

# FRAMING ANALYSIS OF THE MCDONALD'S CORPORATE BOYCOTT IN INDONESIA IN KOMPAS.COM AND KUMPARAN.COM MEDIA

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## ABSTRACT

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This study analyzes the framing of news about the McDonald's boycott in Indonesia published by two online media, *Kompas.com* and *Kumparan.com*. By using the framing analysis method, and associating it with the agenda setting theory. The framing analysis approach is used to explore how the two media outlets structure narratives, choose viewpoints and highlight specific issues relevant to the boycott movement triggered by McDonald's support of the conflicts that are taking place in Israel and Palestine. In this analysis, the author uses Robert Entman's framing model which includes four main elements: *define problems*, *diagnose causes*, *make moral judgments*, and *suggest remedies*. The analysis results show that *Kompas.com* tends to emphasize the economic and social aspects of the boycott, with an emphasis on market stability and consumer perspectives in Indonesia. On the other hand, *Kumparan.com* highlighted the political aspects and solidarity movements, by presenting the background of the conflict that triggered the boycott and opinions from various community groups. This difference in framing reflects the editorial approach of each media in shaping public opinion regarding the issue of the McDonald's boycott in Indonesia. This study contributes to an understanding of how media framing can affect public perception of controversial problems in economic, social, and political contexts.

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## 1. Introduction

Indonesia's economy has experienced significant growth in recent decades, driven by sectors such as agriculture, manufacturing, mining, infrastructure, and services. Companies in Indonesia have a central role in driving economic growth, creating jobs, and improving people's welfare. Both large and small and medium-sized enterprises (SMEs) contribute significantly to the economy, by creating jobs for millions of people and contributing to

national income. The manufacturing sector, especially the food industry, is one of the main sectors in the Indonesian economy. The growth of the manufacturing sector is one of the vital indicators in measuring the health of the country's economy. In addition, the mining and energy sectors also make a significant contribution to state revenue (Azwina et al., 2023).

Regarding economic development in Indonesia, do not forget about various sectors that cooperate from abroad. As will be discussed in this study, it comes from the McDonald's company that was established in Indonesia and has the 2nd most enthusiasts after KFC in 2022 achieved a *Top Brand Index* (TBI) score of 26.2% (Dihni, 2022) McDonald's Founded in 1940 as a restaurant operated by Richard and Maurice McDonald in San Bernardino, California, United States, McDonald's is the world's largest fast-food company with 36,000 stores in more than 100 countries and serves 68 million customers daily. McDonald's is also one of the largest restaurant chains in the world that implements a franchise business model. In addition, McDonald's has been in Indonesia since 1991 and continues to grow until today (Suprpto et al., 2023). The food industry franchise sector is in great demand by the public. Nowadays, the competition of food companies is getting fiercer and as the times progress, companies are competing to come up with interesting food ideas and innovations. PT Rekso Nasional Food, also known as McDonald Indonesia, is a public fast food company that has a branch in Jakarta, Indonesia (Suhairi et al., 2023).

Regarding the success of McDonald's sales, on the other hand, there has been news related to the decline in McDonald's sales, since Israel carried out a genocide against Gaza on October 7, 2023, many people around the world have boycotted various companies that are considered to support the Israeli side. The movement also aims to boycott Israeli and international companies deemed to be involved in Palestinian rights violations. According to JawaPos.com the percentage of most Middle Eastern and Asian countries, especially Indonesia and Malaysia, only reached 3.4% of overall sales (Fikria, 2024) and McDonald's shares also fell by 0.27% to 255 dollars (Sugandi & Anggraini, 2024) In addition, according to data from Google *Finance* in the past year, as of May 2024, the McDonald's stock chart has decreased by 7.18%.



**Figure 1** captures McDonald's stock chart

**Source:** Google *Finance* (NYSE: MCD)

McDonald's management from PT Rekso Nasional Food Indonesia quoted from Kompas.com stated that it is true that there is a decrease in turnover from previous sales, however, they still maintain their employees so that they are not affected by termination of employment (PHK). In a press release, McDonald emphasized that the views expressed by the group that mentions financial ties with the Israeli side do not reflect the company's official views or positions. As a result of McDonald's firm response, the public began to judge that the company was on the side of the Zionists or Israelis. In the face of this situation, the union said that it has more hope related to the workers who work in the company in the local community by mentioning Muslim countries that participate and serve at McDonald's. (Catriana & Djumena, 2024). The news was due to a boycott of the McDonald's fast food restaurant, even the Indonesian Ulema Council (MUI) also issued fatwa number 83 of 2023 concerning the law against Palestine and gave directions to Muslims not to use goods from Israel in order to support the victory of Palestine from Israeli aggression. Then boycott or *cancel culture* itself is an activity carried out by individuals or groups to prevent the purchase of a product that will endanger social perception (Sormin et al., 2024) In response to the problem, McDonald's has given a statement on their official website in the form of clarifying that they do not have any relationship with any government regarding political conflicts. Despite having done this, in fact, until now the stock of McDonald's is still low, only a little, namely 0.41%.

← MEDIA STATEMENT

### Pernyataan PT Rekso Nasional Food

5-11-2023

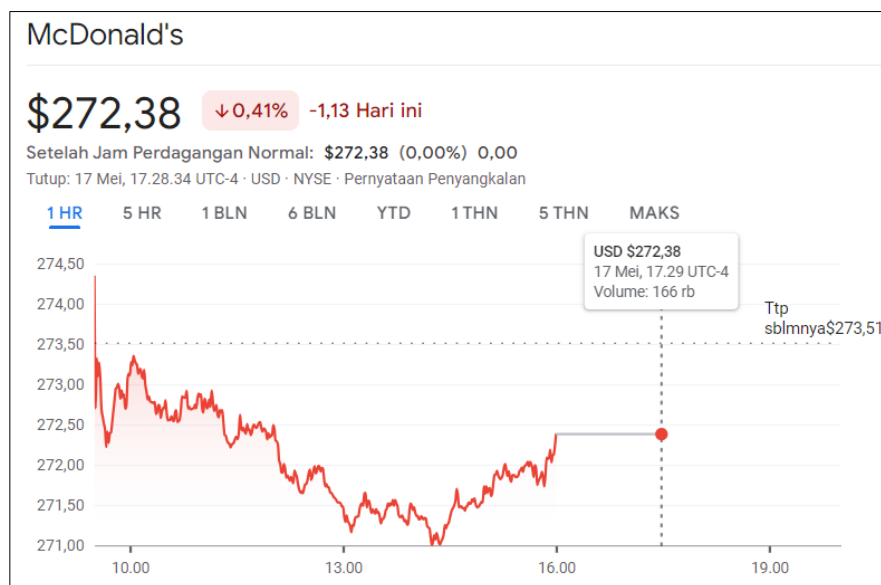
Kami sangat prihatin atas eskalasi konflik di Gaza, Palestina. Kesedihan ini dirasakan oleh segenap Direksi dan karyawan PT Rekso Nasional Food. Sebagai pemegang waralaba dan pengembang merek McDonald's di Indonesia, kami memiliki komitmen kuat terhadap nilai-nilai kemanusiaan. Kami ingin mendukung upaya 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 berjatuh, 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 standarisasi 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** captures McDonald Indonesia's statement

**Source:** web Mcdonald media *statement* ([www.mcdonalds.co.id](http://www.mcdonalds.co.id))



**Figure 3** captures McDonald's stock chart

**Source:** google *finance* (NYSE: MCD)

The crowded McDonald's Indonesia boycott case is against the backdrop of the war between Israel and Palestine, where McDonald's provided food aid to the Israel *Defense Forces* (IDF) soldiers. This triggered a commotion, especially on social media for Palestinian supporters. Various media have broadcast related to the news, on the other hand, many netizens have voiced their voices to boycott products originating from Israel. According from various existing media, McDonald's Indonesia is a national company that does not adhere to other countries. Information through social media related to McDonald's news also spreads very quickly because McDonald's has been negatively labeled in the eyes of the public, especially in Indonesia, for their expertise in using social media brutally, so some McDonald's in Indonesia had been empty of visitors because of the news of Israeli and Palestinian resistance. Netizens continue to voice a boycott of the McDonald's company even though McDonald Indonesia has clarified its support for the state of Palestine (Risqi et al., 2023)

News from various *online media* about the war between Israel and Palestine does not stop. Starting from the UN session to the boycott of various products that have cooperation with the United States. However, McDonald's fast food restaurants are still in the spotlight of the boycott, especially for people in Indonesia. Therefore, the researcher will use *framing analysis* as one of the models in the research of the object taken by the background above. The *framing analysis* used by Robert N. Entman, by selecting and observing several aspects of an event or problem is then compiled to encourage the desired interpretation, evaluation, and/or solution. In *framing* this media can be achieved by using creative words and images to push the desired frame according to the point of view (Alvin, 2022).

On the other hand, the researcher identified from previous research, where a review of the French Product Boycott Mui News study, in the study found that the framing results tended to discuss aspects of leadership policy (Ningsih & Haryanti, 2021). However, in this study the researcher seeks to see the comparison of the news of the McDonald's company boycott in Indonesia tends to be on the evaluative aspect of a person on the boycott issue, considering that the media chosen by the researcher are mainstream media for *kompas.com* and alternative media for *kumpuran.com*, and the fact that the researcher uses these two media because they have been recognized or verified by the press council.

## 2. Method

In this study, the researcher used a descriptive qualitative type. Qualitative research methods are scientific phenomena of a research object which will be combined with a descriptive type (descriptive) in the form of words (Sugiyono, 2013) Descriptive qualitative research will aim to find information from the data obtained by the researcher (Fiantika et al., 2022) The object of this study is news that focuses on boycotting news uploaded by *online media* sourced from *Kompas.Com* and *Kumparan.Com*, where the researcher will analyze more deeply using *the Robert N. Entman framing model*. The documentation technique is a technique by collecting data that has been observed before, according to (Zuriah, 2009) in (Fiantika et al., 2022) documentation, which is a data collection technique that uses written records such as archives, which contain records about activities and events that have been documented. The literature study technique itself is a data collection activity that can be taken from previous research and also has similarities related to the research being researched. Literature studies will be a reinforcement in making research obtained through books, *websites*, journals/scientific papers, and news portals. Later it will be used as a record for researchers as a form of research results. This research will use *Robert N. Entman's framing analysis technique*. Framing analysis is used to see how the media constructs reality and how they see the reality that is made into news. Framing analysis is also used to see how the media understands and frames events. *Framing* can be thought of as a way to process and construct news discourse (Sulaeman, 2024). Through the components created by Robert N. Entman, namely:

- a. Define problems (defining a problem), the process of relating a problem that will be addressed by the news writer
- b. Diagnose cause (estimating the cause of the problem), the process of identifying what is related and who is involved in the problem
- c. Make moral judgment (making moral decisions), the process of designing validation of problems that have been written in the news
- d. Suggest remedies (emphasis on solving), the process of making conclusions by offering solutions in overcoming problems.

Framing itself is a technique to determine the perspective or viewpoint used by journalists when choosing issues and writing news. The view or perspective will determine what facts will be written, what will be shown, or omitted, and where the news will be taken. According to Entman's theory, framing basically means providing definitions, explanations, evaluations, and suggestions to emphasize a particular frame of mind toward the event being discussed (Alrizki & Aslinda, 2022).

According to the theory of agenda setting, it is the understanding and thinking of the public that is influenced by the media agenda, or the content of news made by the media on a regular basis. The same line connects the media and society; The media determines the problems or discussions that people have to think about every day. Agenda setting is defined straightforwardly and concisely as "what to consider" by McCombs and Shaw. The media not only affects "what to think about", but also influences "how to think about". In this context, the word "how" refers to the "how" society should understand and consider the ongoing issues and debates. It is not just a discussion about "what" that the public should think about. This is related to the idea of framing itself, which means that news not only contains data, facts, and information that actually exists, but also contains tools deliberately designed by journalists and media work to provide people with a way to understand and interpret news topics (Alrizki & Aslinda, 2022).

Based on the basis of the agenda setting that makes a newsroom for the public to read, (Mudjiyanto et al., 2023) has several points that focus the most on the news, namely:

- a. The mass media does not present issues or news properly
- b. The media's focus on one issue leads people to believe that it is the most important issue.
- c. There is a strong and significant relationship between media-prioritized issues and public-prioritized issues.

From the information that will be consumed by the audience, it will always be an issue that will always be discussed because the problem is so important to discuss.

### **3. Results and Discussion**

A boycott is the act of refusing, buying, or dealing with a person, organization, or country as a form of protest or coercion. According to Friedman in (Oktavia et al., 2024) about a boycott, it is an attempt made by one or more parties to achieve a certain goal by urging individual consumers to refrain from making certain purchases in the market. Once an individual or public figure does or says something offensive or offensive to a certain group, the cancel culture movement is an organized movement to stop their support. In addition, there are also those who argue that cancel culture is a mob mentality, in which a group of people reactively supports a certain person or organization that is considered to have violated mutually agreed moral values (Mardeson & Mardesci, 2022).

In media studies, online media refers to content or information that can be accessed anytime and anywhere, has feedback or is interactive, and reaches readers as they access the internet. Various characters found in online media that provide benefits for readers include Audience Control, Nonlinearity, Storage and Retrieval, Unlimited Space, Immediacy, Multimedia Capability, and Interactivity (Siregar & Qurniawati, 2022). Robert Logan in his book *Understanding New Media* explains that New Media is usually referred to as a highly

interactive digital technology. The new media is "very easy to process, store, change, retrieve, hyper-linked, and perhaps the most radical of all, easy to find and access".

The study used two news media, namely *kompas.com* and *kumparan.com* which discussed the boycott of the McDonald's company. The following is a discussion related to framing analysis of news that has been found in *kompas.com* and *kumparan.com* media:

### **Kompas.com**

#### **"McD Indonesia soal Aksi Boikot Imbas Perang Israel-Hamas"**

Define problems	The news shows that the decline in McDonald's Indonesia sales as well as uncertainty in other markets have a similar impact.
Diagnose cause	One of the causes is the public perception that McDonald's supports Israel, which triggered boycotts in many countries.
Make moral judgment	This shows that McDonald's Indonesia is not only focused on profits but also thinks about the economic impact that will be had on its employees.
Suggest remedies	In Indonesia, McDonald's puts employees first and continues to focus on customer service. Instead, global CEOs emphasized the importance of transparency to clarify false information that can influence public views in various markets.

### **Kumparan.com**

#### **"Diboikot karena Sumbang Makanan ke Tentara Israel, McDonald's Buka Suara"**

Define problems	This news explains that McDonald's has sided with one of the country's parties, namely Israel, for receiving its food supplies.
Diagnose cause	McDonald's Indonesia claims to be not affiliated with McDonald's Israel and operates independently under a local company.
Make moral judgment	McDonald's Indonesia is committed to its sales and has a positive outlook on the company that will not be bound by global conflicts.
Suggest remedies	McDonald's Indonesia hopes to correct public misunderstandings and reduce the impact of the boycott on its brand in Indonesia through clearer communication. Maintaining public trust is also focused on customer service and support for local communities.

Discussion of the results of framing analysis research on the two media above.

#### **Framing analysis on *kompas.com* media:**

##### **a. Define Problems**

The main focus of the news is the impact of the McDonald's boycott in Indonesia and around the world, caused by the public perception of the brand's position in the Israel-Hamas conflict. The news shows a decline in McDonald's Indonesia sales as well as uncertainty in other similar markets.

- b. Diagnose Cause  
One of the causes is the public perception that McDonald's supports Israel, which triggered boycotts in many countries. In addition, the CEO of McDonald's found trouble with rumors spreading about the company's support for one of the parties to the conflict. Misperceptions and misinformation that develop in the media are the causes.
- c. Make Moral Judgment  
In this news, moral judgment is seen from the perspective of a company that prioritizes keeping its employees despite declining sales. This shows that McDonald's Indonesia is not only focused on profits but also thinks about the economic impact that will be had on its employees. Around the world, McDonald's CEOs are trying to straighten out people's beliefs that they are social enterprises that help local communities, including in Muslim-majority countries.
- d. Suggest Remedies  
Implicitly, this news offers a solution: better communication to address widespread misinformation about affiliations and corporate attitudes. In Indonesia, McDonald's puts employees first and continues to focus on customer service. Instead, global CEOs emphasized the importance of transparency to clarify false information that can influence public views in various markets.

#### **Analysis of framing on kumparan.com media:**

- a. Define Problems  
The issue discussed in this news is that McDonald's Israel is helping the Israeli army with food, which sparked public condemnation and prompted many people around the world to boycott McDonald's. This news explains that McDonald's is considered to be involved in the conflict by supporting one of the parties.
- b. Diagnose Cause  
McDonald's Indonesia states that it is not affiliated with McDonald's Israel and operates independently under a local company. In addition, this public perception is exacerbated by news on social media accusing McDonald's of being unneutral.
- c. Make Moral Judgment  
McDonald's Indonesia issued a moral judgment to emphasize its commitment to the Indonesian people and affirm that it is not involved in decisions related to McDonald's operations in other countries. McDonald's Indonesia also expressed empathy for the victims of the conflict and emphasized that their current focus is to make a positive contribution to the Indonesian people. This shows that businesses consider themselves socially responsible at the local level and seek to avoid conflicts at the global level.
- d. Suggest Remedies  
One solution is for McDonald's Indonesia to assert that it is an independent company and provide broader clarification on operational differences between McDonald's Indonesia and McDonald's in other countries. McDonald's Indonesia hopes to correct public misunderstandings and reduce the impact of the boycott on its brand in Indonesia through clearer communication. Maintaining public trust is also focused on customer service and support for local communities.

### **Framing analysis of audience perception:**

The McDonald's boycott movement in Indonesia has attracted public attention through news in various media, including Kompas.com and Kumparan.com. Framing analysis reveals how the media builds narratives that affect the audience's perception of the issue. In this context, news framing plays an important role in highlighting certain elements, such as the reason behind the boycott, the reaction from McDonald's, and the public's response, thus shaping the way the audience understands this issue.

Kompas.com tends to frame the news by emphasizing the economic impact and official views of the company. Published articles contain information about McDonald's response to the boycott movement as well as an emphasis on the possible impact on employees and business operations. This framing has the potential to build an audience's perception that a boycott has broader economic consequences, affecting not only the company but also the individuals who work within it.

Instead, Kumparan.com highlighted the boycott movement more from the social side, specifically how social media dynamics play an important role in spreading the boycott message. This media raised various opinions and expressions of support from netizens, which created the impression that this movement was a form of community solidarity towards certain issues. By framing news through the lens of social media, Kumparan.com shapes the audience's perception that the boycott movement is a reflection of the collective voice of society.

This difference in framing reflects the role of the media in influencing the audience's perception of the same issue. Kompas.com audiences are more likely to view boycotts as a phenomenon that must be handled with caution due to their potential economic impacts, while audiences Kumparan.com are more likely to view boycotts as a relevant moral and social movement. This shows how the media not only conveys information but also influences the way audiences understand and respond to certain issues.

## **4. Conclusion**

From the results and discussion above, the researcher can conclude that the framing analysis on the media has shown the company's commitment to the conflict that is occurring. In the media, kompas.com get under the company's efforts to calm the situation with a communicative approach, transparency, and commitment to their social responsibility in each market, which is expected to reduce the negative impact of the boycott. Meanwhile, for the media, kumparan.com get about McDonald's Indonesia's efforts to maintain its reputation in the midst of conflict situations by emphasizing that they operate independently and have values that support the local community.

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