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Social Media Marketing During and After the Covid 19 Pandemic: McDonald on Instagram Case

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A B S T R A C T

COVID 19 pandemic causes decline on the performance of businesses including Indonesia's food and beverage (F&B) sector. Culinary as part of F&B needs to find out the strong points of the social media marketing strategy and identify the lacks in it. This study aimed to gain deeper understanding on the difference of social media marketing actions implemented by restaurant business before, in the beginning and the second year of pandemic. The research conducted an empirical analysis of social media marketing actions (SMMA) with descriptive analysis. The study's unit analysis was McDonald's Indonesia marketing activities in Instagram. It was a longitudinal research, May 2019 (before pandemic), May 2020 (In the beginning of pandemic), and May 2021 (the second year of pandemic). Data analysis were using Phantombuster software and Monkeylearn word cloud generator. The results showed McD post content on Instagram, there was 45,2% growth of post content on the first year of pandemic (May 2020) and slightly decreased by 2,2% on May 2021. According to categories of SMMA representation, providing product promotion content was always the highest rank on Instagram post in three years. McDonald's Indonesia's Instagram demonstrated an increase in their engagement SMMA category: giveaway promotions and contests. The most frequently used words by McDonald's Indonesia in their Instagram posts' captions in May 2019 was "Yuk" (translation: Let's) which appeared fifteen times, in May 2020 twenty times, but in May 2021 caption "drive thru" with eighteen times.

Keywords: COVID 19, Marketing strategy, Instagram, Social media marketing actions, Culinary business.

INTRODUCTION

In December 2019, COVID 19 virus outbreak started in Wuhan, China. The virus spread rapidly turning into a global pandemic. Preventive measures implemented by governments around the world such as travel bans and lockdown cause huge impact on the world's economy. COVID 19 pandemic causes decline on the performance of businesses including Indonesia's food and beverage sector (Delloite, 2020). This is due to limitation of business activities caused by pandemic related restrictions. Social media marketing is one of solutions for businesses to maintain their relationships with their customers (Salam et al., 2021). Considering the high online demands and significance of digital commerce, it is necessary to study social media marketing activities during COVID 19 pandemic for businesses in food and beverage sector to understand customers' needs and behavior (Nahya Nurnafia et al., 2021). Therefore, the research question was what are the changes observed in social media marketing activities during COVID 19 pandemic. More spesically there were questions arose how did food and beverage, in particular culinary, business' social media marketing differ before and during COVID 19 Pandemic and how did culinary business' social media marketing, Instagram, differ in the beginning and the second year of COVID 19 Pandemic?

The food and beverage (F&B) industry is a growing industrial sector. Businesses in the F&B industry are those that focus on food and drinks as their primary revenue stream. Indonesia's food and beverage industry continues to grow and is one of the industries that sustain Indonesia's industrial world. Adhi S. Lukman, Chairman of the Association of Indonesian Food and Beverage, stated that despite Indonesia's -5.32 percent GDP growth in the second quarter, the F&B business might still expand by 0.22 percent (Kurniawan et al., 2021). Delloite (2020) reported that COVID 19 outbreaks lead to the emergence of new trends in the growing health consciousness amongst Indonesian customers, such as the shift to e-commerce and social media. During the reopening of restaurants, restaurants in the Jakarta area observed declining numbers of visits by 35% in July and 54% in August. When COVID-related restrictions were regulated again, such as the prohibition of dine-in activities, it is not sustainable for the restaurant business to rely solely on takeaway and online delivery demand, since takeaway contributes to only 10% of restaurant sales. Significant changes in the food and beverage industry, in particular restaurant businesses, due to COVID 19 pandemic-related impacts were observed. Wiantara (2022) identifies survival strategies for restaurants during COVID 19 pandemic such as utilizing technology and adapting social media as a communication tool.

Based on a systematic review of 44 studies on social media marketing, social media is defined as "all internet-based technological applications, in accordance with the principles of Web 2.0. and providing the creation and exchange of user-generated content, while also facilitating interaction and collaboration between participants." (Alves et al., 2016). According to that

definition, applications such as Twitter, Instagram, Facebook, YouTube, etc. are considered as social media.

Statista (2021) report findings shows there are 3.78 billion social media users worldwide in 2021, and predicted to grow reaching 4.41 billion by 2025. The increasing social media usage makes it a great potential to adapt social media as a means to sell products or transact business (Simangunsong & Handoko, 2020). Instagram is the most popular image-based social media platform for smartphones, with over 200 million active monthly members, 20 billion shared photographs, 1.6 billion daily likes, and 60 million average photos published per day. Results of previous studies shows that photographs and videos have a role in increasing customer purchase intention (Salleh, 2014). Instagram enables a brand's contents to be explored easily, information spreads quickly, and using popular hashtags effectively can make business or product visible all over the world. (Kurniawan et al., 2021) The surge of internet popularity leads restaurant to adapt online marketing, social media marketing in particular (Kurniawan et al., 2021; Salleh, 2014).

Simangunsong and Handoko (2020) identified main usage of social media by businesses including: build and strengthen relationships with consumers, brand strengthening, gain new customers. Businesses in food and beverage sector such as Domino's Pizza and Starbucks, which adopted social media since 2010, have observed increased in customer loyalty, sales, customer satisfactions, brand awareness, and better reputation or brand image.

The role of social media helps bridge the gap between a brand and its customers, and businesses that do not efficiently manage social media risk losing customers. Various companies such as business-to-business (B2B) to business-to-consumer (B2C), include social media as their marketing strategy tool to communicate their marketing activities with their customers. (Nahya Nurnafia et al., 2021) Besides the fact that consumer internet usage is increasing, social media should be leveraged in conducting marketing strategies including marketing intelligence, promotions, public relations, product and customer management, and marketing information, also because according to consumer perception, information shared in social media has higher credibility compare to information released by the company directly (Alves et al., 2016) In comparison to the in-store setting which is difficult to obtain data to be analysed because it is intangible and temporary, in social media, customer engagement provides real-time data which is efficient in analysing the consumer attitudes and behaviours quantitatively and qualitatively. Consequently, companies could develop better strategies and offer better service quality (Nahya Nurnafia et al., 2021). In relation to a positive relationship of exposure to marketing stimuli and favourable consumer attitude, a study by Ananda et al. (2019) found a positive correlation between consumers' perceived exposure and their customer engagement intention in endorsing the behaviour. It involves specific social media marketing action types which meet consumers' needs for pre-purchase information such as information about a brand, product, pricing,

promotion, etc. The study concludes that Indonesian consumers welcome brands' initiative to use social media as a pre-purchase information source and sales platform. Similarly, Simangunsong & Handoko (2020) found the significant social influence of product discussion in social media. Their findings reported that the higher product discussion, the more interest, and likeliness Indonesian consumers to remember. The systematic literature review by Alves et al. (2016) discussed a few implications including brands should "ensure their presence" in social media platforms, as social media marketing strategies have a huge impact on the market value of businesses. Marketing strategies which elicit strong feelings to the company are necessary to accomplish its goals. It could be achieved through a vivid and interactive brand post on the top of a web page, consumer engagement in social media initiatives and campaigns, etc. Food and beverage businesses are starting to prioritize user-engagement measurements in social media such as likes, comments, and shares (Simangunsong & Handoko, 2020).

Indonesia, the world's fourth most populous country with a population of more than 260 million people, quickly embraced social media. A survey done from 2017 until 2020 estimated that Indonesian social media users will reach around 237 million by 2026 (Nurhayati-Wolff, 2021). Consequently, Indonesian businesses quickly adapt to social media to be able to reach their target customers. They use social media not just as marketing tools, but also as direct sales platforms (Ananda et al., 2019).

A global pandemic resulted from an outbreak of coronavirus (COVID 19) occurred in the beginning of 2020. The ongoing COVID 19 pandemic have huge impact that leads to various changes in the world (Nahya Nurnafia et al., 2021). Pandemic related lockdown has a huge impact in business and public life, including requirement to reduce business activity in physical stores and marketplaces. Because of the restriction, consumers increasingly rely on online delivery services for daily necessities. Accordingly, during the peak of COVID 19 crisis, a significant decline in physical business and increase in e-commerce can be observed (Salam et al., 2021). The impact, consequently, can be seen in the changing consumers attitude, behaviors and purchasing habits, which predicted to remain post-pandemic. A report found that online sales grew by 36% in 2020. Most of business brands growth in 2020 was powered by reactive multichannel businesses who are able to hold the capacity to meet the demand to online channels (Nahya Nurnafia et al., 2021). Increasing pervasiveness and significance of social media marketing makes it inevitable for any business but to adapt in it their promotional strategies (Salam et al., 2021). A research examining the change in social media marketing of fast fashion brands before and after pandemic by Nahya Nurnafia et al. (2021) using a single case study of UNIQLO Indonesia. Based on the findings, they discussed the UNIQLO Indonesia marketing behaviors is resulted from the fact that their target customers are going online during pandemic. In addition, UNIQLO Indonesia adapt new approaches by gearing

towards online promotional activities due to their target customers are relatively reluctant in shopping offline.

This study aimed to gain deeper understanding on the difference of social media marketing actions implemented by restaurant business before, in the beginning and the second year of pandemic. Considering that in 2021 (second year of pandemic) many restrictions were lifted and re-implemented, along with emergence of the “new normal”, it is important to examine social media marketing activities conducted by businesses in that time period, and compare it to before and the beginning of pandemic

RESEARCH METHODS

This research conducted an empirical analysis of social media marketing actions (SMMA) implemented by a restaurant brand using a single case study. In order to extensively comprehend why phenomena can happen, what effects them, and people’s reactions on the phenomena, the research chose qualitative methods. In specific, the research chose descriptive analysis, to identify and describe factors or variables despite the correlation between them. Therefore, the research applied descriptive qualitative methodology, particularly content analysis. The methods were chosen to achieve our aim in acquiring deeper understanding of the changes of social media marketing actions applied by a restaurant brand in the Indonesian food and beverage sector before, in the beginning, and the second year of COVID 19 pandemic. The study’s unit analysis was a restaurant brand social media marketing action. With purposive sampling as sampling technique, the research focused on Mcdonald’s Indonesia marketing activities in Instagram. It was a longitudinal research specifically examining the unit analysis during the same month of three different years, particularly, May 2019 (before pandemic), May 2020 (In the beginning of pandemic), and May 2021 (the second year of pandemic). This research adapted a theoretical framework of Ananda et al. (2019) on social media marketing actions in order to classify the content of Mcdonald’s Indonesia marketing activities on Instagram and conducted a content analysis. The framework classifies two main categories of social media marketing actions, namely representation and engagement. Marketing actions focusing on communication specifically to inform brand and its products, and to persuade customer to purchase falls under representation category. On the other hand, marketing actions focusing on encouraging customers participation and collaboration falls under engagement category.

Table 1. Social media marketing actions

SMMA Category	Marketing Action	Code
Representation	Providing access to the brands' e-shop/ e-commerce site	SMMA01
	Providing product promotion content (e.g. picture or videos about product)	SMM02
	Providing upcoming product sneak-peeks	SMMA03
	Providing exclusive campaign previews	SMMA04
	Reporting or sharing posts of product launch, offline stores or other offline promotional events	SMMA05
	Providing content about the brand's expertise, values and culture	SMMA06
	Publishing customers' purchases (to encourage others)	SMMA07
	Publishing casual socialization content (e.g. greetings)	SMM08
	Publishing promoted posts or ad-banners	SMMA09
	Providing content associated with the brand's culture and values not directly related to the brand's field of expertise	SMMA10
	Showcasing brand achievements, results, innovation, news or success stories	SMMA11
	Customer appreciation (e.g. thanking customers for the purchase)	SMMA12
	Sharing activities and news of business partners	SMMA13
	Posting content about brand profile and corporate information	SMMA14
	Offering free products or price discounts	SMMA15
Engagement	Posting content about personalities (e.g. celebrities) or influencers	SMMA16
	Encouraging customers to share their brand experiences	SMMA17
	Sharing personalities' or influencers' posts and endorsements of the brand and its products	SMMA18
	Giveaway promotions and contests (encourage winners to share their experiences on social media)	SMMA19

Source: Ananda et al, 2019

In collecting data, the research conducted scraping process using Phantombuster software which is a data collection tool. The data collected then went through cleaning process to gain more reliability by eliminating noise in data or irrelevant data. The data then was analyzed and classified into different SMMA categories. This was done to determine which SMMA category was more concentrated in each period. It is important to note that one content can be identified into more than one SMMA category. Furthermore, the frequency and variance of hashtags in each period was determined. Lastly, the content analysis on posts' captions was visualized through world cloud using Monkeylearn word cloud generator which detect per three words.

The posts' captions are also analyzed through Freewordcloudgenerator software which detect per one word. This study also only focused on one platform namely Instagram.

RESULTS & DISCUSSION

Table 2 shows the entire research data which was collected through scrapping process using Phantombuster software in collecting McDonald Indonesia post content on Instagram, specifically May 2019 (before pandemic), May 2020 (in the beginning of pandemic), May 2021 (second year of pandemic). There was 45,2% growth of post content on the first year of pandemic (May 2020) and slightly decreased by 2,2% on May 2021.

Table 2. Research Data

Period	Number of Posts
May 2019	31
May 2020	45
May 2021	44

SMMA Categorization

Each post content on each period are analyzed and categorized into the respective category as show in Table 3, including the frequency of each category in each year. This content analysis is done to determine what kind of social media marketing activities (SMMA) are more often conducted in each year, and how it differs in each year.

Table 3. Result Summary of SMMA Content Analysis

SMMA Category	May 2019		May 2020		May 2021	
	Number of Post	%	Number of Post	%	Number of Post	%
SMMA1	1	1.61	1	1.35	6	8.21
SMMA2	15	24.19	30	40.54	24	32.87
SMMA3	0	0.00	2	2.70	3	4.10
SMMA4	11	17.74	3	4.05	2	2.73
SMMA5	4	6.45	7	9.45	0	0.00
SMMA6	1	1.61	2	2.70	1	1.36
SMMA7	0	0.00	0	0.00	1	1.36
SMMA8	5	8.06	4	5.40	5	6.84
SMMA9	14	22.58	5	6.75	10	13.69
SMMA10	2	3.22	2	2.70	1	1.36
SMMA11	0	0.00	1	1.35	2	2.73
SMMA12	0	0.00	1	1.35	1	1.36
SMMA13	0	0.00	5	6.75	2	2.73
SMMA14	0	0.00	1	1.35	0	0.00
SMMA15	7	11.29	3	4.05	7	9.58

SMMA16	0	0.00	0	0.00	0	0.00
SMMA17	0	0.00	1	1.35	3	4.10
SMMA18	0	0.00	0	0.00	0	0.00
SMMA19	2	3.22	6	8.10	5	6.84

Figure 1 shows SMMA categorization of May 2019 visualized in a pie chart. And it was found that McDonald’s Indonesia SMMA in May 2019 focused on four main categories namely SMMA2, SMMA4, SMMA9, and SMMA15. In addition, the total amount of SMMA found was ten, including nine representation SMMA, and one engagement SMMA with two posts.

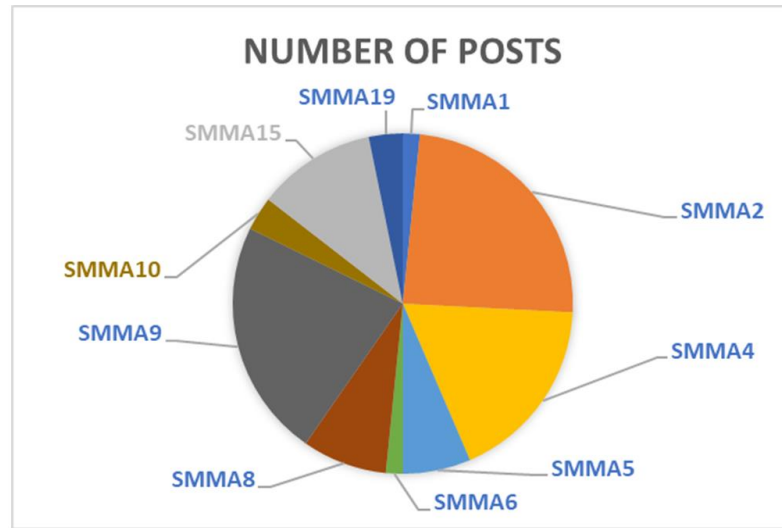


Figure 1. SMMA Categorization of May 2019

Figure 2 shows SMMA Categorization of May 2020, which shows that McDonald’s Indonesia in that period conducted sixteen various SMMA, including fourteen representation SMMA and

two representation SMMA with total of 7 posts. Furthermore, based on the analysis, majority of posts conducted are involved SMMA2 category (providing product promotion content).

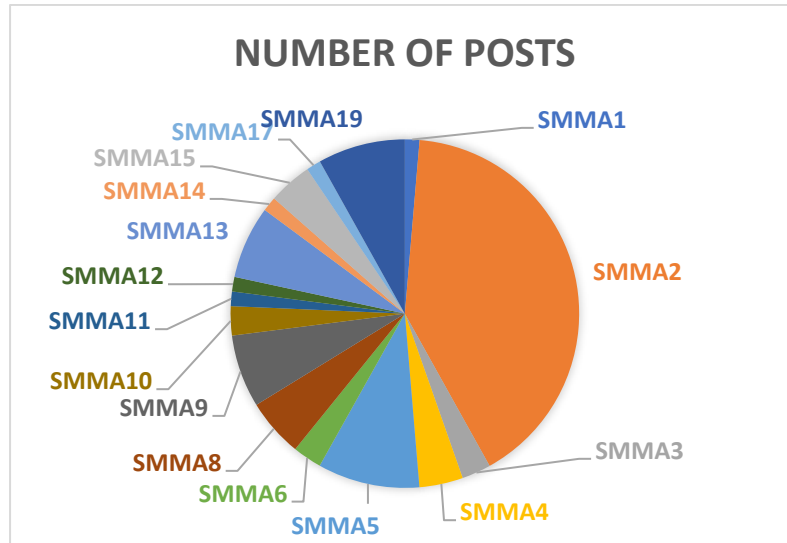


Figure 2. SMMA Categorization of May 2020

Figure 3 displays SMMA Categorization of contents posted in May 2021, which shows that McDonald’s Indonesia in that period conducted fifteen variances of SMMA, including thirteen representation SMMA, and two engagement SMMA with eight posts. Furthermore, based on the analysis, majority of posts conducted are involved SMMA2 category.

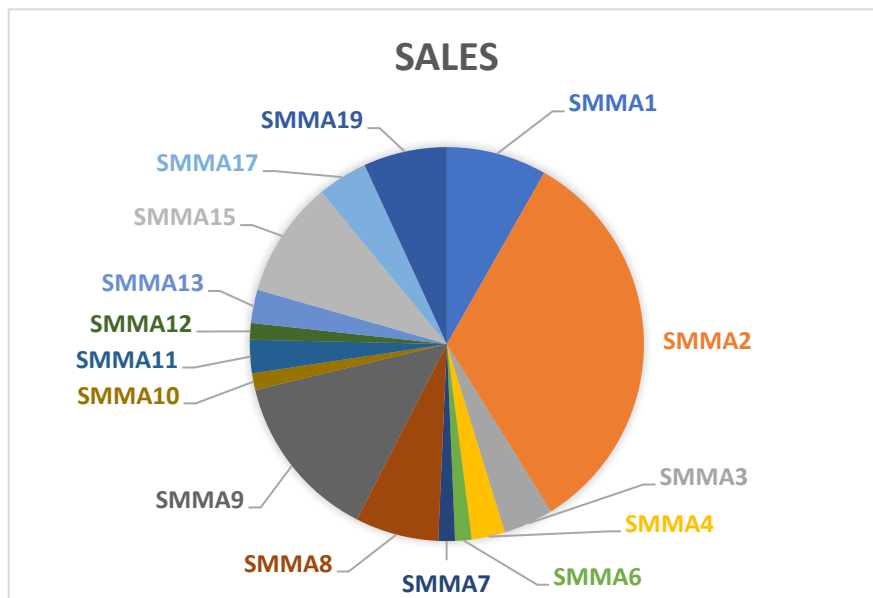


Figure 3. SMMA Categorization of May 2021

McDonald’s Indonesia’s Instagram demonstrates an increase in their engagement SMMA category as show in figure 4. In particular, in May 2019 they had posted two contents that categorized as SMMA19. In May 2020, they had posted one content categorized as SMMA17,

and six contents categorized as SMMA19. In May 2020, they had posted three contents categorized as SMMA17, and five contents categorized as SMMA19.

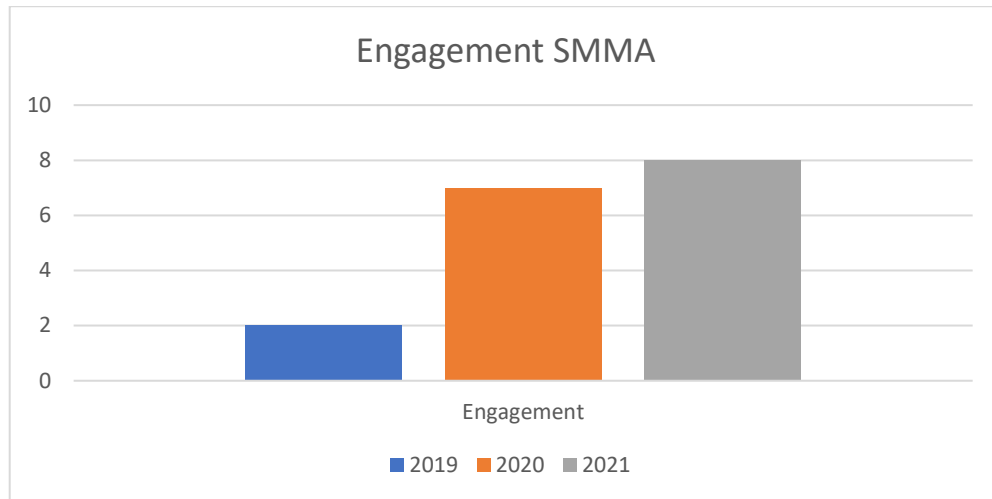


Figure 4. Engagement SMMA Summary

Hashtag Usage

Table 4 demonstrates a list of hashtags used by McDonald’s Indonesia in their May 2019 Instagram contents. As shown, McDonald’s Indonesia used two different hashtags in two different posts.

Table 4. Hashtag Usage in May 2019

Hashtag	Frequency
#TopokkiMoveChallenge	1
#BukaanUntukTeman	1

McDonald’s Indonesia used seven different hashtags in 19 different posts in May 2020. Table 5 shows the amount of posts using each hashtag. Table 5 shows different hashtag used in McDonald’s Indonesia Instagram account in May 2021 and specifies the usage frequency of each hashtag.

Table 5. Hashtag Usage in May2020 and May 2021

Hashtag Usage in May2020		Hashtag Usage in May2021	
Hashtag	Frequency	Hashtag	Frequency
#DiRumahAja	1	#BagiBagiEnaknya	2
#McDiRumahAja	12	#McKidsSeru	1
#CoffeeToFeel	1	#BukaanUntukTeman	1
#McDSarinah	2	#KembaliKeMejaMakan	1
#KehangatanRamadan	1	#TakjilDoubleChocoPie	1
#BukaanUntukTemanChallenge	1	#BerkahHariRaya	1
#BangunTidurKuTerusMcD	1	#TemukanArtiWarnamu	2
		#CheeseburgerMcD	2
		#IniMcDKita	1
		#BonusGajian	4

Posts' Captions

Content analysis on captions of McDonald's Indonesia Instagram posts was done, and word cloud was generated to provide clear visualization on thirty most used words in posts of each period. Figure 1 demonstrates thirty most frequently used words by McDonald's Indonesia in their Instagram posts' captions in May 2019 done through Monkeylearn software. The words displayed in the word cloud are words that are used more than three times, except "masih di buka nih" (translation: it's still open) which appeared two times. It is important to note that there are eight out of thirty different words mentioning McDonald's mobile application in a way. In particular, "atau app store" (translation: or app store), "dan registrasi aplikasi" (translation: and register in the application), "store atau app" (translation: store or app), "registrasi aplikasi McDonalds" (translation: register McDonalds application), "download dan registrasi" (translation: download and register), "playstore atau" (translation: play store or), and "download aplikasi McDonalds" (translation: download McDonalds application) each appeared five times; and "dengan download" (translation: by downloading) appeared three times. Furthermore, "mcd terdekat" (translation: the nearest McDonalds) appeared eight times, the most frequently used word after "yuk" (translation: Let's) which appeared fifteen times. Furthermore, according to analysis done through Freewordcloudgenerator software, the word "McDelivery" appeared two times, and there is no mention of "drive thru".



Figure 1. May 2019 Posts' Captions



Figure 2. May 2020 Posts' Captions

Word cloud of thirty most used words in McDonald's Indonesia Instagram posts' caption in May 2020 is displayed in Figure 2. The size of each words depends on the frequency of each word. Similar to May 2019, the most frequently used word is “yuk” (translation: let’s) which appeared 21 times. Furthermore, word cloud done through Monkeylearn software shows that twelve out of thirty words mentions food delivery and drive thru. Further analysis was done through Freewordcloudgenerator software, it shows that the word “McDelivery” appeared total of thirty-one times, “drive thru” appeared twenty-eight times, and “mcd di rumah aja” (translation: mcd just at home) appeared thirteen times.



Figure 3. May 2021 Posts' Captions

A word cloud of thirty most frequently used words in McDonald's Indonesia Instagram posts' caption in May 2021 is displayed in Figure 3. Based on the word cloud generated through Monkeylearn software, six words with indications of food deliver, and ten words with indications of drive thru appeared. Based on further analysis done through Freewordcloudgenerator software, the words “McDelivery” appeared sixteen times, and “drive thru” appeared eighteen times. Words describing names of alternative platforms to order online

also appeared, such as “grabfood” and “gofood” which appeared fourteen times, and “shopeefood” appeared thirteen times.

Discussion

Similar to other businesses the pandemic hit McDonald’s Indonesia hard, as pandemic measures prevented customers from dining in most of their restaurants. However, McDonald’s Indonesia able to make a rapid recovery thanks to their competitive advantage that increase value to its current customer and ensuring their continued loyalty. This is done through incorporating the “three D’s” to their tactic: digital, drive-thru, and delivery. Research findings demonstrate how McDonald’s Indonesia adapted to COVID 19 pandemic situation and how they able to use their social media to communicate with their customers. In addition, by comparing the beginning of pandemic (May 2020) and the second year of pandemic (May 2021), McDonald’s continue to utilize their digital platforms as it demonstrates a unique focus to meet those evolving needs of their core customer. This finding is in line with the research of Park & Namkung (2022) that Instagram marketing activities enhance the influence of brand equity such as brand image.

The finding shows, in comparison to before pandemic, the beginning and second year of pandemic McDonald’s Indonesia managed their social media marketing actions (SMMA) more intense. In particular, McDonald’s Indonesia posted contents that can be categorized into ten different SMMA in May 2019, sixteen in May 2020, and fifteen in May 2021. Furthermore, product promotional activities including advertisement or product photo increases during the pandemic, which is double in number comparing to the same period before the pandemic. As stated by Singh (2020) that Instagram can creating an exceptional visual style for the brand in establishing a strong identity and great consumer memory. SMMA2 category (providing product promotion content) can be found in fifteen posts in May 2019, thirty posts in May 2020, and twenty-four posts in May 2021. SMMA9 (Publishing promoted posts or ad-banners) category can be found in fourteen posts in May 2019, five posts in May 2020, and ten posts in May 2021.

In addition, increasing engagement SMMA type can be observed by comparing before and during pandemic. In May 2019, McDonald’s Indonesia conducted two posts that can be categorized as SMMA19 (giveaway promotions and contests (encourage winners to share their experiences on social media)). In May 2020, McDonald’s Indonesia conducted one post that can be categorized as SMMA17 (encouraging customers to share their brand experiences), and six posts categorized as SMMA19, total of seven posts classified as engagement SMMA type. In May 2021, McDonald’s Indonesia conducted three posts that can be categorized as SMMA17, and five posts categorized as SMMA19, total of eight posts classified as engagement SMMA type. The content analysis includes analyzed the hashtags used in each period. Hashtags are important to consider as it is a hugely effective marketing tool, and proven to increase online exposure, encourage user to join, allow users to easily connect to each other. Kostygina et al.

(2021) findings show the largest set of terms by account group was product promotion (commercial), brand engagement (community), and targeting youth. Before the pandemic, particularly May 2019, there are only two different hashtags used namely #TopokkiMoveChallenge which is a campaign event, and #BukaanUntukTeman which aims to encourage users to share the products to their friends. During the pandemic, hashtag usage by McDonald's Indonesia increased. In May 2020, there are seven different hashtags use: two of them is to encourage staying at home, one is encouraging users to share their moments with McDonalds products, one is a campaign event, two is related to McDonalds products, and one is related to a branch that is closing. In May 2021, there are ten different hashtags used: six related to campaign events, three encourages customer to share their experience, one is a related to a product. Analysis on hashtags also demonstrates increasing online campaign activities during the pandemic.

Content analysis of posts' description of each period was done. Findings show that that increased in word usage of "McDelivery" and "drive thru" during the pandemic. In May 2019, I observed eight out of thirty words mentioning mobile application either to download or register, and "McDelivery" appeared two times and there is no mention of "drive thru". In May 2020, twelve out of thirty words mentioning food delivery and/or drive thru was found. And the word "McDelivery" appeared total of thirty-one times, and "drive thru" appeared twenty-eight times. Similarly, posts' captions in May 2021 appear to be encouraging food delivery and drive thru. As it is observed that the words "McDelivery" appeared sixteen times, and "drive thru" appeared eighteen times. In addition, Words describing names of online delivery services can be observed in May 2021, such as "grabfood" and "gofood" which appeared fourteen times, and "shopeefood" appeared thirteen times. Vassallo et al. (2018) research shows that in junk food Instagram marketing there was a high level of branding, although not necessarily about product information, similar to this research's finding, is about the delivery type of McDonald purchasing due to pandemic and post-pandemic era. The findings indicate that McDonald's Indonesia had adapted their business strategy to situations during the pandemic, and communicate it via their social media. Furthermore, it can be concluded that the changing consumers attitude, behaviors and purchasing habits that happened in the beginning of pandemic remain in the second year of pandemic, and is predicted to remain post-pandemic.

CONCLUSION & SUGGESTION

In particular for food and beverage drink, there is limited research studies examining social media marketing actions in Instagram. Research in this field is necessary as mentioned above such as increasing social media adaption by restaurant businesses. In addition, as COVID 19 pandemic has huge impact on food and beverage sectors, this research paper explores the changes of restaurants business social media actions before, in the beginning, and the second year of COVID 19 Pandemic. The results are 1) In comparison to before pandemic, McDonald

Indonesia run and manage their social media marketing actions more intense during the pandemic, with a slight difference in the type of social media marketing actions; 2) Product promotional activities including advertisement and photo product increases during the pandemic, which is double in number comparing to the same period before the pandemic; 3) Hashtag is changing after pandemic towards new normal era to promote customer offline shopping by drive thru channel.

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