brand promotion, advertisers must do market research to understand which appeals are most effective with their target demographic.

2) Develop and creative execution

In advertising, it's not only the words that matter, how those words are presented may make or break a campaign. Advertising campaigns, in his view, always begin with a written strategy statement that details the initiative's goals, substance, and intended tone.

3) Social Responsibility Study

Advertisers and their advertising firms are responsible for upholding ethical standards in their campaigns. Legislators and regulators have crafted a robust framework to control and oversee the advertising industry. Businesses must not use deceptive or false advertising. Promoters who care about doing the right thing by society need to be sensitive to the needs of various minorities and interest groups.

c. Advertising and Mass Communication

Mass communication and advertising go hand in hand. According to Harold Lasswell, SMCRE (sources, messages, channels, receivers, and effects) describes the components of effective mass communication. In advertising, "sources" refer to the firms or stores where the product is sold. Messages are items that the firm or marketing communicates; characteristics of these messages include their being available to the public (public), short and simultaneous (rapid), and quick and one-time usage (transient). Transmission paths in the context of several forms of mass communication media (newspapers, magazines, radio, television and the internet). Since the target and the communicators typically don't know one other, the audience's characteristics for mass communication messages communicated by the media are broad, diverse, and diversified.

It is well recognized that the steps of identifying and segmenting target audiences make the chosen message and medium more targeted and effective in advertising media selection strategy and advertising creative strategy. Constituents of an effect are the alterations brought about in the intended

receivers as a result of the message. Knowledge shifts, attitude shifts, and behavior shifts are the three broad categories used to identify the consequences of change.

The advertising plan should focus on the following in relation to the above description:

- 1) First, educating consumers about new items and their benefits.
- 2) Influencing the target audience's opinion so that they become engaged in and favorable toward the message being presented.
- 3) Influencing people to act in a way that leads to increased sales or usage of the promoted goods or service.

The marketing role is fulfilled in part by advertising, a unique kind of communication. Advertising efforts, in order to serve their marketing purpose, need to go above and beyond just informing consumers. In order to increase sales and profits, advertising must be able to influence the general public to act in accordance with the company's marketing plan. It is imperative that advertisements influence people to make a purchase.

d. Advertising Function

In the corporate world and beyond, advertising is highly prized due to its several roles in facilitating communication. According to Shimp, the following are the communication roles of advertising:

- 1) Providing information (informing)

Advertising not only introduces customers to new brands, but it also informs them about those companies' attributes and helps cultivate a favorable impression of such brands in the minds of consumers. Advertising is a cost-efficient means of spreading information to many people. The introduction of new brands is aided by advertising, which in turn boosts the demand for established brands.

- 2) Persuading

Customer interest in the offered goods and services may be increased through persuasive advertising.

- 3) Reminding

Brand awareness is maintained by advertising campaigns.

4) Enhance the value

Advertising enhances the worth of companies by shaping how customers think about them. When done right, advertising may elevate a company above the competition by making it seem more refined and fashionable.

2. Consumer Perception

a. Understanding Consumer Perceptions

One of the most crucial features of interpersonal conversation is the way it is perceived. For the reason that information or signals acquire significance for an individual, it must first pass through the interpretive, systematizing, and structuring processes of perception. As a result, there is an unbreakable bond between sensing and understanding. In order for self-awareness to "work", it needs the "raw materials" provided by feelings.

Moskowitz and Orgel argue that this kind of perception represents the individual's "integrated state" in relation to the external stimulus. Because perceiving is a holistic state that involves the whole person, the person's inner state and life history will play an integral role in shaping how that person takes in the world around them.

The reception of a signal by a person through his receptor is the first step in the process of awareness, according to Bimo Walgito. However, this is just the beginning; the signal is then sent to the brain, the control center of the nervous system, where it undergoes a psychic transformation that allows the individual to perceive the world around him. Davidoff argues that the term "perception" refers to the process by which an individual organizes and interprets the input he receives in order to come to the realization that he knows what he receives.

In her writing about cultural perception, Toety Heraty Noerhadi diagrams perception in relation to its surrounding factors :

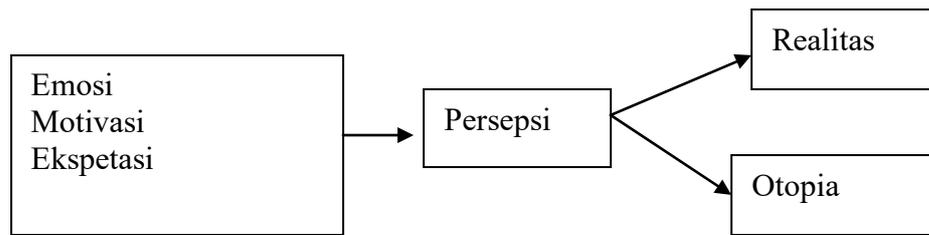


Figure 1. 5 Aspects of perception

Source : Toety Heraty N, in Alfian, ed, 1985, hal 207

The above image depicts a possible realization and non-realization of the object being perceived, as well as the impact of feelings, drive, and hopes on the process of perceiving. What has come to fruition is based in reality, while what has not is purely fictitious. Perception is already or always influenced by emotional, motivational, and expectant factors, so it is impossible for it to be "clean" in the sense of being objective when it comes from a human.

The perception procedure can be described as follows :

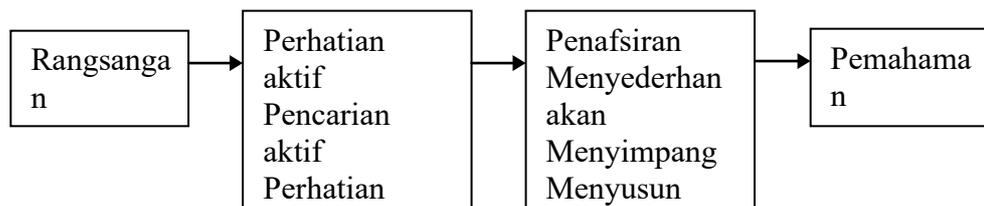


Figure 1.6 The process of perception

Source : Dedi Sudiana, 1996

Every person has a built-in focus filter, so that they will subconsciously or consciously try to ignore certain stimuli. People are selective information seekers; they ignore or discount large portions of potentially useful stimuli because they don't find it intriguing or applicable.

The second stage of the process is known as the interpretation stage. During this stage, each person organizes the substance of the information he receives into their personal picture of reality. When this occurs, a process that involves simplifying, distorting, arranging, and even creating new stimuli follows. A conscious consciousness of witnessing and interpreting the stimuli of an observation is achieved as a consequence of this process. This indicates

that the individual interprets each communication that he receives in accordance with his experience in order to generate an understanding that is in accordance with the individual's own experience.

Studying all of the stimuli or stimuli that he receives is the first step that a person takes before arriving at a comprehension of a message, which is continued in decision making (action). This is explained in the phases that have come before.

As a result of the descriptions presented above, it is possible to conclude that perception is the outcome of using one's five senses to observe objects to gain a comprehension or evaluation of those objects. It is clear from this explanation that the concept of perception is comprised of three different concepts :

- 1) Result of observation.
- 2) Result of assessment.
- 3) Intellectual processing of sensory data obtained through observation.

It was discovered in the process of perception that, similar to sensation, perception is determined by personal factors as well as factors related to the environment. Functional factors and structural factors are the terms that David Krech and Richard S. Crutchfield (1977:235) use to describe these elements. Needs, previous experiences, and other things, some of which are referred to as personal factors, are the origin of functional factors. The conceptual components that play a role in perceptual processes are referred to as frames of reference. When people engage in activities involving communication, the frame of reference influences how they assign meaning to the messages they receive. According to McDavid and Harari (1968: 140), the concept of reference frame is considered by psychologists to be very useful for the analysis of perceptual interpretations of experienced events. The nature of the physical stimuli and their neural effects on an individual's nervous system are the only sources of the structural factors, which are entirely independent of one another.

In addition to the elements discussed above, there are other variables, specifically attention, that play a significant role in shaping impression. According to Kenneth E. Anderson, in his book that he wrote as an introduction to communication theory is a mental process when a stimulus or sequence of

stimuli stick out in consciousness when other stimuli begin to weaken. Anderson wrote this book as an introduction to communication theory. When we focus our attention on one of our sensing systems and ignore the information coming in through our other senses, we are said to be paying attention.

According to Krech and Crutchfield, the postulates of perception consist of :

- 1) First postulate : perception is functionally selective. This postulate means that the objects that receive emphasis in our perception are usually those that fulfill the goals of the individual doing the perception. They give examples of the influence of needs, mental readiness, emotional atmosphere, and cultural background on perception. When hungry and thirsty people sit in a restaurant, the first will see rice and side dishes, the second will see drinks or water. Biological needs lead to different perceptions.
- 2) Second postulate : Constantly, meaning and structure are conferred upon our spheres of perception and cognition. Contextual analysis allows us to categorize information. Although our sensory input is limited, we are able to finish it with our own readings that are in keeping with the stimuli we have been presented with so far.
- 3) Third postulate : The substructure's visual and cognitive characteristics heavily depend on the overall structure's properties. If a person is deemed to be part of a group, then his or her unique characteristics that are similar to those of the group will be affected, either through assimilation or contrast, as a result of his or her group participation, as stated by this premise.
- 4) Fourth postulate : When two things or occurrences are similar or occur close together in space and time, people tend to think of them as part of the same framework. This proposition takes a very structural approach to classifying tangible objects like points, lines, and blocks, as is typical for the field. When we think of groups of patterns, the first one that comes to mind is triangles, and the second is points. We

are able to make educated guesses by determining the distance that separates the objects to be categorized or by observing the degree to which their shapes are similar.

The act of interpreting or making a decision is the very last step in the perceiving process. This section alludes to the attempt to derive significance from the conditions in our immediate environment. The human brain is equipped with a mechanism called perception, which is responsible for organizing, comprehending, and either interpreting or evaluating the data that is gathered by the human senses.

The meaning of the KFC product advertisements posted on Instagram by @naughtybynaturekfc can be deduced from the information presented above, which states that the audience provides the meaning. It is not the nature or presentation of the elements themselves, but rather the audience, that is responsible for determining perspective. While the audience members themselves are impacted by the traits they bring to the table when reacting to stimulation. Characteristics of an audience can include aspects such as social standing, economic climate, cultural history, mental and emotional environment. This is in accordance with the assumption that Brunner and Goodman made, which states that the worth of an object is dependent on the beliefs of the group of people who are making the judgment. While the manner in which the product is marketed or presented is an example of what is known as a structural component.

b. Advertising Perception

The definition of perception is the result of observing objects through one's five senses in order to gain a comprehension or evaluation of those objects, as was previously understood. In this context, perception is used in the process of comprehending an advertisement; consequently, perception is formed as a result of viewing the advertisement transmission. The very nature of advertising is that it is a one-way type of communication with a focused objective. Every person has their own unique perspective on how advertisements make them feel. The characteristics of each person who is involved can have an effect on how this distinction manifests itself.

Perception of the product produced through dialogue is the primary emphasis of product/message perception. Support arguments and counterarguments are the main centers of interest in replies (Belch and Belch, 1995). Rebuttals are customer beliefs that run counter to the ad's intended message. They will voice their skepticism and dispute with the ad's promises about the product. There are more consumers who concur with the advertisement's promises or who believe that most consumers do. The more strongly an argument rejects the message being communicated, the lower the likelihood that the message will be accepted. When a customer argues that ads they've seen are helpful, it's a sign that data processing has been successful. According to Assael (1995), cited in Sodik (2003), the components of a product (packaging, product parts, shape) and the communication shown to influence consumer behavior that reflects the product through a background of words, images, and symbolization or other stimuli associated with the product all contribute to the consumer's perception of the product throughout the process (price, place, sales, impact of the sales country).

By analyzing the physical and operational characteristics. Factors that contribute to how we perceive things :

1) Emotions

Participated in communication from the beginning of the process of encoding, through the delivery of communications, and even to the impact on the communicant themselves. In this particular instance, consumers as the target of research observe KFC product advertisements on Instagram @naughtybynaturekfc in order to gain an understanding of the subject matter that is presented in the advertisement. This causes consumers to experience a range of feelings.

2) Motivation

Developed into a comprehension that establishes a connection between a level of energy mobilization and an objective. The state of the organism that explains why behavior is oriented towards a particular objective is referred to as motivation. Motivation is concerned not only with the execution of behavior, but also with the

state of the organism. Followers of the Instagram account @naughtybynaturekfc gain inspiration that almost definitely brings them closer to the goals they have set for themselves as a result of watching the KFC product advertisements that are posted on Instagram @naughtybynaturekfc.

3) Expectations

In this context, "operationalized" refers to a circumstance that offers the potential for the satisfaction of multiple different types of requirements. In other words, the individual will feel satisfied as a result of the actions he has taken. Consumers who view product advertisements for KFC on Instagram under the handle @naughtybynaturekfc will be provided with information that satisfies their information needs in accordance with the messages that are communicated by these advertisements.

In addition to the elements that Kenneth E. Anderson identifies as contributing to how something is perceived, we also have :

1) Attention

A mental process that starts in to the operation when some external stimuli become more dominant in awareness as others fade away. Consumers' attention is shown when they focus on one sense while blocking out stimuli from the other senses, as in the case of viewing KFC product commercials on Instagram @naughtybynaturekfc. Consumers are said to be paying attention when they are selectively tuning out information coming in through one of their senses.

3. Instagram

a. Definition of Instagram

The name Instagram originates from the term "instant" or "insta," which refers to a type of Polaroid camera that was once known more commonly as a "instant photo" camera. Instagram also has the capability of displaying photographs in real time. As for where the word "gram" came from, it was derived from the word "telegram," which refers to a method of rapidly communicating information to other individuals. In a similar vein, Instagram

allows users to submit photographs by making use of the internet network, which enables users to get the information that has been sent in a timely manner. Because of this, the name Instagram is derived from the term "Instant-Telegram." IG is another name that is widely used to refer to Instagram.

Instagram is a well-known application that can be downloaded to a smartphone for the purpose of social media. Although it performs nearly the same function as Twitter, the primary distinction between the two lies in the fact that Instagram users can take photos and share information regarding the form or location in which they were taken. Because it contains tools that may make images more attractive, creative, and even better, Instagram can also serve as a source of creativity and inspiration for its users. Additionally, Instagram can boost users' overall levels of originality.

Instagram is a mobile application that enables its users to shoot images and videos, add various digital effects to them, and share their creations with a variety of social networking sites, including Instagram's own. Instagram is a social networking service. The photographs taken with the Instagram program have a square aspect ratio, which is reminiscent of the Kodak Instamatic device and the images created by Polaroid photos. This aspect ratio is what makes the Instagram application unique.

In contrast to most current cameras, which typically have a rectangle shape or a ratio of 16: 9, antique cameras often had a square format. Initially, Instagram was exclusively accessible on mobile devices manufactured by Apple, specifically the iPhone, iPad, and iPad Touch. Then, beginning in April 2012, the Instagram facility has been incorporated for Android camera phones, making it possible for Android users to begin using Instagram for their activities relating to the sharing of photographs.

According to Atmoko, Instagram is a mobile application that has elements that can improve the quality of a photo or video and make it appear more creative. According to the information provided by Atmoko in his book named Instagram Handbook, the Instagram application consists of five primary menus, all of which can be found at the bottom of the program. These menus are as follows: 10 Home Page, often known as the main page, presents a history of the most recent images along with a user who has been followed. Search, so

that users may more easily search for other user accounts or search for photographs that are presently trending in popularity. Camera, users are able to instantly capture images and publish photos or videos to Instagram with a variety of effects by using the camera menu in the program. On a user's profile page, which can be found under "Profile," one may access a wealth of information regarding not just that individual but also other Instagram users. This feature is known as the News Feed, and it notifies users of various actions that they have done out using Instagram.

Up addition to that, according to Atmoko, there are numerous parts that need to be filled in so that the images that we post can be more informative. These components, to be specific: 11 Caption, give the title or caption of the photo more of a personality in order to bolster the personality or the message that is intended to be communicated through the photo. A label in the form of a word that is preceded with a hash symbol (#), also known as a hashtag. It's essential to have this function since it streamlines the process of locating photographs on Instagram that have particular tags attached to them. Instagram makes the most of this technology by giving tools that enable users to pinpoint their location. to ensure that every photo that is posted has an attribution of the location where it was shot. Share; in addition, Instagram offers the ability to share content to other social media platforms, like Facebook, Twitter, and others.

According to Atmoko, Instagram is both a social network and a photo sharing service, despite the fact that Instagram bills itself as the former. Because we can talk to other people who utilize this site here. On Instagram, we have a number of options for how we might spend our time, including the following: 12 You may imagine how alone you feel when you use Instagram all by yourself because of how busy and sophisticated the platform is. Follow. Because of this, having a follow menu gives us the ability to either follow other people that we find fascinating to follow or to establish friends with other users. Don't be afraid to click the "Like" button if you find some of the photographs on the timeline to be enjoyable. First, you may show your approval by clicking the heart icon that is located at the bottom of the caption next to the comment. Second, by doing a double touch on the image that you like most. Just like

likes, comments are a part of the connection, but they are more remembered in life and can take on a more personal tone. Because someone may leave any kind of comment on a photo through the comments section, whether it be a suggestion, praise, or criticism. It should be mentioned that users are able to call one another using this functionality. The secret is to input the Instagram account of the individual you want to tag by prefixing it with an at symbol (@). Message is a feature that enables users of Instagram to send one another private communications in the form of photographs, videos, or text. These communications can be received by other Instagram users..



Figure 1. 6 Logo of Instagram

Source : google.com

b. History of Instagram

Kevin Systrom and Michel "Mike" Krieger, both from Brazil, were working on the Burbn project for mobile photography when they decided to concentrate on developing a multi-feature "HTML5 check-in" application. This is when they came up with the idea for the first version of Instagram, which was created in San Francisco. 13 Burbn Inc. is a newly founded business that is primarily focused on the production of software applications for mobile devices. 14 This program is used to establish arrangements and also enables users to check in when they are present at a certain location.

It was once only possible to use the iPhone to access the Instagram program, which had a number of menus. However, in the end, Mike Krieger and Kevin Systrom simplified it so that it would just allow users to share photographs, leave comments, and like the content that other users uploaded.

On April 3, 2012, Instagram was at long last made available for Android users. Over one million copies of the software were saved to users' devices in little than 24 hours. During the same week, Instagram was able to convince venture investors to invest US \$ 50 million in exchange for shares of the firm. As a result of this transaction, Instagram's worth increased dramatically, reaching as high as US \$ 500 million.

Even throughout the subsequent three months, Instagram's popularity continued to skyrocket at an alarming rate. More than one million users have rated Instagram's app on Google Play. When an acquisition bid came in from Facebook in April 2012, it was Instagram's lucky day. Facebook made an offer to purchase Instagram (along with all of its 13 employees) for around US\$ 1 billion in cash and equity. This was the golden deal for Instagram. Along with the offer was a stipulation that Instagram would continue to be independently operated. Following the completion of an inquiry by the Federal Trade Commission in the United States on August 22, 2012, which permitted the acquisition between Instagram and Facebook to proceed, the Office of Fair Trading in Britain gave its approval to the transaction on August 14, 2012. On September 6, 2012, the agreement was ratified and so became legally binding.

Instagram released a new version of its Terms of Service on December 17, 2012, which grants the company the authority to sell user images to third parties without first notifying the users nor providing them with any compensation. People who are concerned about their privacy as well as consumers, such as National Geographic and the celebrity Kim Kardashian, have all published comments in which they urge that the new policy be canceled or overturned. This contentious issue had forced a significant number of users to transfer to other platforms that were comparable to Instagram. commercial in any way.

c. Instagram Features

Facilities such as Instagram features are available inside the Instagram social media platform. These facilities allow users to edit photographs and videos, offer captions, add tags, and publish photos or videos to their Instagram accounts. Use the Instagram Story feature to publish a number of photographs and videos, each of which will be removed from your account after one day.

Live streaming is a tool that allows you to broadcast what you're doing with your friends and followers in real time. Through the Instagram Direct function, you can communicate with your friends and groups by sending them text messages, photographs, or videos. You may view Instagram Stories as well as live streaming videos posted by the users that you follow on Instagram.

View the photographs and videos that other users have uploaded with ease. Participating in social media by like and commenting on the postings of other users. Particular accounts can either be followed or blocked. The "Last Seen" function is quite similar to the one seen in the WhatsApp mobile app. Users are able to discover the precise time that other users on Instagram accessed the app most recently. The Type function allows users to tell stories via the use of text that is accompanied with a coloured backdrop photo. a function for saving or bookmarking. If you find that you really enjoy a certain article, you can save it so that it will be simpler to access at a later time by clicking the icon that looks like a bookmark that is located on the photo.

d. Advantages of Instagram

There are a number of benefits that come with utilizing Instagram, all of which work to make things simpler for the user. Several of these benefits include the following: It is simple enough to use, one can see other people's photos or videos, and put a like or comment below it, which makes it easier to get information, such as job vacancy information, food recipes, and make-up tutorials. It has a variety of features that can beautify photos; it can share photos or videos on social networks; it can be used as a tool for promoting products; it can lock Instagram accounts so that strangers (other than followers) cannot see photos or videos that being uploaded on

e. Disadvantages of Instagram

The Instagram social media platform is similar to other social media platforms in that it also has certain drawbacks. Due to the fact that Instagram is designed for use on mobile devices, its photos tend to be displayed in a compressed format that makes it difficult to make out fine details. Additionally, users are restricted in their ability to upload videos longer than one minute in length, which results in unfavorable side effects such as a large number of users publishing offensive content. pornography, the amount of parties that

intentionally slander other people via Instagram, online store fraud, and so on are all issues that have arisen as a direct result of the platform.

This study will use Kentucky Fried Chicken advertising objects on Instagram @naughtybynaturekfc, so the author needs Instagram theory to find out what are the functions and advantages and disadvantages of Instagram to help in making observations or data documentation that researchers will do on Instagram @naughtybynaturekfc in order to be able to align what researchers get from the Instagram account with the results of the researcher's interview to the source.

G. Research Methodology

1. Type and Characteristic of Research

a. Type of Research

Research as a system of knowledge is crucial to the development of science itself. According to Bungin, research and science are similar to the two sides of a coin; research and science are inseparable.(Mulyana, 2010:5). This study employs descriptive qualitative methodology in which data is collected through interviews and observations. Therefore, the results of this study are presented as a series of interviews and observations, as opposed to numbers that are often put in text format and subsequently extended. The purpose of this qualitative descriptive study is to investigate Consumer Perceptions of KFC Product Advertisements on Instagram @naughtybynaturekfc and Repurchase Interest. The gathered data or information is described in line with reality and given in the form of words or phrases, after which a conclusion is reached.

b. Characteristic of Research

Feature of this research is descriptive. Descriptive research is a type of study that explains or describes past and present (current) factors. Descriptive research aims to either better understand a phenomenon by examining it in depth or to differentiate it from similar events. There is a focus on quality rather than quantity in the data produced by this study.

With this background, it should be clear that the purpose of this study is to use words and sentences separated by categories to describe how consumers feel about the influence of the @naughtybynaturekfc account's advertising of Kentucky Fried Chicken products on their desire to make repeat purchases.

2. Data Sources

a. Primary Data Sources

Primary data sources are data sources that supply data to data collectors directly and immediately. Primary data sources were collected by conducting interviews with people who were the focus of the research and by seeing or observing events in the field. In addition, the data is sought through the use of informants or respondents, namely people who are used both as research subjects and as techniques to obtain information or data.

Direct interviews with users who follow the Instagram account @naughtybynaturekfc, which has a total of 66 thousand followers as of January 20, 2023 as a study variable, were used to collect this primary data. The Snowball sampling method was utilized by the researcher so that they could obtain data samples for this investigation. In order to get a representative sample for our analysis, we began by picking a few advertising posts from Instagram user @naughtybynaturekfc that had received a significant amount of likes. The researcher then took some of the top followers who liked the post, and so on, so that the group is continually rising in size, like a snowball that grows bigger as it rolls downhill from the top of the hill. This was done based on the findings of postings that had a significant amount of likes. In this particular instance, followers of the Instagram account @naughtybynaturekfc discussing their thoughts on the commercials for KFC products that are posted on the Instagram account @naughtybynaturekfc.

b. Secondary Data Sources

Secondary sources of information come in a wide variety of forms, including personal correspondence, the minutes of association meetings, books, papers, articles, and official records from a variety of institutions. This supplementary source is really rich, and those scholars who require it can immediately begin utilizing it. The author makes use of secondary data in order to present reasons linked to Consumer Perceptions of KFC product marketing on Instagram under the handle @naughtybynaturekfc, which influence repurchase. The information in this article was gleaned by the author from a wide variety of documents, pieces of literature, and other resources associated with this topic.

3. Data Collection Technique

This investigation was conducted utilizing qualitative research methodologies. To acquire the relevant data, researcher employed the following data collecting method:

a. Interview

An interview is a type of verbal communication, and as such, it is a conversational format with the purpose of eliciting information. Both the questions and the responses are discussed verbally during the interview. Although face-to-face interaction is preferred for this type of communication, it is also possible to have these conversations over the phone.

A form of interviewing known as a semi-structured interview was the method that the researcher chose to utilize. The in-depth interview category includes this particular interview as one of its entries. In contrast to formal interviews, the implementation has a more open-ended format. The objective is to discover problems in a more forthright manner. It was requested that the respondents share their thoughts and suggestions. When conducting interviews, researcher have a responsibility to pay close attention to and take notes on what respondents have to say. Followers of the Instagram account @naughtybynaturekfc were singled out for questioning in this particular interview. In this particular instance, the material that will be investigated in the interview is data pertaining to Consumer Perceptions of KFC product ads on Instagram @naughtybynaturekfc in terms of repurchasing choices.

Below is a list of names of informants who have been selected based on the snowball technique where the author is free to choose with predetermined categories, by referring to advertising posts on the @naughtybynaturekfc account which have the highest number of interests, the top 15 followers who like these posts are selected with different categories, namely students and non-students.

Table 1. 1 Data of informants

No	Name	Gender	Age	Profession
1	Hanna Azahra	Female	21	Pegawai Swasta
2	Fajar Nugraha	Male	26	Pegawai Swasta
3	Nabila hidayat	Female	22	Mahasiswa
4	Ainur Syarif	Male	23	Pegawai Swasta
5	Sefrina Tanjung	Female	26	Ibu Rumah Tangga
6	Arwan Nur Khasani	Male	21	Mahasiswa
7	Helse Alvina Damangi	Female	22	Mahasiswa
8	Rayyan Fadhilah	Male	22	Freelancer
9	Amaliya Mulyani	Female	21	Mahasiswa
10	Anggita Nur	Female	25	Pegawai Bank
11	Irma Annisa Tuljannah	Female	23	Mahasiswa
12	Sonia Navratilova Bazzar	Female	23	Freelancer
13	Eko Waskito	Male	25	Pegawai Swasta
14	Galuh Safitri	Female	24	Pegawai Swasta
15	Naufal Widodo	Male	22	Freelancer

b. Documentation

This method is used whenever data or other written materials need to be recorded, copied or duplicated. Each of these components has been classified and categorized by type. It is common knowledge that documentation refers to the process of gathering information by looking at pre-existing written sources, which relate to the researcher's role in the investigation.

KFC Naughty by Nature is a restaurant branch with a Green Lifestyle Dining concept from KFC, and has an Instagram account with 66.4k followers on February 24, 2023.

Research will only be carried out by means of conducting interviews and collecting documents relevant to the items that are required, as this is the only method of data collection that may be used. These methods are employed as a supplement in order to collect information on the overall description of the study site.

4. Data Analysis Technique

The process of organizing and classifying data into patterns, categories, and basic descriptive units for the purpose of identifying themes and formulating working hypotheses as indicated by the data is referred to as data analysis.

Inductive reasoning is at the heart of qualitative data analysis. The inductive mode of reasoning is a process known as induction that begins with particular propositions (as a consequence of observations) and culminates in a conclusion (shoulder knowledge) in the form of general principles. The researcher decided to employ a qualitative data analysis approach for this study since the data that was collected was qualitative research. More specifically, the data were in the form of descriptions as opposed to numerical values.

The goal of doing an analysis of qualitative data is to discover the meaning of a term by paying attention to the perspective of the person who committed the offense. The researcher must contend with a wide variety of investigations, each of which generates data that must be analyzed. The data gathered from the study object are connected in a way that is not entirely evident. It is necessary to do research in order to unearth this connection in such a way that it can be recognized by the general public.

The following phase for the researcher is to derive conclusions utilizing inductive reasoning approaches. This occurs after the facts have been gathered, sorted, and presented. Inductive reasoning is a form of reasoning that begins with particular data and works backwards to derive broad conclusions about the characteristics of the phenomenon being studied.

In light of the information presented above, the researcher utilizes the data that has been obtained in the process of analyzing the data. Following this, the data are analyzed utilizing an inductive line of reasoning, which starts with information regarding consumer perceptions of KFC product advertisements on Instagram @naughtybynturekfc and proceeds toward purchasing decisions.

CHAPTER II

OVERVIEW OF RESEARCH OBJECTS

A. Research Object Description

This research focuses on KFC product advertisements uploaded on the @naughtybynaturekfc Instagram account, which is described as a photo and video-sharing application that can be accessed internationally and domestically (Instagram). Along with the times and entering the era of digitalization, the growth of Instagram as a photo and video sharing application is increasingly popular in the community as a source of entertainment, educational information, and advertising media. Before stepping on the subject matter, here is an explanation of what the researcher will discuss, this is based on the results of an interview from Nadif Zahiruddin, Project Advisor Naughty By Nature in the femina.co.id.

(<https://www.femina.co.id/food-review/naughty-by-nature-restoran-lifestyle-dining-pertama-kfc>, Retrieved January 13, 2023)

1. KFC (KFC Naughty by Nature)

Keeping up with the times, on October 16, 2020, KFC debuted its new KFC Naughty by Nature restaurant, introducing a brand-new menu and dining experience. On Jl. Senopati No. 24 in the Senopati neighborhood of Kebayoran Baru in South Jakarta is where you'll find KFC Naughty by Nature. The business is open Monday through Thursday from 10:00 to 21:00, and on Friday and Saturday from 07:00 to 21:00. KFC Naughty by Nature's newest concept, lifestyle dining, is a warm, modern, and opulent setting perfect for socializing with friends and loved ones.

KFC Naughty by Nature, which opened on October 16, 2020, is KFC's first restaurant with a new concept inspired by the current foodie craze. Those in the South Jakarta neighborhood of Kebayoran Baru may find the KFC Naughty by Nature at No. 24 on Senopati. The business is open from 10:00 a.m. to 21:00 p.m., Monday through Thursday, and from 07:00 a.m. to 21:00 p.m., on Friday and Saturday. KFC Naughty by Nature is a new restaurant concept that takes cues from the lifestyle dining movement to create a warm and inviting space perfect for socializing with friends and loved ones. In addition to introducing a novel idea, KFC Naughty by Nature also features a menu that differs from that of standard

KFC restaurants. The healthier options here don't sacrifice the junk food flavor for the sake of their clients. In light of this, KFC Naughty by Nature markets themselves with the slogan "Pleasure without Guilt."

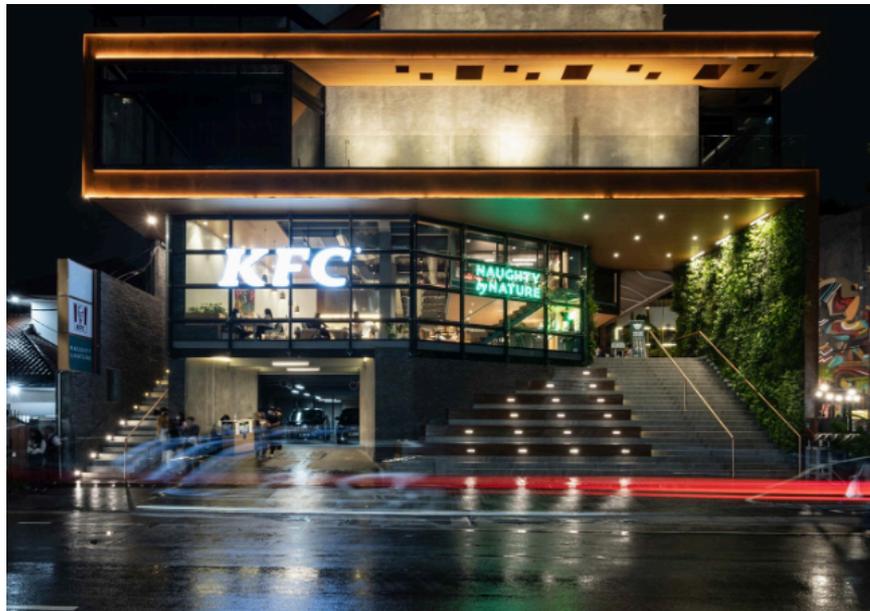


Figure 2. 1 Front View of KFC Naughty by Nature Restaurant

Source : [Instagram.com/naughtybynaturekfc](https://www.instagram.com/naughtybynaturekfc)



Figure 2. 2 Menu from KFC Naughty By Nature

Source : [Instagram.com/naughtybynaturekfc](https://www.instagram.com/naughtybynaturekfc)



Figure 2. 3 Other menu from KFC Naughty By Nature

Source : Instagram.com/naughtybynaturekfc

The example menu that was just presented is one that may be found at KFC Naughty by Nature. Customers who visit the KFC Naughty by Nature location can order chicken, vegetable salads, and other dishes from a wider variety of menu options, in contrast to the standard policy of KFC, which is to only provide chicken as a menu option.

B. Research Object Profile

1. @naughtybynaturekfc

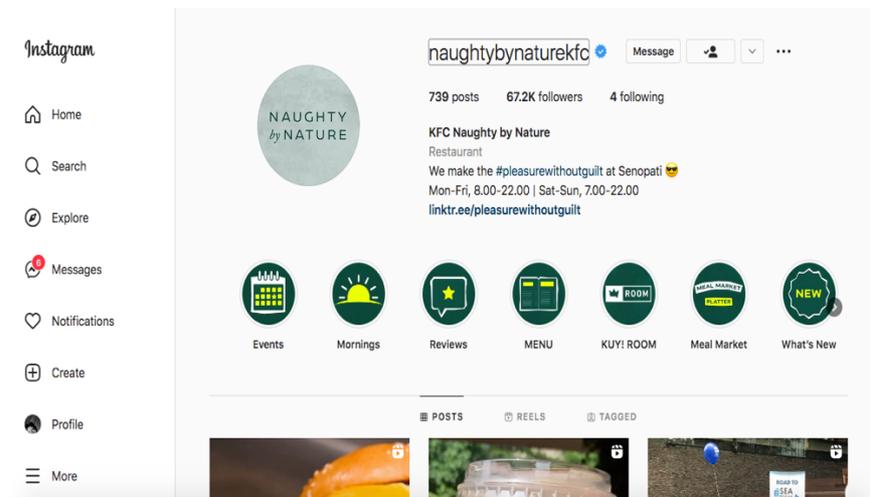


Figure 2. 4 Instagram Account @naughtybynaturekfc

Source : Instagram.com/naughtybynaturekfc

Naughty by Nature KFC, a KFC franchise with a location in South Jakarta on Jl. Senopati, is the proprietor of the Instagram account known as @naughtybynaturekfc. Naughty by Nature KFC signed up for Instagram in June 2019, although the brand didn't begin posting original content until August 11 of same year. This Instagram account was created with the intention of becoming an advertising platform that introduces a new innovation from KFC. This new innovation involves the company mixing their traditional menu, which consisted of chicken in the past, and then serving it with a wide selection of side dishes such as vegetable salad. The purpose of this Instagram account is to raise awareness among users about the new variety menu that has been issued by KFC, particularly at Naughty by Nature KFC.

Instagram Followers for @naughtybynaturekfc have reached 67.1K after the account was created three years ago. As of November 19, 2022, the account has posted 747 posts, each of which has received an average of 100 likes. The postings that upload new menus at Naughty by Nature KFC are the ones that receive the most likes and reactions out of all of the many posts that are published. The manner in which @naughtybynaturekfc conveys information about new food or menus is not only by giving food reviews, but also in an interesting and distinctive manner that makes customers excited to stop scrolling through Instagram in order to like or follow @naughtybynaturekfc's Instagram account.



Figure 1. 6 Content from instagram @naughtybynaturekfc

Source : Instagram.com/naughtybynaturekfc

The information that is shared by @naughtybynaturekfc is not only centered on the food that they serve or the new menus that they have, but it also includes

content such as promotions discount, quizzes, and moments captured inside the Naughty by Nature KFC booth. It's important to note that in addition to uploading a new menu, @naughtybynaturekfc also includes jokes and other intriguing stuff in their posts.

Instagram @naughtybynaturekfc often provides price discounts for their products at certain events such as bundling menus which provide special prices when purchasing several products together and can only be obtained when consumers have seen them or know them via Instagram @naughtybynaturekfc.



Figure 1. 7 Example of a product bundling price discount advertisement at the independence event

Source : Instagram.com/naughtybynaturekfc

There are also advertisements that contain interactive content for customers or followers of the Instagram account @naughtybynaturekfc, which can increase the number of views of a post belonging to @naughtybynaturekfc.



Figure 1. 8 an example of an ad containing a quiz

Source : Instagram.com/naughtybynaturekfc



Figure 1. 9 Examples of ads that contain interactions with customers

Source : Instagram.com/naughtybynaturekfc

Then ads from @naughtybynaturekfc are not always about interacting with customers or giving price discounts, but there are also ads that only introduce their new products such as geprek chicken and others.



Figure 1. 10 an example of an advertisement introducing a new product from KFC Naughty by Nature

Source : Instagram.com/naughtybynaturekfc

(RAMADHANI, 2021) (HALIMAH, 2019) (MARDNEL, 2014)

CHAPTER III

FINDINGS AND DISCUSSION

A. Findings

1. Presentation And Processing Of Data

To obtain data that will be used as a basis for building an objective picture of consumer impressions of KFC product advertisements on @naughtybynaturekfc Instagram media in terms of the results of interviews conducted with several followers of their Instagram account, and the first step will be observation of the @naughtybynaturekfc account which began in September 2022 then conducting permission for this research to KFC Naughty by Nature after that the researcher tried to analyze some of the advertising content on @naughtybynaturekfc Instagram to find several sources that match the criteria the researcher wants.

In December, researcher began interviews with some of the interviewees who had been selected through snowball techniques on several content posts that had the highest number of interests and until February 2023 researcher had interviewed 15 followers of the @naughtybynaturekfc Instagram account. Regarding repurchase interest, the author observes the perceptions of consumers who follow the @naughtybynaturekfc Instagram account selected using the snowball technique, and on February 16, researcher have completed interviews with the interviewees.

As a basis for assessing the outcomes of the interviews, the writer conducted an interview by choosing 15 followers from the Instagram account @naughtybynaturekfc. The author conducted interviews with previously selected informants to find out how consumers perceive KFC product advertisements.

2. Observation On Instagram Account @Naughtybynaturekfc

This definition includes forms of non-personal presentation and promotion of ideas, products, or services that are paid for by a sponsor and are specifically referred to as advertising. Advertising may be an effective method for educating customers as well as raising their knowledge of a particular brand, depending on the objectives of the campaign.

This study examines an object, specifically KFC product advertisements on Instagram @naughtybynaturekfc, from the understanding that has been conveyed

KFC product advertisements include effective advertisements to educate customers and increase consumer knowledge of new things or new products from KFC which is already famous for "Jagonya Ayam". This new serving menu from KFC Naughty by Nature is a new breakthrough to balance the chicken menu with vegetables so it requires an advertisement. to introduce these new things to its consumers.

Based on the research theory, KFC Naughty by Nature should have an advertising plan that focuses on the following:

- a. Educating consumers about new products and their benefits, as researcher can from KFC product advertisements on Instagram @naughtybynaturekfc have educated about their new products and their advantages such as balancing chicken products with vegetables where KFC chicken products are already famous for being called "junk food", KFC Naughty by Nature tries to add a healthy menu in the form of vegetables as a companion to the chicken dish.



Figure 3. 1 The ad features a chicken combination as well as a vegetable side dish

Source : Instagram.com/naughtybynaturekfc

- b. Influencing the opinion of the target audience so that they become involved and like the message conveyed, which initially KFC was famous for the designation "junk food" was slightly reduced when consumers or target audiences received a new menu in the form of vegetables that KFC introduced by advertising it.



Figure 3. 2 Advertisement to convince with plant base variant

Source : Instagram.com/naughtybynaturekfc

- c. Influencing people to act in a way that leads to increased sales or use of the promoted goods or services, at this stage KFC Naughty by Nature does not forget to insert promotions in the form of giving discounts on bundling purchases to followers or their advertising target audience.



Figure 3. 3 Bundling discount ad

Source : Instagram.com/naughtybynaturekfc

In the corporate world and beyond, advertising is highly valued for the several roles it plays in facilitating communication. According to Shimp, the following are the communication roles of advertising:

a. Providing information

As is done by KFC Naughty by Nature, they try to provide information to consumers through their Instagram account @naughtybynaturekfc where there is a lot of information about their products to the atmosphere presented by their restaurant.



Figure 3. 4 Restaurant atmosphere

Source : Instagram.com/naughtybynaturekfc

b. Persuading

KFC Naughty by Nature does not forget to insert persuasion in their advertisements in the form of bundling discounts that will be given to consumers when buying more than one product, with discounts like that KFC Naughty by Nature itself hopes that consumers will be persuaded to buy more products with discounts.



Figure 3. 5 Advertising persuading

Source : Instagram.com/naughtybynaturekfc

c. Reminding

on Instagram @naughtybynaturekfc does not forget the role of reminding in advertising communication by interacting with consumers or followers of their accounts, such as posting an advertisement that reminds consumers of their new product which is presented in a guessing manner or just humor.

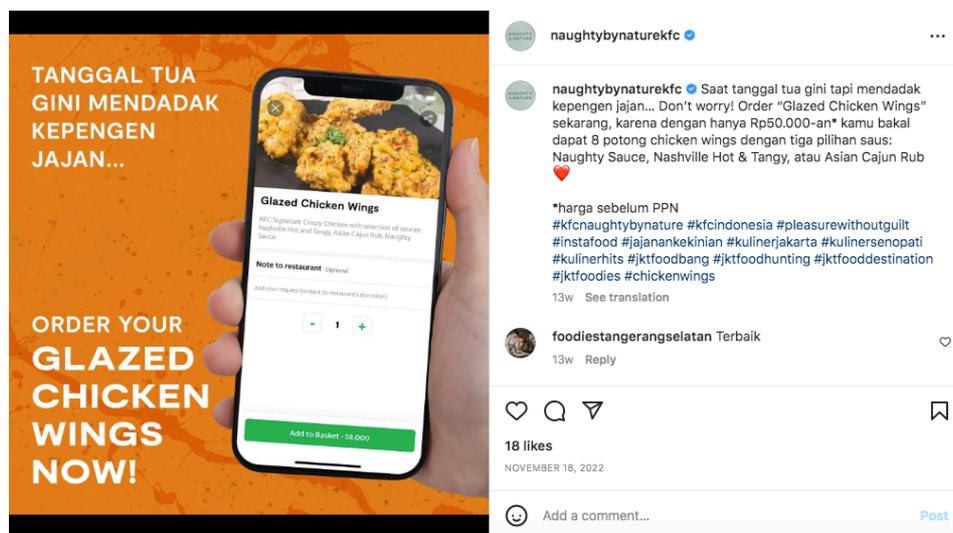


Figure 3. 6 Reminder ad example

Source : Instagram.com/naughtybynaturekfc

d. Increasing value

KFC is synonymous with the jargon "good at chicken" which has been recognized by the public, of course with the presence of KFC Naughty by Nature, it gives a new color by adding a side dish menu in the form of vegetables as a companion to the kentucky chicken dish which is KFC's main product. That way it will increase the value of the company which was previously known as junk food a little shifted by mentioning healthy food because it can juxtapose a side dish in the form of vegetables.



Figure 3. 7 Advertisements that raise KFC's image with a new menu

Source : [Instagram.com/naughtybynaturekfc](https://www.instagram.com/naughtybynaturekfc)

3. Interview Result

One of the most common ways that businesses spread the word about their wares and the value they provide is via the use of advertisements, which are a kind of sponsored communication. Its primary goal is to communicate between manufacturers and buyers by spreading its unique messaging in the form of convincing data about the products being offered, additionally releasing a brand-new product to the masses. Additionally, releasing a brand-new product to the masses. Similarly, KFC Naughty by Nature is also actively promoting its brand via social media, including Instagram (@naughtybynaturekfc).

To perceive is to evaluate something in order to characterize it in a way that can have an impact on one's choices. Fifteen Instagram users who follow the account @naughtybynaturekfc were interviewed for this study :

The first interviewee was Hanna Azahra, a 21-year-old private employee. The researcher conducted the interview after the informant saw the KFC Product advertisement on the @naughtybynaturekfc Instagram account. According to the researcher's findings, the appearance of the advertisement is quite good and interesting because it not only presents advertisements that introduce products but there are also advertisements in the form of interactions with consumers. The advertised products also contain details about each product, there are also promotional advertisements that offer discounts for bundling purchases.

"What makes me interested in KFC product advertisements on Instagram @naughtybynaturekfc is that the content they present is creative content such as interacting with the audience so that those who see are not bored with the advertisements delivered" (Hanna, February 13, 2023).

"Yang membuat saya tertarik dengan iklan produk KFC pada Instagram @naughtybynaturekfc adalah konten yang mereka sajikan merupakan konten yang kreatif seperti melakukan interaksi kepada penonton sehingga yang melihat tidak bosan dengan iklan yang disampaikan" (Hanna, February 13, 2023).

Hanna has so far admitted that she is already a customer of KFC Naughty by Nature, but when she sees an advertisement, she will buy it if the advertisement is indeed a product she likes.

The second interviewee was Fajar Nugraha, a 26-year-old private employee. The researcher conducted an interview after the informant saw an advertisement for KFC products on the @naughtybynaturekfc Instagram account. According to the researcher's findings, the display of advertisements is less attractive and seems monotonous, and the lack of product and price details makes the informant not interested in KFC Product advertisements on Instagram @naughtybynaturekfc.

"I am less interested in seeing advertisements from KFC Naughty by Nature because the information is less detailed, such as sometimes there is no clarity on the price conveyed and the products advertised seem monotonous" (Fajar, February 13, 2023).

"Saya kurang tertarik melihat iklan dari KFC Naughty by Nature dikarenakan informasi nya kurang detail seperti terkadang tidak ada kejelasan harga yang disampaikan dan produk yang diiklan kan terkesan monoton" (Fajar, February 13, 2023).

Fajar decided not to buy the advertised product even though he felt interested in trying it, because the price offered by KFC Naughty by Nature was quite expensive compared to KFC in general.

The third informant is Nabila Hidayat, a 22-year-old student. The researcher conducted an interview after the informant saw an advertisement for KFC products on the @naughtybynaturekfc Instagram account. According to the researcher's findings, the advertisement presented by KFC Naughty by Nature is quite interesting and the content is diverse so that it is able to attract the attention of consumers, and with diverse content, KFC Naughty by Nature is also very informative about the products they offer.

"I think advertising from KFC Naughty by Nature is interesting because they can follow what is currently trending, such as celebrating holidays they always make advertisements and provide discounts for product purchases" (Nabila, February 13, 2023).

"Menurut saya iklan dari KFC Naughty by Nature menarik karena mereka bisa mengikuti apa yang sedang trend saat ini, seperti perayaan hari besar mereka selalu membuat iklan dan memberikan diskon untuk pembelian produk " (Nabila, February 13, 2023).

Nabila decided not to buy the advertised product even though she felt interested in trying it, because the price offered by KFC Naughty by Nature was quite expensive compared to KFC in general and the location was also a factor because her house was quite far from the KFC Naughty by Nature restaurant.

The fourth informant is Ainur Syarif, a 23-year-old private employee. The researcher conducted an interview after the informant saw an advertisement for KFC products on the @naughtybynaturekfc Instagram account. According to the researcher's findings, the advertisement presented by KFC Naughty by Nature is quite interesting because it is quite varied for the content of the ad content and he feels happy to get a discount when successfully answering the quiz held by the @naughtybynaturekfc account.

"I am interested in KFC product advertisements on Instagram @naughtybynaturekfc because I often get discounts from some of their advertising content such as discounts on gifts when I can answer questions from them or from implied messages" (Ainur, February 13, 2023).

"saya tertarik dengan iklan produk KFC pada Instagram @naughtybynaturekfc karena saya sering mendapatkan diskon dari

beberapa konten iklan mereka seperti diskon hadiah ketika bisa menjawab pertanyaan dari mereka ataupun dari pesan yang tersirat" (Ainur, February 13, 2023).

Ainur decided to buy the advertised product when KFC Naughty by Nature provided a discount for purchasing their product.

The fifth informant interviewed was Sefrina Tanjung, a 26-year-old housewife. The researcher conducted the interview after the informant saw the KFC Product advertisement on the @naughtybynaturekfc Instagram account. According to the researcher's findings, the appearance of these advertisements is quite diverse and according to her, advertisements from KFC Naughty by Nature are different from product advertisements in general, KFC Naughty by Nature according to Sefrina is more concerned with approaching consumers than just introducing their products.

"I consider it very creative, especially from the content of the advertising content which is quite different from product advertisements in general, they focus more on consumer approaches it seems rather than just introducing their new products" (Rina, February 13, 2023).

"Saya menilai nya sangat kreatif ya, terlebih dari isi konten konten iklan nya yang lumayan berbeda dari iklan produk pada umumnya, mereka lebih memfokuskan pendekatan konsumen sepertinya dibandingkan hanya memperkenalkan produk produk baru mereka" (Rina, February 13, 2023).

Sefrina admits that she is interested in buying products from KFC Naughty by Nature after seeing their advertisements, but there are more important needs that make Sefrina have never bought products from KFC Naughty by Nature..

The sixth informant interviewed was Arwan Nur Khasani, a 21-year-old student. The researcher conducted the interview after the informant saw the KFC Product advertisement on the @naughtybynaturekfc Instagram account. According to the researcher's findings, advertisements from KFC Naughty by Nature are so diverse that they make Arwan interested in KFC advertisements on the @naughtybynaturekfc Instagram account, he also confirmed that he likes content in the form of humor.

"the content of the advertisements delivered by KFC on the @naughtybynaturekfc Instagram account is very diverse in my opinion so that it makes me interested in seeing these advertisements, especially those with humor" (Arwan, February 14, 2023).

"isi konten dari iklan yang disampaikan oleh KFC pada akun Instagram @naughtybynaturekfc sangat beragam menurut saya sehingga membuat saya tertarik untuk melihat iklan tersebut, apalagi yang humor " (Arwan, February 14, 2023).

Arwan admits that he has long been a customer of KFC Naughty by Nature and according to him when there is an advertisement from Instagram @naughtybynaturekfc which he thinks is his favorite food, he will immediately buy it.

The seventh informant interviewed was Helse Alvina Damangi, a 22-year-old student. The researcher conducted the interview after the informant saw the KFC Product advertisement on the @naughtybynaturekfc Instagram account. According to the researcher's findings, advertisements from KFC Naughty by Nature that make him interested in seeing them are advertisements that contain elements of humor and advertisements that provide discounts to the audience, according to Helse, advertisements from KFC Naughty by nature have been creative with the success of making advertisements that are always updated on what is currently trending.

"I think it's creative because they often take advantage of something that is viral or trending at the moment, such as when celebrating holidays to football championships, with these moments they usually make advertisements in the form of humor to special discounts for these celebrations" (Helse, December 17, 2022).

"Menurut saya kreatif karena mereka sering memanfaatkan sesuatu yang sedang viral atau trend pada saat ini seperti Ketika perayaan hari besar hingga pagelaran kejuaraan sepak bola, dengan moment tersebut biasa nya mereka membuat iklan berupa humor hingga diskon special perayaan tersebut" (Helse, Desember 17, 2022).

Helse is a fan of discounts, so it makes her buy a product advertised by KFC Naughty by Nature if there is a discount on the ad.

The eighth informant interviewed was Rayyan Fadhilah, a 22-year-old freelancer. The researcher conducted the interview after the informant saw the KFC Product advertisement on the @naughtybynaturekfc Instagram account.

According to the researcher's findings, the advertisement from KFC Naughty by Nature that made him interested in seeing it was about the content of the ad content which seemed as if KFC Naughty by Nature was trying to approach its consumers by displaying advertisements in the form of interaction content to consumers.

"Creative and innovative compared to advertisements for other products, especially since KFC often displays a secret menu in their advertisements so that only those who see the ad can claim the purchase of the secret menu" (Rayyan, February 14, 2023).

"Kreatif dan inovatif dibandingkan iklan pada produk lainnya apalagi kan KFC sering menampilkan secret menu pada iklan mereka sehingga hanya yang melihat iklan tersebut yang bisa nge claim pembelian secret menu tersebut" (Rayyan, February 14, 2023).

Rayyan when he saw the KFC Naughty by Nature advertisement for the first time in the form of a companion dish to KFC's mainstay menu in the form of chicken served with vegetables made Rayyan want to try it and immediately buy it.

The ninth informant interviewed was Amaliya Mulyani, a 21-year-old student. The researcher conducted the interview after the informant saw the KFC Product advertisement on the @naughtybynaturekfc Instagram account. According to the researcher's findings, the advertisement from KFC Naughty by Nature that made her interested in seeing it was that the advertisement conveyed by KFC Naughty by Nature was not boring like just introducing their products, but there were also advertisements that contained humor.

"In my opinion, it is quite creative, especially since they often provide discounts that are presented with humor so that they can attract the attention of consumers and they also often provide secret menus in their advertisements that can only be claimed by consumers who see the advertisement" (Amul, February 14, 2023).

"Menurut saya lumayan kreatif apalagi mereka sering memberikan diskon yang disajikan dengan humor sehingga dapat menarik perhatian konsumen serta mereka juga sering memberikan secret menu pada iklan mereka yang hanya dapat di claim oleh konsumen yang melihat iklan tersebut" (Amul, February 14, 2023).

Amul claimed to be a discount hunter, as she did on the @naughtybynaturekfc Instagram account, so that she would buy products

advertised by KFC Naughty by Nature which are giving discounts to its consumers.

The tenth informant interviewed was Anggita Nur, a 25-year-old bank employee. The researcher conducted the interview after the informant saw the KFC Product advertisement on the @naughtybynaturekfc Instagram account. According to the researcher's findings, the advertisement from KFC Naughty by Nature that made her interested in seeing it was because she liked to look for food references on the @naughtybynaturekfc Instagram account during her free time at work.

"I am interested in product advertisements from KFC on the @naughtybynaturekfc Instagram account because in my spare time I often see their advertisements to become a food reference for me" (Gita, February 14, 2023).

"saya tertarik dengan iklan produk dari KFC di akun Instagram @naughtybynaturekfc karena di waktu luang saya sering melihat lihat iklan mereka untuk menjadi referensi makanan bagi saya " (Gita, February 14, 2023).

Anggita admitted to having bought products advertised by KFC Naughty by Nature and to having visited the restaurant with her friend because she was curious about what KFC Naughty by Nature advertised about the new atmosphere.

The eleventh informant interviewed was Irma Annisa Tuljannah, a 23-year-old student. The researcher conducted the interview after the informant saw the KFC Product advertisement on the @naughtybynaturekfc Instagram account. According to the researcher's findings, the advertisement from KFC Naughty by Nature that made her interested in seeing it was because the advertisement was very up to date, such as the example of the sentence for the advertisement used was not an outdated sentence.

"In my opinion, the appearance of KFC product advertisements on Instagram @naughtybynaturekfc is very varied so that it can attract the attention of anyone who sees it" (Irma, February 9, 2023).

"menurut saya tampilan dari iklan produk KFC di Instagram @naughtybynaturekfc sangat berfariatif sehingga mampu menarik perhatian bagi siapa saja yang melihatnya " (Irma, February 9, 2023).

Irma admitted that she had bought products advertised by KFC Naughty by Nature, because when she saw the advertisement and there happened to be a promo, she was interested in trying it.

The twelfth informant interviewed was Sonia Navratilova Bazzar, a 23-year-old Freelancer. The researcher conducted the interview after the informant saw the KFC Product advertisement on the @naughtybynaturekfc Instagram account. According to the researcher's findings, advertisements from KFC Naughty by Nature that make her interested in seeing them are advertisements that contain promo elements for purchasing these products.

"I think it is good and creative for a promotion about KFC Naughty by Nature so that it is more widely known or knows more about the latest updates ranging from promos to the latest menu" (Sonia, February 9, 2023).

"Menurut saya bagus dan kreatif untuh sebuah promosi mengenai KFC Naughty by Nature agar lebih banyak dikenal atau lebih banyak tahu tentang update an terbaru mulai dari promo sampai menu terbaru" (Sonia, February 9, 2023).

Sonia admitted that she had bought products advertised by KFC Naughty by nature several times, because what they advertised succeeded in attracting her attention to try it.

The thirteenth informant interviewed was Eko Waskito, a 25-year-old private employee. The researcher conducted the interview after the informant saw the KFC Product advertisement on the @naughtybynaturekfc Instagram account. According to the researcher's findings, the advertisement from KFC Naughty by Nature that made him interested in seeing it was because the advertisement conveyed was able to attract the attention of consumers through interactional advertising so as to make consumers become close to KFC Naughty by Nature.

"In my opinion, judging from the creativity of an advertisement can be seen from the advertising ads they present, on the @naughtybynaturekfc Instagram account the advertisements are presented very diversely so I think it is a creativity" (Eko, February 14, 2023).

"Menurut saya menilai dari kreatifitas sebuah iklan dapat dilihat dari iklan iklan yang mereka sajikan, pada akun Instagram @naughtybynaturekfc iklan disajikan dengan sangat berfariatif

sehingga menurut saya itu sebuah kreatifitas" (Eko, February 14, 2023).

However, Eko's interest in KFC Naughty by Nature advertisements has not been able to make him buy their products, Eko also admitted that before seeing an advertisement from KFC Naughty by Nature he knew the place from his friend and went to the restaurant just to buy coffee to accompany him to do his work.

The fourteenth informant interviewed was Galuh Safitri, a 24-year-old bank employee. The researcher conducted an interview after the informant saw an advertisement for KFC Products on the @naughtybynaturekfc Instagram account. what makes him interested and follow the advertisements from KFC Naughty by Nature is because what is advertised by them is able to consumers feel the delicious combination of KFC's flagship kentucky chicken with a new dish in the form of vegetables.

"Creative, with their advertisements they are able to show how the flavors of vegetables are combined with Kentucky chicken, KFC's champion product" (Galuh, February 15, 2023).

"Kreatif sih, dengan iklan mereka mampu menampilkan bagaimana citarasa sayuran yang dipadukan dengan ayam Kentucky produk jagoannya KFC" (Galuh, February 15, 2023).

Galuh admitted that she had bought products from advertisements delivered by KFC Naughty by Nature because according to her, if the advertisement was in the form of a new vegetable menu and there was a promo, she immediately wanted to try it.

The fifteenth informant interviewed was Naufal Widodo, a 25-year-old Freelancer. The researcher conducted an interview after the informant saw an advertisement for KFC Products on the @naughtybynaturekfc Instagram account. what makes him interested and follow the advertisements from KFC Naughty by Nature is because what is advertised by them has a good color combination so that it can visualize what they want to convey to consumers.

"Because I am a content creative, I often see advertising ads that I find interesting and one of them is KFC, because they are very good at choosing colors in each of their advertising content so that they

can visualize what they want to convey to consumers" (Naufal, February 15, 2023).

"karena saya seorang kreatif konten, saya sering melihat iklan iklan yang menurut saya menarik dan salah satu nya KFC, karena mereka sangat baik dalam pemilihan warna disetiap konten iklan mereka sehingga mampu memvisualisasikan apa yang ingin mereka sampaikan kepada konsumen" (Naufal, February 15, 2023).

Naufal admitted that he followed Instagram @naughtybynaturekfc because he wanted to make the advertisements on the account for his reference, and he claimed to have bought the advertised product.

B. Discussion

1. Informant's Emotions When Watching KFC Product Ads on Instagram @naughtybynaturekfc

According to the theory, feelings can be observed in all stages of communication, from the encoding and decoding processes to the actual delivery of messages and even the affects that communication has on the communicator. Consumers are able to capture and feel the impact of the information they read in each subject matter of the advertisement that is aired when they watch KFC Product Ads on the Instagram account @naughtybynaturekfc. In this case, emotions are seen when consumers watch KFC Product Ads on the Instagram account. There is a wide range of feelings that are experienced by the respondents; some feel amused, while others have the impression that the information provided by the advertisement does not impact their feelings in any way. And the most essential factor is how the informant's emotions are perceived when watching advertisements for KFC products on the Instagram account @naughtybynaturekfc. According to the second source, who claimed that after viewing advertisements for KFC products posted on the Instagram account @naughtybynaturekfc, the individual felt less interested in his own feelings,

"I am less interested in seeing advertisements from KFC Naughty by Nature because the information is less detailed, such as sometimes there is no clarity on the price conveyed and the products advertised seem monotonous" (Fajar, February 13, 2023).

"Saya kurang tertarik melihat iklan dari KFC Naughty by Nature dikarenakan informasi nya kurang detail seperti terkadang tidak ada

kejelasan harga yang disampaikan dan produk yang diiklan kan terkesan monoton" (Fajar, February 13, 2023).

In contrast to the other fourteen informants who claimed to be quite interested in the advertisement, for example the third informant said as follows,

"It's quite informative, especially since they not only introduce new products, but also explain the details of each of their products and some content also shows the atmosphere in their restaurant" (Nabila, February 13, 2023).

"Lumayan informatif terlebih mereka tidak hanya memperkenalkan produk baru, namun juga menjelaskan detail setiap produk mereka dan beberapa konten juga memperlihatkan suasana di restaurant mereka" (Nabila, February 13 2023).

The fourth informant also said,

"In my opinion, they are able to attract the attention of consumers by interacting with the audience with content in the form of humor or questions and answers so that they indirectly know what consumers want and in advertisements containing their products they also explain the details of what is in their products" (Ainur, February 13, 2023).

"Menurut saya mereka mampu menarik perhatian konsumen dengan cara berinteraksi kepada audiens dengan isi konten yang berupa humor ataupun tanya jawab sehingga secara tidak langsung mereka mengetahui keinginan konsumen serta pada iklan yang berisi produk mereka juga menjelaskan detail apa saja yang ada pada produk mereka" (Ainur, February 13 2023).

As well as twelve other informants who said the same thing as the third and fourth informants.

2. Informant Motivation After Watching KFC Product Ads on Instagram @naughtybynaturekfc

According to one school of thought, the concept of motivation can be defined as an awareness of the relationship between a mobilized condition of energy and a desired outcome. The state of the organism that describes why behavior is directed towards a certain objective is what we mean when we talk about motivation. Motivation is not only concerned with the implementation of behavior, but also with this state. When viewing KFC Product Advertisements on Instagram (@naughtybynaturekfc), you can follow Naughty by Nature KFC. There is no doubt that followers of the Instagram account @naughtybynature have

the kind of motivation that leads to objectives that can be accomplished, but the nature of that motivation varies from one informant to the next. According to the second eyewitness, after viewing advertisements for KFC products posted on Instagram by @naughtybynaturekfc, he did not feel compelled to purchase any KFC products,

"Never, I want to buy it but the price which is quite expensive compared to other KFCs makes me think again when I want to buy, because there are still other needs that I have to prioritize" (Fajar, February 13, 2023).

"Belum pernah, saya ingin membeli nya namun harga yang lumayan lebih mahal dibandingkan KFC lainnya membuat saya berpikir lagi Ketika ingin membeli, dikarenakan masih ada kebutuhan lain yang harus saya pertimbangkan" (Fajar, February 13, 2023).

The third informant also said,

"I have never bought it, because I feel that the price offered is quite expensive and their restaurant is quite far from where I live" (Nabila, February 13, 2023).

"Saya belum pernah membeli nya, karena saya merasa harga yang ditawarkan lumayan mahal dan tempat restaurant mereka lumayan jauh dari tempat tinggal saya" (Nabila, February 13, 2023).

In addition, the fifth and fourteenth respondents stated that the price of the KFC products that were advertised on the @naughtybynaturekfc Instagram account was quite expensive in comparison to the price of KFC products in general, which is why they were not interested in purchasing it.

However, it is different from the other eleven informants who feel interested in buying KFC products for various reasons such as the fourteenth informant said,

"I have bought their products, especially if the advertisement is their latest vegetable product plus there is a promo, well I am immediately interested in buying it" (Galuh, February 15, 2023).

"Pernah dong membeli produk mereka, apalagi jika iklan tersebut adalah produk sayuran terbaru mereka di tambah ada promo, wah saya langsung tertarik ingin membeli nya" (Galuh, February 15 2023).

The sixth informant also said,

“Saya sudah lama menjadi pelanggan KFC Naughty by Nature Ketika ada iklan yang menurut saya ingin saya coba, maka saya akan membelinya Ketika ada waktu luang” (Arwan, February 14 2023).

"I have long been a customer of KFC Naughty by Nature When there is an advertisement that I think I want to try, then I will buy it when I have free time" (Arwan, February 14, 2023).

In a similar vein, the remaining nine respondents claimed that they had purchased KFC advertising products from the Instagram account @naughtybynaturekfc and disclosed that the reason they purchased the product was because there was a deal or discount related to their purchase of the product.

The majority of people's consumer purchasing behavior is usually instigated and influenced by many stimuli from outside themselves, both in the form of marketing stimuli and stimuli from other environments. These stimuli can come from a variety of different environments. After that, these impulses are processed (processed) within themselves, according to the individual's characteristics, before a purchase selection is made. The individual characteristics of consumers that are used to process these impulses are extremely complicated, and one of them is the motivation of consumers to make purchases.

According to Schiffman and Kanuk (1994), as cited in Albari (2002), motivation can be defined as a driving factor that originates from within an individual and compels them to take some form of action. If a person has a high level of motivation for a specific item, then he will be encouraged to act in a manner that will allow him to perfect the product. On the other hand, if his motivation is poor, he will make every effort to steer clear of the item in question. Additionally, the advertising communication model explains the various stages of the formation of consumer behavior starting from a condition that is not yet aware (unaware) to aware (aware) by purchasing the previously advertised product. This progression begins with a state that the consumer is not yet aware of and continues until the consumer buys the previously advertised product. At the beginning of the process, there is a period of time during which prospective customers are ignorant of the existence of a product on the market. Additionally, awareness starts to emerge and one begins to have information (knowledge) as a direct result of frequently viewing the advertisement. After that, a sense of favorability and

predilection starts to develop for the object. The desire to possess a product can develop from a simple appreciation of the product all the way up to a full-fledged commitment to buying it. People are finally persuaded to purchase the merchandise after being exposed to the advertisement..

According to the findings of interviews conducted with a number of informants who stated that they purchased the product after seeing the advertisement, the informant was inspired to purchase the product after seeing the advertisement on Instagram. Another way to phrase this is to say that the informant was motivated to purchase the product after seeing the advertisement on Instagram. As a result, it is clear that different audiences on Instagram (at the account @naughtybynaturekfc) who are also informants are motivated in different ways by the KFC product advertisements they see there. It's possible that the different levels of motivation are the result of variables that are inherent to the informants themselves.

3. Informant Expectations After Watching KFC Product Ads on Instagram @naughtybynaturekfc

The concept of expectations refers to circumstances that are supposed to offer the opportunity to gratify a variety of different requirements simultaneously. In other words, the individual will feel satisfied as a result of the actions he has taken. Follow @naughtybynaturekfc on Instagram to see the latest KFC product ads. Those who follow the @naughtybynaturekfc Instagram account will receive promotional messages that are customized to provide information that is relevant to their interests. The initial respondent stated that the advertising message that was communicated to him left him with a sense of satisfaction,

"I can judge that the ad is creative because the ad not only introduces their product but also often inserts a content that contains humor or interaction with customers such as questions and answers, thus making the audience closer to KFC Naughty by Nature" (Hanna, February 13, 2023).

"Saya dapat menilai iklan tersebut kreatif dikarenakan iklan tidak hanya memperkenalkan sebuah produk mereka namun juga sering menyisipkan sebuah konten yang berisi humor ataupun interaksi kepada pelanggan seperti tanya jawab, sehingga membuat penonton menjadi lebih dekat dengan KFC Naughty by Nature" (Hanna, February 13 2023).

The third informant also said,

"It's quite informative, especially since they not only introduce new products, but also explain the details of each of their products and some content also shows the atmosphere in their restaurant" (Nabila, February 13, 2023).

"Lumayan informatif terlebih mereka tidak hanya memperkenalkan produk baru, namun juga menjelaskan detail setiap produk mereka dan beberapa konten juga memperlihatkan suasana di restaurant mereka" (Nabila, February 13 2023).

The fifteenth informant felt fulfilled with different reasons,

"The composition of the contents of their advertisements is just right in my opinion in terms of color, so it is able to attract consumers to be influenced to try their products" (Naufal, February 15, 2023).

"Komposisi dari isi iklan mereka sudah pas kok menurut saya dari segi warna nya, ya mampulah untuk menarik konsumen agar terpengaruh mencoba produk mereka" (Naufal, February 15 2023).

As well as the twelve other informants said the same thing as the first and third informants, namely the advertisements displayed by KFC on the @naughtybynaturekfc Instagram account are quite different from product advertisements in general, KFC Naughty by Nature is able to innovate by displaying various advertisements such as advertisements in the form of interaction with consumers, for example a quiz with a prize and quite informative advertisements about product details and the atmosphere of their restaurant to content that is a question and answer interaction with consumers so that consumers feel closer to KFC Naughty by Nature.

However, it is different with the second informant who stated,

"Impressed monotonous and less informative, such as some advertisements that do not have clear prices for each product advertised" (Fajar, February 13, 2023).

"Terkesan monoton dan kurang informatif seperti beberapa iklan yang tidak memiliki kejelasan harga pada setiap produk yang di iklankan" (Fajar, February 13 2023).

Different people have different perspectives on what they should anticipate after seeing KFC advertisements on Instagram @naughtybynaturekfc, as shown by the five sources of information listed above. On the other hand, the majority of respondents stated that they experienced a sense of satisfaction as a

result of the information or messages that were provided by the KFC product advertisements on Instagram @naughtybynaturekfc.

4. Attention to KFC Product Ads on Instagram @naughtybynaturekfc

Before an individual can recognize something, they must first pay attention to it. This is the first stage in the recognition process. Attention is the first stage in the process of preparing individuals to be open to new information and experiences, and it is also a necessary condition for perception to take place. It is possible to have attention when certain stimuli predominate in one's consciousness, or to put it another way, when the energy of the spirit is directed toward an object that is both inside and outside of itself.

One definition of attention describes it as the act of concentrating one's thoughts, actions, or behaviors on a single thing or collection of things. It is impossible to avoid paying attention because, in order to respond to or understand any stimulus, we must first pay attention to the events and stimuli that are occurring. When it comes to evaluating the significance of various triggers, we have a tendency to place a higher value on the ones that catch our attention rather than on those that do not catch our attention. The only stimuli that will be observed by an individual are the ones that are most prominent in their consciousness. When circumstances are such as these, the selectivity of respondents to KFC product advertisements on Instagram @naughtybynaturekfc has the ability to influence the perceptions that KFC Naughty by Nature customers give of these advertisements. The findings of the conversation make it clear that different types of informants pay different amounts of attention to the questions being asked of them. However, similar things were said by several informants as the seventh informant said,

"If it is an advertisement that contains a discount, it certainly succeeds in attracting my attention to buy their products" (Helse, December 17, 2022).

"jika iklan tersebut merupakan iklan yang berisi diskon tentu saja berhasil menarik perhatian saya untuk membeli produk mereka" (Helse, Desember 17 2022).

Almost all informants said that the thing that attracts the most attention to KFC Product advertisements on Instagram @naughtybynaturekfc is about advertisements that contain promos or discounts on their products.

A different reason was given by the eighth informant,

"Creative and innovative compared to advertisements for other products, especially since KFC often displays a secret menu in their advertisements so that only those who see the ad can claim the purchase of the secret menu" (Rayyan, February 14, 2023).

"Kreatif dan inovatif dibandingkan iklan pada produk lainnya apalagi kan KFC sering menampilkan secret menu pada iklan mereka sehingga hanya yang melihat iklan tersebut yang bisa nge claim pembelian secret menu tersebut" (Rayyan, February 14 2023).

And the same thing was said by the ninth informant,

"In my opinion, it is quite creative, especially since they often provide discounts that are presented with humor so that they can attract the attention of consumers and they also often provide secret menus in their advertisements that can only be claimed by consumers who see these advertisements" (Amul, February 14, 2023).

"Menurut saya lumayan kreatif apalagi mereka sering memberikan diskon yang disajikan dengan humor sehingga dapat menarik perhatian konsumen serta mereka juga sering memberikan secret menu pada iklan mereka yang hanya dapat di claim oleh konsumen yang melihat iklan tersebut" (Amul, February 14 2023).

According to the eighth and ninth informants, the thing that needs to be considered in every KFC Naughty by Nature advertisement is an implied message, as people know, KFC often shares secret menus through advertising posts on Instagram.

Furthermore, there are also informants who say that they are impressed by the visual things conveyed by KFC in advertisements on the Instagram account @naughtybynaturekfc the fourteenth informant said,

"As I said before, they were able to visualize the enjoyment between the combination of Kentucky chicken and their new product in the form of vegetables so that I was interested in buying it" (Galuh, February 15, 2023).

"Seperti kata saya sebelumnya, mereka mampu memvisualisasikan kenikmatan antara perpaduan ayam Kentucky dengan produk baru mereka berupa sayuran sehingga saya tertarik ingin membelinya" (Galuh, February 15 2023).

And the fifteenth informant said the same thing,

"Very creative, armed with KFC, which is already famous for its chicken products, KFC Naughty by Nature is able to introduce their chicken companion products and visualize so that consumers can

unconsciously feel what they are advertising" (Naufal, February 15, 2023).

"Sangat kreatif, dengan berbekal KFC yang sudah terkenal dengan produk ayam nya, KFC Naughty by Nature mampu memperkenalkan produk pendamping ayam mereka dan memvisualisasikan sehingga konsumen mampu secara tidak sadar merasakan apa yang mereka iklan kan" (Naufal, February 15 2023).

The findings of the interview allow one to determine the level of attention that informants paid to the advertisements for KFC products that were posted on Instagram by @naughtybynaturekfc. There are those who pay attention, those who don't, those who focus more on the message, and those who focus more on the visualization. Some people pay more attention to the message, while others focus more on the visualization. This demonstrates that each informant is drawn to their own particular aspect of the advertisement, as evidenced by the fact that they only pay attention to certain portions of it.

After watching KFC product advertisements on Instagram @naughtybynaturekfc, informants have different perceptions from one another, and these differences are caused by factors within and outside of the informants themselves, such as psychographic and demographic factors. Based on the opinions expressed by the informants, it can be seen that after watching these advertisements, informants have different perceptions from one another.

5. Analyzing data

Jalaluddin Rakhmat (2012) defines perception as an experience of objects, events, or relationships that is acquired by deducing information and interpreting messages. To put it another way, perception is the act of assigning significance to the stimuli received by the senses.

From the results of interviews and descriptions conducted by researchers above, they can be grouped into Instagram followers @naughtybynaturekfc who actively use Instagram and who are not active based on their work, and these factors also affect how their perception of advertisements delivered by Instagram @naughtybynaturekfc, where sources who have jobs as students claim to often see Instagram so that they can watch every ad submitted by Instagram @naughtybynature and inversely proportional to sources with

private jobs, they tend to rarely look at Instagram so they lack of observing what messages are conveyed by Instagram @naughtybynaturekfc.

The impression that followers of @naughtybynaturekfc Instagram account have about KFC product advertisements is how they give meaning to these ads based on various factors according to their own point of view. The followers of @naughtybynaturekfc Instagram account are the ones who give this ad meaning. An **emotion** is a subjective experience, which simply means that each person has their own unique perspective when they feel it. Feelings are intertwined with a variety of other psychological notions, including mood, personality, temperament, and disposition. It is clear, based on the findings of the conversations with the informants, that the informants experience a variety of feelings when viewing the KFC product advertisements posted on the Instagram account @naughtybynaturekfc. However, these feelings are not consistent with one another. For instance, there are four individuals who have admitted that, as a result of viewing advertisements for KFC products posted on the Instagram account @naughtybynaturekfc, they are now less interested in making a purchase.

The reason is that they think the products advertised are too monotonous and the prices are not always explained in some advertisements. In contrast to the other eleven informants who claimed to feel entertained after watching KFC product advertisements on the @naughtybynaturekfc Instagram account. They are quite entertained by the visualization and creative ideas of the advertisement with the additional reason that they admit that the account of @naughtybynaturekfc also often shares discounts with its followers. Meanwhile, the perception of the image of KFC Product advertisements on the @naughtybynaturekfc Instagram account according to most informants is quite interesting, especially since there are several advertisements that are seasoned with interaction content to the audience. (Heraty, 1986)

The next factor that plays a role in determining impression is motivation. Understanding the connection between a mobilized condition of energy and a desired outcome is the essence of motivation. The state of the organism that explains why behavior is directed towards a certain objective is what we mean when we talk about motivation. **Motivation** is not only concerned with the implementation of behavior, but also with this state. The findings of the

interview make it clear that after viewing advertisements for KFC products posted on the Instagram account @naughtybynaturekfc, the primary objective of respondents is to decide whether or not they will purchase the product in question. For example, four of our informants have confessed that they were not in the least bit inspired to make a purchase after viewing advertisements for KFC products posted on the Instagram account @naughtybynaturekfc. They came to the conclusion that there were other requirements that were more pressing than the requirement to purchase the KFC product. In contrast to the perspective of other informants, specifically the eleven other informants who admitted that they were always motivated to purchase products after seeing the advertisements for those products, the respondent in question stated that they were never motivated to do so.

Even though the motivations behind their purchases couldn't be more dissimilar, at their core, they are driven to make purchases. As was previously described, consumer purchasing behavior is frequently initiated and influenced by many stimuli or stimuli from outside themselves, specifically in the form of these ad impressions. This is particularly true for the majority of people. After that, these stimuli are processed (processed) within themselves in accordance with the particular characteristics of the informants, and only then do they make a decision regarding whether or not to make a purchase.

The next factor that plays a role in shaping perspective is one's expectations. The concept of **expectations** refers to circumstances that are supposed to offer the opportunity to gratify a variety of different requirements simultaneously. Followers of the @naughtybynaturekfc Instagram account, which is the object of research, will get sufficient information according to their wishes after watching KFC Product advertisements on the @naughtybynaturekfc Instagram account. The advertisements will present information on each subject matter. As a result of the findings of interviews with informants, it is now common knowledge that the majority of informants assert that they are entertained and experience a sense of being connected to KFC Naughty by Nature as a result of advertisements that include interactions for followers. They came to the conclusion that up to this point, advertisements of this kind had, in fact, put more

of an emphasis on the message side by communicating the specifics of each product in a light-hearted manner. (Heraty, 1986)

This could be tailored to the characteristics of the community or audience, such as the fact that they require more entertainment than simple product information in order to keep the audience's attention. In other words, the KFC Product advertisements that have been posted on the @naughtybynaturekfc Instagram account up until this point can be categorized as persuasive advertisements, which are advertisements that aim to create belief preferences and encourage the purchase of a product. The trick lies in the fact that the delivery of the message that is suggested in persuasive advertising is not coercive; rather, it is soft selling through the seduction of consumer emotions. Everything there is to know about figures, specifics, and the advantages of a product or service.

According to Kenneth E. Anderson, attention is the component that plays a role in determining perspective. A person must first pay attention to something in order to be able to acknowledge it. **Attention** is the precursor to recognition. When there are fewer other things to focus on, a cerebral process known as attention can take place. It is impossible to avoid paying attention because, in order to respond to or understand any stimulus, we must first pay attention to the events and stimuli that are occurring.

The majority of informants claim that they pay attention to the KFC Product Ads that are posted on the @naughtybynaturekfc Instagram account, which can be seen based on the results of interviews that were conducted to find out whether or not informants pay attention to the KFC Product Ads that are posted on the @naughtybynaturekfc Instagram account. Two of the respondents provided feedback indicating that they found the advertisement to be too repetitive because it always showed the same product. In contrast to the other thirteen informants who claimed to always pay attention to KFC Product ad impressions on the @naughtybynaturekfc Instagram account even though with a few conditions and different reasons, but in essence, they paid attention to the ad, these informants did not pay attention to the ad. (Andersen, 2000)

In the meantime, the portion that the informants agree causes the most concern is the visualization part, followed by the part that deals with the message. They stated that they paid more attention to the visualization because they are

always interested in viewing material that requires interaction, such as humor. In addition to that, the message is the second thing that informants focus on paying attention to. The vast majority of informants pay careful attention to the message that is communicated by each advertisement because, in their opinion, there is almost always an implicit message to obtain a price reduction on the goods being advertised. According to him, it is entertainment for him, in contrast to other informants who are only interested in the visuals rather than having to be cautious about the message that is being conveyed.

There's some truth to that, but it doesn't hold spies accountable for focusing more on the underlying meaning, which is shaped by the informant's own worldview and frame of reference. Pay close attention to the following both internal and external variables are considered as "getting factors."

External Factors : Stimuli are noticed because they have prominent properties, namely :

- a. Movement : Humans have a natural tendency to focus their attention on things that are in motion. Dim, steady lights can be boring, but flashing ones catch our eye.
- b. Intensity : Larger, more powerful, and more visually arresting stimuli tend to get people's focus.
- c. Novelty : New or out of the ordinary things will make individuals interested.
- d. Repetitive Sensor Messages: A recurrent stimulus is more likely to be noticed than a single one. The continuous honking of a horn, for instance, is guaranteed to get people's notice.
- e. Contrast : More focus will be paid to a stimulant that stands out by being novel or at odds with the norm..
- f. Shape : Some forms are more eye-catching than others.

Attractive internal elements Attention is selective people focus on certain things because of a personal motivation, such as curiosity or interest, namely :

- a. Biological variables are those that have to do with human requirements. When a person is hungry, their entire world revolves around finding something to eat.

- b. Sociopsychological variables are those that can be influenced by a person's routines, attitudes, and willingness.

6. Comparison with International Research

In this case study, KFC in the United Kingdom and Ireland has lost their target market, namely young women. As a result, KFC in the United Kingdom and Ireland is racking their brains to figure out how to get audiences to pay attention to KFC advertisements again, despite the fact that young female audiences in the United Kingdom and Ireland have ignored news about KFC's new products. KFC's objective was to increase the degree of interest among young women in the KFC brand. This led to the concept of reassessing the brand, which has evolved and is consistent with the product 'Fried Chicken'. The target market of young women is diminished because young women believe that dining at KFC is enjoyable but unhealthy, a phenomenon known as false delight.

The fast food restaurant chain continues to lose its target market of young women in the United Kingdom and Ireland, a problem that has persisted for years. The women believed that KFC was only known for its fried chicken, so they ignored any news about the brand, including KFC's new lighter menus and the fact that KFC's chicken products had received certification from Red Tractor's high-quality label and recognition from other environmental initiatives.

KFC transformed the negative event into something positive, thereby regaining the attention of this young female demographic. In terms of eating, there is a valid reason why certain targets refer to it as a false delight, as discussed previously, because every woman understands that there are times when the body requires a certain number of calories, but not excess calories. With this in mind, KFC published an advertisement that influenced the target market of young women who are celebrating a birthday today or who are heading to the gym. KFC attempted to connect with this audience through an online advertisement that featured Jenny Bede, a young British comedian who ate KFC burgers to prepare for the gym.

The objective of the video advertisement was to evoke an instantaneous response from the target demographic of young women and encourage them to click on the ad's link to Facebook for more information. The

actual advertisement was not revealed until the young women in the target demographic visited the website. The advertisement within the link served to introduce the KFC brand and convey the message that KFC offers food options for all significant occasions.

Throughout the first two weeks of the campaign, YouTube video advertisements served as the launch vehicle. In less than two weeks, "It Doesn't Matter If..." received over one million views and became the most viewed online video produced by a British company. The result was over one million brand interactions for KFC. Young women who saw the advertisement were nearly three times more likely to dine at KFC than those who did not see the advertisement. (Steer, Law, Tilling, & Farren, 2013).

(<https://marketingsociety.com/sites/default/files/thelibrary/HC%20KFC.pdf>, Retrieved March 04, 2023)

Outside of Indonesia, KFC is quickly looking for the missing target market and then fixes it by focusing on advertising to the missing target market itself. On the other hand, in Indonesia, KFC prefers to approach all of its target markets by creating advertisements on Instagram in the form of interactions with consumers. This can be seen as a significant difference between the two advertising strategies. The promotional approach taken by KFC in the United Kingdom and Ireland is immediately distinguishable from that taken by KFC in Indonesia

CHAPTER IV CONCLUSION

A. Summary

From the analysis of consumer perceptions of KFC product advertisements on Instagram @naughtybynaturekfc, it can be concluded as follows :

1. The majority of the respondents, who are followers of the Instagram account @naughtybynaturekfc, find the advertisements presented to be interesting on the grounds that the advertisements presented are very varied, which prevents them from becoming bored while watching advertisements from Instagram @naughtybynaturekfc. On the other hand, a small proportion of the respondents believe that advertisements are less interesting because the content of the advertisements is considered repetitive, which causes them to feel uninterested in the advertisements.
2. There were 11 out of 15 informants who stated that they were interested in purchasing KFC products after watching advertisements for those products on Instagram @naughtybynaturekfc. On the other hand, there were 4 out of 15 informants who stated that they were not interested in purchasing KFC products because the price offered was quite expensive in comparison to KFC in general.
3. Some informants feel fulfilled by the messages conveyed by KFC product advertisements on Instagram @naughtybynaturekfc, but a small number of informants do not feel sufficient with what is conveyed by KFC Naughty by Nature in their advertisements due to the lack of information provided and the duration of each informant seeing the ad is different, thus creating differences in perception.
4. The attention of the Informant is drawn to the advertisement after being stimulated by the stimulation generated by KFC product advertisements. These advertisements contain a variety of different messages about the product.
5. There are two informants who claim that KFC frequently shares secret menus with customers who see advertisements on Instagram. Two other informants stated that the thing that was noticed from the ad was the visuals rather than having to pay attention to the message of the ad. When informants see advertisements for KFC products on Instagram @naughtybynaturekfc, the thing that they pay the most attention to is information about promotions or discounts for the products.

B. Research Limitations

1. Researcher can only rely on sources such as subject interviews (also known as informants), books, websites, or journals due to the limited number of sources of information available. This is because the target of study is notoriously difficult to delve further into information.
2. The researcher only chose a small number of people to interview from among the followers of the @naughtybynaturekfc account. This was done using the snowball technique, in which we choose posts that have a lot of interaction from followers, and the researcher chooses the top 15 followers who liked the post. This allows the research results to continue to change as new posts receive more interactions from followers.

C. Recommendations

1. For the next researcher to dig deeper into information from the object and be able to compare it with competitors, in order to get complementary data regarding the perception of an advertisement.
2. Maybe for KFC Naughty by Nature with this research it can be used as a reference for making advertisements in the future.
3. For consumers to be able to view advertisements thoroughly to decide to buy a product that really suits their needs

REFERENCES

- Andersen, K. E. (2000). *Introduction to Communication Theory and Practice*. Cumming Publ Company.
- Atmoko, & Dwi, B. (2012). *Instagram Handbook*. Jakarta: Mediakita.
- Bimo, & Walgito. (1978). *Pengantar Psikologi*. Yogyakarta: Andi offset.
- BM, M. (2006). *MEMAHAMI INSTITUSI MEDIA : Sebuah Pengantar*. Surakarta: LINDU PUSTAKA.
- Cahyani, R. I. (2018). *Peran Media Sosial Instagram Akun Akhyar Tv Dalam Penyebaran Dakwah*. 39.
- Costumer Stories. (2011). Retrieved February 2023, from Poinstar: <https://www.pointstar.co.id/customer-stories/kfc/>
- Deddy, M. (2010). *Metodologi Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- HALIMAH, N. (2019). *PERSEPSI KONSUMEN TENTANG IKLAN KARTU SMARTFREN TERHADAP KEPUTUSAN PEMBELIAN (Studi Pada Mahasiswa Jurusan Ekonomi Syariah IAIN Metro)*.
- Hayes, A. (2022, October 22). *Social Media Marketing (SMM): What It Is, How It Works, Pros and Cons*. Retrieved February 2023, from Investopedia: <https://www.investopedia.com/terms/s/social-media-marketing-smm.asp>
- Heraty, T. (1986). *Persepsi Masyarakat tentang Kebudayaan*. (Alfian, Ed.) Gramedia.
- Hermawan. (n.d.). *Pengertian Instagram Beserta Sejarah dan Fungsi Instagram yang Wajib Diketahui Pengguna Internet*. Retrieved from nesabamedia: <https://www.nesabamedia.com/pengertian-instagram/>
- Keller, K. L., & Kotler, P. (2008). *Manajemen Pemasaran (Vol. 2)*. Jakarta: PT Indeks.
- Kotler, & Keller. (2009). *Manajemen Pemasaran (Vol. 1)*. Jakarta: Erlangga.
- Kotler, P. B. (2014). *Marketing for Hospitality and Tourism (Vol. 5)*. New Jersey: Pearson Prentice Hall.
- Lucas, D. B. (2012). *Measuring Advertising Effectiveness* McGrawHill. New york.
- MARDNEL, I. (2014). *Persepsi Konsumen Terhadap Strategi Bundling Kentucky Fried Chicken (KFC) dengan Album Musik (Studi Kasus Pada Konsumen KFC Kota Bandung)*.
- Moleong, L. J. (2012). *Metode Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Moleong, L. J. (2014). *Metode Penelitian Kualitatif*. Bandung: PT Remaja Rosdakarya.
- Nasution, S. (2012). *Metode Research "Penelitian Ilmiah*. Jakarta: PT Bumi Aksara.

- Naughty by Nature, Restoran Lifestyle Dining Pertama KFC. (n.d.). Retrieved January 2023, from Femina: <https://www.femina.co.id/food-review/naughty-by-nature-restoran-lifestyle-dining-pertama-kfc>
- Nitisusastro, M. (2012). Perilaku Konsumen "Dalam Perspektif Kewirausahaan". Alfabeta.
- Prasetijo, R., & J.O.I, J. (2005). Perilaku Konsumen. Yogyakarta: Andi.
- Priansa, J. D. (2016). Perilaku Konsumen Dalam Persaingan Bisnis Kontemporer. Bandung: Alfabeta.
- Rakhmat, J. (2005). Psikologi komunikasi. Bandung: Remaja Rosdakarya.
- RAMADHANI, M. S. (2021). PERSEPSI KONSUMEN PADA IKLAN PRODUK CONVERSE DI MEDIA INSTAGRAM TERHADAP MINAT BELI ULANG (STUDI DESKRIPTIF KUALITATIF PADA MAHASISWA FISIP USU).
- Robbins, S. P. (2008). Perilaku Organisasi. Jakarta: Salemba Empat.
- Setiadi, N. J. (2005). Perilaku konsumen : konsep dan implikasi untuk strategi dan penelitian pemasaran. Jakarta: Prenada Media.
- Setiawan, K. (2022, Mei 01). Pendapatan Pengelola KFC Naik Tipis Jadi Rp 4,84 T, Layanan Pesan Antar Tumbuh. Retrieved September 2022, from bisnis tempo: <https://bisnis.tempo.co/read/1587606/pendapatan-pengelola-kfc-naik-tipis-jadi-rp-484-t-layanan-pesan-antar-tumbuh>
- Shimp, A. T. (2003). Periklanan Promosi. Jakarta: Erlangga.
- Sondang P. Siagian. (2000). Teori Motivasi dan Implikasinya. Jakarta: Bina Aksara.
- Steer, A., Law, S., Tilling, J., & Farren, M. (2013). KFC : It Doesn't Count If : Social Media Marketing. Marketingsociety.
- Sudiana, D. (1986). Komunikasi periklanan cetak. Bandung: Remadja Karya.
- Sugiono. (2012). Metode Penelitian Kuantitatif dan Kualitatif. Bandung: Alfabeta.
- Sundaram, R. S. (2020). Power Of Digital Marketing In Building Brands: A Review Of Social Media Advertisement. IAEME, 11.
- Syarifuddin, H. (2020, Mei 02). Sukses Membangun Kedekatan dengan Customer, KFC Raih Indonesia Top Digital PR Award 2020. Retrieved September 2022, from Infobrand: <https://infobrand.id/sukses-membangun-kedekatan-dengan-customer-kfc-raih-indonesia-top-digital-pr-award-2020.phtml>
- Toha, M. (2000). Perilaku Organisasi Konsep dan Aplikasinya. Jakarta: Grafindo Persada.
- Yuniarti, V. S. (2015). Perilaku Konsumen "Teori dan Praktik". Bandung: CV Pustaka Setia.