

THINK GLOBALLY, ACT LOCALLY! LINGUISTIC AS A PROMOTIONAL STRATEGY BY MULTI-NATIONAL FAST FOOD CHAINS : A CASE OF INDONESIA

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Abstracts

This research discusses how international fast food chains employ glocal strategies to promote and localize their brands in Indonesia. International fast food chains primarily utilize advertisements in their target country's language. The aim is to analyze the language used in advertisements on their official Instagram accounts and to examine how local languages are employed during special events in Indonesia. This becomes an important strategy in promoting their products through the incorporation of local languages in advertisements. A qualitative research approach was employed to analyze advertisements and to answer the research questions. The theoretical framework is based on Robertson's (1980) conceptions of universalizing and particularizing tendencies, and on Fernandez's (2009) theory of 'Cultural Glocality' with a few modifications. The top five international fast food chains, including McDonald's, Dominos, KFC, Burger King, and Pizza Hut, were chosen for this reason. This study analyzed advertisements from January to April 2024. The findings reveal that multinational fast food chains are more popular in Indonesia because of the language they employ in their advertisements to attract and convey their message to their customers. The data analysis reveals that glocal strategies include employing local language(s), code switching, location, cultural/religious events, and language aspects in advertising. Using local language allows them to promote their products while simultaneously localize their brand in Indonesia.

Keywords : *Glocalization, multi-national fast food brands, advertisements, local language, cultural adaptation*

INTRODUCTION

The rapid advancement of technology, combined with increasingly hectic lifestyles, has dramatically heightened the demand for convenient food options. Consequently, fast food restaurants have burgeoned into a thriving sector, catering to the public's need for quick and practical meals. The term "fast food" gained widespread recognition following its inclusion in the Merriam-Webster dictionary in 1951. Prior to this, establishments offering ready-to-eat meals were referred to as Quick Service Restaurants (QSR). In Indonesia, the landscape of fast food is predominantly shaped by franchises or branches of international corporations.

Cultural diversity, consumer habits, and economic levels present obstacles for fast food companies. Multinational fast food chains are realizing that full homogeneity is no longer a sustainable approach without localization. Global fast food companies use a variety of techniques to grow their market and make their products more appealing to local populations. One significant method is global localization, or glocalization, which combines global strategy with local adaptation. Using this technique, businesses expect to improve relationships with varied markets while keeping the benefits of a worldwide brand. Glocalization is becoming a popular concept in global business. It is a concept that may be implemented in many methods, such as commercial marketing strategies and media.

The habit of eating fast food with foreign flavors or food that is not indigenous to the local culture is currently on increasing popularity. This phenomena shows that social development is becoming more open-minded and modern. People living in cities tend to spend their free time visiting modern shopping malls and eating fast food, which is easily accessible in malls and restaurants. This has become a continuous social activity that is influencing the culture. Fast food outlets also establish a social stratum, because fast food is typically consumed by the upper classes. Glocalization is a term formed from the combination of globalization and localization (Metin and Kizgin, 2015). Through this approach, fast food companies strive to create a balance between international quality and local elements in their products or services. This helps the companies to be more easily recognized by the local community and to create a positive image. Glocalization is a strategy for extending the market for global products by appealing to both local and international consumers. The glocalization strategy attempts to maximize purchasing interest, satisfaction, and consumer loyalty. Glocalization is a product adjustment technique that focuses on local market factors. In other words, glocalization is a business strategy that incorporates both global and local characteristics. This is done so that organizations can optimize their worldwide market share by recognizing local consumers' requirements and preferences while keeping their global identity.

This is accomplished to ensure companies can maximize their share of worldwide markets by understanding local consumer needs and preferences while

maintaining their global identity. The glocalization strategy is implemented by international fast food companies in Indonesia such as McDonald's, Domino's, KFC, Burger King, and Pizza Hut. Besides being a choice for urban people to eat, fast food restaurants have also become a lifestyle on social media. Urban people who tend to frequently visit fast food restaurants will post about it on social media, one of which is Instagram. This has led multinational fast food chains to implement glocalisation in linguistic strategies on their official Instagram accounts.

LITERARY REVIEW

Previous research has shown that scholars differentiate between two key aspects: localization strategy and globalization-standardization. Porter (1986) asserts that standardized marketing enhances competition among international chains, thereby supporting a global strategy. According to Lewis & Housden (1998), the necessity for localized marketing has diminished due to the numerous advantages of standardized marketing, such as uniform promotions, products, and menus. Domzal & Unger (1987) suggest that a global approach reduces local differences, emphasizes consumer similarities across different regions, and aims to implement standardized marketing strategies. Conversely, some scholars champion a local approach. For example, Champy (1997) advocates for this approach, recommending that international firms appreciate linguistic and cultural diversity. Koepfler (1989) notes that implementing a global strategy is inherently challenging because it must be tailored to the specific needs of local markets and align with the offered products and services.

The debate over international advertising has persisted since the 1960s. Levitt (1983) supports standardization, arguing that common consumer characteristics, cost savings, and the advantages of global branding highlight the importance of a global strategy. However, critics of the global approach argue that variations in local markets, cultures, and languages pose risks to adopting global strategies (Taylor, Hoy, & Haley, 1996). Similarly, Orth, Oppenheim, & Firbasova (2005) indicate that consumers respond more favorably to advertising that resonates with their culture and

uses their native language, necessitating that advertisers adapt their messages to reflect the target market's culture.

Glocal Marketing Strategies

The concept of glocal marketing is closely related to cultural aspects in decision-making, which involves consumer perception and international marketing activities. With recent trends in globalization, many multinational fast food chains have transitioned from traditional approaches, where local products were distributed to local markets, to a global approach, adapting to local culture, language, and tastes (Kotabe & Helsen, 2010). Glocal marketing strategy is based on the principle of "think globally, act locally," allowing international companies to better design their products and appeal to local customers.

This includes adjusting various elements of the marketing mix. To ensure brand success in local markets, it's crucial to develop marketing mix strategies aligned with glocal marketing principles. Therefore, the 4Ps of marketing—product, price, distribution, and promotion—should be carefully selected. To maintain success in local markets and achieve a higher position in the competitive international market, meeting the needs and expectations of local customers and prioritizing them is essential.

PRICE

When international fast food chains expand into new markets, pricing their products becomes a critical consideration. Variations in social status, economic conditions, purchasing power, and economic structures between countries lead to fluctuating product prices. Additionally, competition among global brands influences pricing strategies, which are further influenced by factors like distribution costs, currency exchange rates, and price regulations (Vignali, 2001). Product adaptation is fundamental to a glocal strategy, ensuring products align with the local needs, preferences, and culture of the host market. This involves adjusting various elements such as language, labeling, content, religion, climate, packaging, and income to

resonate with the traditions, customs, values, and religious beliefs of the target country.

(Çakır, Çakır, & Gursoy, 2011). For instance, McDonald's tailors its menu offerings in different countries to reflect local preferences and cultural sensitivities, offering items like McTurca Ayran burgers in Turkey and vegetarian burgers in India (Candemir & Zalluhoğlu, 2010). Distribution strategies must also be carefully crafted to suit the unique characteristics of each market. Factors like delivery speed and trust are paramount in designing effective distribution channels, considering the diverse tastes and preferences across different countries (Rosenbloom, Larsen, & Mehta, 1997). As a result, fast food chains often develop bespoke distribution systems tailored to each market's needs and environmental conditions.

PROMOTION

To promote a brand, it's crucial to consider the religious and cultural values of the host country. Having an understanding of the country's socio-cultural system is essential, as it helps global companies comprehend these values. When promoting a brand in a particular country, it's important to take into account the interests and needs of the local population. This knowledge enables advertisers to create convincing and culturally relevant advertisements. By utilizing advertising practices derived from different cultures, advertisers can effectively capture consumers' attention and communicate with them. Furthermore, careful consideration of adaptation and promotional costs is necessary for successful international brand advertising. This type of glocal strategy, which pays attention to the minor details of the local market, can ensure success. It's important to note that the primary objective of the glocal strategy isn't solely to produce culturally relevant advertisements but also to engage with consumers, which is another aspect of the promotion strategy (Nugraha & Indrawati, 2017).

CULTURAL INFLUENCE IN GLOCAL MARKETING

Culture stands out as a pivotal factor shaping international branding endeavors. Hofstede's (1991) investigation into cultural components serves to illuminate these cultural disparities. His examination of diverse cultural dimensions aids in categorizing countries and cultures. These dimensions, including individualism, long-term orientation, uncertainty, masculinity, and power distance, serve as benchmarks for distinguishing between cultures. According to Hofstede, individualism prevails in communities where individuals prioritize personal accomplishments over group objectives. Utilizing a scoring system ranging from 1 to 100, countries are assessed based on these cultural dimensions. For instance, while Asia tends to score lower in individualism, countries like the US and France exhibit higher levels (Bang, Raymond, Taylor, & Moon, 2005). Comparative studies have scrutinized advertisements from both Eastern and Western nations, employing content analysis to discern prevailing trends (Hetsroni, 2000). The concept of fast-food establishments revolves around the swift delivery of food orders with minimal service assistance. Originating in America, fast food establishments introduced conveniences like the "drive-thru" service, enabling patrons to place and collect orders from their vehicles. While most fast-food outlets provide seating areas, modern fast-food preparation adheres to standardized ingredients and packaging practices. Menu offerings encompass items suitable for both dine-in and drive-thru patrons. Multinational fast-food chains adapt their menus to cater to local tastes, often with franchises owned by locals familiar with their country's culture. For example, in Saudi Arabia and Pakistan, all McDonald's items are labeled "Halal," signifying adherence to Islamic dietary laws. Similarly, McDonald's in Israel opts for lamb over beef in their burgers, respecting local dietary customs (AGHA, 2006).