

MARKETING STRATEGY OF FAST-FOOD RESTAURANTS IN INDONESIA - SOSIAL NETWORK ANALYSIS ON TWITTER

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Abstract

Background – Fast food restaurants are a culinary business where competition is quite tight, especially in the Covid-19 era. To face competition between restaurants which is quite close, companies must have many strategies, one of which is related to the promotion strategy.

Aim – This study aims to compare the marketing strategy content between Mcdonald's and Burger King and identify the focus of discussion of Twitter users on fast food restaurants.

Design/ Methodology/ Approach – This research uses a social network analysis (SNA) approach with a qualitative descriptive research type. SNA is a form of social computing that extracts large amounts of data. This research uses secondary data sources from tweets with discussions of McDonal's and Burger King in 2017-2022 with data collection.

Findings – The study results show that the marketing strategy related to promos carried out by Mcdonald's is Free Shipping, while Burger King's is Cashback. While on the menu, Mcdonald's innovates on the ice cream menu, and Burger King innovates on the burger menu. The marketing strategy related to taste at Mcdonald's and Burger King showed that the two restaurants had a delicious and delicious taste of the products produced by the two companies on the tongues of consumers

Conclusion - Burger King's marketing strategy carried out via Twitter social media is superior to McDonlads' marketing strategy.

Research implication –The research results show that Burger King is famous for the promos it provides, namely cashback where the promo can be used again when making subsequent purchases by consumers. Apart from that, the menu at Burger King is also very varied, starting from different colors and shapes of burgers, therefore Burger King can attract other consumers to buy their products. This strategy can be maintained to improve and maintain products at Burger King restaurants. McDonald's is famous for its delicious burgers, so this can increase consumer purchases, this strategy must also be maintained.

Limitations – This study focuses on two company brands, namely Mcdonald's and Burger King, in this analysis using three marketing strategy criteria as keywords for data collection. The first keyword is a promo, the second is a menu, and the third is taste.

Keyword : Social, Media, Fast, Food, Marketing, Strategy

Abstrak

Latar Belakang – Restoran cepat saji adalah bisnis kuliner yang saat ini persaingannya cukup ketat, apalagi di era Covid-19. Untuk menghadapi persaingan antar restoran yang cukup ketat, perusahaan tentunya harus memiliki banyak strategi, salah satunya yaitu terkait strategi promosi.

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Tujuan – Adapun tujuan penelitian ini untuk membandingkan antara konten strategi pemasaran antara McDonalds Burger King dan mengidentifikasi fokus pembahasan pengguna twitter pada restoran cepat saji.

Desain / Metodologi / Pendekatan – Penelitian ini menggunakan pendekatan social network analysis (SNA) dengan jenis penelitian deskriptif kualitatif. SNA adalah bentuk komputasi sosial yang mengekstraksi data dalam jumlah besar. Penelitian ini menggunakan sumber data sekunder berupa tweet diskusi McDonal's dan Burger King tahun 2017-2022 dengan penarikan data.

Temuan – Berdasarkan hasil penelitian menunjukkan bahwa strategi pemasaran terkait promo yang dilakukan McDonalds adalah Gratis Ongkir, sedangkan Burger King adalah Cashback. Sedangkan pada menu, McDonalds melakukan inovasi terhadap menu ice cream dan Burger King melakukan inovasi terhadap menu burger. Strategi pemasaran terkait rasa pada McDonalds dan Burger King didapatkan hasil bahwa kedua restoran tersebut mempunyai rasa yang enak dan lezat pada produk yang dihasilkan kedua perusahaan di lidah para konsumen.

Kesimpulan – Strategi marketing oleh Burger King yang dilakukan melalui media sosial twitter lebih unggul dibandingkan strategi marketing McDonlads.

Implikasi Penelitian – Hasil penelitian menunjukkan bahwa Burger King terkenal dengan promo yang diberikan yaitu casback dimana promo tersebut dapat digunakan kembali saat pembelian selanjutnya oleh konsumen, Selain itu menu pada Burger King juga sangat bervariasi mulai dari warna dan bentuk burger yang berbeda-beda, oleh karena itu burger king dapat menggait konsumen lain untuk membeli produknya. Strategi tersebut dapat dipertahankan untuk meningkatkan dan mempertahankan produk pada restoran Burger King. McDonald's terkenal dengan rasa burger yang enak, sehingga hal tersebut dapat meningkatkan pembelian konsumen, strategi tersebut juga harus bisa dipertahankan.

Batasan Penelitian – Penelitian ini berfokus pada dua perusahaan yaitu Mcdonald's dan Burger King, analisa data menggunakan tiga kriteria strategi pemasaran sebagai kunci dari pengumpulan data. Yang pertama adalah promo, yang kedua adalah menu, dan yang ketiga adalah rasa.

Kata Kunci : Sosial, Media, Cepat, Saji, Strategi, Pemasaran

PENDAHULUAN

Along with the progress of the economy and the development of the times in this globalization era, it influences consumption patterns and people's behavior in meeting the needs of people's lives (Zahara *et al.*, 2017). Humans have similar requirements for clothing, food, and shelter. Indonesian people prefer to meet their food needs from fast food restaurants. So that it can trigger a lot of competition in the fast food industry sector. The phenomenon that exists in the field food and beverage industry is the rise of fast food that has sprung up and is the main choice for urban communities, especially those who have daily routines and activities (Janssen *et al.*, 2018). Fast food

restaurants are a culinary business where competition is quite tight, especially in the Covid-19 era (Chang *et al.*, 2021). To face a competition between restaurants that is quite close, companies must have many strategies, one of which is related to a promotion strategy (Hidayat *et al.*, 2019). The results of research conducted by Zaenal & Moeliono (2021) stated that there are several favorite fast food restaurants, including Mcdonald's and Burger King. Mcdonald's restaurant is a fast food company that is the best restaurant, experienced in serving Mcdonald's customers and giving the impression of satisfaction. Burger King restaurant is a fast food restaurant that has developed and



spread to various regions in Indonesia and is one of the restaurants whose main menu is burgers. Not only that, but it is also one of the companies that compete with other fast-food restaurants (Al Hamdhan, 2021). The two fast food restaurants are in great demand by people who want to enjoy burgers because these restaurants have a varied menu and exciting tastes. However, on the other hand, the two restaurants have prominent differences in terms of the menu in the restaurant. Burger king restaurants have more variations on their Burger menu choices, while Mcdonald's restaurants tend to have fewer variations on their Burger menu.

The existence of competition experienced by fast food restaurants makes the restaurant think hard to maintain its product. One of the things that can be done to keep the product is to implement a promotional marketing strategy. A marketing strategy is a comprehensive, integrated marketing plan that will be carried out to achieve a marketing objective for the company (Mandal, 2017). Marketing is where buying and selling activities or exchange transactions take place in products or services (Jain & Yadav, 2017). Promotion is a unique communication tool that sellers usually use to inform consumers about the advantages of the product (Katole, 2019). Promotion is marketing that offers a variety of short-term products to generate interest or a desire to buy a product or

service. Promotion is about marketing and communicating products to the broader community so that they are in great demand (Genchev & Todorova, 2017). Promotional activities that are commonly carried out by fast food or fast food restaurants are usually promos in the form of price discounts, cashback, flash sales, free shipping, and others. Restaurants need the right promotion strategy to convey their products. Therefore there is a need for conformity with the times. Social media is the most appropriate business strategy for communicating product results to the broader community. Indonesians mostly use social media such as Youtube, Facebook, Instagram, and Twitter. Of the several types of social media, Twitter is a social media where information is spread quickly and widely so that it can be used as a source of information (Shore *et al.*, 2018). Twitter is a text-based social media, and almost all social media users ignore Twitter because of the emergence of Instagram (Salloum *et al.*, 2017). In extracting data on tweets, you can use predetermined keywords and users to stay focused on the appropriate and desired data. This research focuses on two fast food restaurants, Mcdonald's and Burger King.

Research discussing marketing strategies has been carried out both digitally and non-digitally. In line with this analysis, the research that Putra previously conducted, Galih Pramono & Candiwan discussed brand ranking analysis on Twitter

social media in case studies of KFC Indonesia and McDonald's Indonesia (Putra & Candiwan, 2021). In his research, he discusses the comparison of value ratings on network properties to determine brands between KFC and McDonald's using the Social Network Analysis (SNA) method. The results showed that the two company brands had advantages from their network properties. McDonald's excelled in diameter, average degree, and average path length network properties, while KFC excelled in network size, modularity, and clustering coefficient properties. In contrast, the density network properties of these two companies have the same value. The research carried out by Putra and Candiwan had shortcomings in the place used for research. KFC and McDonald's restaurants are very different, KFC dominates its chicken products, whereas McDonald's dominates its burger products, so in the research conducted by Putra and Candiwan they do not have similar products. Therefore, researchers made a comparison between McDonald's and Burger King so that they have similarities in their products, namely that they both dominate burger products.

Based on the background described above, the question in this study is, Is there a significant difference in the marketing strategy carried out between McDonald's and Burger King? The purpose of this study is to compare the marketing strategy

content between two fast food restaurants or fast food in Indonesia. In addition to identifying the focus of discussion of Twitter users on fast food restaurants. With this identification, researchers hope to help the restaurant to build a better marketing strategy. This study focuses on two company brands, namely McDonald's and Burger King, The reason why researchers chose these two restaurants is because these two restaurants are favorite restaurants among the public, apart from that, McDonald's is a restaurant that has the nickname Burger King and the Burger King restaurant has a main menu of burgers and is one of the biggest restaurants, so Burger King can give an impression positive towards consumers and customers. In this analysis the researcher only focuses on the scope of online purchases, so it does not include offline purchases. It is important to carry out this research to find out which of the two restaurants is superior. The marketing strategy carried out by the two restaurants is very important to evaluate because it compares targets with program achievements.

This research can provide information regarding which strategies have been implemented well and which strategies have not been implemented properly. Restorations that have a good strategy will provide motivation to maintain their value and those that are not good must always improve their marketing strategy and

quality.in this analysis using three marketing strategy criteria as keywords for data collection. The first keyword is a promo, the second is a menu, and the third is taste. Suppose previous research compared brand ratings between KFC and Mcdonald's. In that case, it is different from this analysis discussing the comparison of marketing strategies between Mcdonald's and Burger King as a differentiator and renewal. This comparison was made to find out whether there is a significant or insignificant influence through the results of network analysis on Twitter.

LITERATURE REVIEW

Pemasaran

Pemasaran adalah suatu proses sosial dan manajemen kepemimpinan yang menjadikan individu dan kelompok agar mendapatkan apa yang mereka butuhkan dan yang mereka inginkan melalui keinginan saling bertukar produk dan nilai dari berbagai orang lain. Manajemen pemasaran merupakan ilmu pengetahuan memilih pasar sasaran yang didapatkan, mudah dipahami dan kegiatan

pengendalian suatu program yang telat dibuat (Katole, 2019).

Media Sosial

Media sosial merupakan lembaga media online yang dapat digunakan untuk kenyamanan masyarakat dalam berkontribusi, berbagi, membuat konten. Biasanya konten yang dibuat dapat berupa blog, jejaring sosial, forum dan lain sebagainya (Mandal, 2017).

Big Data (Data Besar)

Big data merupakan data besar yang mengacu pada jumlah data yang ukurannya sangat besar dan kompleks, sehingga hal ini tidak memungkinkan untuk diproses menggunakan perangkat pengelolaan database konvensional ataupun aplikasi pemrosesan data lainnya. Berbagai informasi penting yang dapat diperoleh dari menggunakan *big data* salah satunya dapat memanfaatkan *big data* untuk menciptakan wawasan, produk dan layanan inovatif melalui informasi pada data besar secara sosial yang diperoleh dari jejaring social (Mantik *et al.*, 2022).

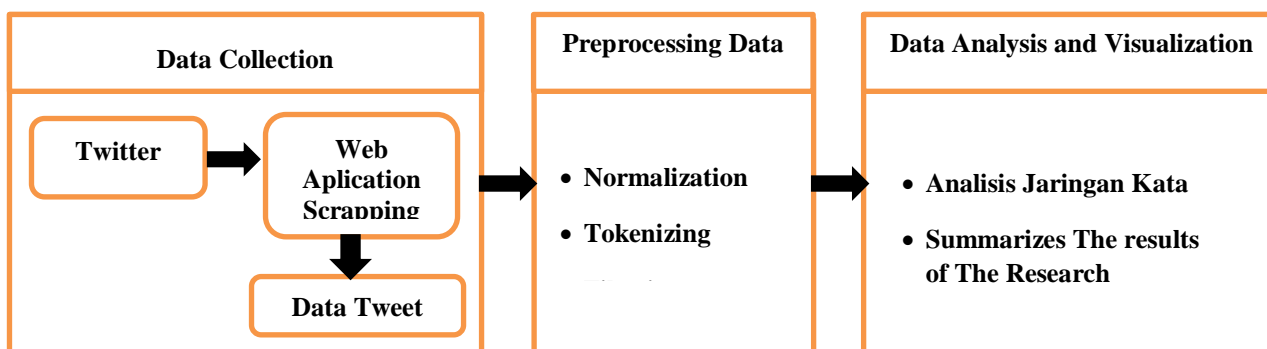


Figure 1. Research flow design

RESEARCH METHODOLOGY

This research is qualitative research using secondary data from Twitter social media. The research subjects are all Indonesian people who use social media. The population in this study is Twitter social media users in Indonesia. The research flow design is described below.

Data Collection

The data collection that has been determined uses Jupyter tools using the Python language and is assisted by the Scrape library to search for data within the specified time range. The resulting data will be in the form of tweets in Indonesian and crawling data in CSV format. This study uses data taken from the last 5 years, from 2017 to 2023. The data collected has keywords that represent McDonald's and Burger King restaurants, namely "Promo, Menu and Taste. The tweets taken are Indonesian language tweets, then this data is stored in CSV format to be immediately processed at the next stage.

Preprocessing Data

Preprocessing data is a step to remove noise. The tweet noise data that is meant when managing text data is symbols, emoticons, hashtags and abbreviations of various non-standard words that make it difficult to understand. Normalizing is normalizing data with the same value. Tokenizing is filtering text and separating

pieces of letters, numbers, symbols, and punctuation marks. Finally, filtering normalizes non-standard words to make it easier to analyze data. This detailed preprocessing stage was carried out because there was research showing informal language (incorrect writing or slang).

Data Analysis and Visualization

Data analysis and visualization is the last stage used to perform data analysis and visualize the structure of the relationship between words in each tweet. In this analysis, the form of research data analysis is to plan data in a project that will be used and how much influence one data has on other data between promos, menus and flavors. Summary of research results, namely the process of obtaining evidence whether the SNA method by crawling data on Google Colab and using the Gephi application has an influence on inter-organizational profits. Social media provides insight into marketing in the fast food field.

RESULT AND DISCUSSION

The results of marketing content data are obtained from data collection (crawling), which shows the amount of tweet. The results of this research contain data that compares the marketing strategies of McDonald's and Burger King through interactions on Twitter in promo content, menus and taste. Researchers made this comparison because there were differences

in marketing strategies between the two restaurants (see table 1). Table 1 shows that the number of tweets obtained from crawling using keywords focuses on promotional content related to promo, flavor, and menus. This research uses Jupiter notebook software and then reprocessed using Google Collab. McDonald's data was obtained in 2017-2022 from 1,095 promo keywords, 1,048 menu keywords, then 1,168 taste keywords. There is Burger King data obtained for 2017-2022 from 1,048 promo keywords, 330 menu keywords, and 581 taste keywords. Next, what is done is the data preprocessing process which aims to eliminate irrelevant tweets.

Table 2 above shows the number of tweets obtained from the data results using wordjijs, The total number of words produced by Burger King is more than McDonald's. Unique words are words that have undergone a filter, where there are no repetitions of words that appear from consumers. It can be seen from the average number that Burger King is larger. The marketing strategy carried out by Burger King, such as providing promos in the form of cashback for consumers, has helped Burger King be superior to McDonald's, not only that, Burger King also has various menu variations ranging from burger colors, burger shapes, etc. thus making consumers interested and curious about Burger King products. McDonald's must provide

information about promotional products and partnerships with other digital companies. From the data processed by the researcher, it can be seen that the calculation of the properties of the social network "Promo, Menu and Taste" (see table 3).

Table 3 Shows results of McDonald's and Burger King tweet network properties. A network that has more ties per node leads to further and faster penetration. Buger King has the most nodes and edges, which means that the distribution data for Burger King promos, menus and flavors is better, as evidenced by the many interactions between Burger King consumers than McDonal's. Everage Degree means that the higher the average degree value, the better the relationship between users so that information can be disseminated widely. The superior level is Burger King. Then everage weighted degree shows the average number of link weights, Burger King is superior in this property. Network diameter is the short distance between nodes. Burger King has a longer network distance. Lastly, modularity, Burger King's modularity value is better, which illustrates the strength of the group formed. From table 3, it can be seen that the number of Burger King consumers is greater than that of McDonald's. so that the amount of information about Burger King consumers is greater. The higher the number of degrees, diameter and modularity the greater the amount of consumer information dissemination.

The following process that will be carried out is the data visualization process, in which the concept that will be used from SNA is Graph Theory which consists of nodes (vertices or points) connected by edges (links or lines). The promotion strategy is one way that can be used to improve the company's image (Patruti-Baltes, 2016). Companies can carry various types of promotions, including free shipping, cashback, flash sales, and others (Ali & Nova, 2022). By buying goods when there

are promos, of course, the buyer will feel happy to be more economical in his purchase. Promos are not only a means of communication between customers and consumers but as a means for consumers to want to buy products according to their needs and desires. If fast food restaurants often provide promos that make consumers interested in purchasing the products offered, it will indirectly increase profits for the restaurant, and customer satisfaction can be fulfilled (Suima, 2019).

Table 1
 Results of content marketing withdrawals

Content	Year	Amount of data
McDonalds		
Promo	2017-2022	1,095
Menu		1048
Flavor		1.168
Burger King		
Promo	2017-2022	1048
Menu		330
Flavor		581

Source : Research Analysis. 2023

Table 2
 Wordji Data Processing Results

Focus	Year	The total number of words	unique word	Average amount
McDonalds				
Promo	2017-2022	750	83	9.036145
Menu		10016	821	12.199756
Flavor		9,746	684	14.248538
Burger King				
Promo	2017-2022	12083	711	16.994374
Menu		2,981	301	9.903654
Flavor		4,471	347	12.884726

Source : Research Analysis. 2023

Tabel 3.
 Properti Jaringan Tweet McDonalds dan Burger King 2017-2022

Properti Jaringan	Promo	Menu	Rasa
McDonald's			
Nodes	83	85	93
Edges	55	308	221
Average Degree	1.325	1.259	1.767
Average Weighted Degree	8.988	11.562	12.159

Properti Jaringan	Promo	Menu	Rasa
Network Diameter	4	7	8
Modularity	0.301	0.284	0.397
Burger King			
Nodes	99	144	347
Edges	520	266	262
Average Degree	2.959	1.767	1.51
Average Weighted Degree	28.85	12.159	16.15
Network Diameter	6	8	5
Modularity	0.442	0.397	0.122

Sumber : Research Analysis. 2023

Discussion

The results figure A of the visualization of the "Promo" content on McDonald's Twitter for 2017-2022 show that the Mcdonald's fast food company provides attractive promos in the form of free shipping for consumers who order online. In this case, consumers often talk about free shipping promos and the use of free shipping at Mcdonald's. This is because responses to payments for purchases often appear and are interconnected. Free shipping is an attractive offer at a free shipping fee and one way to carry out a marketing strategy to attract consumers (Sun *et al.*, 2018). Free shipping promos can help Mcdonald's consumers to get more affordable prices through reduced shipping costs when ordering online through the McDelivery application. The higher the discount on shipping costs, the higher the profit consumers get (Yang & Lee, 2016). Thus the level of consumer satisfaction can be seen and assessed from the suitability of consumer expectations after the promotion.

A menu is a policy set or made by a restaurant that contains an arrangement of

dishes served within a specific time (Nuari, 2020). The menu is no longer just presenting a list of food and drinks for consumers, but a variety of menu variations has become the main attraction for every restaurant (Rahayu *et al.*, 2016). A good variety of menus will ensure that consumers will be satisfied with their choice because there are many choices of food and drinks served. Menus that offer better options will keep customers loyal (Gupta, 2019).

The results figure 2B of the visualization of the "menu" content on McDonald's Twitter show various variations of the menu at Mcdonald's. In this case, consumers often discuss the variants and menus at Mcdonald's. Menu variations at Mcdonald's can be seen from the sizes that can adjust to the wishes of consumers so that consumers can make the right choice according to the portion they want. The food menus at Mcdonald's range from burgers, ice cream, chicken, potatoes, and other products. Variant phenomena often appear in tweets' discussions: chicken, burgers, and ice cream. Of the three discussions, the most popular menu variation for consumers

is Mcdonald's ice cream because the company has made a new menu variation for their ice cream product, namely Matcha McFlurry vanilla McD ice cream mixed with Japanese green tea and available with two the choice of toppings are Oreo and Matcha Cookies. Understanding aspects that influence consumer purchasing decisions, such as the type of product and menu variants consumers want, the risk of losing consumers is relatively low because companies can realize consumer interest (Campbell *et al.*, 2020).

The flavor is an important factor in the acceptance and rejection of food, which is determined by the consumer's final decision (Ham, 2021). If the flavor offered follows the wishes of consumers, it will be able to produce a satisfaction value for the consumers themselves (Mutiara *et al.*, 2020). With customer satisfaction, it is hoped that these consumers will later buy back and recommend to other consumers (Agustin *et al.*, 2022). Therefore, a restaurant must always pay attention to the quality of food, especially the taste of the products offered, so that the restaurant can produce positive customers in the future.

The results figure C of the visualization of the "Flavor" content on McDonald's Twitter for 2017-2022 show that McDonald's products, in terms of taste quality, can be said to be right and delicious on the tongues of Mcdonald's consumers. In this case, most consumers often talk about

the "good" taste in the products at Mcdonald's. This is due to the interconnected response to the product's flavor quality. Good taste is the right taste without any deficiencies in food and drink. In the results obtained, consumers prefer Mcdonald's chicken products, which say that chicken products have a good flavor that fits the tongue of consumers. The flavor quality of the Mcdonald's fast food company will play a very important role in consumers' purchasing decisions. McDonald's must always pay attention to and maintain the taste quality of its products so that consumers do not feel disappointed after buying Mcdonald's products. The better the quality of the product owned, the more it will increase the purchase decision (Brata *et al.*, 2017).

The results figure A of the visualization of the "Promo" content on Burger King's Twitter for 2017-2022 show that the fast food company Burger King provides attractive promos in the form of cashback for consumers who order online at Burger King. Fast food Burger King also collaborates online with non-cash payments, including OVO, Go-Pay, Funds, and Shopee Pay. In this case, consumers often discuss cashback promos and use cashback at Burger King. This is because responses to payments for purchases often appear and are interconnected. Cashback is a prize in the form of points given by a company. Cashback promos are usually

given to Burger King consumers with benefits through credit that can be used when purchasing at Burger King. Using cashback by way of claims is very easy to do, and consumers get points for discounted prices. The phenomenon of giving cashback which has the largest quota based on the number of purchases. Burger King consumers often use cashback by making Gopay payments for product purchases. So it can be interpreted that this cashback promo is very useful for consumers who make purchases. Without promotion, consumers will not be able to attract interest and will not recognize the product's existence (Mantik *et al.*, 2022).

The results figure B of the visualization of the "Menu" content on Burger King's Twitter show that the Burger King company has made new innovations to the existing menu at Burger King. This makes consumers talk a lot about the innovation of the menu variants at Burger King. The phenomenon of product innovation on the menu at Burger King is shown by the existence of a unique burger menu that is different from other burger products. This is evidenced by the diversity of colors at Burger King, including a purple burger called the Purple Seol burger served with Double Long K-Rashers and Purple Cabbage, a pink burger called the Sakura Burger, which has a very charming appearance and appetizing burgers. Black as Kuro Burger. We know that, in general,

burgers sold in various outlets or fast food are brownish cream in color, but it is different from fast food at Burger King, which provides a wide variety of varied menus, especially in the color section of the burger. Innovation will add value to products of high quality and different from their products. An innovation process will help a company's competitive advantage (Aksoy, 2017).

The results figure C of the visualization of the "Flavor" content on Burger King's Twitter for 2017-2022 show that the quality of the flavor of burger products at Burger King has good taste and fits well. In this case, most consumers often discuss burger products' "good" taste. This is because the response to the quality of the burger's flavor is interconnected. The taste of Burger King cannot be compared to other burgers because Burger King has its style and taste. The shape and size of the products owned by Burger King compared to other burger restaurants make it unique in the hearts of Burger King consumers. The products offered at Burger King have very good quality for consumers. Consumers will buy products again when they are satisfied with the taste they get from their food or drink. Burger food products that are delicious and very varied can determine the tastes and choices of consumers so that they feel satisfied when consuming them. When consumers are satisfied, it will create a very

positive impression of the fast food company
 Burger King (Sallam, 2016).

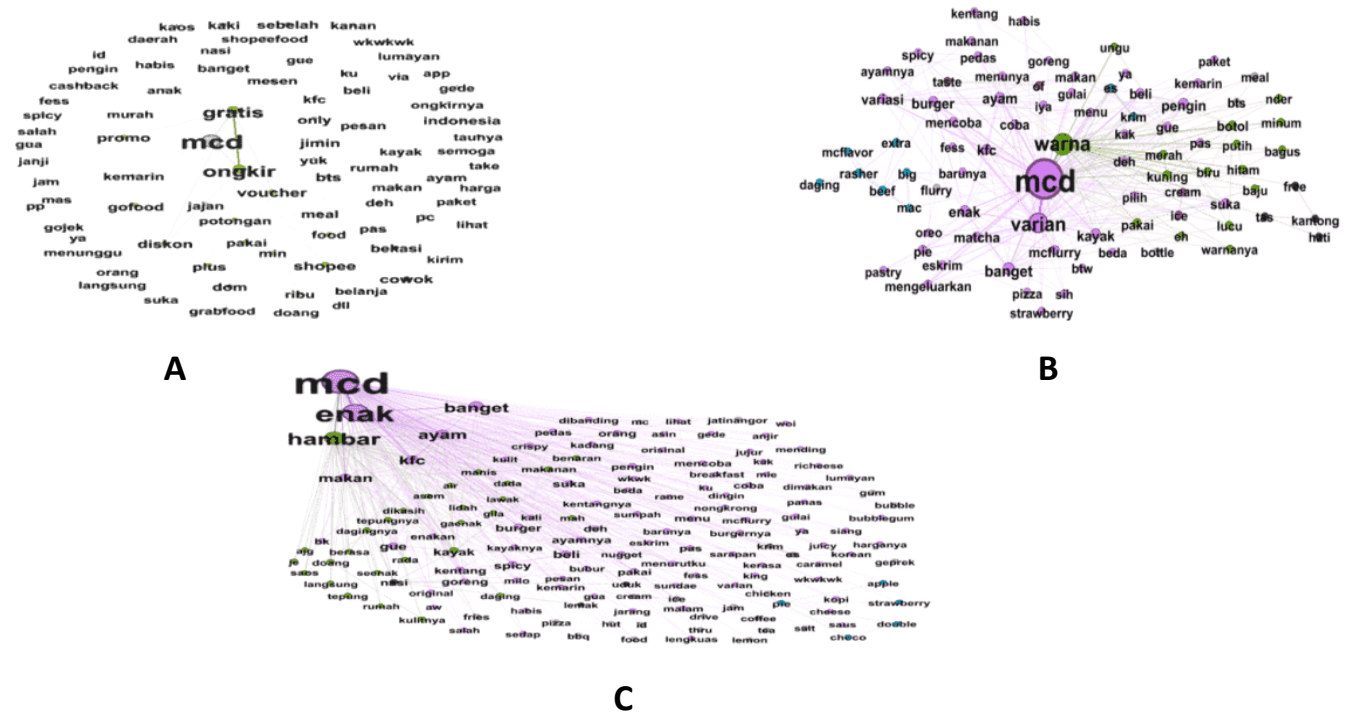


Figure 2. Visualization of the 2017-2022 McDonalds Twitter Promo, Menu dan Flavor Network

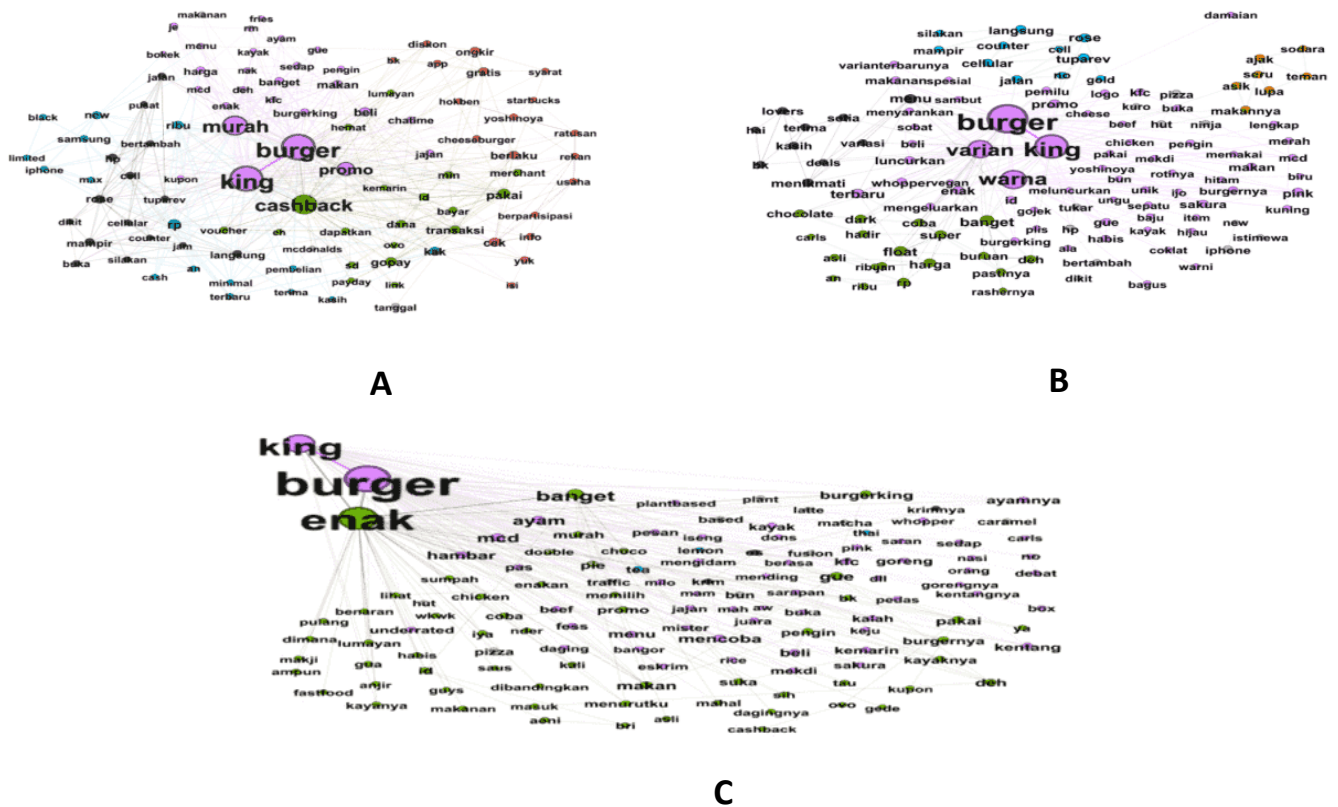


Figure 3. Visualization of the 2017-2022 Burger King Twitter Promo, Menu dan Flavor Network

CONCLUSIONS

The research above shows that by using SNA and building relationships between words, we can see Twitter users discussing various topics or focusing on social media. Understanding the focus of the topic of discussion on social media can help stakeholders and management of fast food (Fast Food) to determine business strategies to increase consumer satisfaction or meet company goals. The results of this research are that Burger King restaurants have a marketing strategy that is superior to McDonald's. as in the promo strategy provided by Burger King in the form of cashback and menu variations ranging from different burger colors and burger shapes. This makes consumers more interested and curious about Burger King products. Even though McDonald's has provided a promo in the form of free shipping, people prefer cashback promos, this is because the cashback promo can be used to make subsequent purchases, while free shipping can only be used when buying that day. The burger menu at McDonald's also offers fewer variations in color and shape, so consumers are less interested in trying it. The flavors in Buger King and McDonlad's both taste good for public consumption. The existence of the cashbcak promo carried out by Burger King makes Burger King superior, especially among people who share promo hunter experiences with each other which can be used in subsequent purchases. The

restaurant business needs to improve marketing strategies through more active accounts or users on Twitter and strengthen consumer management to provide tweets, reposts on Twitter related to restaurants. Apart from that, other promotions can be carried out, such as carrying out marketing strategies by collaborating with famous artists, holding events and becoming sponsors, promotions with special prices and many other marketing strategies that can be carried out to maintain the product.

This research only focuses on analyzing the relationship between words. from Twitter in 2017-2022. The scope that the research focuses on is only on online purchases, so it does not include offline purchases where at that time the Covid-19 pandemic was going on. Suggestions for further research are to be able to analyze apart from focusing this research on getting wider data and also on other social media such as Instagram, YouTube and Facebook. It is also necessary to validate the results of this research with other social media results.

RESEARCH IMPLICATION

The results of this research are expected to help restaurants to build marketing strategies related to better promotions, one of the things that can be done is to make new innovations in all products related to promos, menus and flavors in the product itself.

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