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The Effect of Burger King Indonesia's "*Murah MEIriah* Serba 17 Ribu" Promo Advertisement on Consumer Interest in Semarang City

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Abstract

This study aims to examine the effect of Burger King Indonesia's "Murah Meriah Serba 17 Ribu" promo advertisement on consumer interest and behavior in Semarang City. The methodology used was a quantitative approach with a survey design, which was conducted to obtain objective data on the effectiveness of the promotional advertisement. A sample of 100 respondents was randomly selected using a simple random sampling technique to ensure a sufficient level of representation of the Burger King user population in the region. The data collection instrument was a questionnaire that measured the variables of persuasion, impact, and communication of advertising messages. The results of the analysis showed that this promotional ad was able to increase consumers' knowledge of the product and motivate them to make more purchases, especially through increased visit frequency and interest in the low-price promotion. The persuasion and impact dimensions demonstrate a moderate level of success in influencing consumer interest and purchase decisions, while the communication of the advertising message is considered highly effective in conveying information and attracting the target market's attention. The findings confirm that discount promotions and attractive advertisements can play an important role in increasing the competitiveness and sales volume of fast food restaurants, and provide insights for more effective marketing strategies in the context of the fast food industry in Indonesia. In addition, this research also contributes theoretically and practically to the development of literature on promotional effectiveness and marketing communication in the field of fast food advertising.

Keywords: Promotion, Advertising, Consumer, EPIC Model

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INTRODUCTION

The development of the fast food industry in Indonesia shows a significant upward trend in line with changes in the lifestyle of urban communities who demand practicality, speed, and time efficiency. Urbanization, increased mobility, and the growth of the middle class are driving consumers to choose food products that are easily accessible and affordable, making the fast food industry one of the most competitive sectors.

With increasingly fierce competition, companies are not only required to offer quality products, but also to effectively communicate the value of those products to consumers. Advertising is an important instrument in marketing communication strategies because it plays a role in building brand awareness, shaping perceptions, and influencing consumer attitudes and behavior (Belch & Belch, 2018; Percy & Elliott, 2016). Effective advertising is not only informative but also persuasive and emotional in order to influence consumer purchasing interest.

Burger King, as one of the global brands in the fast food industry, faces intense competition in Indonesia, including in the city of Semarang. The presence of major competitors such as McDonald's and KFC has prompted the company to implement creative promotional strategies that are relevant to the characteristics of local consumers. Price promotion strategies through advertising are often used to build perceptions of economic value and encourage short-term purchasing decisions (Kotler & Armstrong, 2018; Chandon et al., 2000).

Price promotions, especially in the form of discounts, have been shown to have a significant influence on consumer interest and purchasing decisions. Discounts can create a perception of financial gain that encourages consumers to make purchases, whether planned or impulsive (Schiffman & Kanuk, 2010; Tjiptono, 2015; Lichtenstein et al., 1993). In the fast food industry, price promotions are often used to increase visit frequency and sales volume.

A number of empirical studies show that advertising and promotion have a positive effect on consumer purchasing interest in the fast food industry. Research by Alimansyah et al. (2022) found that promotion and price have a significant effect on Burger King purchasing decisions. Other studies also show that promotional advertising can increase consumer purchasing interest and positive attitudes towards brands (Pramezwary et al., 2021; Putri & Hidayat, 2020; Rahmawati, 2020; Sari & Nugroho, 2019).

One approach widely used to measure advertising effectiveness is the EPIC Model developed by AC Nielsen. This model assesses advertisements based on four main dimensions, namely Empathy, Persuasion, Impact, and Communication, which comprehensively describe consumers' cognitive and affective responses (Durianto et al., 2003; Widodo, 2019). Several studies show that the EPIC Model is effective in measuring the success of promotional advertisements in various industrial sectors, including food and beverages (Dumatri, 2021; Nugroho, 2018).

Although there have been many studies on advertising and price promotions, studies that specifically measure the effectiveness of price promotion advertising using the EPIC Model in a local context, particularly in the city of Semarang, are still relatively

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limited. Most previous studies have focused on general promotion variables or purchasing decisions, without examining in depth the effectiveness of advertising messages. Therefore, this study is important to analyze the effectiveness of Burger King Indonesia's MEIriah Serba 17 Ribu promotional advertisement on consumer interest in Semarang City.

This study is expected to contribute academically to the development of marketing communication and advertising studies, as well as provide practical contributions to Burger King Indonesia as material for evaluation and formulation of more effective advertising strategies based on consumer responses.

Theoretical review

This study is based on several key theories that form the basis for understanding the influence of advertising and promotional strategies on consumer interest and behavior. These theories include brand identity theory and the influence of media and advertising.

Brand Identity Theory

According to Aaker (1996), a strong brand identity can build a positive image in the minds of consumers and increase trust in the brand. Brand identity encompasses various elements such as logos, symbols, slogans, as well as the core values and characteristics associated with the brand. In the context of Burger King, a brand identity known for product quality, innovation, and a fun and fresh image plays an important role in shaping positive consumer perceptions. A consistent and trustworthy brand identity will help differentiate Burger King from other competitors in the fast food industry.

In addition, a clear brand identity will influence consumer perceptions of promotions such as “MEIriah Serba 17 Ribu.” When consumers have a positive image of Burger King's quality and innovation, they are more open and interested in the promotions offered, ultimately increasing purchase interest and loyalty. A strong brand identity also strengthens emotional associations and extends the lifespan of the relationship between the brand and consumers, making them feel more comfortable and confident in choosing Burger King as their fast-food option.

Theory of Media and Advertising Influence on Consumer Decisions

Katz and Lazarsfeld (1955) stated that mass media and advertising have a direct influence on brand awareness and consumer behavior. Media serves as a strategic tool in conveying marketing messages that can build a positive image and increase product knowledge. Effective advertising must be able to convey messages that are relevant, appealing, and tailored to the characteristics of the target market to spark interest and purchasing action.

Consistent and relevant advertising campaigns, such as the “MEIriah Serba 17 Ribu” ad, can strengthen the brand's presence in consumers' minds and enhance the perceived value of the promotion. Additionally, the media used—whether through television, social media, or other digital platforms—must be selected based on the target market's preferences to ensure the message is received optimally.

The influence of media and advertising is not limited to brand awareness but also impacts impulsive purchasing behavior and consumer loyalty toward Burger King.

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When promotional messages are effectively communicated, consumers are more likely to experience a urge to make spontaneous or impulsive purchases, especially if they feel they are getting good value from the promotion. Thus, advertising and mass media serve as crucial tools in shaping purchasing decisions and increasing restaurant sales volume.

EPIC Model Theory

The EPIC model is an advertising effectiveness analysis model developed by AC Nielsen, one of the world's leading marketing research companies. The EPIC model covers four critical dimensions, namely empathy, persuasion, impact, and communication (Durianto et al., 2003, p. 86).

The influence of media and advertising is not limited to brand awareness, but also affects impulsive buying behavior and consumer loyalty to Burger King. When promotional messages are conveyed effectively, consumers tend to experience an urge to make sudden or impulsive purchases, especially if they feel they are getting value from the promotion. Thus, advertising and mass media are important instruments in shaping purchasing decisions and increasing restaurant sales volume.

The EPIC Model measures advertising effectiveness through four dimensions: Empathy, which assesses the emotional connection and relevance of the advertisement to the audience; Persuasion, which evaluates the advertisement's ability to influence attitudes and purchase intentions, as well as strengthen the brand. Next, Impact measures how effectively the advertisement motivates action and increases consumer knowledge about the product, while Communication assesses the advertisement's success in conveying the message clearly and leaving a strong impression.

RESEARCH METHOD

This study uses a quantitative approach with a survey design as the main method to examine the influence of promotional strategies, including discounts and advertisements, as well as product quality on consumer interest and purchasing behavior at Burger King in the Semarang City area and its surroundings. The quantitative approach was chosen so that the data obtained could be analyzed statistically to obtain an objective and measurable picture of the relationship between the variables under study.

The research location was strategically selected in Semarang City because it is the main operational area for Burger King and a hub for economic and educational activities, believed to have diverse consumer characteristics relevant to the study. The research is scheduled to take place over two months, from July to August 2024, to ensure the collected data reflects current market conditions and consumer preferences. The population of this study includes all Burger King consumers in the area who have made purchases at the restaurant or are likely to make purchases, either directly or through online orders.

To ensure diversity and representativeness, a sample of 100 respondents was selected using purposive sampling, where selection criteria were based on age, gender, visit frequency, and consumer experience level in transactions at Burger King, so that the data obtained could be more focused and relevant to the research objectives.

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Data collection was conducted by distributing a Google Form-based questionnaire that was systematically designed based on relevant theories and indicators, such as the effectiveness of discount promotions, service and product quality, and perceptions of the advertisements aired. The questionnaire instrument was designed using a 5-point Likert scale, ranging from strongly disagree to strongly agree, to allow respondents to express their perceptions and attitudes quantitatively.

Before being used widely, the instrument was tested for validity through expert judgment from marketing and social research experts, and a preliminary test was conducted on 20 respondents outside the main sample to measure the validity of the content and the suitability of the questions with the variables to be measured. The reliability of the questionnaire was then tested using Cronbach's Alpha coefficient, and the results must reach a minimum of 0.70 for the instrument to be considered reliable and capable of producing consistent data.

The collected data were analyzed using descriptive statistical methods to obtain an overview of the characteristics of the respondents, such as age distribution, gender, occupation, and frequency of visits to Burger King. Furthermore, inferential analysis such as multiple linear regression tests will be used to examine whether there is a significant influence of the variables of promotional strategy and product quality on consumer interest and purchasing behavior.

This analysis aims to determine the extent of the influence of each independent variable on the dependent variable and to prove or reject the previously formulated hypotheses. The analysis process is conducted using the latest version of SPSS software to ensure the accuracy, precision, and objectivity of the results. Thus, the results of this study are expected to provide a comprehensive overview of the influence of marketing strategies on consumer behavior during the pandemic and offer strategic recommendations for Burger King management to strengthen its competitive position in the fast-food market in Semarang City.

RESULTS AND DISCUSSION

This study aims to measure the effectiveness of Burger King Indonesia's "MEIriah Serba 17 Ribu" promotional advertisement in Semarang City using the EPIC model, which consists of four dimensions: Empathy, Persuasion, Impact, and Communication.

Result

Based on the data analysis, it was found that each dimension of EPIC had the following average scores:

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Table 1. 1Average Score and Advertising Effectiveness Category Based on the EPIC Model Dimensions (Empathy, Persuasion, Impact, Communication)

Dimension	**Average Score**	**Categories Efektiveness**	**Description**
Emphaty	3.73	Effective	Advertisements Attract Attention and Relevant
Persuassion	3.40	Quite Effective	Enhancing Brand and Purchasing Interest
Impact	3.22	Quite Effective	Involving Consumers and Level of Knowledge
Communication	4.57	Effective (Highest Category)	The message is conveyed strongly and remembered
Total/ EPIC Rate	3.48	Effective	Overall, the advertisement was considered effective

1. **Empathy**: Average score of 3.73, falling into the effective category, indicating that the advertisement successfully attracted attention and was relevant to respondents. This indicates that the advertisement was able to create a strong emotional connection with the target audience.
2. **Persuasion**: Average score of 3.40, falling into the moderately effective category (range 2.61-3.40), indicating that the advertisement is able to convincingly reinforce the brand and generate a desire to purchase the product.
3. **Impact**: Average score of 3.22, also falling into the moderately effective category, indicating that the advertisement is effective in engaging consumers and increasing their knowledge of Burger King promotions and products.
4. **Communication**: The highest score of 4.57 falls within the effective category (range 3.41–4.20), indicating that the advertisement is able to convey the message strongly and leave a lasting impression, making it easier for respondents to remember the main message.

The overall EPIC Rate score was 3.48, which falls into the effective category, indicating that Burger King's "MEIriah Serba 17 Ribu" advertisement was effective in influencing and building consumer interest in the city of Semarang.

Discussion

These results indicate that the use of the EPIC model is highly relevant in assessing the effectiveness of fast food promotional advertisements. The Empathy dimension shows that advertisements are able to build emotional closeness with the audience, which is important in creating. The appeal and relevance of advertisements to consumer needs and desires. The relatively high persuasiveness score indicates the success of

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advertisements in strengthening brand image and generating interest in making purchases.

In addition, the fairly good Impact level shows that the advertisement is able to motivate the audience to take action and increase their knowledge about Burger King's promotions and products. The role of communication as the main factor is evident from the highest score, indicating that the advertisement's message is effectively conveyed and leaves a strong impression, making it easy for consumers to remember.

Overall, the application of the EPIC model in this study shows that the "MEIriah Serba 17 Ribu" promotional advertisement effectively influences consumer interest and perception in Semarang City. This success demonstrates that promotional strategies emphasizing emotional and communicative aspects can enhance product appeal and strengthen brand image in a competitive market.

CONCLUSION

Based on the results of research conducted using the EPIC model (Empathy, Persuasion, Impact, and Communication), it can be concluded that Burger King's "MEIriah Serba 17 Ribu" promotional advertisement in Semarang City shows a fairly good level of effectiveness overall. The Communication dimension received the highest score, 4.57, indicating that the message conveyed in the advertisement was able to leave a strong impression and high memorability among respondents. This means that the advertisement successfully attracted attention and was easy to remember, thereby enhancing brand recall and the promotional message.

Furthermore, the Empathy dimension scored an average of 3.73, which falls into the effective category, indicating that the advertisement was able to attract the attention of respondents and make them feel that the advertisement was relevant to them. The Impact dimension, which scored 3.22, shows that this advertisement was able to engage consumers emotionally and cognitively, as well as increase their knowledge about the product. On the other hand, the Persuasion dimension received a score of 3.40, which falls into the moderately effective category, indicating that the advertisement is able to strengthen the brand image and trigger interest in making a purchase, but still has room for improvement to be more effective in influencing consumer decisions.

Overall, based on the EPIC average score of 3.48, it can be concluded that the "MEIriah Serba 17 Ribu" promotional advertisement is quite effective in achieving its communication objectives and is able to build purchase intent and strengthen the brand image in the eyes of the people of Semarang. This finding underscores the importance of developing communication strategies that not only focus on low prices but also consider the strength of the message, emotional appeal, and innovation in presenting the product for more optimal result.

Recommendations

Based on the results of the research and analysis conducted, there are several suggestions that can be given to Burger King to improve the effectiveness of their advertising and marketing strategies in the future:

1. Diversify Promotion Strategies Burger King is advised not to rely solely on low-

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price promotions such as “Serba 17 Ribu” (Everything for 17,000), but also to develop various other forms of promotion. For example, promotions that highlight product quality, menu innovation, unique customer experiences, and loyalty programs that can attract various market segments. This aims to ensure that promotional strategies are not solely dependent on price promotions but also capable of maintaining and enhancing long-term customer loyalty.

2. Strengthening Persuasive and Emotional Messages To increase persuasiveness, the process of crafting advertising messages should be more emotionally engaging and able to build a more personal connection with the target audience. The use of creative narratives, compelling storytelling, and emphasizing values that are relevant and resonate with consumers will help increase appeal and the desire to try and purchase the product.
3. Improving Branding Messages and Consistency Burger King needs to ensure that the messages conveyed in each advertisement are consistent and able to build a strong image related to product excellence, both in terms of taste, quality, and customer experience. This consistency will strengthen the brand impression and increase the effectiveness of long-term communication.
4. Improving Innovation in Advertising Presentation In the era of digital and social media, it is important for Burger King to maximize the use of digital platforms in advertising presentation. Utilizing digital marketing technologies such as video storytelling, interactive content, and viral campaigns can help reach a wider and more effective audience.
5. More In-Depth and Comprehensive Research Given the limitations of conducting research in a single geographical location, it is recommended that future research be conducted more broadly and comprehensively to cover other regions. Additionally, using a variety of research methods such as in-depth interviews, focus group discussions, and field observations can provide a deeper understanding of consumer perceptions and behavior.

By implementing these suggestions, it is hoped that Burger King's promotional and marketing communication efforts can become more effective, increase sales levels, and strengthen the brand's position in the increasingly competitive fast-food market.

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Conflict of Interest Statement: The authors declare that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.
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