Reception Analysis of the Official Statement Post by McDonald's Indonesia Regarding the Product Boycott in the Context of the Israel-Palestine Conflict

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FACULTY OF PSYCHOLOGY & SOCIO-CULTURAL SCIENCES

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THESIS APPROVAL SHEET

THESIS

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ACADEMIC ETHICS STATEMENT

بِسْمِ اللهِ الرَّحْمٰنِ الرَّحِيْمِ

The undersigned, I, henceforth

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I hereby declare that:

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2. Therefore, this study is my scientific work as a writer, not a plagiarized work or the work of others.
3. I acknowledge that if, after I graduate from the Communication Science Study Program, Faculty of Psychology and Socio-Cultural Sciences, Universitas Islam Indonesia, convincing evidence is found that this Study is plagiarized or the work of others, I am fully prepared to accept the academic sanctions set by Universitas Islam Indonesia.

Thus, I agree with this statement.

Yogyakarta, 31 Mei 2025



MOTTO

“Mistakes are necessary to realize that I am not perfect but human.”

-Anonymous

“There is no need to explain yourself to anyone because those who love you don’t need to.
And those who hate you won’t believe it.”

-Ali bin Abi Talib.

“Maintain a humble and kind heart, and keep your eyes open to the beauty around you.”

-Yusuf Ensyah Herlistiawan

DEDICATION

This study is dedicated to three figures who have played instrumental roles in my academic and personal development. Firstly, I would like to honor my parents, who have supported and encouraged me throughout my academic journey. Secondly, I would like to acknowledge the Da’wah Hijrah Student family, particularly Sahabat Ulil Albab, who has been a constant source of guidance and inspiration, reminding me to maintain a close relationship with Allah. Finally, I would like to recognize my best campus brother, Yusuf, whose consistent support and companionship have been invaluable to me.

FOREWORD

بِسْمِ اللهِ الرَّحْمٰنِ الرَّحِيْمِ

*Assalamualaikum Warahmatullahi Wabarakatuh*All praise belongs to Allah Subhanahu wa Ta'ala, whose mercy and grace have facilitated the completion of this study titled "*Reception Analysis of the Official Statement Post by McDonald's Indonesia Regarding the Product Boycott in the Context of the Israel-Palestine Conflict."* Shalawat and salam to our Prophet Muhammad Shallallahu 'Alaihi wa Sallam, along with his family, companions, and followers throughout time.

This study is presented to fulfill the requirements for a Bachelor of Communication Science degree at the Islamic University of Indonesia. I express my heartfelt gratitude to everyone who offered assistance, guidance, and support throughout the writing process. I recognize that without their contributions and the blessings of Allah SWT, I would not have achieved this milestone.

First of all, the author would like to express his deep gratitude to:

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   Firstly, gratitude is extended to the parents, both father and mother, for their unwavering support throughout the arduous journey of study preparation. Despite the numerous challenges encountered, they maintained unwavering encouragement and faith in my ability to complete the study

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6. Finally, and importantly,

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I realize this study is far from perfect. Constructive criticism and suggestions for future improvements are welcome. I hope this study benefits readers and contributes to the field of Communication Science. Finally, I pray that all efforts are accepted as acts of worship and gain Allah's pleasure. Aamiin.

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ABSTRACT

Fakhri Aditya Zuhdi. 20321239 (2025). Reception Analysis of the Official Statement Post by McDonald's Indonesia Regarding the Product Boycott in the Context of the Israel-Palestine Conflict (Bachelor's Thesis). Communication Studies Program, Psychology and Socio-Cultural Sciences, Universitas Islam Indonesia.

This study aims to investigate the manner in which Indonesian consumers interpreted the public statements of McDonald's Indonesia concerning the boycott movement associated with the Israeli-Palestinian conflict. In the face of extensive calls to boycott global brands perceived to support Israel, McDonald's Indonesia encountered reputational challenges, notwithstanding its efforts to clarify its independence from McDonald's Israel and initiate humanitarian initiatives.

Utilizing Stuart Hall's Reception Theory and corroborated by literature on Muslim consumer behavior, this qualitative study investigates how eight informants perceived and reacted to the statements made on McDonald's official website and its posts on Instagram. Through comprehensive interviews and detailed descriptive analysis, the study illustrates that five informants assumed a dominant-hegemonic position, thoroughly endorsing the narrative of the boycott and altering their consumption habits, whereas three informants maintained a negotiated stance, reconciling ethical considerations with pragmatic reasoning.

These findings underscore the dynamic nature of audience reception in politically sensitive contexts and highlight the significance of culturally grounded and transparent corporate communication. The study offers strategic insights for multinational corporations in managing brand trust and crisis communication in regions characterized by strong religious and political awareness.

Keywords: Audience Reception, Stuart Hall, McDonald's Indonesia, Consumer Boycott, Muslim Consumers, Israel-Palestine Conflict

ABSTRAKSI

Fakhri Aditya Zuhdi. 20321239 (2025). Analisis Resepsi terhadap Unggahan *Official Statement* McDonald's Indonesia terkait Boikot Produk dalam Konteks Konflik Israel-Palestina. (Skripsi Sarjana). Program Studi Ilmu Komunikasi, Fakultas Psikologi & Sosial Budaya, Universitas Islam Indonesia.

Penelitian ini menganalisis bagaimana konsumen Indonesia merespons pernyataan resmi McDonald's Indonesia terkait gerakan boikot produk yang muncul akibat konflik Israel-Palestina. Meskipun McDonald's Indonesia telah menegaskan kemandiriannya dari McDonald's Israel dan melakukan donasi kemanusiaan, citra merek tetap terpengaruh oleh asosiasi globalnya.

Melalui pendekatan kualitatif dan teori resepsi Stuart Hall, serta ditunjang oleh literatur perilaku konsumen Muslim, studi ini mewawancarai delapan informan yang mengikuti isu boikot dan merupakan konsumen McDonald's. Hasil menunjukkan bahwa lima informan mengambil posisi dominan-hegemonik, menerima narasi boikot secara penuh dan menghentikan konsumsi. Sementara itu, tiga lainnya berada pada posisi negosiasi, menyadari isu etis namun tetap mengonsumsi secara selektif berdasarkan pertimbangan praktis.

Temuan ini menunjukkan bahwa penerimaan audiens sangat dipengaruhi oleh nilai agama, kesadaran politik, dan kredibilitas komunikasi perusahaan. Penelitian ini diharapkan dapat memberikan masukan strategis bagi perusahaan multinasional dalam membangun komunikasi yang peka terhadap konteks sosial dan budaya.

Kata kunci: Resepsi Audiens, Stuart Hall, McDonald's Indonesia, Boikot Konsumen, Konsumen Muslim, Konflik Israel-Palestina

CHAPTER I
INTRODUCTION

1.1 Background

The Israeli-Palestinian conflict is one of the longest-standing conflicts in the world, originating in the late 19th century when Jewish and Arab nationalist movements emerged in Palestine. The first Arab-Israeli war in 1948 led to the displacement of hundreds of thousands of Palestinians, creating a protracted refugee problem. (Haniyah & Dewi, 2024). The Israeli-Palestinian conflict encompasses various wars, occupations, and peace initiatives involving issues like land claims, political rights, the status of Jerusalem, and refugees. On 7 October 2023, Hamas launched a massive invasion from Gaza into Israel in *Operation* Al- Aqsa *Flood.* (Saputra, 2024).

Instead of halting his brutal aggression that has killed more than 28,340 Palestinians in Gaza, Prime Minister Benjamin Netanyahu has announced his forces will launch a new ground invasion that now targets Rafah City in February 2024. Since the beginning of the assault on Rafah, six significant hospitals have ceased operations. Israeli attacks have caused severe damage to infrastructure and directly targeted health facilities. This sad tragedy adds to the long list of Palestinian civilian casualties due to the atrocities of the Israel-Hamas war. As of 27 May 2024, the United Nations Office for the Coordination of Humanitarian Affairs (OCHA) reports that Palestinian deaths have risen to 36,050, with an additional 81,026 individuals injured. (Indiraphasa, 2024).

Indonesia has long supported Palestinian independence, viewing it as an urgent humanitarian and justice issue. Indonesians are supporting a boycott of products linked to Israel. Boycotts represent a collective decision to abstain from buying or selling. Threatening such actions is among the most prevalent strategies used to compel an individual or entity to disassociate from a group based on the activities deemed unacceptable by that group. This boycott is seen as part of an effort to pressure Israel economically and support Palestine in achieving its independence. (Saputra, 2024).

The Zionist attack on Rafah, Palestine, on 6 May 2024, has sparked a new wave of global boycotts against brands associated with or supporting Israel. In Indonesia, the boycott movement has evolved from an individual expression of solidarity to a prevalent social phenomenon across social media platforms such as Facebook, TikTok, Instagram, and Twitter. Social media is crucial in mobilizing public opinion and disseminating information about the Israeli-Palestinian conflict. Indonesians utilize social media to voice calls for

oycotts of pro-Israel products, create viral content, and engage in mass demonstrations to raise awareness and participation in the movement.

McDonald's is one of the major companies boycotted to date. The McDonald's *Corporation* was first founded in 1940 by brothers Dick and Mac McDonald before being purchased by Ray Kroc on 15 April 1955 and then expanded worldwide. As of 2004, McDonald's has 30,000 restaurants worldwide, serving an average of 50 million diners, with approximately 1,700 customers daily. McDonald's was established in Sarinah, Jakarta in Indonesia, and opened on 23 February 1991. (Novelia, 2011).

The boycott issue against McDonald's emerged as a reaction to the company's perceived pro-Israel stance and alleged financial ties with Israel. This was triggered by McDonald's Israel's controversial decision to provide 4,000 free meals to Israeli soldiers during a violent conflict with Hamas, which resulted in the deaths of thousands of civilians in Gaza. News of the action spread widely through news media and social media, triggering protests and demonstrations in various countries, including Lebanon and Egypt. (Azizah, 2024).

Digital media significantly contributed to the dissemination of information, mobilizing public participation, and shaping public opinion concerning the boycott movement against McDonald's. Various narratives and interpretations emerged, reflecting the complexity of public understanding of sensitive political and social issues. For many consumers, purchasing McDonald's products is regarded as a way of supporting Israel's occupation of Palestine. Consequently, the effects of the boycott movement were felt worldwide, leading to a notable decline in sales in Indonesia and the Middle East. The boycott has reportedly cost Malaysian McDonald's millions of dollars. (Safitri, 2024).

McDonald's Indonesia plays a significant role in shaping public opinion through official statements published on its website and Instagram. As the boycott movement against McDonald's products, linked to the Israel-Palestine conflict, began to grow, McDonald's Indonesia responded by emphasizing its independent operations from the global McDonald's brand. They clarified that the Indonesian branches had no financial ties with McDonald's in Israel, and all revenue generated from their outlets was unrelated to the ongoing political conflict. This statement was publicly shared on their official website and also disseminated through their Instagram account, aiming to mitigate negative sentiment and clarify the company's stance, focusing on humanitarian values.

In addition, McDonald's Indonesia demonstrated its commitment to humanitarian issues by channeling IDR 1.5 billion in aid through BAZNAS to help alleviate the suffering

of Palestinians affected by the conflict. This step was prominently announced through their social media, hoping to shift public attention away from the criticism and showcase their support for humanitarian efforts. However, despite these efforts, public reactions to McDonald's Indonesia's statements remained mixed. Some consumers accepted the clarification, while others remained skeptical, perceiving the actions as mere "damage control" or a public relations strategy.

The success or failure of the messages conveyed depends heavily on how audiences interpret the information they receive. Although McDonald's Indonesia tried to clarify its position, the influence of social media in shaping public opinion remains significant. Viral content shared across platforms like Instagram, Twitter, and TikTok often reinforced more emotional or even partisan views on the issue, influencing consumers' decisions to either continue supporting or boycott the brand. This highlights the importance for companies to communicate carefully and transparently, especially when dealing with highly sensitive issues that can potentially alter public perception.

However, media coverage of the McDonald's boycott varies across different regions. Indonesian media tends to frame the boycott as an act of solidarity with Palestine, emphasizing public sentiment and religious aspects in consumer decisions. In contrast, international media outlets, particularly in Western countries, often portray the boycott through a corporate and economic lens, focusing on its financial implications for McDonald's and its global reputation. This discrepancy in media framing reflects broader differences in political and cultural perspectives regarding the Israeli-Palestinian conflict.

Additionally, the role of digital platforms in shaping public perception cannot be overlooked. Social media algorithms amplify specific narratives based on user engagement, potentially creating echo chambers that reinforce pre-existing beliefs. While Indonesian netizens may largely support the boycott due to emotional and religious motivations, consumers in other regions might engage with the issue from a more pragmatic standpoint. These varying receptions highlight the significance of media literacy in interpreting news and underscore the need for a nuanced analysis of how different audiences process information about the boycott movement.

Although McDonald's Indonesia has declared its independence, the boycott call still affected the performance of some of its outlets. This demonstrates the power of consumers to influence the actions of large corporations. This controversy raises important questions about ethics and corporate responsibility to the global community, where the actions of McDonald's branches in one country can impact consumer perceptions and reactions in other

countries. This case illustrates how global matters, like the Israeli-Palestinian conflict, can affect local consumer behavior. It also highlights the necessity for multinational companies to recognize their actions' global consequences and maintain ethical standards and social responsibility across their operations in different countries. (Catriana & Djumena, 2024).

Understanding consumers' reception of the McDonald's boycott movement is essential because news coverage can shape consumers' opinions, attitudes, and behaviors toward the issue and the overall McDonald's brand. Referring to Stuart Hall's Reception Analysis theory, consumers may adopt a dominant-hegemonic position (fully accepting the boycott call), negotiate (partially supporting or engaging with the negotiation), or take an oppositional stance (rejecting the boycott call)(Shaw, 2017). This diversity in reception is shaped by factors such as social background, culture, religion, and the level of engagement with the Palestinian issue. The media also plays an essential role in shaping consumers' interpretations and attitudes toward the boycott movement through news coverage and digital platforms. Propaganda, misinformation, and media bias can influence consumer reception. Simultaneously, digital spaces enable consumers to express their support or opposition to the boycott and engage with various narratives surrounding the Israeli-Palestinian conflict.

In the context of the McDonald's boycott movement, media coverage can influence consumers' decisions to participate in the boycott or remain loyal to the brand. Nonetheless, a disconnect might exist between news content and how consumers interpret and react to it. Certain consumers might fully embrace the boycott message, whereas others could either resist it or adapt their stance depending on their values, interests, and experiences. Reception analysis aims to reveal the complexity of consumers' interpretations of the news and the implications for their consumption attitudes and behaviors.

1.2 Problem Formulation

Based on the background explanation, this study presents a problem formulation:

1. How is the audience reception of McDonald's official statements?
2. What factors influence their reception?

1.3 Study Objectives

The purpose of this study is:

1. To assess how different segments of the audience receive and interpret McDonald's

official statements.

2. To identify the factors that influence the reception of McDonald's official statements.

1.4 Study Benefits

This study aims to deliver the following benefits:

1.4.1 Practical Benefits

1. Offer multinational corporations, particularly McDonald's, greater insight into how Indonesian consumers perceive and react to the Israeli-Palestinian conflict and how this influences their buying choices.
2. Help organizations develop strong crisis communication strategies to mitigate the effects of boycott movements and uphold consumer trust during challenging circumstances.
3. Offer practical suggestions for companies to develop social responsibility programs that align with consumer values and expectations, particularly regarding international conflict issues.

1.4.2 Theoretical Benefits

1. Enhance the literature on consumer perception and behavior, particularly in relation to boycott movements arising from international socio-political issues like the Israeli-Palestinian conflict.
2. Contribute to the development of consumer behavior theory by examining the factors that influence consumers' decisions to engage in boycott movements and the implications for brand loyalty and long-term purchasing behavior.
3. Integrate multidisciplinary perspectives, including psychology, sociology, and communication, to understand consumer perceptions of international conflict issues and their influence on the business world.
4. This study provides insights into how multinational corporations, particularly McDonald's, respond to crises that are triggered by sensitive socio-political issues. By analyzing the reception of McDonald's official statements during the boycott movement, the study offers valuable lessons on how companies can manage public perception during times of crisis, particularly when facing global political conflicts. It contributes to the understanding of crisis communication strategies, especially in how to address allegations or actions that may lead to consumer backlash.

The study also contributes to the field of corporate communication by exploring how companies can navigate sensitive issues, such as the Israeli-Palestinian conflict, through official statements and social media engagement. It highlights the importance of clear, transparent, and culturally sensitive communication strategies when dealing with politically charged topics. The findings can help corporate communication practitioners refine their approaches to managing consumer reactions in contexts where their brand is indirectly involved in global socio-political matters.Literature Review

1.5 Review of Previous study

This section reviews previous studies relevant to consumer responses toward boycott movements, corporate communication during crises, and Muslim consumer behavior. The selected literature helps identify theoretical frameworks, study gaps, and comparative insights, especially in relation to how audiences interpret messages in politically sensitive contexts. These studies form the foundation for understanding how Indonesian consumers decode the McDonald's boycott narrative amid the Israeli-Palestinian conflict.

1. Abdullah, M. A. A. (2024). ***Military activism in Malaysia and its boycott toward McDonald's Malaysia: A case study of the Palestine-Israel conflict.*"**

   This study aims to explore the military activism and boycott of McDonald's Malaysia within the context of the Palestinian-Israeli conflict. This study specifically aims to analyze the reasons behind the boycott of McDonald's Malaysia, the company's response, and the ensuing effects on the Malaysian market. This study's findings reveal that McDonald's Malaysia faced adverse effects from boycotts motivated by religious, humanitarian, justice, and social pressures. The boycott began due to McDonald's actions in Israel, where they provided free meals to Israeli soldiers during the conflict, alongside claims of their connection to the United Jewish Fund (JUF) and Zionism. Despite McDonald's Malaysia asserting its independence from both McDonald's Israel and McDonald's Corporation, the boycott nonetheless led to reduced revenue, store closures, and a decline in consumer loyalty. The author will conduct a study that shifts its focus compared to past studies, which mainly explored the causes and effects of the boycott on McDonald's Malaysia. In contrast, the current study utilizes Stuart Hall's Reception Analysis framework to examine

how Indonesian consumers perceive, interpret, and react to information regarding the McDonald's boycott movement.

2. Louis, C., Blesstari, E. C., Lin, F. J., Kenneth, K., & Wijaya. (2023). "***The effect of the McDonald's boycott action due to the Israeli genocide in Palestine on Indonesian society in the value of Pancasila".***

   This study aims to examine the impact of the boycott of McDonald's in Indonesia in response to the genocide committed by Israel in Palestine, as well as its influence on the values of Pancasila embraced by the Indonesian people. This study's findings indicate that the boycott affects not only McDonald's economic status but also embodies Pancasila values, including just and civilized humanity, Indonesian unity, and social justice for all citizens of Indonesia. This trend motivates Indonesians to raise social consciousness through donations and advocacy for justice. However, this boycott has also sparked controversy and confusion among the public about how to interpret Pancasila's values. The distinction in the study undertaken by the author centers on the study's focus. In contrast, the earlier study highlighted the reasons behind the boycott as well as its effects on McDonald's Malaysia. Conversely, this study utilizes Stuart Hall's Reception Analysis framework to examine how Indonesian consumers receive, interpret, and react to information regarding the McDonald's boycott movement.

3. Sormin, S. K., & Malik, F. D. M. (2024). **"*Consumption behavior towards boycott of pro-Israel products".***

   This study seeks to analyze public consumption behavior regarding the boycott of products linked to Israel, aiming to apply economic and political pressure as a means of supporting the peace process. Findings indicate that a significant majority of respondents, specifically students from Djuanda University, endorse the boycott as a viable approach to tackling the Palestine-Israel issue. A majority of respondents have begun to choose products not linked to Israel, yet approximately 22.2% still opt for pro-Israel products. Moreover, the worldwide boycott has led to a revenue decline of around 10% for Israeli companies. The distinction in this study conducted by studyers is its specific focus; while earlier studies explored the general public's consumption behavior regarding products linked to Israel, the present study hones in on the acceptance of the McDonald's boycott movement in Indonesia.

4. Normalita, M., & Sinduwiatmo, K. (2023). **"*Audience reception on the Instagram account @mcdonaldsid".***

   This study indicates that among the five informants interviewed, four hold a dominant position. This means they are able to accept all the information or messages conveyed by the @mcdonaldsid Instagram account. One informant holds a negotiating position and selectively engages with the presented messages. The informants followed the @mcdonaldsid account because they appreciated the promotional content and enjoyed dining at McDonald's. This study differs from previous studies in the phenomenon it explores. Earlier studies focused on audience reception concerning McDonald's marketing communication and branding strategies on the Instagram platform. This study focuses on the international political conflict between Israel and Palestine, which has sparked a boycott movement against McDonald's products in Indonesia, and analyzes how consumers perceive it.

5. Sulaiman, A., & Zahra, R. (2023). ***Consumer behavior in Malaysia towards international brands with political allegiances."***

   This study investigates how Muslim consumers in Malaysia respond to brands that are perceived to have political ties, especially with Israel. The study highlights a growing trend where consumers consciously avoid purchasing products from companies linked to Israel, with many opting for local or ethically aligned alternatives. Interestingly, the studies found that young, urban Muslim consumers are particularly sensitive to such affiliations, aligning their purchases with their political and religious views. This study differs from earlier studies by focusing specifically on Malaysia, a Muslim-majority country, and its implications for international brands in politically sensitive markets. Unlike broader global studies, this study provides a unique insight into how Malaysia's socio-political landscape influences consumer purchasing behavior.

6. Nur, A., & Fadhil, Z. (2024). **"*Fashion consumer behavior in Indonesia: The impact of political stances on brand preferences."***

   examines how Indonesian Muslim consumers react to fashion brands with pro-Israel ties. The study reveals that a significant number of respondents, particularly in urban areas, prefer to avoid brands that have publicly supported Israeli policies or collaborated with Israeli entities. The study shows that

fashion industry brands are increasingly under scrutiny, with many consumers citing ethical and political reasons for choosing alternative products. This study provides a unique perspective by focusing on the fashion sector in Indonesia, an emerging market where global fashion brands face increasing pressure from political movements like the Boycott, Divestment, Sanctions (BDS) movement. It adds to the existing literature by emphasizing the importance of political and ethical considerations in shaping consumer behavior in the global fashion industry.

7. Sagita, S., Abadi, M. F., Rahmawati, R., Hapsari, L., Thana, M. A., Alfarizi, M. F., Krisolita, S., & Haris, D. (2025). ***"Analysis of audience reception regarding the news of the Starbucks boycott".***

   Recent scholarship concerning audience reception and consumer behavior in the context of political conflicts provides valuable comparative insights for this study. Notably, the study conducted by Sagita et al. (2025), titled "Analysis of Audience Reception Regarding the News of the Starbucks Boycott," employs reception theory to examine how audiences interpret news related to boycotts. The findings indicate that audience reactions are not uniform; rather, they are influenced by a confluence of media framing and the socio-political contexts in which consumers are situated. This supports the central argument of the present study—that Indonesian consumers interpret messaging surrounding the McDonald's boycott through their distinct ideological, religious, and cultural lenses, resulting in varied decoding positions.

   The significance of this study in relation to ongoing study resides in its application of the audience reception framework, which serves to elucidate the perceptions and reactions of Muslim consumers in Indonesia regarding the boycott of McDonald's. This study offers a conceptual underpinning for exploring the variability in consumer perceptions and interpretations of issues associated with boycotts, as well as the impact of these perceptions on consumer behavior within a context that is politically and socially charged.

8. Abadi, M. F., Sagita, S., Rahmawati, R., Thana, M. A., & Hapsari, L. (2025). ***"Perception of Starbucks' corporate social responsibility by consumers during the Israeli-Palestinian war".***

   Complementing this is the study conducted by Abadi et al. (2025), titled "Perception of Starbucks' Corporate Social Responsibility by Consumers

During the Israeli-Palestinian War," which examines the extent to which consumers' political awareness influences their reception of corporate social responsibility (CSR) messaging. The study concludes that CSR initiatives can either mitigate or exacerbate consumer boycotts, contingent upon the perceived authenticity of such initiatives. This finding is consistent with the present study's exploration of McDonald's humanitarian efforts and public statements, which elicited varied reactions—ranging from acceptance to skepticism—based on the informants' level of trust in the brand's authenticity and its alignment with their ethical values.

The study's emphasis on the crucial role of corporate social responsibility (CSR) in influencing customer attitudes during periods of political unrest and product boycotts renders it highly relevant to the present study. It establishes a foundation for exploring the parallel challenges encountered by McDonald's as a global entity and the impact of boycott movements on the behavior of Muslim customers, particularly concerning their perceptions of corporate social responsibility.

1.6 Theoretical Framework

This study is grounded in Stuart Hall's Reception Theory, particularly his encoding/decoding model, and supported by interdisciplinary literature on Muslim consumer behavior toward boycott movements. These frameworks are crucial to understanding how audiences interpret and respond to politically charged corporate messages, such as those issued by McDonald's Indonesia during the Israeli-Palestinian conflict.

1.6.1 Reception Analysis and Stuart Hall's Encoding/Decoding Model

Reception Stuart Hall's (1980) Reception Theory offers a foundational framework for understanding the complex process of communication between media producers and audiences. Central to this theory is the **encoding/decoding model**, which conceptualizes communication as a dynamic, interactive process rather than a linear transmission of messages.

- **Encoding** is the process by which producers create messages, embedding meanings shaped by cultural, political, and ideological contexts. These

messages are constructed with intended interpretations, reflecting the producers' perspectives and objectives.

- **Decoding** refers to how audiences receive and interpret these messages. The reception theory proposed by Stuart Hall suggests that the media is not the primary factor influencing the audience. Instead, the audience actively creates meaning from the media content they consume. The reception theory model explains that the audience encodes messages, which are then interpreted differently by them (decoded) (Putri & Uljanatunnisa, 2023.

In his book Encoding/Decoding (1980), Stuart Hall criticizes communication for being non-linear and instead depicts it as a circulation process. Traditionally, most communication follows a sender-message-receiver model; however, Hall introduces a new framework called the circulation circuit. He identifies four steps in the communication process. (Tan & Aladdin, 2018):

a. *Production*—This process occurs when the encoding of a message assumes a role. The creator of the message conveys society's beliefs and values by appealing to its dominant ideology.
b. *Circulation—The way the message is presented influences how the audience receives and interprets it.*
c. *Use* (*Consumption/Understanding*)—Interpreting the message requires an engaged receiver. It is a complex process of audience comprehension.
d. *Reproduction is the process by which the audience interprets the message based on their own experiences and beliefs. The audience's reaction to the message during this consumption constitutes the reproduction step.*

According to Hall, reception analysis is an approach that emphasizes how audiences receive, understand, and derive meaning from media messages. The characteristics of reception analysis, as outlined by Stuart Hall, are (Vera, 2024):

a. The focus of the study is on mass media messages.
b. The text is polysemous.
c. Audiences are active in receiving mass media messages and in shaping meaning.
d. During the interpretation process, the audience draws on personal

experience.

e. Social and cultural contexts.

When the audience interprets a communication, there are three positions they may take. (Sania, 2022):

a. The dominant-hegemonic position involves an audience that categorizes messages as they are. This audience aligns with the dominant code and has been shaped by the message sender from the outset. This represents an example of ideal and transparent message delivery, as the audience's response is thought to correspond proportionately to the message sender's expectations.

b. The negotiated position is a combination position, where the audience can grasp the dominant code in the text, while others may reject it. They make selections that are either appropriate or unsuitable to adapt to the rough context. Audiences do not receive the message in its raw form.

c. The oppositional position is where the audience can accurately grasp both the denotative and connotative meanings as abstractions of the conveyed message. However, their gestures appear to contradict the message's content. In this scenario, the audience seems to reject the dominant code, as alternative references are believed to be insignificant. In this position, there is a discernible objection to the dominant code because alternative references are viewed as more relevant.

In Hall's words, "There is no necessary correspondence between encoding and decoding" (Hall, 1980, p. 131). This means that meaning is not fixed by the producer but shaped by the audience's active interpretation.

These principles are particularly salient in this study, which examines how eight Indonesian Muslim informants decoded McDonald's crisis messaging during a sensitive socio-political moment. The decoding diversity captured in this study maps directly onto Hall's triadic model and illustrates its contemporary applicability in consumer study.

1.6.2 Application of Reception Theory to Consumer Boycotts

Empirical studies support the use of Reception Theory in understanding boycott behavior. The study by Sagita et al. (2025), *Analysis of Audience Reception Regarding the News of the Starbucks Boycott*, demonstrates that consumers interpret boycott-related news based on media framing and their socio-political contexts. Rather than passively absorbing messages, audiences engage actively,

constructing meanings shaped by identity, belief, and experience.

Similarly, the study by Abadi et al. (2025), *Perception of Starbucks' Corporate Social Responsibility by Consumers During the Israeli-Palestinian War*, finds that CSR efforts are decoded differently depending on the audience's political awareness. Consumers with high political consciousness are more critical of CSR messaging, often viewing it as superficial or strategic damage control. These findings echo the current study's results, where McDonald's humanitarian efforts were met with both acceptance and skepticism.

In contrast to the Starbucks studies, this study focuses on McDonald's Indonesia's attempt to distance itself from global McDonald's operations while restoring public trust. The decoding positions found among informants mirror the theoretical categories proposed by Hall, thus reaffirming the relevance of Reception Theory in consumer activism study.

1.6.3 Muslim Consumer Behavior Toward Boycotts: Literature Review and Journal Summaries

Muslim consumer behavior is deeply influenced by a complex interplay of religious, ethical, cultural, and socio-political factors. In the context of boycotts, these factors become even more pronounced as consumers navigate their purchasing decisions not only based on product attributes but also on broader moral and ideological considerations. This section synthesizes key findings from five relevant scholarly articles to elucidate how Muslim consumers engage with boycott movements, particularly in relation to products and brands perceived as conflicting with Islamic values or political stances.

1. Religious and Ethical Foundations in Muslim Consumer Behavior

Religious imperatives and ethical considerations play a fundamental role in shaping Muslim consumer behavior, particularly in the context of boycott participation. Religious edicts, such as fatwas issued by respected Muslim scholars, serve as authoritative calls that frame boycotts not merely as consumer choices but as ethical obligations incumbent upon the faithful. These religious rulings reinforce and legitimize boycott actions, thereby significantly influencing consumer participation (Al Qaradawi, 2020;

Khalid et al., 2017, as cited in Games, 2024).

Further empirical support for this religious dimension is provided by the findings of the ACER study (n.d.), which identified intrinsic religious motivation as a primary determinant in the intention of Indonesian Muslim consumers to boycott products affiliated with Israel. The study highlights that beyond religious motivation, factors such as animosity toward the targeted entity, self-enhancement desires, product judgment, and attitudes toward the boycott itself also serve as significant predictors of boycott behavior. Among these, animosity emerges as the most influential factor, underscoring the emotional and identity-based underpinnings of boycott participation.

This religious and ethical framework situates boycott behavior within a broader moral and spiritual context, where consumption decisions are deeply intertwined with religious identity, communal solidarity, and ethical accountability. Consequently, Muslim consumers perceive boycotts as acts of faithfulness and moral resistance, which transcend economic considerations and reflect a commitment to uphold religious values and social justice.

2. Political Awareness and Boycott Participation

Political consciousness plays a pivotal role in Muslim consumer activism, as consumers are highly responsive to geopolitical events, particularly those involving Muslim-majority regions or issues affecting the Ummah (global Muslim community). Study by Hasan and Ahmad (2023) demonstrates that this heightened political awareness translates into boycott actions, which serve as a form of consumer resistance and solidarity. Boycotts, therefore, are not merely economic decisions but are deeply embedded within broader socio-political contexts where consumption becomes a means of expressing identity and political stance (Hasan & Ahmad, 2023).

3. Social Media and Mobilization of Boycotts

The influence of social media platforms in mobilizing Muslim consumers for boycott campaigns is significant. According to Rahman and

Yusuf (2022), social media acts as a powerful tool for disseminating boycott messages, raising awareness, and fostering collective action. Their study highlights how digital networks facilitate rapid information exchange and emotional engagement, intensifying consumer participation in boycotts. This digital dimension is crucial for understanding contemporary Muslim consumer behavior, where online activism complements traditional boycott methods (Rahman & Yusuf, 2022). .

4. Consumer Activism and Corporate Social Responsibility (CSR)

The interaction between Muslim consumer activism and corporate social responsibility initiatives has been critically examined by Karim and Sulaiman (2021). Their findings reveal that Muslim consumers critically evaluate CSR efforts, especially when companies attempt to mitigate boycott impacts through public relations or ethical branding. Genuine alignment with Muslim values and transparent communication are essential for companies to regain consumer trust. This dynamic illustrates the negotiation process between consumers and corporations, where boycott decisions are influenced by perceived authenticity and corporate accountability (Karim & Sulaiman, 2021).

5. Psychological and Social Drivers of Boycott Behavior

Psychological and social motivations underpin Muslim boycott behavior, as explored by Latif and Noor (2020). Their study identifies group identity, moral outrage, and social pressure as significant drivers of boycott participation. Community norms and collective identity provide social validation and a sense of belonging, reinforcing boycott behavior. This social dimension complements individual ethical and political motivations, creating a multifaceted framework for understanding Muslim consumer boycotts (Latif & Noor, 2020).

These studies collectively provide a robust theoretical foundation for analyzing Muslim consumer behavior toward boycotts in this study on McDonald's in Indonesia. The religious and ethical considerations underscore why Muslim consumers may reject products associated with political conflicts or perceived ethical violations. Political awareness and social media

mobilization explain how boycott movements gain traction and sustain momentum. The critical evaluation of CSR efforts highlights the ongoing negotiation between consumers and corporations, while the psychological and social drivers reveal the deeper communal and identity-based motivations behind boycott participation.

By integrating these insights, this study can comprehensively explore how Indonesian Muslim consumers decode boycott messages, interpret corporate responses, and enact their consumer power within a socio-political and religious framework. This narrative strengthens the theoretical framework and situates this study within a broader academic discourse on consumer activism and media reception.

1.7 Study Methodology

1.7.1 Study Type and Approach

This study employs qualitative methods and descriptive analysis techniques. A qualitative study conveys the 'meaning of data' or phenomena that studyers can capture through evidence. The interpretation of the phenomenon heavily relies on the author's ability and insight to analyze it. In this study, the author also utilized a descriptive approach.

A descriptive study is a type of study aimed at detailing existing phenomena, whether natural or human-made (Moleong, 2005). According to Moleong, a descriptive qualitative approach involves collecting data in the form of words and images rather than numbers. This data can be gathered from various sources, including interviews, field notes, photographs, videotapes, personal documentation, notes, memos, and other forms of documentation.

This study is expected to reveal and describe the consumer reception of the McDonald's product boycott movement in Indonesia in the context of the Israeli-Palestinian conflict. This study uses qualitative study methods with a descriptive approach. This is intended so that studyers can capture and interpret the phenomenon of consumer acceptance of the McDonald's product boycott movement in depth based on data obtained from words, images, videos, and related documents.

Using descriptive qualitative methods, studyer will gather data from various sources, including interviews, observations, documentation, and more, for in-depth

analysis. The data is expected to illustrate how Indonesian consumers interpret information related to the McDonald's boycott movement, the factors influencing their interpretations, and their positions on the matter. The study will also examine how the social, cultural, and religious backgrounds of Indonesian consumers affect their response to the issue and how media and digital spaces shape their interpretations and attitudes.

This study employs reception analysis to understand how Indonesian consumers interpret McDonald's responses to the boycott movement. Reception analysis, as proposed by Stuart Hall, examines how audiences decode media messages differently based on their social and cultural backgrounds. To achieve this, the study focuses on three primary sources of communication: (1) McDonald's official statement on its Indonesian website (www.mcdonalds.co.id), (2) Instagram posts from @mcdonaldsid regarding its humanitarian aid to Gaza, and (3) in-depth interviews with Indonesian consumers to explore their reception of these messages.

McDonald's Indonesia officially addressed the boycott issue through its website, stating that it operates independently from McDonald's global corporate structure and has no financial ties to Israel. The statement emphasized that McDonald's Indonesia is fully owned and managed by a local franchise and that its revenues do not contribute to any geopolitical conflict. Additionally, on its Instagram account, McDonald's Indonesia shared multiple posts highlighting its humanitarian efforts, including donations and food assistance for Palestinian refugees in Gaza. These posts aimed to mitigate consumer backlash by presenting the company as socially responsible and empathetic to the crisis. However, the effectiveness of these messages depends on how consumers perceive and interpret them, which varies based on individual perspectives and media exposure.

To explore consumer reception, in-depth interviews were conducted with a diverse group of Indonesian consumers, revealing three primary positions in response to McDonald's statements. First, consumers who took a dominant-hegemonic position fully accepted McDonald's clarification and continued to support the brand. They perceived the company's humanitarian efforts as genuine and aligned with ethical business practices. Second, those in a negotiated position acknowledged McDonald's local independence but remained skeptical about its broader affiliations. While some chose to reduce their purchases, others continued patronizing McDonald's but remained cautious. Finally, individuals adopting an oppositional stance rejected McDonald's statements entirely, viewing them as corporate damage control rather than sincere support for Palestine. For these consumers, any association with McDonald's, regardless of local ownership, was

seen as complicit in supporting Israeli interests, reinforcing their decision to boycott.

Studyer will later describe and interpret this study's findings by linking them to Stuart Hall's Reception Analysis theory. This aims to thoroughly understand the phenomenon of consumer acceptance of the McDonald's boycott movement within the context and reality of the field. Utilizing this descriptive qualitative approach, the study will provide a comprehensive and nuanced understanding of Indonesian consumers' reactions to global socio-political issues through their consumption actions, as well as the implications for companies, industries, and society.

1.7.2 Time and Location of the Study

The study period spanned from June to November 2024, and it took place in Yogyakarta. Data was gathered through interviews, observations, and documentation as primary sources.

1.7.3 Study Resources

In this study, studyers utilized a qualitative approach combined with a descriptive analysis method to gain an in-depth understanding of the subject matter. The study included various key informants, chosen based on specific criteria, to provide relevant and comprehensive data. The primary criterion for selecting informants was their consumption experience at McDonald's, ensuring that participants had consumed McDonald's productswithin the past week to one month. This approach aims to guarantee that the information shared by the interviewees is fresh and relevant to current conditions.

Additionally, the author considered the interviewees' backgrounds, particularly regarding religion and nationality, with a focus on nationalities like Palestinian. This consideration is vital for gathering diverse perspectives and accurately representing the various backgrounds of McDonald's consumers. This diversity can offer deeper insights into how cultural, religious, and national factors influence consumers' reception and experiences with McDonald's products.

The author will develop and use a screening questionnaire to ensure the selection of appropriate interviewees who meet the predetermined criteria. This questionnaire serves as a tool to identify and select qualified potential interviewees. The use of this screening questionnaire is essential for several reasons. First, the questionnaire helps the author systematically and structurally gather basic information about potential interviewees. Secondly, it enables the author to objectively assess the suitability of these interviewees against predetermined criteria. Third, the questionnaire can save time and resources by

concentrating study efforts on those interviewees who are most relevant and can provide valuable information for the study.

1.7.4 Data Collection Technique

The data collection techniques used in this study are

1) Questionnaire

A questionnaire is a method of data collection that involves distributing a set of questions to respondents representing all indicators and dimensions of the study variables (Sugiyono, 2020). This study employed a questionnaire as the main data collection tool, utilizing a structured and targeted distribution method based on predefined respondent criteria.

The main target respondents were active students at Universitas Islam Indonesia from various academic programs, as well as lecturers and entrepreneurs who are familiar with the McDonald's product boycott movement in the context of the Israeli-Palestinian conflict. Questionnaires were distributed to international students through network organizations like UE Global and the foreign student community at UII to broaden the study's perspective.

Respondents were chosen based on their educational backgrounds, organizational activities, and familiarity with the issues being studied. This approach aims to gathercomprehensive data from diverse perspectives, including academics, student activists, entrepreneurs, and international viewpoints. Some respondents who completed the questionnaire were subsequently selected as informants for further interviews based on the depth of their understanding and experience related to the issues examined.

2) In-depth Interview

Data collection in this study is conducted through an in-depth interview process with multiple informants. This type of interview is also referred to as a systematic or guided interview. In this instance, the author provided questions in advance. Malhotra in (Yulfajar & Rofiaty, 2014) defined as personal, direct, and unstructured interviews where each informant is examined to uncover fundamental motivations, beliefs, attitudes, and feelings regarding the topic suggested by the interviewer.

In this structured interview, each interviewee is asked the same questions. When conducting interviews, data collectors can not only bring instruments as guidelines but also utilize sound recordings, images, brochures, and other materials that assist in

making interviews run smoothly. (Sugiyono, 2020).

3) Observation

Observation is conducted by examining the activities and habits of the target audience, aiming to identify the root causes of the problems they face, specifically how the target audience engages in their daily routines. In this study, participant observation is implemented by directly engaging with communities or social media groups advocating for the boycott of pro-Israel products. This approach enables studyers to closely observe the activities, interactions, and dynamics of online activism that take place on social media.

4) Literature Study

A literature study is a data collection method that gathers relevant documents for the study. Sources for a literature study can include books, magazines, theses, journals, personal or official documents, and online articles related to the study.

The study methodology employed in this study follows a qualitative approach, aiming to gain an in-depth understanding of the consumer reception regarding McDonald's official statements in Indonesia. Data collection techniques included a pre-survey to gather initial insights and in-depth interviews to explore participants' perceptions and interpretations. Initially, 59 respondents were considered, but this number was filtered down to 8 key informants who were selected based on their relevance to the study objectives. The selection of these informants was based on their engagement with McDonald's and familiarity with the boycott movement. Challenges in the field included ensuring diversity in respondent backgrounds and managing varying levels of knowledge about the boycott issue, which could influence the depth of their responses.

1.7.5 Data Analysis Technique

Miles and Huberman (Abdussamad, 2021) indicate that activities involved in qualitative data analysis occur interactively until data saturation is achieved. This data analysis process consists of three main stages: First, data reduction, in which the data collected in the field can be extensive. Data reduction seeks to provide a clearer picture, help studyers collect additional data, and aid in locating information as needed. Second, data presentation involves summarizing key information, focusing on essential elements, and searching for themes and patterns. Presenting data this way enhances comprehension of the events that take place and enables planning for future actions based on that understanding. Third, conclusions are drawn based on initial findings, which are temporary

and may change without substantial evidence to support the next data collection stage. When studyers return to the field for data collection, conclusions will gain credibility if backed by valid and consistent evidence.

In this study, the data analysis technique was conducted using Stuart Hall's encoding-decoding approach to understand how audiences interpret media messages. The analysis starts by identifying the respondents' significant perspectives regarding the McDonald's boycott movement news, which are categorized into three groups. First, the dominant-hegemonic position, where the audience fully accepts the meaning encoded by the media, encompasses consumers who believe that McDonald's supports Israel and actively boycotts its products, urging others to do the same. The second is the negotiated position, where audiences blend their interpretations with specific social experiences. For instance, consumers who understand and support the boycott movement may still occasionally consume McDonald's products, while limiting how often they do so. The third position is oppositional, where audiences dismiss the intended meaning of the media message and form alternative interpretations. For example, some consumers reject the narrative of McDonald's support for Israel and perceive the boycott movement as an unnecessary action.

The data obtained from the questionnaires and in-depth interviews were systematically analyzed, considering various factors that influence the interpretation of meaning, including socio-cultural background, education level, personal experience, religious beliefs, access to information, social environment, and engagement with the issues discussed. This analysis enables studyers to uncover how diverse audiences— from local students and international students to lecturers and entrepreneurs—interpreted and perceived the news. Through this approach, studyers can identify emerging patterns of meaning, grasp the complexity of audience reception of sensitive issues, and gain deep insights into how the dynamics of meaning develop in the context of the Israeli-Palestinian conflict. This analysis enhances the understanding of the variety of audience interpretations and serves as valuable input for crafting more effective communication strategies to address similar issues in the future.

CHAPTER II
GENERAL DESCRIPTION OF THE OBJECT OF STUDY

2.1 The Public Relations Strategy of McDonald's Indonesia During the Boycott Crisis

During the peak of the Israeli-Palestinian conflict in late 2023, McDonald's Indonesia encountered significant backlash following several social media narratives that linked the global McDonald's corporation to purported support for Israel. Although McDonald's Indonesia, operating under PT Rekso Nasional Food, issued clarifications to distance itself from the global controversy, the Indonesian public's response was critical and emotionally driven, particularly among the Muslim consumer segment.

In an effort to address the public sentiment and manage reputational risk, McDonald's Indonesia implemented a series of public relations initiatives. These efforts included:

- Official statements on its website (dated 21 October, 5 November, and 8 November 2023),
- Instagram posts (@mcdonaldsid) featuring visual documentation of humanitarian donations to Gaza,
- Collaborations with national humanitarian agencies, such as BAZNAS.

The brand's messaging strategy concentrated on humanitarian solidarity, cultural alignment with the Indonesian public, and a clear disassociation from McDonald's Israel. Posts were frequently accompanied by emotionally appealing visuals and hashtags such as #SolidaritasUntukPalestina to elicit empathy and support.

These tactics indicate that McDonald's Indonesia engaged in a meticulously structured crisis communication strategy grounded in framing. The company endeavored to redefine the situation, redirect public understanding, and restore trust by emphasizing selective facts—such as their humanitarian actions—while downplaying their connection to the global brand.

To better comprehend the nature and impact of these messages, the subsequent section examines the theoretical foundation of framing in public relations. Specifically, Hallahan's (1999) Framing Theory provides insight into how organizations influence public perception through strategic message construction.

In consideration of these communication endeavors, it is imperative to analyze the role of framing as a strategic instrument in public relations. Gaining insight into the

construction and presentation of messages aimed at influencing public perception yields a profound understanding of the effectiveness of McDonald's Indonesia's response to the boycott crisis. The subsequent section delves into Hallahan's (1999) Framing Theory, which delineates a framework for how organizations employ framing to articulate problems, assign causality, assess morality, and propose solutions during periods of reputational jeopardy.

Given the strategic actions implemented by McDonald's Indonesia to address public skepticism during the boycott, it is critical to study these responses through the lens of communication theory. A clear use of framing strategies is suggested by the purposeful message structure, focus on selective storylines, and appeals to humanitarian principles. Hallahan's (1999) Framing Theory, which outlines how businesses create meaning, allocate accountability, and shape public discourse during reputational crises, will be examined in the part that follows.

2.2 Framing in Public Relations

Framing within public relations constitutes a strategic tool for communication utilized by organizations to shape audience perceptions regarding specific issues. This practice entails the deliberate selection and enhancement of particular facets of an event or message while downplaying or excluding others, with the objective of influencing public opinion, managing reputations, and guiding discourse in alignment with organizational interests. This process not only dictates the emphasis of certain information but also influences the manner in which such information is presented—frequently utilizing emotional, moral, or value-laden terminology that resonates with intended audiences.

According to Hallahan (1999), framing encompasses more than the mere construction of messages; it involves the strategic organization of reality in manners that facilitate interpretation. He proposes seven distinct models of framing that are commonly utilized in public relations:

1. **Problem Definition**

   This framework delineates the nature of the issue and its significance. In instances of crisis, for instance, McDonald's Indonesia articulated the matter not as support for Israel, but rather as a misinterpretation of its autonomy as a local franchise.

2. **Cause Diagnosis**

   This framework assigns blame or responsibility. Organizations may employ this to

imply that the controversy originated from misinformation or public misunderstanding, rather than from corporate misconduct.

3. **Moral Evaluation**

   This framework invokes ethical judgment, frequently depicting the organization as dedicated to moral principles. In the instance of McDonald's, this was accomplished by demonstrating solidarity with humanitarian initiatives.

4. **Treatment Recommendation**

   This framework proposes particular solutions or actions. For example, McDonald's Indonesia emphasized its contributions to Gaza via BAZNAS as a measure of responsible corporate conduct.

5. **Call to Action**

   Organizations may utilize this framework to encourage stakeholders to take action, such as prompting consumers to prioritize factual information or to have confidence in official statements.

6. **Positive Framing**

   This model highlights the advantageous features of the organization, including its enduring social contributions, high-quality standards, and corporate autonomy.

7. **Reassurance Framing**

   is employed to mitigate perceived threats or concerns, as this framework seeks to provide comfort to the audience by elucidating the organization's position or by distancing itself from contentious entities.

Hallahan (1999) emphasizes that these frames are not mutually exclusive; rather, they are often employed in combination to construct a cohesive response. In the McDonald's Indonesia case, public statements, press releases, and social media messaging reflected a layered use of these frames to reorient public understanding and protect brand reputation amidst the Israeli-Palestinian conflict.

However, Hallahan (1999) also warns of the risks inherent in framing, particularly when audiences perceive messages as manipulative or insincere. In this case, while some consumers accepted the narrative and viewed the humanitarian gestures positively, others remained skeptical, interpreting them as tactical crisis management. This divergence highlights a key challenge in framing: its success is contingent upon message credibility and alignment with the audience's values—especially in emotionally and politically sensitive contexts.

Ultimately, framing, as theorized by Hallahan (1999), serves as a critical mechanism through which organizations manage public perception during reputational crises. When applied with transparency, cultural sensitivity, and authenticity, framing can not only safeguard but potentially enhance an organization's public image and trustworthiness.

In summary, Hallahan's (1999) framing theory provides a comprehensive framework for understanding how organizations strategically construct narratives to shape public perception during crises. The seven models of framing—problem definition, cause diagnosis, moral evaluation, treatment recommendation, call to action, positive framing, and reassurance framing—offer actionable strategies that organizations can deploy to manage reputational threats and restore stakeholder trust.

McDonald's Indonesia's crisis communication efforts exemplify the simultaneous application of these framing strategies, particularly in its attempt to shift public attention toward humanitarian efforts and national brand identity while distancing itself from controversial global associations. However, the effectiveness of framing ultimately hinges on audience reception, which is mediated by factors such as trust, cultural alignment, and political consciousness.

Thus, framing should not be viewed as a purely technical tool but as a strategic practice rooted in ethical communication and audience insight. In the context of politically sensitive environments—especially those involving religious and nationalistic sentiment—organizations must adopt framing strategies that not only protect brand reputation but also resonate authentically with public values. This reinforces the relevance of analyzing public relations efforts not merely by their content, but by their reception, as will be further examined in the subsequent chapter.

2.3 Consumer behavior in boycott movements

Consumer behavior in boycott movements is driven by a complex interplay of emotional, social, and ethical factors that compel individuals to either support or oppose specific brands. Boycotts often arise when consumers perceive a company's actions, policies, or affiliations as morally or ethically objectionable. In the case of the McDonald's boycott related to the Israeli-Palestinian conflict, consumers' decision to participate in the boycott was largely influenced by their perception of McDonald's support for Israel through its Israeli franchise's donations to the Israeli military. This perception triggered strong emotional reactions, particularly among individuals who

sympathized with the Palestinian cause and viewed the company's actions as an endorsement of Israeli policies. Consumer behavior in boycott movements, therefore, reflects not just a response to corporate actions but also a broader expression of solidarity with political or humanitarian causes.

The psychological mechanisms behind boycott behavior often involve moral and social motivations. Consumers who feel that a company's actions violate their ethical or political values are more likely to engage in boycott behavior as a form of protest. The decision to boycott is often seen as a way to take a stand against perceived injustice and to align one's consumption choices with personal beliefs. Social influence also plays a significant role, as individuals are likely to participate in a boycott if they perceive it as a socially accepted or widely endorsed action. This can be amplified by social media, where online communities quickly mobilize and amplify calls for action. In McDonald's case, the boycott movement spread rapidly through platforms like Instagram and Twitter, with individuals using their social networks to encourage others to join in the boycott.

Consumer behavior in boycott movements is not always monolithic; different consumers react in varying ways depending on their personal values, social identities, and the level of information they have access to. Some may adopt the dominant-hegemonic position, fully aligning with the boycott and ceasing to patronize McDonald's, while others may take a more negotiated stance, reducing their consumption but not fully disengaging with the brand. Still, others may reject the boycott entirely, either due to a lack of belief in its efficacy or a desire to remain neutral on the issue. Understanding these variations in consumer behavior is crucial for companies facing boycott movements, as it allows them to tailor their responses and communication strategies to address the concerns and motivations of different consumer segments. By analyzing consumer behavior during boycott movements, companies can gain valuable insights into the broader socio-political dynamics that influence consumer purchasing decisions and loyalty.

2.4 McDonald's Connection to the Boycott

The prolonged conflict between Israel and Palestine has led to a dire humanitarian situation, especially in the Gaza Strip. The blockade imposed by Israel has resulted in a shortage of vital resources such as electricity, clean water, and food, exacerbating the hunger crisis affecting Palestinians. Amid this heated conflict, McDonald's, one of the world's

leading fast-food brands, was concerned and became the target of global boycott calls. The controversy arose when McDonald's branches in Israel publicly supported the Israeli army by donating thousands of free food packages. This action was considered insensitive and contrary to humanitarian values, given the suffering experienced by Palestinians due to Israeli military attacks. This food donation to the Israeli army was seen as a form of support for Israel's repressive policies and indifference to the plight of Palestinians. The boycott against McDonald's indicated how corporate actions can significantly impact public sentiment and consumer behavior. (Permana, 2024).

In response to this controversy, McDonald's Indonesia, which PT Rekso Nasional Food manages, took a different tack. The company emphasized that it is not affiliated with McDonald's in any country, including Israel, and expressed its support for the Indonesian government and the values upheld in Indonesia. As a form of concern for humanitarian issues, McDonald's Indonesia channeled a donation of Rp1.5 billion through the Indonesian National Board of Zakat (BAZNAS) to help alleviate the suffering of Palestinians. This donation was symbolically received by the Chairman of BAZNAS RI, Prof. KH. Noor Achmad, on 7 November 2023.

In his speech, Kiai Noor Achmad expressed his appreciation to PT Rekso Nasional Food for its trust in channeling donations through BAZNAS RI. He emphasized that helping Palestine is a noble task that makes zakat a tool of international humanitarian diplomacy for Indonesian Muslims. On the other hand, HR & GS Director of PT Rekso Nasional Food, Yulianti Hadena, stated that this assistance is a tangible manifestation of the company's commitment to humanitarian values and the first step to ease the burden of brothers and sisters in Palestine. Yulianti also emphasized that her company chose to channel aid through social organizations that have proven responsive and effective, such as BAZNAS RI. BAZNAS RI itself invites the Indonesian people to donate and pray for the safety of the Palestinians who are still under Israeli attack. Donations can be channeled through the link baznas.go.id/sedekahduniaislam or transfer to BSI account 100.426.6893 (Aulia, 2024).

Although calls for a boycott of McDonald's have been widespread in Indonesia, its effectiveness and impact are still debatable. Most loyal McDonald's customers do not seem to fully agree with the boycott movement. They argue that boycotting McDonald's Indonesia, which is a separate entity and shows support for Palestine, will not directly affect the Israeli-Palestinian conflict or stop Israel's attacks on Gaza. The Indonesian government has also not officially endorsed a boycott of franchises linked to Israel, in contrast to the stance taken by the Irish government (Chandra, 2023).

However, a boycott of McDonald's could harm the Indonesian economy, costing thousands of workers who depend on the company. So far, the boycott call has not significantly affected consumer interest and loyalty, with convenience, taste, and consumption habits still being the primary considerations. This situation may change depending on the development of the Israeli-Palestinian conflict and the global response. Multinational companies need to consider the impact of their actions on sensitive issues and balance business interests and social responsibility. Consumers also play an important role in voicing their opinions and using their purchasing power to drive positive change.

2.5 Coverage of the McDonald's Product Boycott Movement in Indonesia

The mass media plays a significant role in spreading the message of the boycott campaign. Through news coverage, articles, and television programs, mass media can raise public awareness about issues related to boycotts and the Israeli-Palestinian conflict. News coverage and articles often cover boycott actions, demonstrations, and activities related to support for Palestine, helping to spread information to the broader public. Discussion programs and *talk shows* on television and radio have also become platforms to discuss boycotting issues and provide a deeper understanding to viewers and listeners. (Rudianto, 2024).

In 2022, news about the boycott movement against McDonald's products appeared in various Indonesian mass media. As reported by Al Jazeera in the article "*Indonesian boycott McDonald's, Starbucks over support for Israel*" on 14 November 2023, the main trigger for this movement was the action of McDonald's Israel, which provided thousands of free meals to the Israeli military amid the conflict with Hamas. This support sparked outrage and protests from various groups in Indonesia, the country with the largest Muslim population in the world. Organizations such as the Boycott, Divestment and Sanctions (BDS) Movement, the United Umat Front (FUB), and the Islamic Defenders Front (FPI) called for a boycott of McDonald's and other businesses deemed pro-Israel. The call spread widely through social media and instant messaging apps, and more and more people joined. Protests were also held in several major cities, such as Jakarta, Surabaya, and Makassar. (Llewellyn, 2023).

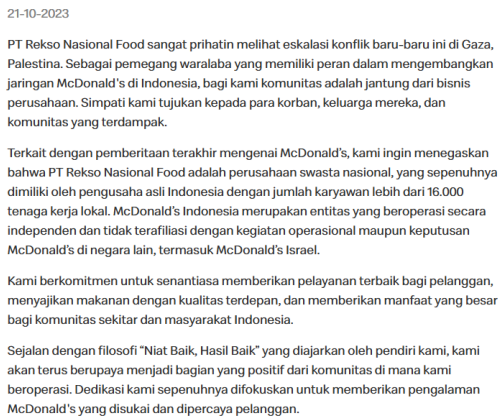
In response to the widespread boycott movement, McDonald's Indonesia finally plans to send aid to the people of Gaza who have been affected by Israeli attacks. The management of PT Rekso Nasional Food, as the licensee of McDonald's Indonesia, expressed a strong

commitment to humanitarian values. It will distribute humanitarian assistance worth IDR 1.5 billion through responsive social organizations. In its official statement, McDonald's Indonesia also emphasized that it is separate from the global McDonald's Corporation. The royalty receipts from McDonald's Indonesia are solely for brand rights and standardization of operational systems and are not used to fund or support any government involved in the conflict. Nevertheless, the impact of the boycott movement remains visible in the decline in foot traffic at some McDonald's outlets, as Al Jazeera observed in Medan. Some people felt that the humanitarian aid and clarification from McDonald's Indonesia was enough, while others continued the boycott for broader reasons. (Fauzi, 2023).

In a statement to Al Jazeera, the US-based McDonald's Corporation expressed disappointment over the disinformation and inaccurate reporting regarding their position. They emphasized that they do not fund or support any government involved in the conflict. The coverage of the McDonald's boycott movement reflects the complexity of social, political, and economic dynamics in Indonesia. It demonstrates how global issues can rapidly influence local sentiment. It highlights the importance of sensitive cross-cultural communication in the modern business, as emphasized in the Al Jazeera and Suara.com articles.

2.6 McDonald's Content

To ensure consistency in the reception of the content and statements from McDonald's (MCD), it is important to provide the informants with the same set of materials prior to collecting data. By doing so, all participants are exposed to identical information, minimizing the risk of bias and ensuring that their responses reflect a common understanding of the content. This approach will help in gathering more reliable and comparable data, allowing for a more accurate analysis of the findings.



21-10-2023

PT Rekso Nasional Food sangat prihatin melihat eskalasi konflik baru-baru ini di Gaza, Palestina. Sebagai pemegang waralaba yang memiliki peran dalam mengembangkan jaringan McDonald's di Indonesia, bagi kami komunitas adalah jantung dari bisnis perusahaan. Simpati kami tujukan kepada para korban, keluarga mereka, dan komunitas yang terdampak.

Terkait dengan pemberitaan terakhir mengenai McDonald's, kami ingin menegaskan bahwa PT Rekso Nasional Food adalah perusahaan swasta nasional, yang sepenuhnya dimiliki oleh pengusaha asli Indonesia dengan jumlah karyawan lebih dari 16.000 tenaga kerja lokal. McDonald's Indonesia merupakan entitas yang beroperasi secara independen dan tidak terafiliasi dengan kegiatan operasional maupun keputusan McDonald's di negara lain, termasuk McDonald's Israel.

Kami berkomitmen untuk senantiasa memberikan pelayanan terbaik bagi pelanggan, menyajikan makanan dengan kualitas terdepan, dan memberikan manfaat yang besar bagi komunitas sekitar dan masyarakat Indonesia.

Sejalan dengan filosofi "Niat Baik, Hasil Baik" yang diajarkan oleh pendiri kami, kami akan terus berupaya menjadi bagian yang positif dari komunitas di mana kami beroperasi. Dedikasi kami sepenuhnya difokuskan untuk memberikan pengalaman McDonald's yang disukai dan dipercaya pelanggan.

Figure 2. 1 Statement 1 McD in McDonalds.co.id

5-11-2023

Kami sangat prihatin atas eskalasi konflik di Gaza, Palestina. Kesedihan ini dirasakan oleh segenap Direksi dan karyawan PT Rekso Nasional Food. Sebagai pemegang waralaba dan pengembang merek McDonald's di Indonesia, kami memiliki komitmen kuat terhadap nilai-nilai kemanusiaan. Kami ingin mendukung upaya dari berbagai pihak, termasuk Pemerintah Indonesia, dan akan memberikan bantuan kemanusiaan kepada para korban di Gaza, Palestina. Bantuan ini akan kami salurkan melalui organisasi sosial yang responsif dalam menangani para korban.

Kami berharap dapat melihat terwujudnya perdamaian dengan segera, sehingga tidak ada lagi korban berjatuhan, terutama anak-anak dan wanita akibat konflik ini.

Merespon perhatian masyarakat atas pembayaran royalti, dapat kami tegaskan bahwa peruntukannya semata untuk mendapatkan hak menggunakan merek dan standardisasi sistem operasional McDonald's. Penerimaan dari royalti tersebut tidak digunakan oleh perusahaan McDonald's Corporation global untuk mendanai ataupun mendukung pemerintah mana pun yang terlibat dalam konflik ini.

Figure 2. 2 Statement 2 McD in McDonalds.co.id

← PRESS RELEASE

Dukung Upaya Kemanusiaan di Palestina, PT Rekso Nasional Food Berikan Bantuan Melalui BAZNAS



08 November 2023

Figure 2. 3 Statement 3 McD in McDonalds.co.id







Figure 2. 4 Instagram Post McDonalds Indonesia

Post 1:

Date of Post:

- **November 16, 2023**

Official Link:

- https://www.instagram.com/mcdonaldsid/p/CzXw31mPEpM/

Message Content (Narrative):

This post highlights McDonald's Indonesia's collaboration with BAZNAS to provide humanitarian aid to Palestine. The donation, amounting to IDR 1.5 billion, was officially handed over as part of McDonald's commitment to social responsibility. The narrative emphasizes McDonald's Indonesia's role in helping those affected by the conflict, while distancing itself from McDonald's global operations, which have been criticized for their ties to Israel.

Visual:

The post features a photograph of the donation handover ceremony, with representatives from McDonald's Indonesia and BAZNAS holding a symbolic check. The formal and professional nature of the image reinforces the message of genuine corporate social responsibility.

Hashtags:

- #McDonaldsIndonesia #McDonalds #BAZNAS #SolidarityForPalestine #HumanitarianEfforts

Engagement (Likes, Comments):

- Likes: 7,845
- Comments: The post received numerous comments, most of which expressed support for McDonald's charitable initiative. Supportive remarks praised the company for its commitment to humanitarian causes. Some comments included sarcasm, questioning whether this gesture was truly altruistic or just a public relations move.

Tendency of Public Comments (Support, Criticism, Sarcasm):

- The comments primarily reflect support for the donation, but a few users were skeptical or sarcastic, suggesting that McDonald's was attempting to mitigate backlash from the boycott movement. Some critics questioned whether the donation was genuine or simply a way to appease public opinion.

Post 2:

Date of Post:

- **January 31, 2024**

Official Link:

- https://www.instagram.com/p/C2ymulgP2Jy/?img_index=1

Message Content (Narrative):

In this post, McDonald's Indonesia shares a media briefing about the launch of the humanitarian aid program for Palestine in partnership with BAZNAS. The company highlights its ongoing efforts to provide support through donations and fundraising activities. The post stresses McDonald's Indonesia's local independence and its dedication to humanitarian action, particularly in times of global conflict.

Visual:

The visual shows a group photo of the media briefing event, with representatives from both McDonald's Indonesia and BAZNAS standing together. The setting emphasizes professionalism, with the group smiling and holding a large symbolic check. This reinforces the collaborative effort between McDonald's and BAZNAS for a humanitarian cause.

Hashtags:

- #McDonaldsIndonesia #SolidarityForPalestine #BAZNAS #HumanitarianAid #CorporateResponsibility

Engagement (Likes, Comments):

- Likes: 1,999
- Comments: The engagement on this post was relatively moderate, with many users expressing support for the initiative. Some comments expressed praise for McDonald's, while others were more neutral or cautious, reflecting a more reserved stance on the company's involvement in such sensitive issues.

Tendency of Public Comments (Support, Criticism, Sarcasm):

- The comments in this post were mostly **supportive**, applauding McDonald's Indonesia for taking action to help Palestine. A few users, however, showed **skepticism**, asking whether the program would have a lasting impact or just be a temporary PR gesture. There were minimal **sarcastic** comments compared to the first post.

Post 3:

Date of Post:

- **February 1, 2024**

Official Link:

- https://www.instagram.com/mcdonaldsid/p/C29lYf_PRdS/?img_index=1

Message Content (Narrative):

This post emphasizes the continuation of McDonald's Indonesia's aid campaign, urging the public to donate to the Palestinian cause through a mobile banking app. The company encourages customers to contribute, linking social responsibility with customer participation. The narrative again focuses on the company's independence from McDonald's global operations and its commitment to helping those in need.

Visual:

The image displays a graphic promoting the donation campaign, featuring a QR code for easy contributions. The image is clean and simple, with a call-to-action urging viewers to donate. The use of the McDonald's logo alongside the humanitarian message visually associates the brand with charitable efforts.

Hashtags:

- #McDonaldsIndonesia #PalestineAid #DonateForPalestine #HumanitarianAction #CorporateResponsibility

Engagement (Likes, Comments):

- Likes: 1,248
- Comments: The engagement was moderate, with a significant number of supportive comments appreciating the company's efforts. Some comments included questions about the transparency of the donation process, asking for more details about how the funds would be used.

Tendency of Public Comments (Support, Criticism, Sarcasm):

- The comments were largely supportive, with many users showing interest in participating in the donation campaign. However, there were a few critical remarks questioning whether McDonald's Indonesia's charitable actions were enough or if they would lead to any substantial change. Some sarcasm was also noted, as people doubted the authenticity of the gesture, similar to previous posts.

2.7 Informant Profile

2.7.1 Diena Mukafasyadiah

Diena Mukafasyadiah is an Informatics major at Universitas Islam Indonesia. In addition to her active involvement in college, Diena is also a member of her Marketing Communication faculty's Study and Development division (Marcomm). organization and serves as a laboratory assistant for Web-Based Application Development courses.

The questionnaire shows that Diena is a McDonald's consumer, and the last time she consumed her product was over a month ago. She also knows and follows news developments related to the boycott movement against McDonald's associated with the Israeli-Palestinian conflict. This initial information is a consideration for choosing her as an informant because it matches the criteria needed in the study.

The decision to use Diena as an informant was further strengthened after a deeper investigation into her background through interviews. As an informatics student involved in marketing communication organizations, Diena has the ability and unique perspective to analyze the McDonald's boycott phenomenon regarding information technology, the dissemination of issues in digital media, and its effects on consumer behavior and marketing communication strategies.

In the interview, Diena conveyed her opinion that the widely circulated news of the McDonald's boycott on social media, which generated negative sentiment among Muslim

consumers, should be promptly addressed with a clarification and an effective crisis communication strategy by McDonald's. With her background in marketing communications, Diena argues that if the issue persists without clear guidance from the company, it could potentially erode consumer trust and loyalty to the brand over time. These insights indicate that Diena offers relevant and thorough perspectives on the subject at hand.

In addition, Diena's preference for daily consumption products such as fast food and her habit of following the latest news, especially from online media and aggregator applications such as Liputan 6, also strengthened the reasons for choosing her as an informant. These characteristics reflect a segment of urban consumers close to popular culture products and actively access information from the internet to provide a fascinating picture of how this group perceives and interprets the McDonald's boycott issue.

Various considerations from the questionnaire results and in-depth interviews led to Diena Mukafasyadiah being chosen as one of the key informants in this study. She is expected to contribute to a comprehensive understanding of consumer reception of the McDonald's boycott news in Indonesia and its implications in the context of the Israeli-Palestinian conflict.

2.7.2 Puti Aliya Najwa Syahira

Puti Aliya Najwa Syahira, a student majoring in Digital Business class 2023 at Universitas Islam Indonesia, was chosen as an informant in this study because of her background and experiences that are relevant to the topic "Consumer Reception Analysis of the News of the McDonald's Product Boycott Movement in Indonesia in the Israeli-Palestinian Conflict."

The questionnaire data shows that Puti is a McDonald's consumer with the last consumption frequency about 1 month ago. She also knows and follows the news related to the boycott movement of McDonald's products, which is associated with the Israeli-Palestinian conflict. This fact was the initial consideration for choosing her as an informant because it fits the criteria needed in the study.

The decision was strengthened after interviews revealed Puti's activeness and interest in social issues, business ethics, and corporate responsibility. Puti's involvement in digital marketing activities and her role as a social media admin gives her an understanding and sensitivity to issues of public concern and how information is consumed and interpreted by the public in the digital world. With this background, Puti can provide critical views and relevant insights into how consumers perceive McDonald's boycott news.

In addition, Puti's preference in choosing products that demonstrate a commitment to sustainability and social responsibility, as well as her participation in activities that focus on the impact of daily consumption, make her a representation of a consumer who is aware and concerned about humanitarian issues. These characteristics further emphasize Puti's suitability as an informant as she can provide a perspective as a consumer who considers ethical aspects in her consumption decisions.

In the interview, Puti revealed that the news of the McDonald's boycott has changed her perception and behavior as a consumer. She felt the need to be more responsible for her choices and started avoiding products affiliated with Israel as a form of support for social justice. Puti also highlighted how the business actions of global companies like McDonald's can affect socio-political dynamics in various countries. These views demonstrate Puti's capacity to reflect and interpret the McDonald's boycott phenomenon critically and comprehensively.

Various considerations from the questionnaire results and in-depth interviews led to Puti Aliya Najwa Syahira's selection as an informant because she provided rich and relevant data and perspectives to understand consumer acceptance of the McDonald's boycott news in Indonesia in the context of the Israeli-Palestinian conflict.

2.7.3 Wilda Maulida

Wilda Maulida, a third-semester Informatics student at Universitas Islam Indonesia and a Santri scholarship recipient, was chosen as an informant in this study because of her background and experiences, which are the focus of the study, namely consumer reception of the news of the McDonald's product boycott movement in Indonesia in the context of the Israeli-Palestinian conflict.

The results of the questionnaire show that Wilda is a McDonald's consumer who consumed its products more than one month ago. She is also aware of the boycott movement against McDonald's products associated with the Israeli-Palestinian conflict and often follows related news developments. With this background, Wilda is considered appropriate to provide a perspective as a consumer with direct experience with the McDonald's brand and exposure to information about the boycott movement.

The decision to choose Wilda as an informant was further strengthened after in-depth interviews revealed her distinctive characteristics. As an Informatics student and Santri scholarship recipient, Wilda understands information technology well and is sensitive to religious issues, including the Israeli-Palestinian conflict. This background gives her an interesting perspective on the McDonald's boycott phenomenon regarding its information

dissemination in digital media and its relationship with religious values.

In the interview, Wilda revealed that she followed the latest news and issues through social media platforms such as Instagram and TikTok, especially from content shared by her friends. This habit is relevant to the study topic because the news of the McDonald's boycott also spread widely through these media. Thus, Wilda can represent a segment of young consumers who actively access information from social media channels.

Additionally, Wilda's positive experience consuming McDonald's products before learning about the boycott issue is significant. This enables studyers to analyze how consumer perceptions and behaviors can significantly shift after exposure to specific information. Through interviews, it was revealed that Wilda felt disappointment and guilt after discovering McDonald's ties to the Israeli-Palestinian conflict. In support of Palestine, she decided to stop using its products.

Wilda's commitment to the boycott movement is also strengthened by the influence of her surrounding environment, especially her fellow Santri scholarship recipients, who often discuss and remind her to stay away from pro-Israel products. This fact shows the importance of social factors and collective identity in shaping individual meanings of a phenomenon.

The questionnaires and interview results were considered in various ways. Wilda Maulida was chosen as an informant because she provided a detailed and in-depth description of how a consumer interprets and perceives the McDonald's boycott news, especially related to religious sensitivity and the context of the Israeli-Palestinian conflict. Her background as an Informatics student and Santri scholarship recipient also allows her to present a unique perspective relevant to this study's topic.

2.7.4 Rismawati

Rismawati is a student in the Psychology study program at the Islamic University of Indonesia, currently in semester 3. In addition to participating in lectures, Rismawati is also involved in several campus organization activities.

The questionnaire shows that Rismawati is a McDonald's consumer; she last consumed her product about one month ago. She also knows and follows news developments about the boycott movement against McDonald's, which is associated with the Israeli-Palestinian conflict. This initial information is a consideration for choosing her as an informant because it matches the criteria needed in the study.

The decision to use Rismawati as an informant was further strengthened after a deeper investigation into her background through interviews. As a Muslim woman and

psychology student, Rismawati can provide interesting insights regarding the impact of the McDonald's boycott news on Muslim consumer behavior, especially from a psychological perspective.

In the interview, Rismawati expressed her feelings of guilt and regret after learning that McDonald's supports Israel. She felt she had consumed food "made by her brothers" as some McDonald's profits were channeled to finance the conflict. Rismawati also highlighted changes in her behavior as a consumer, where she tried to significantly reduce her McDonald's consumption despite previously being a loyal customer. The experiences and feelings expressed by Rismawati provide an accurate picture of the inner turmoil and dilemmas experienced by Muslim consumers when faced with the boycott issue.

In addition, Rismawati's interest in beauty products and her habit of obtaining the latest information from social media such as Instagram and TikTok strengthen her selection as an informant. These characteristics can reflect a segment of young consumers close to current lifestyle trends and actively access news from digital platforms, thus providing fascinating insights into their reception of the viral boycott issue.

Various considerations from the questionnaire results and in-depth interviews led to Rismawati being chosen as one of the key informants in this study. She is expected to contribute to a comprehensive understanding of Muslim consumers' reception of the McDonald's boycott news in Indonesia, especially from a psychological perspective, as well as the implications for their consumption behavior and religiosity in the context of the Israeli-Palestinian conflict.

2.7.5 Randy Triadi

Randy Triadi is a young entrepreneur from Semarang who trades toast and coffee. He was chosen as an informant in this study due to several relevant considerations. From the initial questionnaire he filled out, it is known that he has consumed McDonald's products, although the intensity is not too frequent. He also learned about the boycott movement against McDonald's, linked to the Israeli-Palestinian conflict. This initial information became the basis for making Randy an informant with knowledge and experience related to the study topic.

Randy's background as an entrepreneur in the culinary field is also an interesting consideration in his selection as an informant. As a food business player, Randy is expected to provide a unique perspective on the impact of the boycott news on restaurant business operations and strategies, including extensive *franchises* such as McDonald's. In the interview, Randy expressed his view that as an entrepreneur, it is important to be neutral and

not take sides with one particular group so as not to cause conflict. He sees the McDonald's case as a lesson for entrepreneurs to be careful in their behavior.

In addition, Randy is quite active in following the latest news and issues through various media, especially social media such as Instagram and TikTok. His habit of accessing this information adds value for Randy as an informant because he is exposed to various content related to the McDonald's boycott and the Israeli-Palestinian conflict. In the interview, Randy shared his experience of seeing provocative McDonald's boycott content on social media and how it influenced his perceptions and actions as a consumer.

As a Muslim who is learning more about Islam, Randy admits that he feels more sensitive and concerned about issues concerning Muslims, including the Israeli-Palestinian conflict. Nevertheless, he tried to be critical and neutral in responding to the news of the McDonald's boycott. Randy did not immediately follow the boycott call but tried to find more information from various sources before determining his attitude. Randy's background and views provide fascinating *insights* into how religious values influence the meaning of Muslim consumers on the boycott issue.

With these various considerations, Randy Triadi was chosen as one of the informants who is expected to contribute to providing a comprehensive understanding of consumer acceptance of the McDonald's boycott news in the context of the Israeli-Palestinian conflict, especially from the perspective of young Muslim entrepreneurs who are actively following the development of current issues.

2.7.6 Harry Setya Kurnia

Harry Setya Kurnia, a 2022 Communication Science student at Universitas Islam Indonesia, is an active *content creator for* da'wah on TikTok and Instagram platforms. His content is very diverse, from interviews with UII students about memorizing the Quran and discussing the prohibition of dating in Islam to humanitarian issues such as support for Palestine. Harry is also known as a student activist who is vocal about his concern for the struggle of the Palestinian people.

The selection of Harry as an informant is based on several considerations that align with this study's topic. First, Harry is a young Muslim *influencer* who consistently creates da'wah content and often addresses socio-humanitarian issues, including the Israeli-Palestinian conflict. Second, Harry does not hesitate to invite his followers to participate in the boycott movement against products that are considered to support Israel, as seen in his viral TikTok upload. As a *content creator* focusing on da'wah content and humanitarian issues, Harry's perspective provides a fascinating insight into how the younger generation

of Indonesian Muslims interpret and respond to the news of the McDonald's boycott associated with the Israeli-Palestinian conflict.

Besides being an active content creator, Harry also started a Muslim fashion business under the TRIQULS brand. His background as a young entrepreneur is also the reason for choosing Harry as a resource person in this study. His point of view is expected to enrich the data related to the impact and attitude of business actors, especially local brands, in facing the boycott issue targeting large corporations such as McDonald's. Harry's passion for following the latest developments through various national and international media and his keen interest in fashion is believed to provide a unique perspective relevant to the topics raised in this study.

With these backgrounds, Harry Setya Kurnia was chosen as an informant because his characteristics fit the criteria needed. His experience as a da'wah *content creator* concerned with the Palestinian issue, his position as a student activist and young entrepreneur, and his interest in developing the current situation makes Harry the right resource to explore his views further in this study.

2.7.7 Nobertus

Nobertus is a lecturer and the Head of the Master of Communication Studies Program at the Atma Jaya University. His teaching areas include Strategic Communication and Digital Systems Leadership, while his study focuses on Strategic Communication and Family Communication. Nobertus's background in communication, particularly strategic communication, is the primary reason for his selection as an informant in this study. His perspective as both an academic and a strategic communication practitioner is valued for offering profound insights into how consumers react to and interpret news about the McDonald's boycott movement.

Roberts was chosen as an informant because his characteristics match the criteria needed in this study. In addition to his background in communications, Nobertus is also known as a figure who is quite active in following the latest news and issues, including the McDonald's boycott related to the Israeli-Palestinian conflict. His habit of accessing news through various platforms, such as YouTube, the Kompas Live news channel, and relevant *podcasts*, shows the breadth of his insight in responding to issues that develop in society.

The interview transcripts reveal that Nobertus maintains a critical and analytical perspective on the McDonald's boycott news. He examines the issue through the lens of strategic communication and crisis management, which is highly relevant to the focus of this study. Additionally, Nobertus offers intriguing insights into the collective mentality of

Indonesia's Muslim-majority society in addressing issues related to the Israeli-Palestinian conflict.

Although Nobertus admits to having no particular loyalty to a brand or product, including McDonald's, his views are still important in this study. This lack of loyalty allows Nobertus to objectively assess how the McDonald's boycott news can affect consumer perceptions and behavior in general.

With these considerations, Nobertus was deemed suitable as an informant for this study. His academic and practical background in strategic communication, his commitment to staying informed about current issues, and his critical and analytical perspectives are expected to enhance the study's data and provide a comprehensive view in addressing the proposed problem formulation.

2.7.8 Muhamed Abdel Karim Bichara

Muhamed Abdel Karim Bichara is an informant chosen in this study because of his background as an international student from Nigeria studying at the Islamic University of Indonesia (UII). The selection of Bichara as an informant was based on the criteria established through the initial questionnaire, where he is a McDonald's consumer who actively follows the development of the issue of boycotting McDonald's products related to the Israeli-Palestinian conflict. Bichara is actively involved in various activities at UII, such as being a member of UE Global, an international student organization, the *English Debating Society* (EDS), and a mentor and English teacher at *Central Language Improvement*. Her involvement in these organizations shows that Bichara is a socially active individual interested in global issues.

As a consumer, Bichara prefers products or brands with simplicity and a hint of fashion that are not too expensive. She often buys clothes from regular shops on the street and occasionally buys casual wear from Zara. As for food, Bichara prefers healthy food, and Subway is one of her choices, although she can also consume other local foods. Her consumption preferences show that Bichara is a consumer who considers health and simplicity in her choices.

Bichara actively follows the latest news and issues through social media, especially Instagram. She follows major news accounts such as Al Jazeera, CNN, and BBC to get the newest information briefly and efficiently. Her activity in accessing news through social media shows that Bichara is an information-savvy individual interested in global issues.

The selection of Bichara as an informant in this study is also based on the consideration of getting rich and diverse perspectives from international students from

different countries. As a student from Nigeria studying in Indonesia, Bichara is expected to provide a unique and different perspective compared to other informants from Indonesia or other countries. Bichara's cultural background and various life experiences can provide valuable insights into understanding consumer reception of the news of the McDonald's product boycott movement in Indonesia related to the Israeli-Palestinian conflict. As an individual who comes from Nigeria, a country with a significant Muslim population, Bichara may have a different understanding and sensitivity to issues related to the Israeli-Palestinian conflict compared to informants from other countries.

In addition, Bichara's experience as an international student studying in Indonesia can also provide an interesting perspective on how the news and boycott movement of McDonald's products in Indonesia is understood and interpreted by individuals from outside Indonesia. This can give a more comprehensive understanding of how the issue is perceived by consumers from different backgrounds and cultural contexts. In this study, Bichara was chosen as an informant because he is a McDonald's consumer who actively follows the development of boycotting McDonald's products related to the Israeli-Palestinian conflict. As a Muslim, Bichara has a critical view of McDonald's involvement in the conflict. He supports the boycott movement against McDonald's because he believes that the company has taken an inappropriate stance by supporting Israel.

By involving informants such as Bichara, this study seeks to capture various perspectives and experiences that may differ from other informants to provide a more comprehensive picture of how consumers perceive and interpret the news of the McDonald's product boycott movement in Indonesia in the context of the Israeli-Palestinian conflict. The presence of voices and views from international students like Bichara is expected to provide an additional dimension to understanding the issue's complexity and how consumers from various backgrounds understand it.

CHAPTER III

FINDINGS AND DISCUSSION

3.1 Study Findings

This chapter aims to explain and discuss the results of interviews with eight informants regarding consumer reception analysis of the news of the McDonald's product boycott movement in Indonesia in the Israeli-Palestinian conflict. This study found quite diverse results from the eight informants, which showed that the informants' acceptance and meaning of the McDonald's boycott movement news was influenced by different social, cultural, and religious backgrounds and consumption experiences. Differences in understanding and responding to the news are reflected in interpretations, attitudes, and consumption behaviors that vary between individuals. This confirms that informants have diverse perspectives in interpreting and responding to the news of the McDonald's boycott movement, according to the context and reality they face.

The preliminary survey conducted with 59 respondents aimed to gauge general awareness and consumer behavior related to McDonald's products before and after the escalation of the Israeli-Palestinian conflict. The results indicated that a significant majority of respondents (approximately 75%) were already aware of the ongoing boycott movement against McDonald's in Indonesia, which had gained momentum due to the company's perceived support for Israel. This awareness largely stemmed from media coverage, including social media platforms like Instagram and Facebook, where the boycott movement was actively discussed. The survey also revealed that many respondents had been exposed to discussions and posts about McDonald's actions, particularly regarding the donations made by its Israeli franchise to the Israeli military, further fueling the boycott sentiment among Indonesians.

In terms of consumer behavior, a large portion of respondents (around 60%) indicated that they had consumed McDonald's products regularly before the conflict became a significant social issue. Fast food consumption, particularly McDonald's, was a part of their daily routine, with many enjoying the brand for its convenience, affordability, and consistent quality. However, following the rise of the boycott movement, a noticeable shift occurred in consumer attitudes. While some respondents expressed continued loyalty to the brand, citing their enjoyment of McDonald's menu offerings and local operations, others began to reconsider their purchases due to their ethical concerns regarding the global

political situation.

The survey also highlighted a divide in consumer reactions. Among those aware of the boycott, a majority felt compelled to reduce or stop their consumption of McDonald's products. However, the reasons for this were not uniform. Many cited moral and religious reasons, particularly those who felt that supporting McDonald's indirectly contributed to supporting Israel's policies, while others were influenced by the broader social movement and peer pressure. Despite this, a smaller group of respondents felt that the boycott was misguided, arguing that McDonald's Indonesia was an independent entity with no direct involvement in the conflict. These mixed responses set the stage for a more detailed investigation into the complexities of consumer reception, leading to the selection of a smaller group of key informants for the subsequent in-depth interviews.

3.1.1. Consumer Reception of the McDonald's Product Boycott

McDonald's, one of the most popular and successful fast-food restaurants in the world, has built a strong reputation with consumers. With a long history and innovative business Model, McDonald's offers a wide variety of unique menus, making it easy for consumers to choose products according to their tastes. Consumer perceptions of McDonald's are shaped by various factors, ranging from visual characteristics, such as attractive symbols and colors, to physical stimuli through the five senses, such as taste and smell. Most Indonesian consumers prefer the chicken and rice package (PaNas) with the distinctive flavor of McD chicken, flavorful spices, fresh, *juicy*, and crispy, and McFlurry *ice cream*, a favorite with a different taste from competitors.

McDonald's products are priced according to their quality and brand recognition. Although some may consider McDonald's products expensive, the price is proportional to the place, feasibility, and quality offered. McDonald's outlets are designed with a modern feel, a comfortable layout, and an atmosphere that supports various consumer activities other than consuming products. The main focus of McDonald's is serving consumers is comfort, atmosphere, and maximum service.

McDonald's positive image in the eyes of consumers is also supported by promotional strategies that invite consumers without dropping other brands. Through social media such as Instagram, McDonald's provides various attractive offers, promos, and giveaways and even distributes free products to schools and individuals in need, such as Gojek drivers. This approach further strengthens consumers' positive perceptions of the

McDonald's brand. Thus, consumer acceptance of McDonald's products is influenced by various aspects that shape positive perceptions and encourage them to consume McDonald's products without coercion, even amid increasingly fierce business competition (Irma et al., 2022).

Based on interviews with informants, there is an interesting pattern of how McDonald's consumers experienced significant changes in their perspectives and consumption behavior after learning about the company's involvement with Israel in the Israeli-Palestinian conflict. This study will analyze in depth six key aspects that illustrate the evolution of consumer reception - from their initial experience as loyal customers, changes in perception and behavior after the boycott issue, the influence of social media in shaping awareness, the emergence of negative sentiments that encourage the search for alternatives, to their evaluation of the effectiveness of the boycott movement and a more complex understanding of the conflict context and McDonald's Indonesia's position.

3.1.1.1. Experience and Frequency of McDonald's Product Consumption Before the Boycott Issue

Before the boycott issue arose, McDonald's was a common choice for many consumers due to its convenience, promotions, and consistent food quality. Some informants regularly consumed McDonald's products, while others purchased them occasionally or rarely. Their purchasing decisions were primarily based on accessibility, taste, and affordability, without political or ideological considerations. Based on interviews, informants had different experiences and consumption frequencies before the boycott issue. While some informants consumed McDonald's frequently and had positive experiences, others were occasional customers or rarely visited the restaurant.

Diena Mukafasyadiah perceived McDonald's as an ordinary fast-food restaurant before the boycott issue emerged. She did not have any particular thoughts or concerns regarding its global operations or affiliations.

> "Before the *boycott* issue, I saw McDonald's just like any other fast-food restaurant. Nothing extraordinary." (Diena Mukafasyadiah)

In contrast, Puti Aliya Najwa Syahira was a regular McDonald's customer before becoming aware of the boycott issue. She frequently visited McDonald's due to its accessibility and the influence of her student peers.

> "*Before* I found out more about this issue, I consumed McDonald's quite often. It was easy to access, and many of my friends preferred it. In Jogja, McDonald's is a great place for students to hang out and do assignments." (Puti Aliya Najwa Syahira)

Similarly, Wilda Maulida had a positive experience consuming McDonald's before the boycott. She appreciated the food quality, taste, service, and attractive discounts that made McDonald's a frequent choice.

> "I used to buy McDonald's quite often, mostly because of their discounts and good service." (Wilda Maulida)

However, some informants rarely consumed McDonald's even before the boycott. Randy Triadi, for example, preferred local food and was generally uninterested in fast food. "I rarely consume products from big brands like McDonald's, KFC, or Starbucks. I *prefer* local food, so fast food is not something I usually buy." (Randy Triadi)

Similarly, Nobertus viewed McDonald's as a convenience-based choice rather than a regular preference.

> "I wouldn't say I'm a McDonald's fan. I only buy it when I have no other choice,
>
> *like* when I'm at the airport." (Nobertus)

Overall, the informants' experiences with McDonald's before the boycott were diverse. Some, like Puti, Wilda, and Diena, were frequent consumers who enjoyed McDonald's for its convenience, taste, and promotions. Meanwhile, others, like Randy and Nobertus, were not regular customers due to their preference for local food or disinterest in fast food. These differences highlight the varying consumer behaviors and motivations before the boycott issue emerged.

3.1.1.2. Changes in Consumer Perceptions, Interests, and Consumption Behavior Towards McDonald's after the Issue

Following the emergence of the boycott issue, consumer perceptions, interests, and behaviors toward McDonald's shifted significantly. Some informants reconsidered their consumption habits, reducing or completely stopping their visits, while others remained skeptical about the boycott's impact. Consumers' responses were influenced by their trust in McDonald's Indonesia's clarification, the global association of the brand, and the influence of public sentiment on social media.

Diena Mukafasyadiah initially viewed McDonald's as just another fast-food chain, but after the boycott issue, she became more critical of its association with global politics. Although she acknowledged McDonald's Indonesia's clarification, skepticism remained due to social media discussions.

> "Before the boycott issue, I saw McDonald's just like any other fast-food restaurant.

After *seeing* their response and people's reactions, I started thinking more about my choices." (Diena Mukafasyadiah)

For Puti Aliya Najwa Syahira, the boycott movement significantly affected her perception of McDonald's. Despite McDonald's Indonesia's attempts to distance itself from the global controversy, she remained firm in her decision to avoid the brand as a form of solidarity.

"I acknowledge McDonald's Indonesia's humanitarian initiatives, but for me, the global involvement is more dominant in shaping my decision. Even after seeing their content, I still choose to avoid their products as an act of solidarity." (Puti Aliya Najwa Syahira)

Similarly, Wilda Maulida, who previously enjoyed McDonald's for its promotions and service, decided to stop consuming their products due to the widespread boycott movement and its influence on her environment.

"At first, I was unsure. But after seeing more boycott content and people's reactions, I decided to stop buying from McDonald's. I feel that joining the *boycott* is a form of solidarity." (Wilda Maulida)

The boycott issue also impacted consumer trust. Some informants remained skeptical of McDonald's Indonesia's statements, questioning whether the company's donations and responses were genuine efforts or merely a strategy to counteract the boycott.

"I saw their donation campaigns, but I can't help but wonder if they're just a strategy to calm the situation. There's still doubt about their actual stance." (*Rismawati*)

While many chose to boycott McDonald's, others like Randy Triadi and Nobertus were not significantly affected, as they were not frequent customers in the first place. However, they acknowledged the impact of social media in shaping public perception.

"Honestly, the boycott didn't change much for me since I rarely ate McDonald's anyway. But I can see how it has influenced many people's opinions." (*Randy* Triadi)

"McDonald's Indonesia tried to clarify its stance, but once people believe *something*, it's hard to change their minds. This boycott is largely driven by emotions." (Nobertus)

Overall, the boycott issue had a strong impact on consumer behavior. Some former customers decided to stop consuming McDonald's products entirely, while others became more critical of their choices. The role of social media in shaping public opinion and

skepticism toward corporate statements played a crucial role in influencing consumer decisions.

3.1.1.3. The Influence of Social Media Content Exposure in Encouraging Participation in the Boycott Movement

Social media played a crucial role in shaping consumer perceptions and encouraging participation in the McDonald's boycott movement. The widespread circulation of boycott-related content, including viral posts, infographics, and videos, significantly influenced how consumers responded to the issue. Many informants admitted that their decision to support the boycott was largely driven by the narratives they encountered on platforms such as Instagram, TikTok, and Twitter.

For Wilda Maulida, the continuous exposure to social media content played a key role in her decision to stop consuming McDonald's products. Although she initially did not actively seek information about the boycott, repeated exposure to boycott campaigns on her feed made her more aware and ultimately influenced her purchasing decisions.

> "At first, I wasn't really paying attention, but after seeing so much boycott content and the reactions from people, I decided to stop buying McDonald's. *It* made me think that supporting the boycott is the right thing to do." (Wilda Maulida)

Similarly, Puti Aliya Najwa Syahira emphasized that social media not only informed her about the issue but also reinforced her stance on the boycott. She observed that many people on social media questioned McDonald's Indonesia's statements and remained skeptical about the brand's independence from its global operations.

> "The information I saw on social media really strengthened my decision. *Even* though McDonald's Indonesia made clarifications, I still see many people questioning their claims. That made me even more convinced to join the boycott." (Puti Aliya Najwa Syahira)

The emotional and collective nature of social media discussions also contributed to shaping consumer behavior. Many informants felt a strong sense of solidarity due to the online discourse, making them more inclined to take action. Rismawati noted that her decision to support the boycott was influenced by how social media framed the issue.

> "Seeing so many people talk about this issue made me feel more aware. The way social media presents it really influences how we see things, and it made me rethink my choices." (Rismawati)

Meanwhile, Randy Triadi acknowledged the power of social media in amplifying the boycott movement. While he personally was not a frequent McDonald's consumer, he observed how social media content effectively persuaded people to stop buying McDonald's products.

> "I rarely eat McDonald's, so the boycott didn't change much for me. But I can see how social media plays a huge role in shaping people's views. Many of my friends started boycotting because they kept seeing content about it *online*." (Randy Triadi)

Despite the overwhelming influence of social media, some informants remained skeptical of the boycott narratives circulating online. Nobertus pointed out that many boycott campaigns relied on emotional appeals rather than verified information, making it difficult to distinguish facts from misinformation.

> "I think social media makes this issue grow even bigger. But a lot of people believe whatever they see without verifying the facts. This boycott is mostly *emotional*." (Nobertus)

Overall, social media exposure played a critical role in shaping public opinion and mobilizing support for the boycott movement. The frequent appearance of boycott-related content reinforced consumer skepticism toward McDonald's and encouraged participation in the movement. While some informants fully embraced the boycott due to social media influence, others remained cautious about the narratives being shared online.

3.1.1.4. Negative Sentiment, Disappointment, and Consumer Efforts to Find Alternatives to McDonald's After the Boycott Issue

The emergence of the boycott issue led to widespread negative sentiment and disappointment among consumers, prompting many to reconsider their purchasing decisions. While some consumers were disappointed with McDonald's due to its global affiliations, others felt let down by the company's response to the controversy. As a result, many actively sought alternative food options that aligned better with their values and social concerns.

For Puti Aliya Najwa Syahira, the boycott movement was not just about avoiding McDonald's but also about making more ethical consumption choices. She deliberately chose to stop purchasing McDonald's products and sought alternatives that aligned with her stance on corporate responsibility.

> "Even though McDonald's Indonesia made efforts to clarify their position, I still *feel* that their global presence is too significant to ignore. That's why I decided to look for other options that I feel more comfortable supporting." (Puti Aliya Najwa Syahira)

Similarly, Wilda Maulida expressed disappointment toward McDonald's and stated that she now actively avoids consuming their products. Instead, she has shifted her preferences toward local fast-food brands that offer similar products without the controversy.

> "I used to buy McDonald's frequently, but after learning more about the boycott, I *felt* that it was better to stop. Now, I try to support local brands that provide similar menus but without the controversy." (Wilda Maulida)

Beyond disappointment, Rismawati also noted skepticism regarding McDonald's Indonesia's response. She questioned whether their donations and social initiatives were genuine or simply a public relations move to mitigate the boycott's impact.

> "Even though they say they support humanitarian efforts, I still have doubts. Is it *really* because they care, or is it just to save their image? This kind of skepticism made me stop buying their products." (Rismawati)

The shift away from McDonald's was not only influenced by disappointment but also by the availability of alternatives. Randy Triadi, who was not a frequent McDonald's consumer, observed that many people around him had started to explore other fast-food chains or local restaurants as replacements.

> "I never really bought McDonald's often, but I can see how people are now looking for other options. Some of my friends who used to go there a lot now prefer local brands instead." (Randy Triadi)

On the other hand, Nobertus acknowledged that while the boycott was initially strong, he noticed that some people eventually returned to McDonald's, especially when faced with promotions or convenience.

> "Many people *were* very emotional about this at first and immediately boycotted McDonald's. But after some time, I've seen some of them quietly return, especially when there are good promotions." (Nobertus)

Overall, the boycott triggered significant negative sentiment and disappointment among consumers, leading many to actively search for alternatives. Some fully committed to avoiding McDonald's and supporting local brands, while others remained skeptical about

the long-term impact of the boycott. The availability of substitutes played a crucial role in helping former McDonald's consumers transition to other options. However, for some, the initial emotional response to the boycott gradually diminished over time.

3.1.1.5. Informants' Opinion on the Conflict

The opinions of the informants regarding the Israeli-Palestinian conflict were diverse, reflecting a range of perspectives shaped by cultural, religious, and personal backgrounds. When asked about their views on the ongoing conflict, many of the informants expressed a deep sense of empathy for the Palestinian people, viewing the situation as an unjust humanitarian crisis. For these informants, the violence and destruction faced by Palestinians, particularly in Gaza, was a significant cause for concern. They highlighted the disproportionate loss of civilian lives and the humanitarian challenges that Palestinians continue to endure as central factors that shaped their opinions. This perspective was particularly evident among those who had a strong religious or moral commitment to human rights, who viewed the conflict as not only a political issue but also a human rights issue that required global attention and action.

On the other hand, some informants took a more neutral stance, acknowledging the complexity of the conflict while stressing the importance of not oversimplifying the situation. These informants often expressed the belief that the conflict had deep historical and geopolitical roots, and they hesitated to take a firm position in favor of one side or the other. They pointed out that the situation was not black and white, with both sides having suffered significant losses and grievances over the years. For these informants, the solution to the conflict lay in diplomacy and negotiation, with an emphasis on peaceful coexistence and mutual understanding. This nuanced view reflected a desire for resolution that focused on long-term peace rather than assigning blame to one party or another.

In contrast, a few informants were more focused on the political and religious dimensions of the conflict, particularly in the context of Indonesia's Muslim-majority society. For these individuals, the situation was framed primarily as a conflict between the oppressed Palestinian Muslims and the Israeli state, which they perceived as being backed by Western powers. This group expressed strong support for Palestine, often citing religious duty and solidarity with fellow Muslims as the basis for their views. They viewed the conflict through a lens of justice, where Israel's actions were seen as aggressive and unjust, and the suffering of Palestinians was portrayed as part of a broader struggle for freedom and self-determination. The informants in this group felt a sense of moral responsibility to stand with Palestine and, by extension, rejected any actions or affiliations

that could be seen as supporting Israel or its military actions.

Furthermore, several informants pointed to the role of global media in shaping their understanding of the conflict. They noted that media coverage often framed the situation in ways that aligned with particular political narratives, which in turn influenced public opinion. Some informants expressed frustration with what they perceived as biased reporting, either in favor of Israel or in favor of Palestine, and they emphasized the importance of seeking balanced and objective information. This group of informants argued that media outlets, especially those with political ties or corporate interests, had the power to sway public perception and create distorted views of the conflict, leading to polarization. As a result, they called for more independent, nuanced coverage that would allow people to form their own opinions based on a fuller understanding of the facts.

The impact of the conflict on their daily lives and consumption choices was also discussed by the informants, many of whom expressed a sense of discomfort with the idea of supporting companies that were perceived to be linked to the conflict, either through their political affiliations or through financial ties to the Israeli state. For some, this extended to a reconsideration of brands like McDonald's, which had become a symbol of global capitalism. These informants viewed the company's association with Israel as problematic, particularly after the reports of McDonald's Israel providing support to Israeli soldiers during the conflict. They believed that such actions were not just political but also a moral stance, and as a result, they felt compelled to take action through the boycott, seeing it as a way to express solidarity with Palestine and to distance themselves from companies that were seen as complicit in the ongoing violence.

However, not all informants were equally affected by the conflict in terms of their consumption behaviors. A smaller group of informants believed that boycotting McDonald's or other international brands was not the most effective way to address the issues in Palestine. For them, the conflict was a matter of international diplomacy and political negotiation, and they felt that consumer activism, while well-intentioned, did not significantly contribute to resolving the underlying issues. They argued that focusing on boycotts diverted attention from more meaningful solutions, such as advocating for peaceful negotiations, supporting diplomatic efforts, or raising awareness in ways that were less likely to harm local businesses or communities. This group maintained that economic pressure through boycotts should be used cautiously and only when it had a clear and measurable impact.

Interestingly, some of the informants viewed the boycott movement as a reflection

of broader social and political trends in Indonesia, where issues of justice, solidarity, and ethical consumption were becoming increasingly important. They saw the boycotts as part of a growing awareness of global issues and a call for greater corporate responsibility. These informants noted that, in the age of social media, consumers were more informed and empowered to take action against companies whose practices they deemed unethical. As a result, the boycott movement was seen not just as a response to the Israeli-Palestinian conflict but also as part of a broader movement of ethical consumerism that was gaining traction worldwide.

Despite the varied opinions, one common theme that emerged from the informants was the role of religion in shaping their views on the conflict. For many of the Muslim informants, the situation in Palestine was framed within a religious context, where the suffering of Palestinians was seen as a call to action. Solidarity with Palestine was viewed as an obligation, not just a political or humanitarian choice, but as part of their faith. These informants often cited Islamic teachings that emphasize justice, peace, and standing against oppression as guiding principles that shaped their support for Palestine. For them, the conflict was not just about geopolitics but about the moral and ethical responsibility to stand with the oppressed, regardless of the political complexities involved.

On the other hand, there were informants who took a more secular approach, focusing on the human rights aspect of the conflict rather than its religious or ideological underpinnings. These individuals stressed the importance of protecting civilians and ensuring that both Israelis and Palestinians could live in peace and security. They argued that while religion played a role in the identities of the people involved, the core issue was the violation of human rights and the need for an end to violence. For this group, supporting Palestine was not about religious affiliation but about advocating for basic human rights and justice for all people, regardless of their faith.

In terms of McDonald's role in the conflict, the informants' opinions were also shaped by their perceptions of corporate responsibility. Some viewed McDonald's as a global corporation that should remain neutral in political conflicts, focusing on its business operations and avoiding involvement in political disputes. These informants felt that corporations should not take political sides and that any involvement in the conflict, whether directly or indirectly, was inappropriate. They suggested that McDonald's, as a multinational company, had the resources and influence to be more responsible in its actions, ensuring that its operations did not contribute to harm or suffering.

3.1.1.6. Consumption Behavior Before the Boycott

Before the rise of the boycott movement, McDonald's was a popular fast-food choice among many consumers in Indonesia. A majority of the informants reported that they regularly consumed McDonald's products, citing convenience, affordability, and familiarity as key reasons for their loyalty. The brand's consistent quality and the variety of menu options, which included both international and local offerings, contributed to its widespread appeal. For many, McDonald's had become a staple in their dining routines, often chosen for quick meals during busy workdays or social outings with friends and family. The familiarity and established presence of McDonald's in Indonesia made it a go-to option for many consumers who appreciated the consistent experience it provided.

In addition to convenience, some informants noted that McDonald's was seen as a modern and aspirational brand. Its presence in malls and high-traffic areas, along with its global reputation, gave it a sense of prestige in the eyes of many consumers, particularly younger people. For these informants, consuming McDonald's was not only about satisfying hunger but also about aligning with a global brand that symbolized modernity and lifestyle. McDonald's was often viewed as a treat or an occasional indulgence, and many informants enjoyed its promotions, like the "Happy Meal" or limited-time special items, which further reinforced the positive consumer sentiment towards the brand.

However, some informants mentioned that their consumption was not solely driven by positive perceptions of the brand. For a few, McDonald's represented the ease and comfort of familiarity, and they consumed it because it was a readily available option in areas they frequented. For these individuals, the decision to eat at McDonald's was less about brand loyalty and more about convenience and the lack of better alternatives nearby. Despite the diverse reasons for choosing McDonald's, it was clear that before the boycott, the brand enjoyed a strong foothold in the daily lives of Indonesian consumers, with many integrating it into their routines without significant consideration of its corporate practices or political affiliations.

3.1.2. Stuart Hall's Reception Theory in the Context of the McDonald's Boycott News Story

Stuart Hall's Reception Theory explains how audiences interpret media messages differently based on their social and cultural backgrounds. In the context of the McDonald's boycott news story, consumer reactions varied, illustrating Hall's three modes of reading: dominant-hegemonic, negotiated, and oppositional decoding.

Some informants fully embraced the boycott movement after consuming social media content that framed McDonald's as a supporter of Israel. They accepted the dominant narrative without questioning it and chose to boycott the brand as a form of solidarity.

For Puti Aliya Najwa Syahira, social media content strongly influenced her decision to stop consuming McDonald's. She fully accepted the boycott message and acted accordingly.

> "The information I saw on social media really strengthened my decision. Even though McDonald's Indonesia made clarifications, I still see many people *questioning* their claims. That made me even more convinced to join the boycott." (Puti Aliya Najwa Syahira)

Similarly, Wilda Maulida acknowledged that repeated exposure to boycott-related content shaped her perception of McDonald's, making her decide to stop consuming their products entirely.

> "At first, I wasn't really paying attention, but after seeing so much boycott content and the reactions from people, I decided to stop buying McDonald's." (*Wilda* Maulida)

These informants exemplify dominant-hegemonic reading, as they fully aligned their perspectives with the prevailing media discourse promoting the boycott.

Some informants acknowledged the concerns raised by the boycott movement but remained critical or selective in their response. They recognized McDonald's Indonesia's efforts to clarify its stance while still questioning its global affiliations.

Rismawati, for example, expressed skepticism about McDonald's donations and humanitarian initiatives, suspecting that they were merely strategic responses to counteract the boycott.

> "Even though they say they support humanitarian efforts, I still have doubts. Is it
>
> *really* because they care, or is it just to save their image?" (Rismawati)

Meanwhile, Diena Mukafasyadiah initially perceived McDonald's as just another fast-food chain, but after seeing the public discourse, she became more critical of its role in the controversy.

"Before the boycott issue, I saw McDonald's just like any other fast-food restaurant. After *seeing* their response and people's reactions, I started thinking more about my choices." (Diena Mukafasyadiah)

These responses reflect negotiated reading, where informants did not completely reject or accept the dominant narrative but instead adapted their stance based on their individual perspectives.

A few informants rejected the boycott message, questioning the validity of the claims circulating on social media. They viewed the movement as emotionally driven rather than based on verified information.

Nobertus highlighted that the boycott was largely fueled by emotions rather than critical analysis, making it difficult for some people to distinguish facts from misinformation.

"I think social media makes this issue grow even bigger. But a lot of people believe whatever they see without verifying the facts. This boycott is mostly emotional." (Nobertus)

Similarly, Randy Triadi observed that while social media had a strong influence on people's perceptions, he remained unaffected as he was never a frequent McDonald's consumer.

"Honestly, the boycott didn't change much for me since I rarely ate McDonald's anyway. But I can see how it has influenced many people's opinions." (Randy Triadi)

These informants exemplify oppositional reading, as they rejected the dominant media framing of McDonald's as a complicit party in the conflict and instead questioned the credibility of the boycott campaign.

The McDonald's boycott issue showcases how media messages are interpreted differently by audiences, aligning with Stuart Hall's Reception Theory. Some informants fully embraced the boycott narrative (dominant-hegemonic reading), while others partially accepted it but maintained skepticism (negotiated reading). Meanwhile, a few informants actively rejected the boycott message, perceiving it as an emotionally charged movement rather than a factual one (oppositional reading). These varying responses highlight the complexity of media reception and the diverse ways in which consumers make sense of global issues (Zulfianita & Wahid, 2016).

3.1.2.1 *Dominant Hegemonic Position*

The dominant-hegemonic position, as proposed by Stuart Hall's Reception Theory, refers to an audience fully accepting and aligning with the intended meaning of media messages. In the context of the McDonald's boycott, this position is reflected in consumers who completely accepted the social media narrative framing McDonald's as a supporter of Israel, leading them to participate in the boycott without questioning the movement's validity.

Several informants exemplified this position, as they were heavily influenced by boycott-related content and fully embraced the call to stop consuming McDonald's products.

For Puti Aliya Najwa Syahira, social media played a crucial role in reinforcing her decision to boycott McDonald's. She did not question the dominant narrative and chose to act in accordance with the widespread public sentiment.

> "The information I saw on social media really strengthened my decision. Even though McDonald's Indonesia made clarifications, I still see many people questioning their claims. That made me even more convinced to join the boycott." (Puti *Aliya* Najwa Syahira)

Similarly, Wilda Maulida acknowledged that the overwhelming amount of boycott content on social media shaped her perception and ultimately led her to discontinue purchasing McDonald's products.

> "At first, I wasn't really paying attention, but after seeing so much boycott content and the reactions from people, I decided to stop buying McDonald's." (Wilda Maulida)

For these informants, McDonald's clarifications did not alter their perception of the brand. Instead, they fully embraced the idea that supporting the boycott was the correct course of action, viewing it as a necessary response to a perceived injustice.

Rismawati also expressed deep skepticism toward McDonald's efforts to distance itself from the global controversy, believing that their actions were more about image management rather than genuine concern.

> "Even *though* they say they support humanitarian efforts, I still have doubts. Is it really because they care, or is it just to save their image?" (Rismawati)

These informants exemplify the dominant-hegemonic position by fully internalizing and acting upon the media's portrayal of McDonald's as a brand to be boycotted. Their stance was shaped by the widely accepted narrative on social media, and they did not engage

in significant critical questioning of the movement's claims.

Consumers who adopted the dominant-hegemonic position fully aligned with the boycott narrative and acted in accordance with it. Their perceptions and behaviors were shaped primarily by social media exposure, reinforcing the belief that boycotting McDonald's was a necessary action. McDonald's Indonesia's clarifications and corporate responses failed to change their stance, as they prioritized public sentiment and solidarity over the company's statements.

3.1.2.2 *Negotiated Meaning*

According to Stuart Hall's Reception Theory, the negotiated meaning position occurs when audiences partially accept a media message but reinterpret it based on their own perspectives, experiences, or beliefs. In the context of the McDonald's boycott, some consumers acknowledged the concerns raised by the movement but remained critical or selective in their response. While they understood the reasons behind the boycott, they did not fully align with its narrative and developed a more nuanced stance.

Several informants exemplified this position by recognizing both sides of the argument—acknowledging McDonald's Indonesia's statements while still maintaining a degree of skepticism toward the brand's global affiliations.

For Diena Mukafasyadiah, the boycott issue made her more aware of McDonald's role in global affairs, but she did not fully commit to avoiding the brand. She started questioning her choices but did not immediately stop consuming McDonald's products.

> "Before the *boycott* issue, I saw McDonald's just like any other fast-food restaurant. After seeing their response and people's reactions, I started thinking more about my choices." (Diena Mukafasyadiah)

Similarly, Rismawati expressed doubts about McDonald's Indonesia's sincerity in supporting humanitarian efforts. While she acknowledged the company's response, she remained skeptical about whether their actions were motivated by genuine concern or public pressure.

> "Even though they say they support humanitarian efforts, I still have doubts. Is it really because they care, or is it just to save their image?" (Rismawati)

These informants did not outright reject McDonald's, but their perception of the brand was affected by the boycott discourse. Their response demonstrates negotiated meaning, where they neither fully accepted nor completely opposed the media narrative but

instead positioned themselves somewhere in between.

Meanwhile, Nobertus recognized the influence of social media in amplifying the boycott movement but questioned the extent to which people critically assessed the information they received.

> "I think social media makes this issue grow even bigger. But a lot of people believe whatever *they* see without verifying the facts. This boycott is mostly emotional." (Nobertus)

While he did not fully reject the boycott, he remained cautious about how information was being spread and how the movement was driven largely by public sentiment rather than objective analysis.

Consumers in the negotiated meaning position displayed a balanced approach to the McDonald's boycott. While they acknowledged the concerns raised by the movement, they did not completely accept the dominant narrative. Some questioned McDonald's Indonesia's sincerity, while others remained cautious about the role of social media in shaping public opinion. This position highlights the complexity of media reception, where audiences actively interpret messages rather than passively accepting or rejecting them.

3.1.2.3 *Oppositional Decoding*

In Stuart Hall's Reception Theory, oppositional decoding occurs when an audience rejects or challenges the intended meaning of a media message. In the context of the McDonald's boycott, some consumers did not accept the dominant social media narrative that positioned McDonald's as complicit in global political issues. Instead, they remained critical of the boycott movement, questioning its rationale and the reliability of the information circulating online.

Several informants exemplified this oppositional stance by rejecting the mainstream portrayal of McDonald's as a brand that should be boycotted. They viewed the movement as emotionally driven rather than grounded in objective facts.

For Nobertus, the boycott movement was largely fueled by emotions rather than critical reasoning. He argued that many people followed the trend without verifying the accuracy of the claims against McDonald's.

> "I think social media makes this issue grow even bigger. But a lot of people believe whatever they see without verifying the facts. This boycott is mostly emotional."

(Nobertus)

Similarly, Randy Triadi was not personally affected by the boycott, as he was not a frequent McDonald's consumer. However, he observed that many people around him were influenced by social media narratives without fully understanding the details of the issue.

> "Honestly, the boycott didn't change much for me since I rarely ate McDonald's anyway. But I can see how it has influenced many people's opinions." (Randy Triadi)

These informants demonstrated oppositional decoding by challenging the mainstream boycott discourse and questioning the validity of the claims that drove the movement. Instead of aligning with the dominant narrative, they maintained a critical perspective, emphasizing the need for fact-checking and rational decision-making.

Consumers who adopted the oppositional decoding position actively rejected the dominant media framing of McDonald's as a complicit entity in the Israel-Palestine conflict. They viewed the boycott as a reactionary movement driven by emotion rather than concrete evidence. Their responses illustrate how audiences can critically engage with media messages, choosing to interpret them in ways that contradict the mainstream discourse.

3.1.3. Consumer Understanding of the McDonald's Product Boycott News

Consumers demonstrated varying levels of understanding regarding the McDonald's product boycott news. While some fully grasped the underlying reasons and global context, others had a more surface-level awareness, often shaped by social media narratives. Their comprehension of the issue influenced how they responded—whether by fully participating in the boycott, questioning its validity, or remaining neutral.

Some informants displayed a strong understanding of the boycott's background, recognizing the global concerns surrounding McDonald's and its perceived affiliations. They actively sought information and formed opinions based on both media coverage and public discourse.

For Puti Aliya Najwa Syahira, the boycott was not just a reaction to viral content but a well-informed decision based on ethical considerations and corporate accountability.

> "The information I saw on social media really strengthened my decision. Even though McDonald's Indonesia made clarifications, I still see many people *questioning* their claims. That made me even more convinced to join the boycott." (Puti Aliya Najwa Syahira)

Similarly, Wilda Maulida became more aware of corporate responsibility after being exposed to social media discussions. Her understanding of the issue grew over time, leading her to stop consuming McDonald's products.

> "At first, I wasn't really paying attention, but after seeing so much boycott content and the reactions from people, I decided to stop buying McDonald's." (Wilda *Maulida*)

These informants demonstrated a deeper understanding of the boycott, aligning their actions with their perception of corporate ethics and solidarity.

Some consumers acknowledged the boycott movement but questioned its effectiveness or the validity of the claims being made. Their understanding of the issue was influenced by their skepticism toward media narratives and corporate responses.

Rismawati expressed doubt about McDonald's Indonesia's response, believing that their donations and social initiatives could be more about public image management rather than genuine humanitarian concern.

> "Even though they say they support humanitarian efforts, I still have doubts. Is it really because they care, or is it just to save their image?" (*Rismawati*)

Meanwhile, Diena Mukafasyadiah initially had no particular opinion about McDonald's but began questioning her consumption choices after witnessing public reactions.

> "Before the boycott issue, I saw McDonald's just like any other fast-food restaurant. After *seeing* their response and people's reactions, I started thinking more about my choices." (Diena Mukafasyadiah)

These informants did not fully embrace or reject the boycott but engaged with the issue critically, reflecting partial understanding shaped by both skepticism and public discourse.

Some informants did not fully grasp the reasoning behind the boycott or actively challenged its legitimacy. They viewed the movement as emotionally driven rather than based on factual evidence.

Nobertus argued that the boycott was fueled more by viral content than by a deep understanding of McDonald's global business operations.

> "I think social media makes this issue grow even bigger. But a lot of people *believe*

whatever they see without verifying the facts. This boycott is mostly emotional." (Nobertus)

Similarly, Randy Triadi was aware of the boycott but was not personally affected by it, as he rarely consumed McDonald's. He noticed how public opinion was largely shaped by media narratives rather than firsthand knowledge of McDonald's business structure.

> "Honestly, the boycott didn't change much for me since I rarely ate McDonald's *anyway*. But I can see how it has influenced many people's opinions." (Randy Triadi)

These informants either lacked in-depth knowledge of the issue or actively questioned the validity of the claims made against McDonald's, illustrating a limited or oppositional understanding of the boycott news. The consumer understanding of the McDonald's boycott news varied significantly, ranging from full awareness and active participation to skepticism and rejection of the dominant narrative. Some consumers fully embraced the boycott based on ethical considerations, while others engaged with the issue more critically, balancing skepticism with public sentiment. Meanwhile, a portion of consumers remained unconvinced, viewing the movement as emotionally driven rather than fact-based. This diversity in consumer interpretation reflects the broader complexity of media influence on public perception.

3.1.4. Consumer Response to McDonald's Indonesia Attitude

Consumers exhibited mixed reactions toward McDonald's Indonesia's response to the boycott issue. While some viewed the company's statements and humanitarian initiatives as an effort to distance itself from the global controversy, others remained skeptical and believed that the brand's actions were primarily a public relations strategy rather than a genuine commitment to social responsibility.

Some consumers acknowledged that McDonald's Indonesia attempted to clarify its position and differentiate itself from McDonald's global operations. They saw the company's donation campaigns and statements as positive efforts to address public concerns.

For Diena Mukafasyadiah, McDonald's Indonesia's response provided more insight into its independence from McDonald's global policies. However, she still remained cautious in forming her final opinion.

"Before the boycott issue, I saw McDonald's just like any other fast-food restaurant. After seeing their response and people's reactions, I started thinking more about my choices." (Diena Mukafasyadiah)

Similarly, Wilda Maulida noted that McDonald's Indonesia made an effort to emphasize its humanitarian contributions, although public skepticism remained strong.

"I saw that McDonald's Indonesia tried to show support for humanitarian causes, but many people still questioned their sincerity." (Wilda Maulida)

These informants demonstrated a balanced response, recognizing the company's attempts at transparency while still maintaining a level of doubt.

A significant number of consumers remained unconvinced by McDonald's Indonesia's statements and believed that its actions were a strategic move to regain public trust rather than a genuine stance.

Rismawati expressed doubts about whether McDonald's Indonesia's donations were motivated by corporate social responsibility or merely an attempt to counteract the boycott's negative impact.

"Even *though* they say they support humanitarian efforts, I still have doubts. Is it really because they care, or is it just to save their image?" (Rismawati)

Meanwhile, Puti Aliya Najwa Syahira stated that despite McDonald's Indonesia's efforts to distance itself from McDonald's global operations, she still chose to support the boycott as an act of solidarity.

"I acknowledge McDonald's Indonesia's humanitarian initiatives, but for me, the global involvement is more dominant in shaping my decision. Even after seeing their content, I still choose to avoid their products." (Puti Aliya Najwa Syahira)

This group of consumers demonstrated **persistent skepticism**, believing that McDonald's Indonesia's response was insufficient to address the broader concerns raised by the boycott movement.

Some informants believed that McDonald's Indonesia had done enough to clarify its position, but the public reaction remained largely emotional rather than fact-based. They argued that McDonald's Indonesia was unfairly judged despite its efforts to respond to criticism.

Nobertus felt that many consumers ignored McDonald's Indonesia's official

statements and instead followed viral narratives without verifying the facts.

> "I *think* social media makes this issue grow even bigger. But a lot of people believe whatever they see without verifying the facts. This boycott is mostly emotional." (Nobertus)

Similarly, Randy Triadi believed that the issue was amplified by public sentiment rather than a critical evaluation of McDonald's Indonesia's actual involvement in the controversy.

> "Honestly, the boycott didn't change much for me since I rarely ate McDonald's *anyway*. But I can see how it has influenced many people's opinions." (Randy Triadi)

These informants reflected an oppositional stance, questioning whether McDonald's Indonesia's response was fairly evaluated by the public or if the controversy was driven more by emotions than facts.

Consumers' responses to McDonald's Indonesia's attitude varied, with some appreciating the company's efforts, others remaining skeptical, and some rejecting the boycott altogether. While McDonald's Indonesia attempted to differentiate itself from the global franchise and engage in humanitarian initiatives, skepticism persisted among many consumers. Meanwhile, some informants challenged the effectiveness of the boycott, arguing that public reactions were more emotional than rational. These differing responses highlight the complexity of consumer trust in corporate messaging during times of controversy.

3.2 Discussion

The boycott of McDonald's products in Indonesia, particularly during the escalation of the Israeli-Palestinian conflict in late 2023, has emerged as a significant instance of consumer activism motivated by political and humanitarian considerations. The widespread public response was not merely a passive consumption choice; rather, it signified a transformation in the manner in which consumers interpret, internalize, and react to information disseminated through digital platforms. Social media has played a crucial role in this context, functioning both as a medium for the dissemination of boycott narratives and as a space for participatory engagement, where consumers acted as interpreters, amplifiers, and agents of change. Numerous Indonesian consumers have shared information, advocated for collective action, and aligned their purchasing behavior with perceived ethical and religious obligations, particularly in solidarity with the

Palestinian cause.

These developments highlight the significant intersection of media framing, ethical values, and political awareness in influencing public responses. The boycott of McDonald's garnered momentum through emotional appeals and viral messaging that depicted the company as complicit in geopolitical injustices, notwithstanding clarifications by McDonald's Indonesia regarding its autonomy and humanitarian initiatives. The resonance of such narratives with audience values elicited varied receptions, ranging from complete support to partial or critical acceptance, thereby reflecting a spectrum of consumer responses.

To comprehend these patterns of reception, this study employs Stuart Hall's (1980) Reception Theory, particularly the encoding/decoding model, which asserts that communication is not merely a one-way transmission; rather, it is a dynamic process in which audiences actively interpret messages in various ways. Hall delineates audience reception into three categories: dominant-hegemonic, negotiated, and oppositional. Furthermore, insights derived from the literature on Muslim consumer behavior offer a cultural and religious context that shapes these interpretations. By integrating both theoretical frameworks, this chapter investigates how eight informants received and responded to McDonald's official statements and associated boycott content, categorizing their responses based on their decoding stance and analyzing the sociocultural factors that influenced their interpretations.

3.2.1 Dominant-Hegemonic Position Based on The Informants

The Informants: Diena Mukafasyadiah, Puti Aliya Najwa Syahira, Wilda Maulida, Rismawati, and Muhamed Abdel Karim Bichara.

The five informants unequivocally embraced the prevailing social narrative positing that McDonald's, as a global brand, was complicit in the Israeli-Palestinian conflict. Notwithstanding the clarifications and humanitarian initiatives undertaken by McDonald's Indonesia, these consumers opted to entirely boycott its products. A number of them even broadened their boycott to encompass other brands regarded as pro-Israel, including Starbucks and Unilever.

Key Factors:

- **Religious Values:** The boycott was considered a moral and religious obligation.

- **Political Awareness:** Consumers exhibited a high level of awareness regarding global issues impacting the Muslim community.
- **Distrust in Corporate Statements:** Humanitarian campaigns were frequently perceived as mere damage control measures.
- **Peer and Digital Influence:** Viral posts, hashtags, and collective community sentiment significantly influenced their perspectives.

This dominant position aligns with the concept of moral consumerism (Al-Qaradawi, 2020; Hasan & Ahmad, 2023), where purchasing decisions are deeply rooted in collective identity and ethical principles. Hall's dominant-hegemonic decoding category is exemplified here: informants fully accepted the framing offered by pro-boycott content while rejecting McDonald's counter-narratives.

According to Mr. Norbertus (expert source), this group exemplifies emotional and ethical activism, wherein faith-based values intensify consumer resistance. He characterizes their stance as a collective moral judgment influenced by religious solidarity, rather than corporate persuasion.

3.2.2 Negotiated Position Based on The Informants

The Informants: Randy Triadi, Harry Setya Kurnia, and Nobertus.

These individuals demonstrated a partial acceptance of the boycott narrative. They recognized the ethical arguments; however, they continued to consume McDonald's products intermittently, primarily due to personal convenience, brand trust, or skepticism regarding the relationship between local and global operations.

Key Factors:

- **Pragmatic Reasoning**: Consumption patterns were predominantly influenced by functionality or habitual practices rather than being driven solely by ideology.
- **Skepticism**: Informants exhibited doubt regarding the reliability of viral assertions and expressed uncertainty about the transparency of McDonald's affiliation with Israeli support.
- **Selective Trust:** While they acknowledged McDonald's local humanitarian initiatives, they did not consider these measures to be entirely adequate.

This position corresponds with the negotiated reading in Hall's theory, where consumers decode messages in a hybrid manner—accepting some parts, rejecting others. Literature on Muslim consumer behavior (Karim & Sulaiman, 2021; Latif & Noor, 2020) supports this variability, identifying a spectrum of responses shaped by social class, media literacy, and varying religious commitment.

As noted by Mr.Norbertus, this group practices "measured resistance," opting for selective rather than wholesale rejection of brand engagement.

3.2.3 Comparison with Previous Study

This This study adds to the growing literature on reception analysis and consumer activism within politically and religiously charged contexts.

The study by Sagita et al. (2025) on Starbucks boycott reception confirms that audiences actively interpret boycott messages based on their sociopolitical contexts. However, Starbucks was perceived as directly complicit. McDonald's Indonesia faced criticism due to brand association—despite corporate distancing.

The CSR study by Abadi et al. (2025) found that CSR efforts succeed only when consumers perceive them as authentic. Similarly, McDonald's CSR actions (e.g., partnerships with BAZNAS) failed to fully restore trust among politicized consumers, particularly those with dominant-hegemonic readings.

Safitri et al. (2024) emphasized social media's role in shaping public outrage and eroding brand loyalty—reflected in this study's findings where viral content significantly mobilized consumer action. Meanwhile, Ani (2024) and Mulyono (2024) reinforced the importance of genuine CSR and strategic communication during crises.

Collectively, these studies validate that audience reception in boycott contexts is never homogenous. It is shaped by message framing, audience identity, and the credibility of corporate responses. McDonald's case reaffirms that reception is not merely about what is said, but about how and by whom it is received.

Based on reception of each informant, this is the conclusion represented by table below:

Table 3. 1 Decoding the Position of each Informant

No.	Informant	Category	Position of Decoding
1.	Diena Mukafasyadiah	Audience reception of the McDonald's boycott news related to the Israeli-Palestinian conflict	Dominant-Hegemonic position
2.	Puti Aliya Najwa Syahira		Dominant-Hegemonic position
3.	Wilda Maulida		Dominant-Hegemonic position
4.	Rismawati		Dominant-Hegemonic position
5.	Randy Triadi		Negotiated position
6.	Harry Setya Kurnia		Negotiated position
7.	Nobertus		Negotiated position
8.	Muhamed Abdel Karim Bichara		Dominant-Hegemonic position

Based on the decoding positions of the eight informants, the majority—five individuals—adopted a dominant-hegemonic stance in response to the McDonald's boycott. These participants (Diena Mukafasyadiah, Puti Aliya Najwa Syahira, Wilda Maulida, Rismawati, and Muhamed Abdel Karim Bichara) interpreted boycott narratives as aligned with their religious, ethical, and humanitarian convictions. Their responses manifested in behavioral changes such as boycotting not only McDonald's but also other brands perceived to support Israel. This supports the notion that in Muslim-majority contexts, media framing anchored in moral solidarity can effectively activate ethical consumerism.

In contrast, three informants (Randy Triadi, Harry Setya Kurnia, and Nobertus) demonstrated a negotiated position, recognizing the ethical dimensions of the boycott yet continuing consumption due to personal convenience, skepticism, or brand trust. Their responses reflect a more critical and context-dependent interpretation, shaped by practical and individual considerations.

Overall, this distribution of decoding positions illustrates the dynamic spectrum of audience reception, ranging from full alignment to selective engagement. It confirms that

consumer responses to boycott campaigns are multifaceted—formed through the interplay of media influence, cultural identity, and perceived message credibility, consistent with Hall's reception theory and literature on Muslim consumer behavior

CHAPTER IV
CLOSING

4.1 Summary

This topic is crucial to understanding crisis communication and the influence of social media on public opinion. McDonald's Indonesia, as part of a multinational corporation, became involved in the Israel-Palestine conflict through public reactions to their official actions and statements. With the rise of global political tensions, Indonesian consumers began evaluating McDonald's not just based on the products they consumed, but also on ethical and socio-political values. This issue illustrates how consumer decisions are influenced by factors such as justice, social solidarity, and morality, as well as the challenges faced by a company in maintaining its image and public trust during a crisis.

Audiences form meanings from McDonald's official statements through various interpretive lenses influenced by their experiences, social identity, and personal views on the situation. According to Stuart Hall's Reception Theory, audiences actively decode the messages they receive, with the potential to adopt dominant, negotiated, or oppositional positions toward the message conveyed by McDonald's. Some consumers fully accept that McDonald's Indonesia has acted rightly by asserting its local independence and providing humanitarian aid, while others view it as a superficial or even manipulative PR move, depending on their social background and beliefs. This shows that the meaning formed is not only determined by the message itself but also by how audiences respond to it based on their context.

The reception of McDonald's official statements varies greatly, influenced by social identity and media beliefs. Those with strong beliefs in humanitarian values and solidarity with Palestine tend to criticize or reject McDonald's statements, while others might view the company more positively, appreciating its contribution to humanitarian efforts. Social media plays a significant role in this process, as the information shared can strengthen pro or anti-stances, amplify polarization, or even shape consumer attitudes toward McDonald's. Therefore, understanding how differences in identity, beliefs, and media consumption shape public reception of McDonald's is essential for managing corporate communication in times of crisis.

Consumers who embraced the boycott did so with strong ideological conviction, while those who negotiated their stance weighed multiple factors before making decisions. Oppositional readers, on the other hand, resisted the dominant discourse and questioned its validity. These findings emphasize that media reception is not a linear process but a negotiation between media influence, individual reasoning, and broader societal discourse.

4.2 Study Limitations

The limitations of this study include the small number of informants, with only eight participants selected for in-depth interviews, which may not fully represent the broader population's views. Additionally, the study focused solely on McDonald's Indonesia's official statements on Instagram and its website, limiting the scope to these two platforms and potentially overlooking other forms of communication. Lastly, the duration of data collection was relatively short, which may have affected the depth and richness of the data, as consumer reactions and opinions could evolve over time, particularly in the context of an ongoing global conflict.

4.3 Suggestions/Recommendations

4.3.1 For McDonald's Indonesia

McDonald’s Indonesia should prioritize enhancing transparency and cultural sensitivity in its communication, especially when addressing sensitive issues like the Israel-Palestine conflict. Clearer, more direct messaging that explains the company's actions and commitment to humanitarian values can help build trust with consumers. Additionally, adopting a more culturally aware approach, considering local perspectives and beliefs, is crucial in a diverse market like Indonesia. Moreover, McDonald's should continue to refine its crisis communication strategies by utilizing a more responsive public relations framing. This would involve being more proactive in addressing emerging concerns, listening to customer feedback, and adapting messages accordingly to ensure that the company maintains credibility and consumer loyalty during times of crisis.

4.3.2 For Future Study

Future study on consumer reception and corporate communication during crises would benefit from employing a quantitative or longitudinal approach. This would allow for a broader understanding of how consumer perceptions evolve over time and how different factors influence long-term behavior. Additionally, expanding the study to include a wider range of social media platforms would provide a more comprehensive view

of how consumers interact with corporate messages across various digital spaces. Finally, examining other brands as a comparative case study would offer valuable insights into how different companies handle crisis communication and manage public perception in similar situations, thus broadening the applicability of the findings.

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APPENDIX

Appendix 1. INTERVIEW GUIDE

Introductory Question:

1. What are your current activities? Are you studying or working?
   - If you went to college: What major are you taking? What semester is it?
   - If you work:
     - Where are you currently working?
     - How long have you been working there?
     - What are your positions and responsibilities at work?

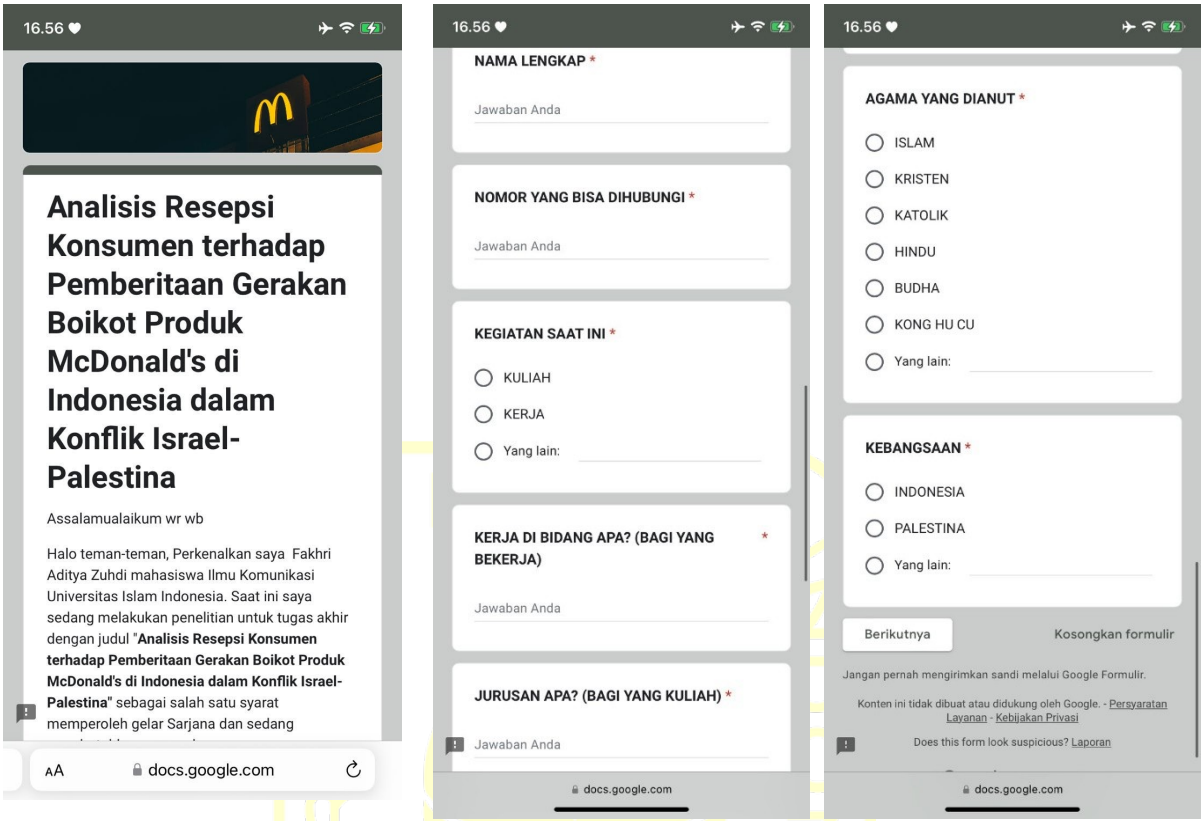
2. what types of products or brands usually catch your eye as a consumer?
3. How often do you follow news or current affairs at home and abroad?
4. What media do you usually use to access information or news?
5. You mentioned being exposed to news content that contained elements of a boycott of McDonald's products related to the Israeli-Palestinian conflict. Can you tell us what kind of content you consumed?

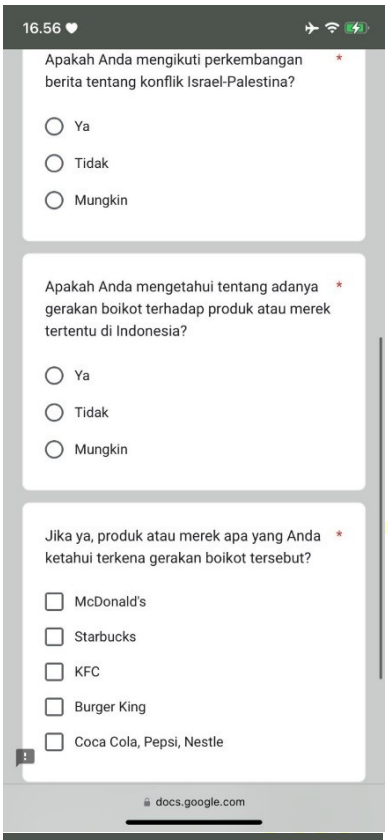
No	Key Points	Theory Explanation	Interview Questions
1	**Consumer Reception** (Surati, 2023)	Reception is the process of selecting, organizing, and interpreting information received through the senses. Consumer satisfaction occurs when product expectations are met or exceeded.	1. How has your experience been with McDonald's products? 2. What boycott-related information caught your attention? Where did you see or hear it? 3. After seeing the boycott news, did your opinion of McDonald's change? 4. Did the boycott news affect your satisfaction with McDonald's? How?

2	**Reception Theory** (Stuart Hall, 1980; Putri & Uljanatunnisa, 2023)	Audiences do not just accept media messages—they interpret them based on their own views. People may agree, partly agree, or disagree with the message.	1. Did the boycott content change your thoughts or actions as a consumer, or did you make your own conclusions? 2. After seeing the boycott news, did you change how often you buy from McDonald's? 3. How do you think the creators of the boycott content delivered their message? Was it clear? 4. Was there anything in the boycott content that was hard to understand? Why? 5. How did your background (culture, religion, experience) affect how you saw the boycott content?
3	**Audience Positions** (Sania, 2022)	There are three types of audience reactions: (1) fully agree with the message, (2) partly agree, or (3) disagree and reject it.	1. Did the boycott messages match your beliefs or expectations? 2. Were there parts of the message you agreed or disagreed with? Please explain. 3. Even if you understood the message, did you choose to disagree with it? Why?
4	**Cultural & Personal Background** (Hall, 1980)	People's reactions depend on their personal, cultural, and social background.	How do your religion, culture, or personal views affect how you react to boycott content about McDonald's?

5	**Boycott Theory** (Fitry et al., 2019)	A boycott is when people stop buying or using something as protest. It can be caused by strong emotions, social pressure, or personal values.	1. What do you think is the goal of boycott content? Is it to educate, persuade, or something else? 2. Do you think boycotts are an effective way to demand change? 3. Do you feel upset or angry at McDonald's after seeing boycott content? 4. Did friends, family, or social media influence you to join the boycott? How did you respond?
6	**BDS & Pro-Israel Boycott Context** (Salsabila, 2024)	McDonald's was listed in the global boycott movement (BDS) for its alleged support of Israel. McDonald's Indonesia tried to show its independence and donated to Gaza.	1. How did you feel after learning that McDonald's in Israel was accused of supporting the military? 2. After hearing that McDonald's Indonesia supported Palestine and gave donations, did it change your opinion about joining the boycott? Why or why not?

APPENDIX 2. INFORMANT SCREENING QUESTIONNAIRE




16.56

Apakah Anda mengikuti perkembangan berita tentang konflik Israel-Palestina? *

- Ya
- Tidak
- Mungkin

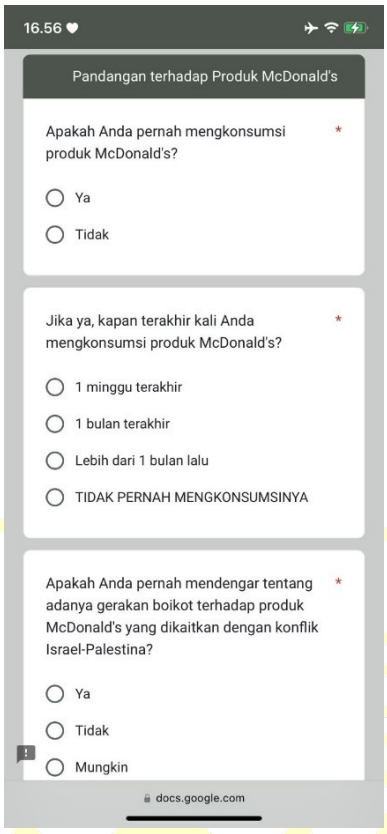
Apakah Anda mengetahui tentang adanya gerakan boikot terhadap produk atau merek tertentu di Indonesia? *

- Ya
- Tidak
- Mungkin

Jika ya, produk atau merek apa yang Anda ketahui terkena gerakan boikot tersebut? *

- [ ] McDonald's
- [ ] Starbucks
- [ ] KFC
- [ ] Burger King
- [ ] Coca Cola, Pepsi, Nestle

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16.56

Pandangan terhadap Produk McDonald's

Apakah Anda pernah mengkonsumsi produk McDonald's? *

- Ya
- Tidak

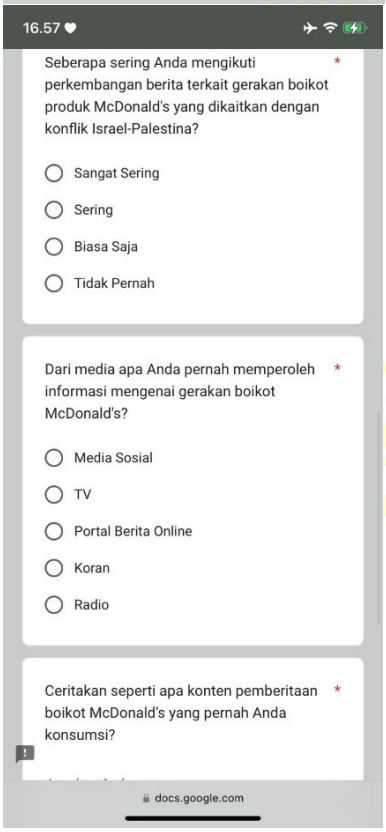
Jika ya, kapan terakhir kali Anda mengkonsumsi produk McDonald's? *

- 1 minggu terakhir
- 1 bulan terakhir
- Lebih dari 1 bulan lalu
- TIDAK PERNAH MENGKONSUMSINYA

Apakah Anda pernah mendengar tentang adanya gerakan boikot terhadap produk McDonald's yang dikaitkan dengan konflik Israel-Palestina? *

- Ya
- Tidak
- Mungkin

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16.57

Seberapa sering Anda mengikuti perkembangan berita terkait gerakan boikot produk McDonald's yang dikaitkan dengan konflik Israel-Palestina? *

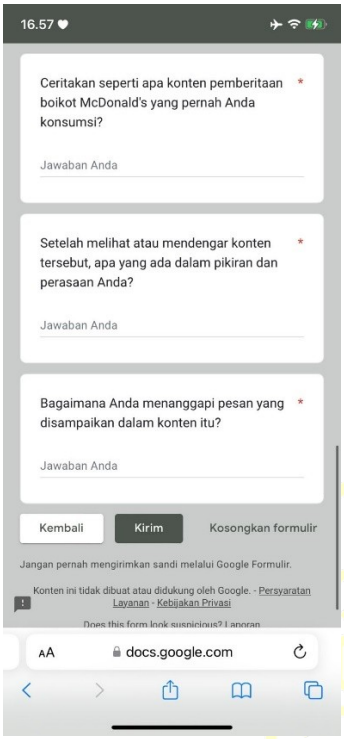
- Sangat Sering
- Sering
- Biasa Saja
- Tidak Pernah

Dari media apa Anda pernah memperoleh informasi mengenai gerakan boikot McDonald's? *

- Media Sosial
- TV
- Portal Berita Online
- Koran
- Radio

Ceritakan seperti apa konten pemberitaan boikot McDonald's yang pernah Anda konsumsi? *

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16.57
Ceritakan seperti apa konten pemberitaan boikot McDonald's yang pernah Anda konsumsi? *
Jawaban Anda
Setelah melihat atau mendengar konten tersebut, apa yang ada dalam pikiran dan perasaan Anda? *
Jawaban Anda
Bagaimana Anda menanggapi pesan yang disampaikan dalam konten itu? *
Jawaban Anda
Kembali
Kirim
Kosongkan formulir
Jangan pernah mengirimkan sandi melalui Google Formulir.
Konten ini tidak dibuat atau didukung oleh Google. - Persyaratan Layanan - Kebijakan Privasi
AA
docs.google.com

APPENDIX 3. INTERVIEW TRANSCRIPT

INFORMANT INTERVIEW DIENA MUKAFASYADIAH

Fakhri:

"Assalamualaikum wr. wb. Terima kasih, Kak Diena, sudah meluangkan waktu untuk wawancara ini. Seperti yang sudah dijelaskan sebelumnya, penelitian ini bertujuan memahami sudut pandang konsumen terhadap McDonald's dalam konteks pemboikotan terkait konflik Israel-Palestina. Sebelum wawancara, Kak Diena sudah diperlihatkan enam konten dari McDonald's Indonesia yang berisi pernyataan mereka mengenai isu ini. Sebelum masuk ke pertanyaan utama, bisa diceritakan sedikit mengenai kesibukan saat ini?"

Diena:

"Halo, aku Diena Mukafasyadiah dari program studi Informatika. Sekarang kesibukanku kuliah dan juga aktif di tim Marketing Komunikasi (Markom) di fakultas, khususnya di bidang Study and Development. Aku juga jadi asisten laboratorium untuk mata kuliah Pengembangan Aplikasi Berbasis Web."

Fakhri:

"Kegiatan yang cukup padat, ya. Sekarang kita beralih ke kebiasaan konsumsi. Produk atau merek apa yang biasanya paling menarik perhatian Kak Diena?"

Diena:

"Aku lebih sering konsumsi makanan cepat saji karena praktis. Sebagai anak kos, aku juga sering beli produk instan, terutama dari Indofood."

Fakhri:

"Kalau untuk produk non-makanan seperti pakaian atau skincare, apakah ada merek tertentu yang sering digunakan?"

Diena:

"Kalau pakaian, aku lebih sering beli di Uniqlo. Untuk skincare, aku lebih percaya produk dari dokter karena lebih aman buat kulitku."

Fakhri:

"Oke, kita masuk ke bagian konsumsi berita. Seberapa sering Kak Diena mengikuti perkembangan berita, terutama yang berkaitan dengan isu global?"

Diena:

“Biasanya aku baca berita dari notifikasi di HP, terutama dari Liputan6. Kalau ada yang menarik, aku klik dan baca lebih lanjut.”

Fakhri:

“Sebelum wawancara ini, Kak Diena sudah melihat enam konten dari McDonald’s Indonesia terkait pemboikotan ini. Bisa diceritakan kesan pertama setelah melihat konten tersebut?”

Diena:

“Setelah melihat semua konten itu, aku merasa McD Indonesia berusaha menegaskan bahwa mereka tidak terlibat dalam konflik ini. Mereka menunjukkan bahwa operasionalnya terpisah dari McD global dan bahwa mereka berkontribusi dalam berbagai aksi sosial di Indonesia. Tapi di sisi lain, banyak orang tetap skeptis dan merasa pernyataan itu tidak cukup.”

Fakhri:

“Sebelum dan setelah melihat konten itu, apakah ada perubahan dalam cara Kak Diena memandang McDonald’s?”

Diena:

“Sebelum ada isu boikot, aku anggap McD seperti restoran cepat saji biasa. Setelah melihat kontennya, aku jadi lebih memahami posisi McD Indonesia, tapi tetap ada keraguan karena banyak orang di media sosial yang mempertanyakan klaim mereka.”

Fakhri:

“Apakah setelah melihat konten itu, ada perubahan dalam keputusan konsumsi Kak Diena terkait McDonald’s?”

Diena:

“Sejujurnya, iya. Sebelumnya aku tidak terlalu memikirkan isu seperti ini. Tapi setelah melihat respons McD Indonesia dan reaksi masyarakat, aku jadi lebih mempertimbangkan pilihan makanan.”

Fakhri:

”Baik Kakak Dina, Karena itu juga tadi sebagai bentuk pertanyaan terakhir sekali lagi Fakhri ucapkan Terima kasih ya kepada Kak Diena sudah bantu meluangkan waktunya untuk baik dari mengisi g-form hingga meluangkan waktunya untuk bisa ikut sesi wawancara pada malam hari ini mungkin sebagai penutup dari Kakak Dienaa Ada tambahan lagi?

Diena:

“Sudah cukup”

Fakhri:

“Terima kasih banyak semoga sukses selalu baik dari mahasiswa Informatika dan juga sebagai anggota marketing komunikasi. Sekali lagi saya ucapkan terima kasih karena kekurangan dan kesalahan mohon maaf, Wasssalamualaikum wr wb”

INFORMANT INTERVIEW PUTI ALIYA NAJWA SYAHIRA

Fakhri:

"Assalamualaikum wr wb. Selamat pagi Mbak Puti. Terima kasih atas waktunya untuk wawancara ini. Sebelumnya, kami sudah mengirimkan beberapa materi terkait, termasuk postingan donasi McD Indo ke Palestina, Gerakan 1000 Selimut, dan ajakan donasi. Selain itu, ada juga pernyataan resmi di website McD Indonesia yang menyayangkan penyerangan Israel ke Palestina, serta menegaskan bahwa PT Rekso sebagai pemegang franchise McD Indo tidak berkontribusi di Israel. Setelah melihat materi-materi tersebut, saya ingin mendengar tanggapan dari Mbak Puti. Sebelumnya, boleh perkenalkan diri dulu?"

Puti:

"Terima kasih atas kesempatannya. Perkenalkan, saya Puti Aliya Najwa Syahira, mahasiswa Bisnis Digital angkatan 2023. Saya aktif dalam digital marketing dan komunikasi, terutama sebagai admin media sosial. Saya juga mengikuti perkembangan isu-isu terkait etika bisnis dan tanggung jawab sosial perusahaan. Selain itu, saya terlibat dalam kampanye sosial yang menyoroti dampak konsumsi sehari-hari, termasuk gerakan boikot terhadap perusahaan yang dianggap tidak etis."

Fakhri:

"Baik, Mbak Puti. Berdasarkan materi yang sudah Anda lihat, bagaimana tanggapan awal terhadap konten yang disampaikan McD Indonesia, terutama terkait donasi dan pernyataan sikap mereka?"

Puti:

"Saya melihat adanya upaya dari McD Indonesia untuk merespons situasi dengan menyatakan dukungan kemanusiaan dan menegaskan bahwa mereka tidak berkontribusi di Israel. Kampanye seperti Gerakan 1000 Selimut dan ajakan donasi juga menarik perhatian, karena menunjukkan langkah konkret yang mereka ambil. Namun, dari perspektif saya, isu ini tetap kompleks. Beberapa konsumen mungkin merasa bahwa meskipun McD Indonesia berbeda secara operasional dari cabang globalnya, tetap ada pertanyaan mengenai hubungan merek secara keseluruhan. Ini yang membuat saya dan mungkin banyak konsumen lainnya tetap berhati-hati dalam menyikapi kampanye tersebut."

Fakhri:

"Apakah konten dari McD Indonesia ini mempengaruhi pandangan Anda terhadap gerakan boikot McD yang berkembang?"

Puti:

"Saya mengakui bahwa inisiatif mereka patut diapresiasi, terutama dalam mendukung

kemanusiaan. Namun, bagi saya pribadi, informasi mengenai keterlibatan McD global dalam konteks konflik ini lebih dominan dalam membentuk keputusan konsumsi saya. Artinya, meskipun melihat konten dari McD Indonesia, saya tetap memilih untuk mengurangi atau bahkan menghindari produk mereka karena saya melihat gerakan boikot ini sebagai bentuk solidaritas global."

Fakhri:

"Bagaimana dengan pengalaman Anda sendiri dalam mengonsumsi produk McD sebelum dan sesudah masa boikot?"

Puti:

"Sebelum isu ini mencuat, saya cukup sering membeli produk McD, terutama karena promosi yang menarik dan tempatnya yang nyaman untuk mahasiswa. Namun, setelah melihat berbagai konten tentang gerakan boikot, saya mulai mempertimbangkan ulang. Meskipun terkadang masih ada godaan, seperti keinginan membeli McFlurry, saya lebih sadar akan dampaknya dan berusaha menghindari konsumsi produk mereka."

Fakhri:

"Apakah ada bagian dari konten McD Indonesia yang menurut Anda cukup meyakinkan atau justru masih menimbulkan pertanyaan?"

Puti:

"Pernyataan bahwa PT Rekso tidak berkontribusi di Israel cukup menarik, tetapi saya merasa perlu melihat lebih jauh bagaimana hubungan bisnis mereka secara keseluruhan. Selain itu, meskipun mereka mengadakan donasi dan kampanye kemanusiaan, tetap ada narasi di media sosial yang mempertanyakan apakah ini dilakukan murni sebagai bentuk kepedulian atau lebih kepada strategi meredam dampak boikot. Ini yang menurut saya masih menjadi dilema bagi konsumen."

Fakhri:

"Bagaimana menurut Anda efektivitas gerakan boikot ini dalam mendorong perubahan?"

Puti:

"Saya melihat gerakan boikot sebagai bentuk tekanan kolektif yang bisa berdampak besar. Ketika banyak konsumen yang sadar dan memilih untuk tidak membeli produk tertentu, hal ini bisa mempengaruhi kebijakan perusahaan dalam jangka panjang. Meskipun McD Indonesia telah memberikan respons, konsumen tetap berhak untuk mempertimbangkan apakah langkah mereka sudah cukup atau belum dalam merespons isu ini."

Fakhri:

“Baik untuk Mbak Puti kami ucapkan terima kasih atas waktunya dari beberapa

pertanyaan sudah semuanya disampaikan dan juga tanggapan terakhirnya juga sudah memperjelas Bagaimana tindakan nyata yang akan dilakukan oleh Mbak puti. Sekali lagi saya ucapkan terima kasih dan Mohon Maaf segala kesalahan kata dan juga perbuatan yang mungkin kurang berkenan di Mbak Puti. Semoga lancar terus kegiatannya perkuliahan dan juga kegiatan Digital marketing tadi diajarkan terus dan kami ucapkan Akhirul kalam Wassalamualaikum warahmatullahi wabarakatuh"

Puti:

"Waalaikumsalam warahmatullahi wabarakatuh"

INFORMANT INTERVIEW WILDA MAULIDA

Fakhri:

"Assalamualaikum warahmatullahi wabarakatuh."

Wilda:

"Waalaikumsalam warahmatullahi wabarakatuh."

Fakhri:

"Kami mengucapkan banyak terima kasih kepada Kakak Wilda karena telah mengisi survei kami dan bersedia untuk diwawancarai terkait penelitian ini. Mungkin langsung saja ke pertanyaan pertama, bisa bantu ceritakan sedikit tentang perkenalan diri dan kesibukan saat ini?"

Wilda:
"Terima kasih banyak, Mas. Perkenalkan, saya Wilda Maulida, mahasiswa semester 3 di Universitas Islam Indonesia, jurusan Informatika. Selain itu, saya juga penerima beasiswa Santri dan tinggal di pondok pesantren yang ada di kampus."

Fakhri:
"Baik, Mbak Wilda. Sebelum kita masuk ke topik utama, saya ingin tahu, secara umum, apa saja jenis produk atau merek yang biasanya menarik perhatian Mbak Wilda?"

Wilda:
"Saya biasanya tertarik dengan produk yang memiliki iklan menarik dan mendapatkan banyak review positif. Kalau lihat ada produk yang viral atau sering direkomendasikan, saya cenderung penasaran dan ingin mencoba."

Fakhri:
"Bisa berikan contoh produk atau makanan yang sering dikonsumsi atau menjadi langganan?"

Wilda:
"Salah satunya choco chips. Saya lihat banyak yang bilang rasanya enak, dan setelah coba sendiri ternyata memang enak, jadi saya sampai re-order."

Fakhri:
"Baik, sekarang kita masuk ke pembahasan utama. Belakangan ini ada banyak perbincangan soal boikot McDonald's terkait konflik Israel-Palestina. Sebelumnya, McD Indonesia telah mengunggah beberapa konten di media sosial dan situs web mereka, seperti: **Postingan donasi ke Palestina**, di mana McD Indonesia menyampaikan bahwa mereka telah memberikan bantuan kemanusiaan, **Gerakan 1000 Selimut**, yaitu kampanye bantuan bagi korban di Palestina, **Ajakan donasi**, yang

mengajak pelanggan ikut serta membantu, **Pernyataan resmi di website**, bahwa mereka turut menyayangkan serangan Israel ke Palestina, Penegasan bahwa McD Indonesia di bawah PT Rekso Nasional tidak berkontribusi ke Israel.

Nah, setelah melihat konten tersebut, bagaimana tanggapan Mbak Wilda terkait sikap McD Indonesia terhadap konflik ini?"

Wilda:
"Saya melihat konten mereka yang menyatakan keprihatinan dan donasi untuk Palestina. Tapi jujur saja, tetap ada rasa skeptis. Karena sebelumnya saya pernah melihat konten viral tentang bagaimana McD secara global dianggap mendukung Israel. Jadi, meskipun McD Indonesia bilang tidak terlibat, tetap ada rasa ragu apakah ini cukup untuk menepis isu yang sudah beredar luas."

Fakhri:
"Apakah menurut Mbak Wilda konten tersebut mengubah pandangan atau keputusan Mbak Wilda dalam mengonsumsi McD?"

Wilda:
"Awalnya saya memang masih mempertimbangkan. Tapi setelah banyak konten boikot yang muncul dan melihat bagaimana reaksi masyarakat, akhirnya saya memilih untuk tidak membeli lagi. Saya merasa langkah boikot ini adalah bentuk solidaritas."

Fakhri:
"Sebelum melihat konten boikot ini, bagaimana pengalaman Mbak Wilda mengonsumsi McD?"

Wilda:
"Dulu saya cukup sering beli, terutama karena diskonnya menarik dan pelayanannya bagus. Tapi setelah tahu ada ajakan boikot, saya merasa harus berpikir ulang sebelum makan di sana lagi."

Fakhri:
"Jadi, apakah berita boikot ini berdampak pada kepuasan Mbak Wilda sebagai konsumen McD?"

Wilda:
"Ya, sangat berpengaruh. Kalau dulu saya puas dengan McD, sekarang saya merasa tidak nyaman lagi. Jadi kalau ditanya kepuasan, mungkin bisa dibilang menurun drastis."

Fakhri:
"Lalu, apakah ada perubahan dalam perilaku konsumsi setelah melihat berita boikot dan konten dari McD Indonesia?"

Wilda:
"Ada. Sebelum ini saya tidak pernah berpikir panjang kalau ingin makan di McD. Tapi

sekarang, meskipun saya melihat mereka mengunggah konten donasi atau pernyataan resmi, tetap ada rasa ragu. Saya lebih memilih restoran lain."

Fakhri:
"Menurut Mbak Wilda, apakah konten boikot yang ada di media sosial efektif dalam mendorong perubahan?"

Wilda:
"Sangat efektif. Saya melihat banyak teman-teman saya juga mulai sadar dan berhenti makan di McD. Selain itu, boikot ini juga menjadi cara untuk menekan perusahaan besar agar lebih bertanggung jawab dalam mengambil sikap."

Fakhri:
"Apakah Mbak Wilda merasa ada tekanan dari lingkungan untuk ikut boikot?"

Wilda:
"Sejujurnya, lingkungan saya di asrama banyak membahas ini. Jadi, meskipun tidak ada paksaan langsung, suasana di sekitar saya membuat saya semakin yakin untuk ikut boikot. Kami saling mengingatkan satu sama lain."

Fakhri:
"Terima kasih banyak, Mbak Wilda, atas waktu dan pendapatnya. Wawancara ini sangat membantu dalam penelitian kami."

INFORMANT INTERVIEW RISMAWATI

Fakhri: "Assalamualaikum warahmatullahi wabarakatuh. Pertama-tama saya ucapkan terima kasih kepada narasumber kami, Mbak Rismawati, yang telah bersedia mengisi survei kami serta meluangkan waktunya untuk sesi wawancara dalam penelitian ini. Sebelum masuk ke pertanyaan utama, bolehkah Mbak Rismawati sedikit menceritakan kesibukannya saat ini?"

Rismawati: "Waalaikumsalam warahmatullahi wabarakatuh. Saat ini saya sedang menempuh pendidikan di Universitas Islam Indonesia sebagai mahasiswi psikologi. Selain belajar di kelas, saya juga aktif di beberapa organisasi kampus, salah satunya di Himpunan Mahasiswa."

Fakhri: "Baik, terima kasih. Sekarang, kami ingin mendengar perspektif Mbak Rismawati sebagai konsumen. Biasanya, produk atau merek seperti apa yang menarik perhatian Mbak Rismawati?"

Rismawati: "Saya biasanya tertarik pada produk skincare dan makeup. Beberapa merek yang saya gunakan misalnya Skintific, Luxcrime, dan Glad to Glow. Kalau makeup, saya dulu menggunakan Wardah dan Maybelline, tapi setelah tahu ada kampanye boikot, saya mulai lebih memperhatikan merek-merek lokal."

Fakhri: "Menarik. Ngomong-ngomong soal isu boikot, apakah Mbak Rismawati sering mengikuti berita atau isu terkini, baik dari dalam maupun luar negeri?"

Rismawati: "Saya sebenarnya jarang mengikuti berita secara rutin karena kesibukan. Tapi kalau ada isu yang menarik perhatian, saya akan fokus mencari tahu lebih dalam."

Fakhri: "Lalu biasanya Mbak Risma mendapatkan informasi dari media apa?"

Rismawati: "Paling sering dari media sosial seperti Instagram dan TikTok."

Fakhri: "Baik, sekarang saya ingin mengajak Mbak Rismawati untuk menanggapi beberapa konten yang dikeluarkan oleh McDonald's Indonesia terkait isu boikot. Pertama, McD Indonesia sempat memposting bahwa mereka memberikan donasi untuk Palestina. Selain itu, mereka juga menjalankan gerakan '1000 Selimut' untuk bantuan kemanusiaan serta mengajak masyarakat untuk berdonasi. Lalu, di website resminya, McD Indonesia menyatakan bahwa mereka menyayangkan serangan Israel ke Palestina dan menegaskan bahwa PT Rekso sebagai pemegang franchise McD Indonesia tidak berkontribusi terhadap Israel. Setelah melihat atau mengetahui konten-konten ini, bagaimana tanggapan Mbak Rismawati?"

Rismawati: "Saya pernah melihat beberapa postingan tentang donasi mereka untuk Palestina. Tapi saya juga sempat ragu, apakah ini benar-benar murni inisiatif McD Indonesia atau hanya sebagai bentuk strategi komunikasi untuk meredam boikot?

Soalnya, di media sosial masih banyak yang menyebarkan informasi bahwa McDonald's secara global mendukung Israel."

Fakhri: "Menurut Mbak Risma, apakah konten tersebut cukup meyakinkan untuk mengubah persepsi masyarakat terhadap McDonald's?"

Rismawati: "Bagi saya pribadi, masih ada keraguan. Karena meskipun McD Indonesia menyatakan tidak berkontribusi ke Israel, tetap saja mereka bagian dari jaringan global McDonald's. Jadi saya tetap memilih untuk lebih berhati-hati dalam membeli produk mereka."

Fakhri: "Sebelum adanya boikot, bagaimana pengalaman Mbak Risma dalam mengonsumsi produk McD?"

Rismawati: "Saya dulu suka sekali, terutama McFlurry dan burgernya. Sering juga beli lewat drive-thru, terutama saat butuh sesuatu yang cepat dan enak. Tapi setelah ada isu boikot, saya mulai mengurangi, meskipun masih ada keinginan untuk membeli sesekali."

Fakhri: "Setelah melihat konten McD Indonesia yang menyatakan bahwa mereka mendukung Palestina dan tidak terlibat dengan Israel, apakah ada perubahan dalam pandangan Mbak Risma terhadap McDonald's?"

Rismawati: "Ada sedikit perubahan, setidaknya saya merasa bahwa McD Indonesia berusaha untuk menunjukkan keberpihakannya. Tapi tetap saja, saya tidak bisa mengabaikan fakta bahwa McDonald's sebagai brand global masih dikaitkan dengan Israel. Jadi saya masih lebih memilih produk lokal."

Fakhri: "Menurut Mbak Risma, apakah pemberitaan boikot mempengaruhi kepuasan Mbak Risma sebagai konsumen McDonald's?"

Rismawati: "Iya, karena saya jadi merasa bersalah setiap kali ingin membeli. Ada rasa tidak nyaman karena tahu bahwa brand ini sedang diboikot."

Fakhri: "Dari segi perilaku konsumsi, apakah ada perubahan signifikan setelah isu boikot ini?"

Rismawati: "Sangat berubah. Kalau dulu saya bisa beli McD seminggu 4-5 kali, sekarang mungkin hanya sekali dalam beberapa bulan atau bahkan tidak sama sekali."

Fakhri: "Menurut Mbak Risma, bagaimana cara McD Indonesia menyampaikan pesan terkait donasi dan pernyataan mereka terhadap konflik ini?"

Rismawati: "Mereka berusaha menenangkan konsumen dengan menunjukkan bahwa mereka juga peduli terhadap Palestina. Tapi saya rasa banyak orang yang tetap skeptis, termasuk saya."

Fakhri: “Apakah ada bagian dari pesan McD Indonesia yang sulit dipahami atau menimbulkan pertanyaan?”

Rismawati: “Saya masih bertanya-tanya apakah mereka benar-benar tidak ada hubungan dengan Israel atau ini hanya strategi bisnis. Karena isu-isu seperti ini seringkali ada banyak simpang siur di media sosial.”

Fakhri: “Sebagai mahasiswa psikologi, apakah latar belakang akademis Mbak Risma mempengaruhi cara memahami isu ini?”

Rismawati: “Mungkin iya. Saya melihat ini dari sisi psikologis juga, bahwa ketika masyarakat sudah membentuk persepsi tertentu terhadap sebuah brand, akan sulit untuk mengubahnya hanya dengan beberapa pernyataan atau donasi.”

Fakhri: “Menurut Mbak Risma, apa tujuan utama dari konten McD Indonesia terkait donasi dan pernyataan mereka?”

Rismawati: “Menurut saya, mereka ingin mempertahankan pelanggan di Indonesia agar tidak ikut boikot.”

Fakhri: “Seberapa efektif menurut Mbak Risma boikot sebagai alat untuk mendorong perubahan?”

Rismawati: “Menurut saya, cukup efektif, meskipun tidak sepenuhnya. Saya pribadi tetap lebih selektif dalam memilih produk.”

Fakhri: “Setelah mengetahui konten McD Indonesia, apakah Mbak Risma masih memiliki perasaan negatif terhadap McDonald’s secara keseluruhan?”

Rismawati: “Masih ada, karena saya tetap merasa ada keterkaitan dengan McD global.”

Fakhri: “Apakah sikap McD Indonesia yang berbeda dengan cabang Israel mempengaruhi keputusan Mbak Risma terkait boikot?”

Rismawati: “Tidak terlalu. Karena pada akhirnya, McD tetaplah McD.”

Fakhri: “Terima kasih banyak untuk waktunya, Mbak Rismawati. Jawaban-jawabannya sangat membantu kami dalam menyusun penelitian ini. Semoga sukses selalu dalam perkuliahan dan aktivitas lainnya.”

Rismawati: “Sama-sama, terima kasih juga. Wassalamualaikum warahmatullahi wabarakatuh.”

Fakhri: “Wassalamualaikum warahmatullahi wabarakatuh.”

INFORMANT INTERVIEW HARRY SETYA

Fakhri:
"Assalamualaikum warahmatullahi wabarakatuh."

Harry:
"Waalaikumsalam warahmatullahi wabarakatuh."

Fakhri:
"Terima kasih, Mas Hari, sudah bersedia meluangkan waktu untuk wawancara ini. Kami juga mengapresiasi partisipasi Anda dalam pengisian formulir sebelumnya. Untuk memulai, bisa ceritakan sedikit tentang diri dan kesibukan Anda saat ini?"

Harry:
"Baik, terima kasih atas kesempatannya. Nama saya Haris Setia Kurnia, mahasiswa Ilmu Komunikasi angkatan 2022. Saat ini saya sedang libur kuliah dan aktif di media sosial sebagai content creator di TikTok dan Instagram. Selain itu, saya juga memiliki bisnis fashion muslim bernama TRIQULS di Solo."

Fakhri:
"Menarik sekali, Mas Hari. Sebagai konsumen yang juga aktif di media sosial, kira-kira produk atau merek seperti apa yang biasanya menarik perhatian Anda?"

Harry:
"Saya tertarik dengan produk fashion dan makanan. Untuk fashion, saya suka Uniqlo karena desainnya simpel dan cocok untuk anak muda. Selain itu, saya juga menggunakan gamis dari brand seperti Zavier karena menurut saya gamis bisa digunakan tidak hanya untuk ibadah, tetapi juga untuk fashion sehari-hari. Untuk makanan, saya suka Richeese karena produk lokal ini memiliki cita rasa yang menurut saya tidak kalah dengan merek internasional seperti McDonald's atau KFC."

Fakhri:
"Baik, kita masuk ke inti wawancara. Sebelumnya, kami ingin mengetahui apakah Mas Hari pernah melihat atau membaca konten dari McDonald's Indonesia terkait Palestina, seperti postingan donasi McD Indo ke Palestina, gerakan 1000 Selimut, ajakan donasi, serta pernyataan resmi di website mereka yang menyayangkan serangan Israel dan menegaskan bahwa PT Rekso sebagai pemegang franchise McD Indo tidak berkontribusi di Israel?"

Harry:
"Iya, saya sudah melihat beberapa kontennya, terutama yang viral di media sosial. Saya melihat ada kampanye donasi dan pernyataan resmi dari McDonald's Indonesia yang menyatakan bahwa mereka tidak terlibat dalam konflik di Palestina serta tidak berkontribusi di Israel. Namun, meskipun mereka menyampaikan hal tersebut, banyak masyarakat yang tetap skeptis karena mereka merupakan bagian dari jaringan global McDonald's yang secara internasional pernah memberikan bantuan makanan kepada tentara Israel."

Fakhri:
“Menarik. Sebagai seseorang yang aktif mengikuti isu-isu terkini, bagaimana Anda biasanya mendapatkan informasi terkait konflik ini, khususnya mengenai boikot McDonald's?”

Harry:
“Saya mengikuti berita dari berbagai sumber, terutama media sosial seperti Instagram. Saya sering melihat unggahan dari akun seperti Folkative yang menyajikan berita dengan format menarik dan mudah dipahami. Selain itu, saya juga mengikuti berita dari BBC karena lebih terpercaya dan bisa digunakan sebagai referensi akademik.”

Fakhri:
“Jadi, ketika Anda melihat konten McDonald’s Indonesia yang menegaskan bahwa mereka tidak berkontribusi di Israel, bagaimana tanggapan Anda?”

Harry:
“Jujur, saya tetap skeptis. Memang benar bahwa McDonald’s Indonesia menyatakan bahwa mereka tidak terlibat dalam konflik, tetapi sebagai bagian dari jaringan global McDonald's, tetap ada kemungkinan bahwa sebagian keuntungan mereka masuk ke McDonald’s pusat. Hal ini yang membuat masyarakat masih ragu. Apalagi, dalam pernyataan resmi mereka, McDonald's Indonesia tidak secara spesifik menyebut Israel dan Palestina, tetapi hanya menyebutnya sebagai 'konflik di Timur Tengah.' Ini membuat saya bertanya-tanya, apakah mereka benar-benar netral atau hanya ingin menghindari kontroversi?”

Fakhri:
“Lalu, bagaimana pengalaman Anda dalam mengkonsumsi McDonald's sebelum dan sesudah kampanye boikot ini?”

Harry:
“Sebelum ada kampanye boikot, saya sering mengkonsumsi McDonald's. Saya suka burger mereka dan hampir setiap bulan memesan makanan dari sana, baik untuk saya sendiri maupun keluarga. Tapi setelah melihat berita bahwa McDonald’s di beberapa negara memberikan makanan kepada tentara Israel, saya mulai merasa tidak nyaman. Saya berpikir, kalau saya membeli produk mereka, apakah uang saya akan berkontribusi pada sesuatu yang tidak saya dukung? Meskipun McDonald's Indonesia sudah mengklarifikasi, tetap saja ada ketidakpastian yang membuat saya memilih berhenti membeli produk mereka.”

Fakhri:
“Jadi bisa dibilang kampanye boikot ini cukup memengaruhi keputusan konsumsi Anda?”

Harry:
“Ya, sangat berpengaruh. Selain karena faktor moral, saya juga melihat bahwa gerakan ini membuka peluang bagi brand lokal untuk lebih berkembang. Saya sekarang lebih memilih produk makanan lokal yang kualitasnya tidak kalah dengan merek internasional.”

Fakhri:
“Baik, Mas Hari, terima kasih atas pandangannya. Sangat menarik bagaimana informasi yang beredar dapat memengaruhi keputusan konsumsi seseorang, terutama

dalam konteks gerakan boikot. Apakah ada hal lain yang ingin Anda tambahkan sebelum kita akhiri sesi wawancara ini?"

Harry:
"Saya hanya ingin menekankan bahwa dalam menyikapi isu seperti ini, penting bagi kita untuk mencari informasi dari berbagai sumber agar bisa mengambil keputusan yang lebih bijak. Selain itu, saya juga merasa gerakan boikot ini bukan hanya tentang menolak produk tertentu, tetapi juga tentang meningkatkan kesadaran dan solidaritas terhadap kemanusiaan."

Fakhri:
"Terima kasih banyak, Mas Hari. Wawasan Anda sangat membantu dalam penelitian kami."

TRANSCRIPT OF INTERVIEW WITH INFORMANT RANDY TRIADI

Fakhri: "Bismillahirrahmanirrahim. Assalamualaikum Wr. Wb. Terima kasih sebelumnya kepada Mas Randy yang sudah bersedia mengisi formulir kami dan juga berpartisipasi dalam sesi wawancara siang ini. Sebelum masuk ke pertanyaan utama, bisa diceritakan sedikit mengenai kesibukan Mas Randy saat ini?"

Randy: "Nama saya Randy Triadi, asal dari Semarang. Saya tinggal di daerah Ngarig, Jawa KM12. Kesibukan saya sehari-hari adalah berdagang roti bakar dan kopi di KM15. Selain itu, saya juga suka kegiatan seperti naik gunung. Sehari-hari ya kurang lebih begitu saja."

Fakhri: "Menarik sekali, Mas. Nah, jika berbicara soal konsumsi sehari-hari, kira-kira produk atau merek apa yang paling sering menarik perhatian Mas Randy?"

Randy: "Kalau makanan, saya lebih sering makan yang biasa-biasa saja, seperti nasi kulit Surya. Untuk minuman, saya lebih sering bikin kopi sendiri karena saya jualan. Jadi, saya jarang mengonsumsi produk dari brand besar seperti KFC, McD, atau Starbucks. Memang kurang tertarik dengan produk fast food."

Fakhri: "Baik. Kalau soal mengikuti berita atau isu terkini, bagaimana kebiasaan Mas Randy dalam mengakses informasi, baik dalam maupun luar negeri?"

Randy: "Saya cukup sering mengikuti berita, terutama lewat media sosial. Selain itu, saya juga suka membaca buku. Saya biasanya lebih fokus pada berita-berita yang penting, bukan sekadar yang viral atau receh. Kalau soal media, saya lebih sering mengakses berita lewat platform digital seperti CNN atau Liputan6, karena sekarang koran sudah beralih ke versi online."

Fakhri: "Nah, Mas Randy, belakangan ini cukup ramai soal boikot McD terkait konflik Israel-Palestina. Sebelumnya, kami ingin menyoroti beberapa konten dari McD Indonesia. Jadi, McD Indonesia telah mengunggah pernyataan di website mereka bahwa mereka menyayangkan serangan Israel ke Palestina. Selain itu, mereka juga mengadakan program donasi seperti 'Gerakan 1000 Selimut' dan ajakan berdonasi untuk bantuan kemanusiaan. Selain itu, mereka juga menegaskan bahwa PT Rekso, pemegang franchise McD Indonesia, tidak memiliki keterlibatan di Israel. Mas Randy sendiri, setelah melihat konten tersebut, bagaimana tanggapan Anda?"

Randy: "Oh, iya, saya sempat melihat beberapa postingan itu. Kalau dari pernyataan mereka, ya memang ada usaha untuk menunjukkan bahwa McD Indonesia berbeda dengan McD di Israel. Saya pikir itu penting, karena banyak orang mungkin menganggap semua McD itu sama. Tapi kalau melihat ajakan donasi dan kampanye seperti 'Gerakan 1000 Selimut', saya pribadi merasa itu langkah yang baik untuk menunjukkan kepedulian. Cuma ya tetap saja, pasti ada orang yang skeptis, apalagi kalau sudah ada persepsi negatif sebelumnya."

Fakhri: "Jadi, menurut Mas Randy, apakah konten tersebut cukup bisa mengubah pandangan masyarakat yang sebelumnya skeptis terhadap McD?"

Randy: "Menurut saya sih, ada pengaruhnya, tapi mungkin tidak langsung menghilangkan persepsi negatif. Soalnya orang sudah punya pemikiran masing-masing, apalagi kalau sudah terlanjur ikut gerakan boikot. Tapi, paling tidak, McD Indonesia sudah berusaha memberikan klarifikasi dan menunjukkan bahwa mereka juga peduli dengan Palestina."

Fakhri: "Kalau dari pengalaman pribadi, apakah setelah melihat konten-konten dari McD Indonesia ini, ada perubahan dalam pandangan Mas Randy terhadap McD?"

Randy: "Jujur, ada perubahan sedikit. Sebelumnya saya berpikir semua McD itu pasti terhubung dengan Israel. Tapi setelah melihat klarifikasi mereka, saya jadi paham bahwa ternyata McD Indonesia dikelola secara terpisah. Tapi ya tetap, saya masih hati-hati kalau mau konsumsi, karena bagaimanapun itu tetap brand dari Amerika, dan banyak orang masih mengaitkan dengan dukungan terhadap Israel."

Fakhri: "Apakah berita boikot ini juga mempengaruhi kepuasan Mas Randy sebagai konsumen McD?"

Randy: "Kalau soal kepuasan sih, saya pribadi tidak terlalu sering makan di McD, jadi tidak terlalu berdampak. Tapi kalau dari cerita teman saya yang lebih sering ke sana, katanya sempat ada perubahan dalam pelayanan, seperti pegawai yang lebih berhati-hati melayani pelanggan. Mungkin karena mereka juga khawatir dengan situasi boikot ini."

Fakhri: "Jadi, bisa dibilang ada pengaruh terhadap perilaku konsumsi juga ya? Apakah Mas Randy jadi lebih jarang ke McD setelah melihat berita boikot ini?"

Randy: "Iya, pastinya ada pengaruh. Saya jadi lebih mempertimbangkan kalau mau beli produk dari brand tertentu. Apalagi sekarang ada banyak alternatif yang mirip, jadi kalau ada pilihan lain yang lebih ‘aman’, ya lebih baik ke sana saja. Saya pikir banyak orang juga berpikir seperti itu."

Fakhri: "Dari berbagai konten yang Mas Randy lihat terkait McD dan boikot ini, bagaimana menurut Mas Randy cara mereka menyampaikan pesan dalam konten tersebut?"

Randy: "Menurut saya, mereka berusaha cukup baik dalam menjelaskan posisi mereka. Mereka mencoba menenangkan konsumen dengan menegaskan bahwa mereka tidak terlibat di Israel, dan mereka juga membuat gerakan sosial untuk menunjukkan kepedulian. Tapi ya tetap, ini kan soal kepercayaan publik. Meskipun mereka sudah menjelaskan, kalau orang sudah terlanjur skeptis, tetap sulit mengubah pikiran mereka."

Fakhri: "Jadi, menurut Mas Randy, apakah strategi komunikasi McD Indonesia ini efektif?"

Randy: "Efektif untuk beberapa orang yang masih terbuka dengan informasi. Tapi kalau buat mereka yang sudah kuat pendiriannya dalam boikot, mungkin tetap sulit mengubah

pandangan mereka. Paling tidak, dengan adanya klarifikasi dan aksi sosial, mereka bisa menunjukkan bahwa mereka peduli dan tidak hanya diam saja."

Fakhri: "Baik, terima kasih banyak, Mas Randy, atas waktu dan jawabannya yang sangat menarik. Kami sangat menghargai insight yang sudah Mas Randy berikan. Semoga penelitian ini bisa memberikan gambaran yang lebih jelas mengenai bagaimana masyarakat merespons isu ini. Sekali lagi, terima kasih banyak!"

Randy: "Sama-sama, Mas. Semoga penelitiannya lancar ya."

INFORMANT INTERVIEW NOBERTUS

Fakhri:
"Sebelumnya, Pak Bertus, terima kasih atas waktunya dan kesediaannya untuk diwawancarai. Sebagai pembuka, mungkin Bapak bisa sedikit bercerita tentang kesibukan dan latar belakang Bapak saat ini?"

Nobertus:
"Kalau latar belakang saya, saya seorang dosen dan Kaprodi. Dalam ranah pengajaran, saya lebih banyak berkutat di bidang Komunikasi Strategis, sedangkan dalam penelitian, saya fokus pada Komunikasi Strategis dan Komunikasi Keluarga. Saat ini, kesibukan saya mengajar, meneliti, dan mengelola program S2 Komunikasi."

Fakhri:
"Oh begitu, jadi lebih banyak terfokus di S2 ya, Pak?"

Nobertus:
"Iya, di S2 saya mengajar satu mata kuliah, yaitu Kepemimpinan Sistem Digital. Tapi saya juga masih banyak mengajar di S1, baik di program reguler maupun internasional."

Fakhri:
"Menarik, Pak. Sekarang saya ingin bertanya sedikit tentang preferensi Bapak sebagai konsumen. Secara umum, apakah ada produk atau merek tertentu yang menarik perhatian Bapak, termasuk dalam kategori makanan cepat saji?"

Nobertus:
"Saya pribadi bukan tipe yang loyal pada satu merek. Kalau ada kampanye pemasaran yang kreatif dan menarik, itu bisa mempengaruhi keputusan saya. Tapi dalam konsumsi sehari- hari, saya lebih fleksibel, tidak terpaku pada satu brand tertentu, termasuk dalam hal makanan cepat saji."

Fakhri:
"Oh begitu, jadi Bapak lebih melihat aspek kreativitas dalam pemasaran daripada sekadar merek tertentu. Kalau untuk konsumsi informasi, apakah Bapak sering mengikuti berita terkini, baik nasional maupun internasional?"

Nobertus:
"Sebelumnya, saya cukup aktif mengikuti berita, terutama dari media tertentu setiap pagi. Saat perjalanan ke kantor, saya biasanya mendengarkan podcast politik. Namun, sejak pemilu kemarin, saya mulai mengurangi konsumsi berita politik karena merasa jenuh dengan dinamika yang ada. Sekarang saya lebih selektif, hanya membaca atau menonton berita yang benar-benar relevan."

Fakhri:
"Menarik, Pak. Apalagi sekarang dengan adanya berbagai algoritma media sosial, informasi yang muncul pun bisa sangat terarah. Ngomong-ngomong soal informasi yang beredar, Bapak sempat melihat konten dari McDonald's Indonesia terkait dengan

konflik Israel- Palestina?”

Nobertus:
“Iya, saya sempat melihat beberapa kontennya, terutama yang terkait dengan donasi ke Palestina, gerakan 1000 selimut, dan ajakan donasi dari McD Indonesia. Saya juga melihat pernyataan resmi dari McDonald's Indonesia yang menyayangkan penyerangan Israel ke Palestina dan menegaskan bahwa PT Rekso sebagai pemegang franchise di Indonesia tidak terlibat dalam pendanaan Israel.”

Fakhri:
“Dari konten yang Bapak lihat, apakah ada bagian tertentu yang menarik perhatian Bapak?”

Nobertus:
“Saya melihat ini sebagai strategi komunikasi krisis yang cukup menarik. McDonald's Indonesia mencoba meredam isu boikot dengan menunjukkan kepedulian mereka terhadap Palestina. Mereka menyampaikan pesan bahwa mereka tidak berkontribusi ke Israel dan malah melakukan aksi kemanusiaan. Namun, di sisi lain, reaksi publik tetap beragam. Ada yang menerima klarifikasi ini, ada juga yang tetap skeptis.”

Fakhri:
“Menurut Bapak, apakah strategi komunikasi McD Indonesia ini cukup efektif dalam menghadapi isu boikot?”

Nobertus:
“Saya melihat McD Indonesia berada dalam situasi sulit. Meskipun mereka mencoba menjelaskan posisi mereka, isu boikot ini lebih banyak didorong oleh emosi kolektif masyarakat. Banyak orang yang secara emosional langsung ikut boikot tanpa mendalami apakah informasi yang beredar benar atau tidak. Padahal, kalau melihat strategi komunikasi krisis, idealnya sebuah merek harus bisa dengan cepat mengisolasi isu agar tidak semakin meluas.”

Fakhri:
“Betul, Pak. Ini juga sejalan dengan temuan kami bahwa sebagian besar responden menganggap boikot ini lebih bersifat emosional. Lalu, sebelum isu boikot ini ramai, bagaimana pengalaman Bapak dalam mengonsumsi produk McDonald's?”

Nobertus:
“Saya sendiri bukan pelanggan setia McDonald's. Saya hanya membeli produk mereka jika memang dalam keadaan tertentu, misalnya saat berada di bandara atau butuh makanan cepat. Saya lebih melihat McD sebagai bagian dari budaya fast food, bukan sebagai pilihan utama.”

Fakhri:
“Jadi lebih karena faktor kenyamanan dan aksesibilitas, ya Pak? Terakhir, dari seluruh pemberitaan mengenai boikot McDonald's ini, apa yang paling menarik perhatian Bapak?”

Nobertus:
“Saya tertarik melihat dampak ekonominya. Jika boikot benar-benar berhasil, itu berarti ada ancaman besar terhadap bisnis dan tenaga kerja. Banyak orang yang

mungkin kehilangan pekerjaan jika penjualan McD Indonesia turun drastis. Tapi yang menarik adalah pola reaksi masyarakat Indonesia. Awalnya boikot ini sangat kuat, tetapi setelah beberapa minggu, ketika ada promo atau diskon, sebagian besar orang kembali membeli. Ini menunjukkan bahwa reaksi masyarakat lebih bersifat emosional dan kurang konsisten."

Fakhri:
"Jadi menurut Bapak, boikot ini lebih bersifat sementara dan emosional?"

Nobertus:
"Betul. Karakter masyarakat kita memang lebih reaktif dan emosional. Boikot bisa viral dalam beberapa minggu, tetapi setelah itu mulai mereda. Kita bisa lihat contoh kasus sebelumnya seperti boikot Sari Roti atau kasus lain yang pada akhirnya kembali normal."

Fakhri:
"Sangat menarik, Pak. Terima kasih banyak atas waktu dan wawasan yang Bapak bagikan dalam wawancara ini."

Nobertus:
"Sama-sama. Semoga penelitian kalian berjalan lancar."

INFORMANT INTERVIEW MUHAMED ABDEL KARIM BICHARA

Fakhri:
"How often do you follow the latest news, both nationally and internationally?"

Bichara:
"I get most of my news from Instagram. I follow major news outlets like Al Jazeera, CNN, and BBC. Since I check Instagram daily, I stay updated on important events."

Fakhri:
"Since you used to eat McDonald's, I'd like to ask—have you seen any content related to the McDonald's boycott regarding the Israel-Palestine conflict?"

Bichara:
"Yes, I have. The first thing I saw was that McDonald's in Israel was openly supporting their military by giving them free food. That was a major turning point for me. After that, I saw various boycott campaigns showing how big corporations, including McDonald's, were taking a stance in the conflict."

Fakhri:
"Did you see any content specifically from McDonald's Indonesia? For example, their donation campaign for Palestine or their official statement saying they do not contribute to Israel?"

Bichara:
"Yes, I saw that McDonald's Indonesia made a statement distancing themselves from McDonald's Israel. They emphasized that they are owned by PT Rekso, which is independent of McDonald's global policies. They also launched donation initiatives, including the '1000 Blankets Movement' and an open call for humanitarian support for Palestine."

Fakhri:
"What was your impression of this content?"

Bichara:
"I think it was an effort to assure Indonesian consumers that McDonald's Indonesia is not involved in supporting Israel. The donation campaign also seemed like a way to show solidarity with Palestine. However, many people, including myself, still associate the brand with the parent company, which has already taken a stance. That makes it hard to separate McDonald's Indonesia from the global brand."

Fakhri:
"Did this information influence your decision regarding the boycott? For example, did it make you reconsider consuming McDonald's Indonesia products?"

Bichara:
"Not really. Even though McDonald's Indonesia clarified their position and donated to

Palestine, the fact remains that they are still part of a global franchise. So, I decided to completely stop consuming their products."

Fakhri:
"Before the boycott, how was your experience consuming McDonald's products?"

Bichara:
"I liked their consistency—the food tasted the same no matter where you bought it. It was convenient and a common place to socialize. But after seeing the boycott news, I completely stopped eating there. And honestly, it's not something I can't live without. There are plenty of alternatives."

Fakhri:
"What information about the boycott caught your attention the most?"

Bichara:
"The biggest impact I saw was the financial loss McDonald's faced due to the boycott. Reports showed that they lost millions of dollars because people stopped buying from them. That showed me that consumer action really does make a difference."

Fakhri:
"How has this boycott affected your overall perception of McDonald's?"

Bichara:
"Before, I just saw McDonald's as a fast food brand without political connections. But after this, I see them as a corporation that takes political stances, which affects my willingness to support them."

Fakhri:
"Did the boycott affect your satisfaction as a former McDonald's customer?"

Bichara:
"No, because I found plenty of alternatives. It wasn't hard to stop consuming their products."

Fakhri:
"Do you think the boycott content you saw was effective in changing people's perceptions and actions?"

Bichara:
"Yes, absolutely. Seeing videos and pictures of how McDonald's supported the Israeli military made it very clear. Even though McDonald's Indonesia tried to separate itself, many people—including myself—still feel that the global company should be held accountable."

Fakhri:
"Was there any part of the boycott message that was difficult for you to understand?"

Bichara:
"The most confusing part was McDonald's Indonesia's stance. They said they were independent from the global company, and in some countries, McDonald's franchises

even donated to Palestine. But at the end of the day, the global headquarters still holds

responsibility. If they really wanted to remain neutral, they should have enforced a policy preventing any of their branches from engaging in political matters."

Fakhri:
"How does your background influence the way you interpret this issue?"

Bichara:
As an industrial engineering student, I see this as a bad business decision by McDonald's. Their involvement has hurt their financial standing and public image. From a personal background, I'm Muslim, but beyond that, I see this as a humanitarian issue. Regardless of religion, supporting a cause that contributes to suffering is unacceptable."

Fakhri:
"What do you think was the main purpose of the McDonald's boycott campaign?"

Bichara:
"The main goal was to educate people about how corporations play a role in global conflicts. It also showed that individual actions—like choosing not to buy from a certain brand—can have a big impact."

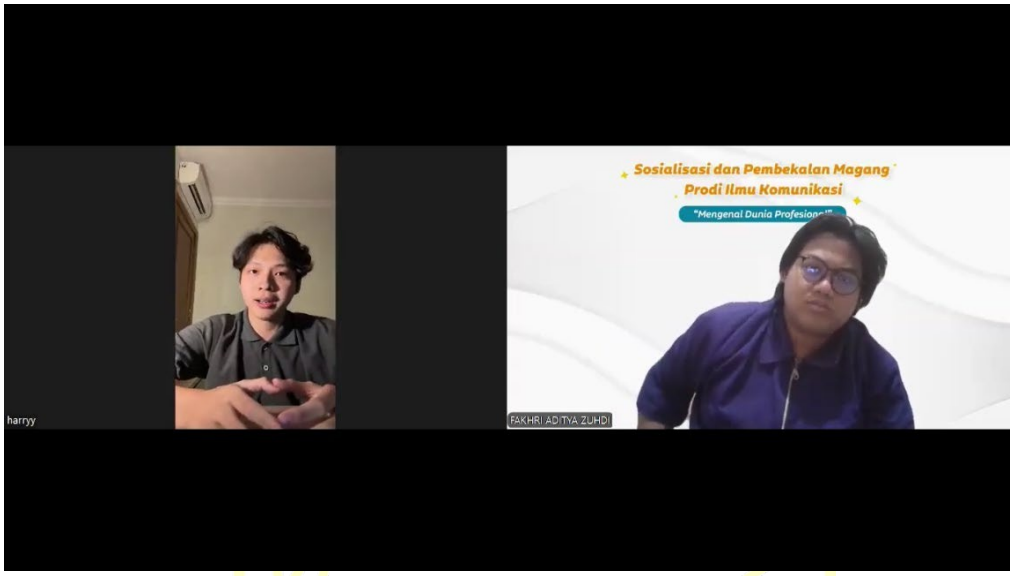
Fakhri:
"How effective do you think boycotts are as a tool for change?"

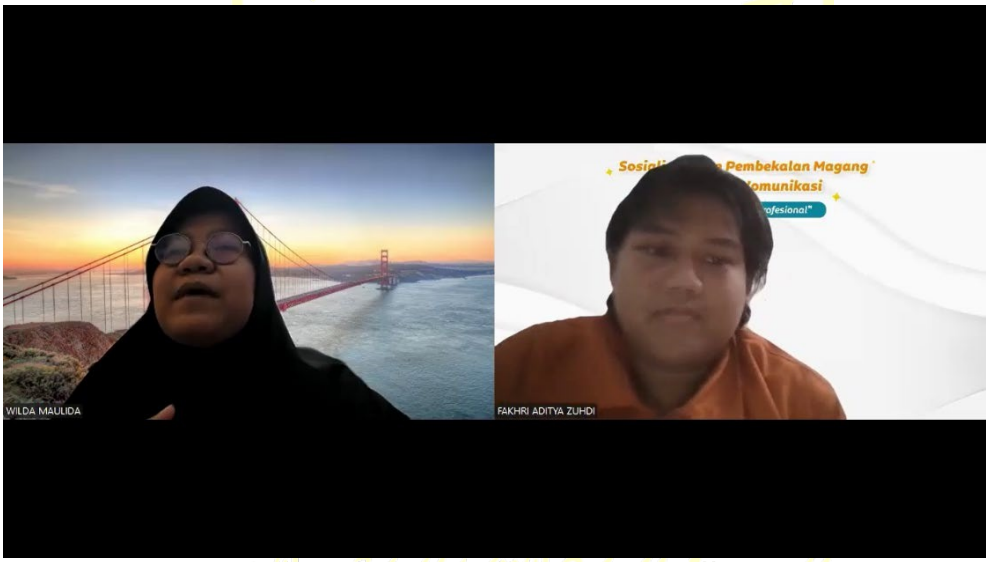
Bichara:
"Very effective, especially for corporations whose main goal is profit. When they start losing money, they are forced to reconsider their actions. The boycott movement showed that people do have power."

Fakhri:

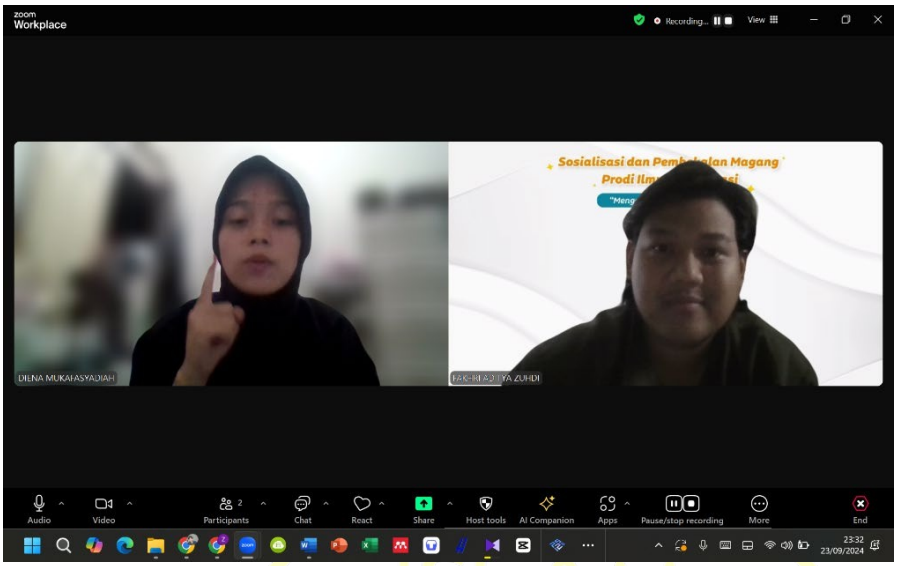
"Thank you very much. So this I have to close this interview. Thank you very much. Yeah. Is there any activities you have to do, I just want to wait until call to this call. Okay."

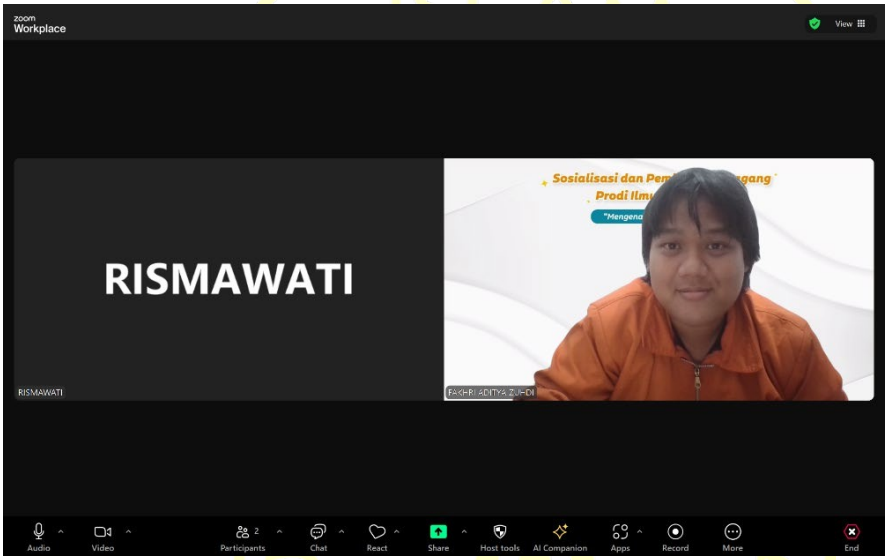
APPENDIX 4. INTERVIEW DOCUMENTATION








zoom
Workplace
Recording...
View
DELNA MUKAFASYADIAH
Audio
Video
Participants
Chat
React
Share
Host tools
AI Companion
Apps
Pause/stop recording
More
End
23:32
23/09/2024


zoom
Workplace
View
RISMAWATI
RISMAWATI
Audio
Video
Participants
Chat
React
Share
Host tools
AI Companion
Apps
Record
More
End



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