



ICPPS

International Conference on
Post-Pandemic Society

CERTIFICATE OF PRESENTATION



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This certificate is awarded to

Leonita Kusumawardhani

Universitas Paramadina Jakarta

For the manuscript entitled

"Shifting Digital Ad Message in Adapting Pandemic Situation"

Presented at

International Conference on Post-Pandemic Society (ICPPS)

November 10, 2021 | Virtual Conference



Dr. Aan Rukmana

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Paramadina University



**Book of Abstract
Conference Proceeding**

ICPPS

International Conference on
Post-Pandemic Society

**Virtual Conference
November 10, 2021**

Supported by



Cawangan Perak
Kampus Tapah



Book of Abstract Conference Proceeding International Conference on Post-Pandemic Society (ICPPS)

E-ISBN No.:

978-623-5724-03-4 (PDF)

Chief of Editor:

Dr. Aan Rukmana

Dr. Hendrati Dwi Mulyaningsih

Santi Rahmawati

Cover and layout:

Diah Rahmadani

Risky Adha P

Publisher:

Yayasan Sinergi Riset dan Edukasi

Office Address:

Komplek Sinergi Antapani

Jl. Nyaman 31, RT01 RW23, Bandung 40291, Indonesia

Contact: (+62) 811227479 / (+62) 8112331733

Email: contact@researchsynergy.org

First publication, November 2021

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Shifting Digital Ad Message In Adapting Pandemic Situation

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Abstract

The COVID-19 pandemic has changed the lives of people around the world. Like it or not, all sectors must be able to adapt to this new situation. Especially the restaurant industry. The PPKM regulations and social distancing rules makes the actors in this industrial sector have to be able to adapt quickly.

One of them is McDonald's, this fast food franchise restaurant when the pandemic hit Indonesia was forced to close their dine-in service and only serve take-away and drive-thru orders. Even though PPKM has now lowered its level and McDonald's has accepted dine-in again, they still maintain a system that minimizes contact and crowds gathering.

Recently, McDonald's launched a television commercial entitled "Although on a different road, at Drive Thru McD it's all the same" with the hashtag #BedaRodaSatuJalur. This 30-second and 15-second advertisement will start airing on national television stations and McD's Youtube Channel since October 6, 2021.

Keywords: advertising message, shifting ad, adaptation

I. INTRODUCTION

Since Covid 19 hit the world, many impacts have occurred as a result of this virus. Various sectors are forced to adapt quickly to survive in this unpredictable situation. One of the sectors affected is the restaurant sector or food outlets that offer dine-in.

Indonesia has also been hit hard by Covid 19. Since the first case was announced in Jakarta (Indonesia), the Government, in this case the Governor of DKI Jakarta, immediately decided to implement certain social restrictions. With Government Regulation No. 21 of 2020, Large-Scale Social Restrictions (PSBB) will be enforced throughout Indonesia, especially in Jakarta and its surroundings.

With this policy in place, many restaurants and other food outlets have to adjust the timing and form of their service. Not even a few have to close temporarily. McDonald's is one of the many restaurants affected by this rule.

A franchise restaurant that has been in Indonesia since 1991, through its official website on March 29, 2020, announced that starting April 1, 2020 they will be closing dine-in services (<https://mcdonalds.co.id/whats-on/-4>) for two week. At the beginning of the PSBB period, the Government issued a ban on not being allowed to eat on the spot. Restaurants or stalls selling food and drinks may only serve takeout or online services. Even after being allowed to eat on the premises, they are limited to accepting customers who want to eat on the spot.

That's why McDonald's emphasizes to its customers to order delivery or order through Drive Thru. The Drive Thru McD service has actually been around for a long time. Almost all branches have Drive Thru service, where customers can place orders from their vehicle (car) without having to make physical contact with the waiter.

Even though finally on October 27, 2021, the dine-in service was reopened (<https://mcdonalds.co.id/whats-on/jasa-dinein>), but McD still supports PPKM to prioritize delivery messages or tru drives. This is why on October 6, 2021, McD launched its television commercial titled *Although the Path is Different, At Drive Tru McD*. This ad is unique because it uses anime for the execution of the ad concept. It is very rare for a restaurant advertisement that sells food to use the concept of anime as its ad execution, because it cannot clearly show the shape of the food product which is usually the main attraction.

II. LITERATURE REVIEW

In this digital era, producers must think of the right way to promote their products. So many choices of media to promote a product. Even though digital media is growing rapidly and has become a popular choice, television media is still popular and is still the main choice for advertising.

This is as stated by Belch and Belch (2015: 323): "TV is a unique and powerful advertising medium because it contains the elements of sight, sound, motion, which can be combined to create a variety of advertising appeals and executions. Furthermore, Belch and Belch (2015: 324) say... TV commercials have several components. The video and audio must work together to create the right impact and communicate the advertiser's message.

Meanwhile, Shimp (2010: 209) says that effective advertising is usually creative advertising. Shimp further said that: "The creative ads have three common features: connectedness, appropriateness, and novelty". These three elements became known as The CAN Element.

According to Shimp (2010: 209-210): "Connectedness addresses whether an advertisement reflects empathy with the target audience's basic needs and wants as they relate to making a brand choice decision in a product category. An advertisement is said to be connected if it reflects an understanding of target audience members' motivation... appropriateness means that an advertisement must provide information that is pertinent to the advertised brand relative to other brands in the product category... Appropriate ads also are coherent in the sense that all message elements work in concert to deliver a singular, unambiguous message. Novelty ads are unique, fresh, and unexpected. They differ from consumers' expectations of a typical ad for a brand in a particular product category... Novelty is the element most often associated with advertising creativity, but it is important to understand that novelty is merely one component of advertising creativity".

III. METHODOLOGY

This study uses qualitative research methods with content analysis method using the ef The unit of analysis in this study is a 30 second McDonald's television commercial with the title *Even though the Path is Different. In Drive Tru McD All Equal to 10 scenes*. This ad first aired on several television stations on October 6, 2021.

IV. RESULT AND DISCUSSION

McD's ad that uses anime as ad execution airs in early October 2021 with a duration of 30 seconds. The ad that shows the latest service from Drive Tru McD is packed with an interesting concept, especially for young people who before the pandemic very often hung out at McD. The following are the results of the content analysis of the 10 scenes studied using the The CAN element theory.

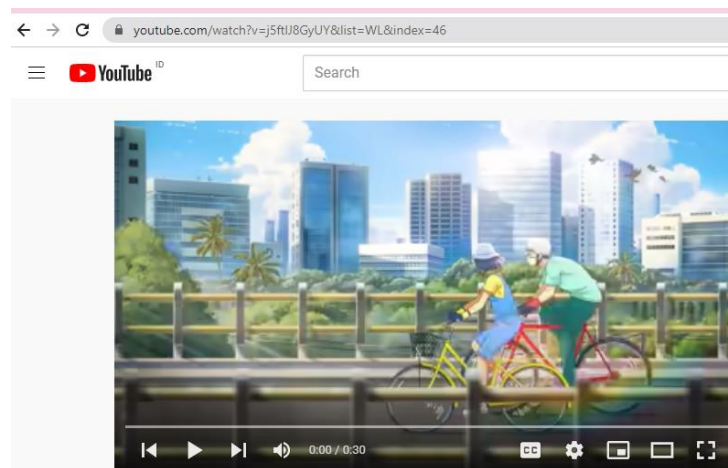


Figure 1. Scene One

(Source: <https://www.youtube.com/watch?v=j5ftlJ8GyUY>)

The ad opens with a visual of two teenagers cycling. They seemed to be pedaling their bikes with enthusiasm. Looks like they're working out in the morning. The bike kept going. In Scene One, it can be seen that there is a connectedness between this ad and the current situation. Cycling has become a great choice during the pandemic. People choose this sport because it's easy, doesn't meet a lot of people, although after it became a trend, many people like to cycle together with their community. Usually after exercise, they stop at a restaurant for breakfast. The element of appropriateness is also seen in Scene One, because the bicycle is one of the vehicles mentioned by the audio by the announcer in the next scene. The last element is novelty, seen in the use of cycling sports clothes worn by the two casual teenagers, not too stiff in sports clothes.

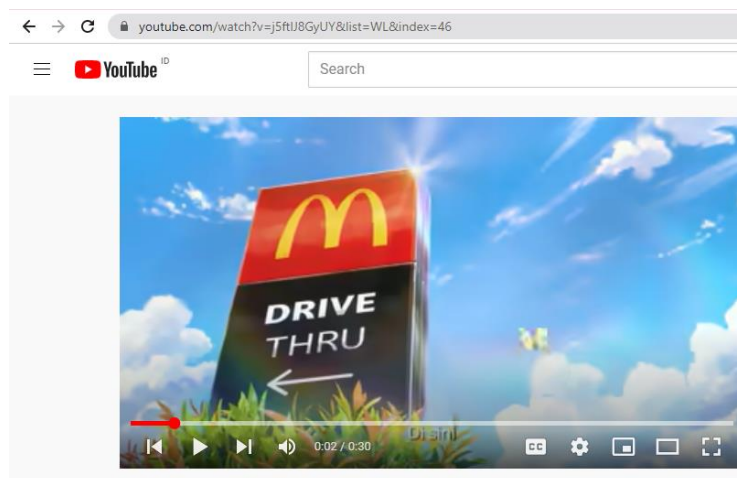


Figure 2. Scene Two

(<https://www.youtube.com/watch?v=j5ftlJ8GyUY>)

In Scene Two cameras dissolved into McD's Drive Thru signpost. The sky was clear with butterflies flying. Then came the audio from an Announcer: "Here..."

In Scene Two, viewers can connect (connectedness) their need to consume McD but do not need to contact a lot of people, just through the Drive Thru service. The element of appropriateness is also seen in this scene which is indicated by the information that McD has Drive Thru service with a red M logo which is very eye-catching. The novelty element in this scene is the blue sky background with flying butterflies which are rarely found in food advertisements.

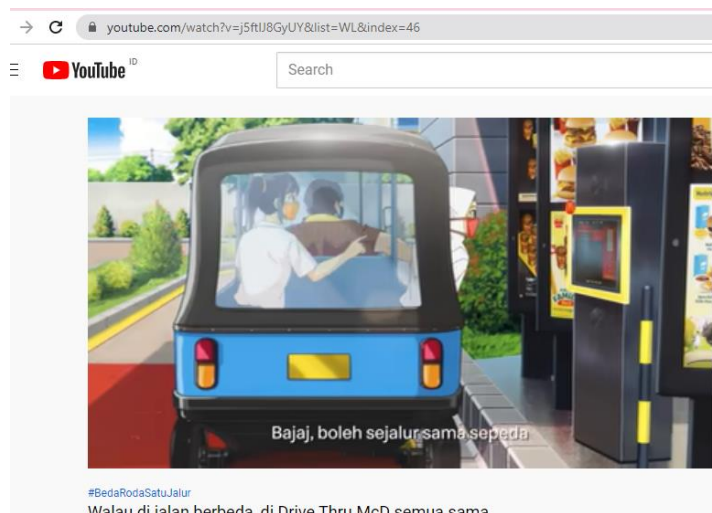


Figure 3. Scene Three
 (Source: <https://www.youtube.com/watch?v=j5ftIJ8GyUY>)

In Scene Three, the ad visual shows a bajaj passenger placing an order in the Drive Thru area. There was a voice over from the announcer: "... bajaj, you can go in line with the bicycle". In Scene Three, we want to show that even if you take a bajaj, you can still take advantage of the services at Drive Thru McD. This is the feeling that can create connectedness with the audience of this ad. The element of appropriateness is also seen in this scene which is shown by the information that now you can order a McD even if you don't drive a car. The novelty element in this scene is a bajaj that can enter Drive Thru McD.

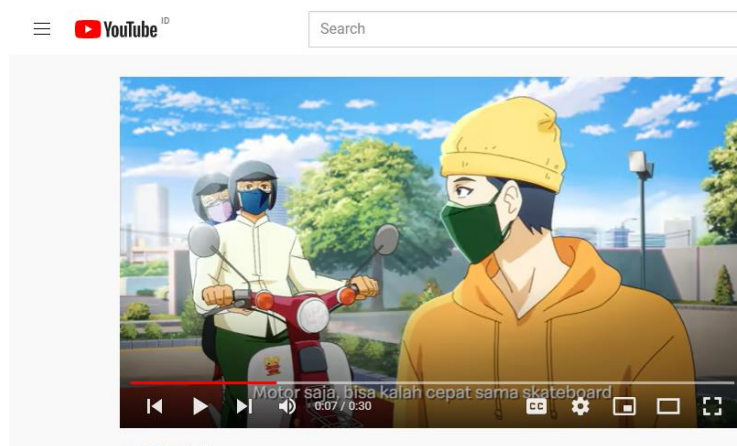


Figure 4. Scene Four
 (Source: <https://www.youtube.com/watch?v=j5ftIJ8GyUY>)

The visual in Scene Four shows a motorcycle entering the Drive Thru area, but is overtaken by a young boy with his skateboard. Annr: Motorbikes alone can lose speed to skateboards. In Scene Four, the connectedness element is shown by the phenomenon that many young people now use skateboards as a means of transportation. They consider skateboarding fast and practical. The element of appropriateness is also seen in Scene Four where now even with skateboards or motorbikes, we can enjoy Drive Thru services. While the novelty element in this scene, two types of vehicles can enjoy Drive Thru McD services. Also seen are people wearing masks that are relevant to the current pandemic situation.

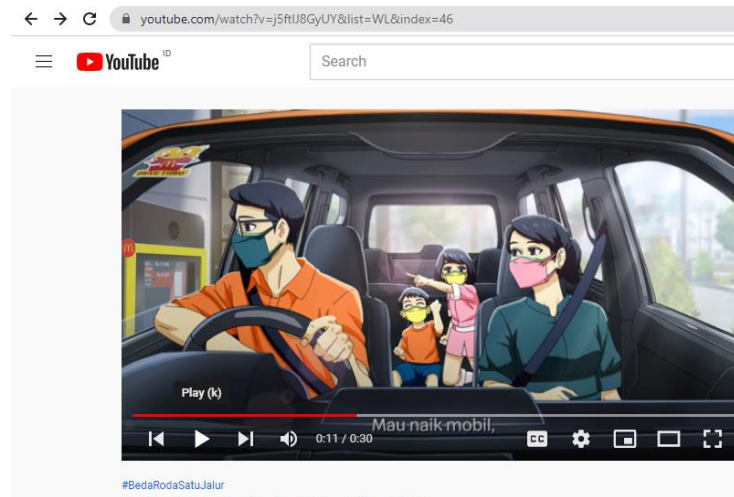


Figure 5. Scene Five

(Source: <https://www.youtube.com/watch?v=j5ftlJ8GyUY>)

The visual in Scene Five shows a family placing an order on the Drive Tru service. Even though they were in the car, everyone still wore masks. An audio came from the announcer: "Wanna get in the car..."

In Scene Five, the connectedness element is shown by the use of masks by all family members, even though they don't get out of the car. Viewers will be able to relate this scene to their daily lives. The element of appropriateness is also seen in Scene Five which informs us that even though we are not in the restaurant and with our family, the process of using masks must still be carried out. While the novelty element in this scene is that even though the order is made at Drive Tru McD from the top of the car, you still have to wear a mask.

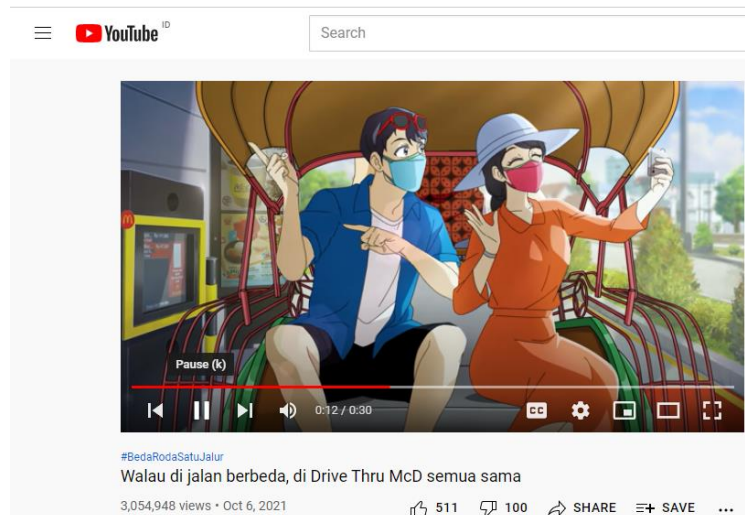


Figure 6. Scene Six

(Source: <https://www.youtube.com/watch?v=j5ftlJ8GyUY>)

The visual in Scene Six shows a passenger on a rickshaw making an order at the Drive Tru service. Audio is heard from the announcer: "... or a rickshaw, it will definitely get a turn

In Scene Six, the connectedness element is shown by the use of rickshaws as a means of transportation. In some areas, becak is still one of the preferred means of transportation by the community. The element of appropriateness is also seen in Scene Six which informs that now even rickshaw rides can enjoy Drive Tru services. Meanwhile, the novelty element in this scene is that even rickshaw passengers can place orders at Drive Tru McD and still have to wear masks.

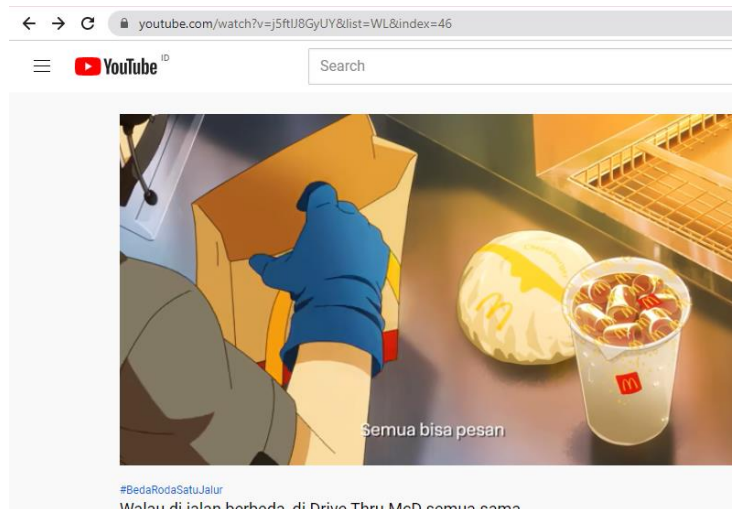


Figure 7. Scene Seven
 (Source: <https://www.youtube.com/watch?v=j5ftIJ8GyUY>)

The visual in Scene Seven shows a McD waiter preparing an order. It can be seen that his hands are wearing gloves, which shows that they are implementing procedures in serving consumers. Audio is heard from the announcer: Everyone can order...

In Scene Seven, the connectedness element is shown by the use of gloves by the waiter who is preparing the order. During the pandemic, many restaurants or restaurants enforce rules to use gloves and masks to prevent transmission of the virus when preparing orders or interacting with customers. The element of appropriateness is also seen in Scene Six which informs that McD applies strict processes in serving its customers, including the Drive Thru service. While the novelty element in this scene is the use of gloves by the waiter and also the product images (burgers and drinks) remain in the form of animation and do not show products that usually exist in food and beverage advertisements.

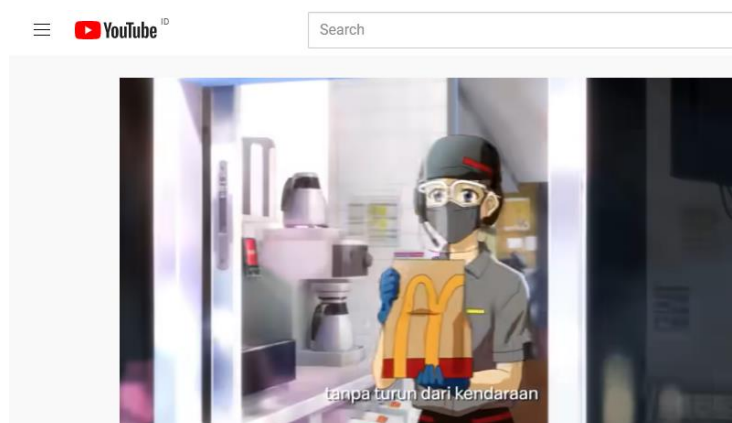


Figure 8. Scene Eight
 (Source: <https://www.youtube.com/watch?v=j5ftIJ8GyUY>)

The visual in Scene Eight shows waiters wearing masks, face shields and gloves delivering customer orders at the order-taking section of the Drive Thru service. Audio from the announcer:... without getting out of the vehicle

Scene Eight shows McD's service using gloves, masks and even face shields as part of the process. This visual shows the connectedness element where in this situation, customers will feel more secure and comfortable if the restaurant they visit carries out health procedures like this. Meanwhile, the element of

appropriateness is also seen in this scene which informs McD of implementing the process in each of its services. While the novelty element in this scene is the use of masks, face shields, and gloves as part of their services, including Drive Tru.

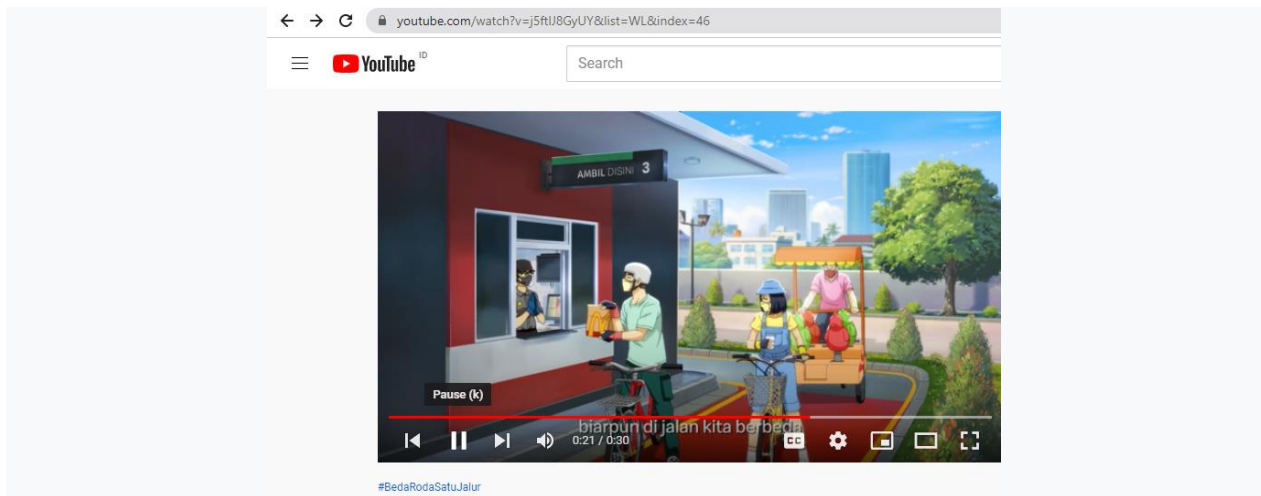


Figure 9. Scene Nine
(Source: <https://www.youtube.com/watch?v=j5ftlJ8GyUY>)

The visual in Scene Nine shows a cycling teenager taking their order without getting off the bike. Behind the becak waiting in line to take their orders. An audio came from the announcer: "So, even though our paths are different. But here, we are the same."

In Scene Nine, the ad audience can feel the connectedness of the advertisement, because sometimes we want to order a McD but don't want to enter the restaurant. But we use bicycles or ride trishaws. Now we can do that. Without having to get off and park the vehicle. Meanwhile, the element of appropriateness is also seen in Scene Nine which informs that now riding a bicycle or using a rickshaw can enjoy Drive Tru services. Meanwhile, the novelty element in this scene is that now riding a bicycle or riding a rickshaw, you can place an order at Drive Tru McD and still have to wear a mask.

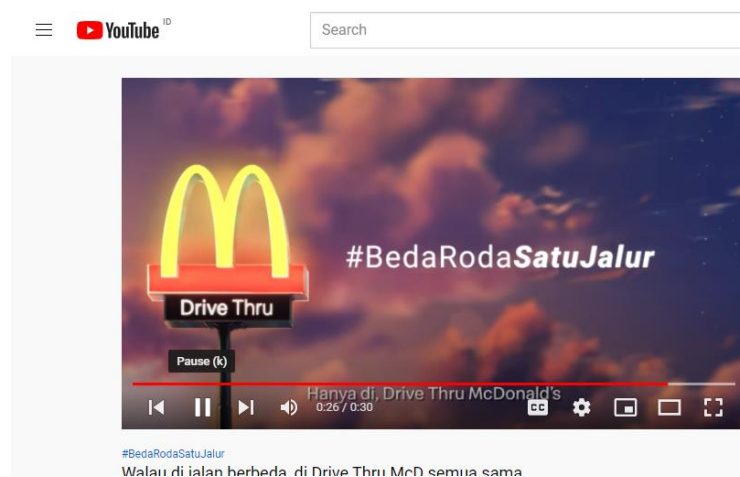


Figure 10. Scene Ten
(Source: <https://www.youtube.com/watch?v=j5ftlJ8GyUY>)

In Scene Ten, you can see a visual where the camera is dissolved into the McD Drive Thru logo with a dusky atmosphere in the background. The super hashtag #BedaRodaSatuJalur is also visible. Announcer can be heard closing the ad by saying "Only at Drive Thru McDonald's".

In Scene Ten, the connectedness element of the red M logo is reminiscent of the McD Drive Tru. The element of appropriateness is also seen in this scene which informs that now with any vehicle you can enjoy Drive Tru services. Meanwhile, the novelty element in the scene is that orders with any vehicle can only be made at Drive Tru McD and still have to wear a mask.

Scene	Video	Audio	Connectedness	Appropriateness	Novelty
1			√	√	√
2		Anncr: Di sini...	√	√	√
3		Anncr: Bajaj, sejalur dengan sepeda	√	√	√
4		Anncr: Motor saja bisa kalah cepat sama Skateboard.	√	√	√
5		Anncr: naik mobil...	√	√	√
6		Anncr:... atau becak, pasti dapat giliran	√	√	√
7		Anncr: Semua bisa pesan,	√	√	√
8		Anncr: tanpa turun dari kendaraan	√	√	√


9		Jadi, biar pun di jalan kita berbeda Tapi di sini, kita tetap sama	√	√	√
10		Anncr: Hanya di Drive Tru McDonald	√	√	√

Table 1. Results of McD Advertising Content Analysis

V. CONCLUSION

In the McDonald's television commercial entitled Even though the Path is Different, In Drive Tru McD, All the Same which lasts 30 seconds, in ten scenes studied with the CAN element theory, it shows that most of the ad content contains CAN elements. There is Connectedness between the advertising messages conveyed and customer needs, namely the need to be able to enjoy McD comfortably and safely. This ad also contains an element of Appropriateness because it provides information about McD's latest Drive Tru service which can be accessed with all types of vehicles. Another element, namely Novelty, is also clearly seen in the execution of this ad which uses anime techniques for its ad execution.

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