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Islamic Experiential Marketing (A Reception Analysis of Among Muslim McDonalds Consumers)

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INTRODUCTION

According to the *State of the Global Islam in Economy* 2014-2015 issued by Thomson Reuters and Dinar Standard, there are very promising opportunities in the economic sector in the Muslim market, such as the Halal Food and Beverage Sector. The increase in global Muslim consumption of halal food and beverage products in 2013 reached a value of US \$ 1.29 billion with an increase of 10.8% compared to the previous year, and it is estimated that the value in 2019 will increase to US \$ 2.54 billion, or equivalent to 21.2% of total world consumption. In the Muslim travel sector, the consumption value of these products/services in 2013 reached US\$ 140 billion and is estimated in 2019 to be US\$ 238 billion, equivalent to 11.6% of total world consumption. In the Fashion sector, the consumption level of the global Muslim community for this product in 2013 reached a value of US\$ 266 billion and is estimated in 2019 to be US\$ 488 billion (11.9% of total world consumption). In the Pharmaceutical and Cosmetic sector, in 2013, this product had a value of US\$ 72 billion and is estimated in 2019 to reach US\$ 103 billion or equivalent to 6.6% of total world consumption ([1] The Organization of Islamic Cooperation (OIC), which consists of 57 countries with a majority Muslim population, is now starting to discuss the potential and opportunities for halal products in the world market. In several conferences, this organization discussed the value of the halal products sector in recent years and predictions that indicate that it will increase in the coming years [1].

Along with the growth of Muslims in the world has made opportunities for the Muslim market to increase, so approaches through Islamic values are carried out by McDonalds to reach the potential and market opportunities that exist. The development and potential of this market is what makes the rulers of capital rack their brains and organize strategies to be able to control the market and control consumers to gain profits. Strategies in seizing the market and mastering the industrial scene to win consumers become a very fierce battle. This process of struggle is carried out in order to lead the market, control consumers and gain multiple profits. McDonalds carries out various strategies to win

the hearts and emotions of consumers, execution secretly or overtly becomes a common thing to highlight the existing 'core product', as well as the efforts made by McDonalds.

The reason why researchers determine McDonalds as the object of this research study is because McDonalds, which is a western product, is able to become *top of mind* in the minds of Muslim consumers as a fast food restaurant by providing halal products that are friendly to Muslim consumers. Besides that McDonalds is also one of the largest franchises in the world released by www.franchisedirect.com and is ranked second. McDonalds is a fast food restaurant famous for its various hamburgers and fried chicken dishes. McDonalds has 36,290 restaurant units in almost all corners of the world. McDonalds, which was founded in 1940 and changed its name to McDonalds Corporation, is also a company originating from the United States. In 2016 McDonald's has 168 restaurant units in 32 cities spread throughout Indonesia.

Experiential Marketing is a relatively new marketing method, which was presented to the marketing world through the book *Experiential Marketing: How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands*, by Bernd H. Schmitt. [2] states that the essence of the concept of *Experiential Marketing* is experience-driven marketing and management. *Experiential Marketing* is an activity to anticipate, manage and achieve consumer satisfaction through an exchange process that is a personal event that occurs in response to or some stimulus [3]. *Experiential Marketing* differs from traditional marketing which focuses on features and benefits in four main ways. Focus on the first experience. In contrast to traditional marketing, *Experiential Marketing* focuses on the customer experience. Experiences that occur as a result of meeting, going through, or passing through certain situations. Experiences provide sensory, emotional, cognitive, behavioral and relational values that replace values [4]. *Experiential Marketing* tries to pay attention to both consumers individually or per group, presenting a communicative communication style, dialogue, so as to provide experience and empathy to its consumers [5]

This phenomenon and opportunity for Muslim consumers is what makes McDonalds create various strategies in convincing Indonesian Muslim consumers. Through the internalization of Islamic values into a marketing strategy. This is a way to create closeness with consumers through an *experience* that evokes emotional value. Pine II and Gilmore [6] argue that *experience* is an event that occurs to each individual personally. Kotler (in [7]) argues that a pleasant experience with a consumed product will determine consumer satisfaction and create repeat purchases. Experience has a big influence on a person's satisfaction and makes him make repeat purchases. Emotional aspects and rational aspects are the aspects that marketers want to target through this program and often these two aspects have a tremendous effect in marketing [8]. Building the emotional sector with an Islamic values approach. This will create a sense of ownership to the brand, so that consumers are willing to set aside a *share of their wallet* for the product. Religious experience is one part of consumer decisions in determining a product, especially food products for the Muslim community. This religious experience and Islamic values are used to strengthen McDonalds' existence in Indonesia. The internalization of Islamic values using the *experiential marketing* approach has a big share in the process of capturing the market and controlling the hearts of Muslim consumers in Indonesia.

Islamic values are essentially a collection of life principles, teachings on how humans should live their lives in this world, which one principle with another is interrelated to form a whole unit that cannot be separated. Value is also an idea or concept about what a person thinks and considers important in his life [9]. Islamic values are not only a guideline for humans in living life but by some humans, these Islamic values can turn into a strategy in the marketing process. Islamic values are used by some companies to seize emotions, steal attention and convince the growing Muslim market. Islamic values are used as a marketing communication strategy to win Muslim consumers. Researchers see an effort made by McDonalds in order to win the Muslim market in Indonesia by awakening the *experience* of religiosity in consumers. This marketing communication strategy is used as a strategy to capture the increasing potential of the Muslim market.

The audience refers to a group of people formed as a result or result of communication activities carried out which are large in number (perhaps even unlimited), widely dispersed, many of whom do not know each other, and heterogeneous in terms of socio-economic and demographic characteristics. The audience as part of a society with dynamic social construction has a public space to question all the symptoms they get or consume from certain media. The audience as a critical society and part of the development or decline of the environment has the right to contribute to the environment according to personal understanding.

The analysis in this study will be described descriptively to describe a reality, in this case wanting to reveal how McDonalds consumers' receptions of the *Internalization of Islamic values* through *Experiential Marketing as a Marketing Communication Strategy* of McDonalds Indonesia. Researchers use reception theory from Stuart Hall which focuses on audience reception (*decoding*). *Decoding* is an activity to translate or interpret physical messages into a form that has meaning for the recipient [10]. According to Stuart Hall, audiences decode media messages through three possible positions, namely dominant hegemony, negotiation and opposition. The utilization of the theory

of reception analysis as a support in the study of audiences actually wants to place audiences not passive but seen as cultural agents who have their own power in terms of producing meaning from various discourses offered by the media. The theory of meaning in this research will be used by researchers to understand and see audiences interpret messages that are communicated through a cultural approach and refer to Stuart Hall's reception theory so that it will determine the possible position of the audience. Researchers will describe matters related to informants' interpretation of the Internalization of Islamic values in *Experiential Marketing* as a marketing communication strategy of McDonalds Indonesia.

RESEARCH METHODS

This type of research is a type of leatherative research that is used to examine objects by telling, interpreting existing data and its implementation through collecting, compiling, analyzing and interpreting the data under study. This research uses the constructivism paradigm which is one of the paradigms in social science which has the aim of inquiry to reconstruct understanding. The subject of this research is McDonalds consumers in determining the research object, the researcher uses purposive sampling selected on the basis of criteria and the number of informants in this study is not a benchmark. Researchers will select informants based on criteria that researchers consider to be the main basis for selecting informants related to this research. The object of this research is the activity of internalizing Islamic values through *Experiential Marketing* as a marketing communication strategy carried out by McDonalds. This research was conducted at McDonalds restaurant, Jalan Otto Iskandani, East Jakarta and the research time span was July to September 2021. Data collection was carried out by means of in-depth interviews, documentation and literature study. This research uses the reception analysis research method. Reception analysis is a way to understand how the meaning of messages received by audiences (consumers) in determining the content or text of a media message. According to Eoin Devereux (2003: 138-140) explains that reception analysis is a type of research that focuses on the meaning of messages in the context of the media and then generalized in everyday life.

RESULTS AND DISCUSSION

Experiential Marketing seeks to create a positive experience for consumers in consuming products or services that can be used as a reference for producers to predict future consumer behavior in the form of repurchase actions. *Experiential Marketing* has a direct influence on repurchases on the stronger and clearer the *Experiential Marketing* provided by the company to consumers, the more consumers will make repeat purchases [3]. In this strategy, the emotional side of the product is developed through marketing efforts. Emotional experiences can be created by creating brands that provide unforgettable experiences to their customers, with the support of a good marketing program. This strategy is also carried out by McDonalds in creating consumer experiences and emotions. McDonalds creates the emotional side of consumers by providing Islamic values. This strategy using Islamic values was built in order to win the hearts of consumers in Indonesia, the majority of whom are Muslim.

Experiential Marketing is an approach that provides information about brands and products. It is closely related to the customer experience, this is what distinguishes it from traditional marketing systems that focus on the functions and benefits of a product. *Experiential Marketing* refers to the real experience of customers with brands, products, services to increase sales, sales and brand image or awareness. [11]. This good and memorable experience will create positive feelings and emotions towards the brand. The emergence of a feeling of satisfaction and wanting to repeat the experience gained, this is what is now widely applied by producers to face the tight competition where there are many similar products with only minor differences in specifications from each other. McDonalds is able to create a good experience in the minds of Muslim consumers in Indonesia as an American company that is friendly to Indonesian Muslims. McDonalds has succeeded in creating a good experience in the minds of Muslim consumers in Indonesia about halal food and making McDonalds the *Top Of Mind* of halal food for Muslim consumers in Indonesia.

The marketing concept that can be used to influence consumer emotions is through *Experiential Marketing*, which is a marketing concept that not only provides information and opportunities for customers to experience the benefits obtained but also evokes emotions and feelings that have an impact on marketing, especially sales. The main key to *Experiential Marketing* is the generation of emotions that create a feeling of connection with consumers. McDonalds builds consumer emotions with Islamic values. This is closely related to the values prevailing in the consumer environment. These values bind consumers' emotions with McDonalds more closely so that McDonalds' presence can still be accepted by Indonesian Muslim consumers even with the existing issues. The goal of *Experiential Marketing*

is to increase the value and level of consumption. This means *Experiential Marketing* seeks to do emotional control, education, cross-selling, brand alliances. Experience is a means of making consumers feel physically, mentally, emotionally, socially or spiritually connected in consuming products or services, making meaningful interactions for consumers.

10 McDonalds forms emotional bonds with Muslim consumers using *Experiential Marketing* with 5 indicators, namely the five *senses (sense)*, feelings (*feel*), ways of thinking (*think*), habits (*act*) and ties or relationships (*relate*). *Experiential Marketing* contains Islamic values, this can be seen from the 5 indicators.

First, the five *senses (sense)*, namely efforts to create experiences related to the five senses through sight, sound, touch, taste and smell. These elements are used to differentiate businesses and their products in the market, arousing consumer desire to buy these products. Rini (2012) argues that sense is the tangible and perceivable aspects of a product that can be captured by the five human senses, including sight, sound, smell, taste and touch. Sense indicators according to [12] are: color design, comfort, cleanliness and service.

TABLE 1. McDonalds Consumer Reception on the *Seen* indicator

No.	Informant	Intepretation	Category	Revenue Position
1	AH	First, the place is clean, second, the service is friendly, third, it's cool and the service is fast. My impression is that I am comfortable with the service.	- Hygiene - Waiter & service	Dominant Hegemony
2	SD	What I saw when I entered the Mcd was that the place was neat, clean, the staff were pretty and the service was fast.	- Hygiene - Waiter & service	Dominant Hegemony
3	HA	M logo, the restaurant is clean, the waiters are friendly, the ladies are beautiful because they all wear hijab, because I like women with hijab.. heheheh	- Logo - Hygiene - Waiter & service	Dominant Hegemony
4	AK	Clean, communicative waiters, fast service, and the price is clearly within the pocket.	- Hygiene - Services - Price List	Dominant Hegemony
5	BM	The place is clean, the service is also fast, there is a halal logo from MUI, there is a place to relax,	- Hygiene - Halal Logo - Facilities	Dominant Hegemony

Source: Research Results, 2021

Based on table 1, consumer acceptance through the *seen* indicator can be categorized into four focuses of consumer attention, namely cleanliness, waiters, *price list*, halal logo and prayer room. The receiver has positioned McDonalds consumers into the dominant hegemony category. Dominant hegemony is where consumers accept the messages conveyed by the media. This is a situation where the media conveys its message using the dominant cultural code in society. The dominant cultural codes in society are Islamic values such as cleanliness, waiter performance, halal, *price list* and prayer rooms.

McDonalds has successfully built that experience by creating a restaurant atmosphere that prioritizes cleanliness. Islam also teaches people to maintain and love cleanliness as contained in the hadith narrated by tirmizi, "*Allah SWT is pure who loves pure things, He is clean who loves cleanliness, He is glorious who loves glory, He is beautiful who loves beauty, therefore clean your places. And do not imitate the Jews.*" (HR At Tirmidhi: 2732). From this hadith, it is clear that what McDonalds does in shaping the experience of restaurant cleanliness contains Islamic values that make Muslim consumers comfortable.

Furthermore, through the five *senses (sense)*, consumers see the existence of a halal logo that is spread across various media in the restaurant. This evokes a comfort for Muslim consumers in consuming McDonalds products. Islam regulates its people in consuming food and drinks, this is explained in the Quran Surah Al Baqarah verse 168, "*O people, eat what is halal and good from what is on earth, and do not follow the steps of the shaitan; for indeed the shaitan is a real enemy for you*" (QS. Al Baqarah 168). This evidence is very clear how food and beverage

consumption patterns have been regulated in the Quran. Halal food is a basic food choice for a Muslim. This is what McDonalds has given to Indonesian Muslim consumers. Through its halal logo, McDonalds has succeeded in binding the emotions of Muslim consumers in Indonesia to be more comfortable with the existence of McDonalds products.

Next, what can be captured by the five *senses* of consumers is the appearance of female services in front of the order table or cashier. The majority of McDonalds services use hijab, which is the way Muslim women dress. This is captured by Muslim consumers as an Islamic sight. The existence of an Islamic sauna is built with the presence of female waiters who use the hijab. Hijab becomes an identity of Muslim women, this is also confirmed in the Quran Surah Al Ahzab verse 59, "*O Prophet, Say to your wives, your daughters and the wives of believers: 'Let them spread their headscarves over their bodies'. so that they are more easily recognized, so they are not disturbed, and Allah is the Most Forgiving, the Most Merciful*". This surah expressly recommends that women use the hijab. This emphasizes that the hijab is an identity for women who are Muslim. The appearance of this female waiter is captured by Muslim consumers as Islamic values.

Another thing that is captured by the five *senses* (*sense*) of Muslim consumers is a *price list*. *Price list* is one of the factors that strengthen consumer confidence to buy. Price list is one of the ways producers display the price of their products. Price list for consumers as one of the indicators determining the purchase based on the ability of consumers to buy. If the price is clear and consumers are able to buy, there will be confidence in consumers to buy and a sale and purchase process will take place. This belief can be referred to as a sale and purchase contract. The sale and purchase agreement occurs between the seller (in the form of a *price list*) and the buyer so that the sale and purchase process occurs. The most important thing in the buying and selling process is mutual consent and sincerity. Price clarity in the buying and selling process is a concern for Islam as the Hadith narrated by Bukhari, "*Companion Urwah al-Bariqy Radhiyallahu anhu said, 'Rasulullah Shallallahu 'alaihi wa sallam gave me one dinar to buy a sacrificial goat, or a goat. Armed with one dinar I bought two goats and then I resold one of them for one dinar. Then I came to see him with a goat and a denarius.' Upon seeing this clever action of his friend, the Messenger of Allah (peace and blessings of Allah be upon him) prayed for blessings on the business of his friend Urwah, so that if he had bought dust, he would have gotten profit from it.*" (Bukhari: 3443). Some scholars argue that the ethics of consuming food and drink in an Islamic manner is to fulfill consumer obligations first, namely by paying. This is so that there is clarity of price when consuming so as to create a sincerity for consumers when consuming the food. Paying first will create pleasure in consumers and not feel cheated considering that some *price lists* do not include taxes and *services*.

Second, *feel*, which according to [2] feel marketing is a strategy to approach feelings (affection) and implementation of companies and brands through *experience providers*, with the aim of influencing the mood, feelings and emotions generated by *events*, *agents* (people who do events, companies and situations), and *objects* (things that have been seen). According to [12] this feel has indicators, namely: pride, product perception, pleasure and comfort.

TABLE 2. McDonalds Consumer Reception on *Feel* indicators

No.	Informant	Interpretation	Category	Revenue Position
1	AH	So far, I feel comfortable eating at Mcd because the service is fast, the process is hygienic and certainly halal.	- Hygiene - Halal - Waiter	Dominant Hegemony
2	SD	No problem bro, McD already has a halal certificate so it's suitable for Muslims to eat.	- Halal	Dominant Hegemony
3	HA	Until now, I am still comfortable with what McD provides and as a Muslim, I am also not afraid because it already has a halal logo.	- Halal	Dominant Hegemony
4	AK	Yes, if it's a halal issue, it's fine, but why does he have to have a non-Muslim.	- Halal	Dominant Hegemony
5	BM	Because there is already a recommendation from MUI through	- Halal	Dominant Hegemony

No.	Informant	Interpretation	Category	Revenue Position
		the halal logo, the product is halal for consumption as a Muslim.		

Source: Research Results, 2021

Based on table 2, consumer acceptance through the *feel* indicator can be categorized into four focuses of consumer attention, namely cleanliness, service, *price list*, halal logo and prayer room. This category has similarities with the categories in the *seen* indicator, this is because of the feelings that arise in consumers due to a stimulus from the senses (*seen*). *Experiences providers* carried out by McDonalds through restaurant cleanliness which makes Muslim consumers feel comfortable eating at the restaurant. Through the halal logo to create a sense of security and comfort when consuming McDonalds products. Through the service of women wearing hijab that creates an Islamic atmosphere. Through a price list that creates a sense of sincerity and pleasure when buying and selling. So that in this indicator McDonalds consumers fall into the category of dominant hegemony which is still influenced by the dominant cultural code.

The third way of thinking (*think*), Think according to [2], aims to encourage customers to engage in careful and creative thinking, where the results obtained without reassessment of the company and product. [12], think has indicators, namely: interest, knowledge of a product and previous experience.

TABLE 3. McDonalds Consumer Reception on the *Think* indicator

No.	Informant	Interpretation	Category	Revenue Position
1	AH	A fast food restaurant that sells fried chicken, Hamburger, which is a native American company that has been certified halal.	- America's Original Fast Food Restaurant	Negotiation
2	SD	American restaurant, fast food, hangout place, providing halal food, has the famous M logo.	- Halal - Native American Restaurant - <i>Fast Food</i> - Halal	Negotiation
3	HA	American restaurant, cozy place, selling halal products, and fast service.	- Native American Restaurant - Halal - Services	Negotiation
4	AK	Chicken, the general mindset is not Muslim. Elitist,	- Products - Native American Restaurant (non-Muslim) - Elitis	Negotiation
5	BM	American products, dining, <i>Junk Food</i>	- Native American Company - <i>Junk Food</i>	Negotiation

Source: Research Results, 2021

Table 3 shows how McDonalds consumer acceptance mapping on the *think* indicator. The table categorizes the existence of McDonalds in the minds of Muslim consumers as an American company that sells *junk food* and *fast food* products that have halal certificates. In this indicator, the category refers to things that are against the dominant culture, namely Islamic values such as *Junk food*. *Fast Food* and *Junk Food* are foods that have unbalanced nutritional levels. Some studies show that *Fast Food* and *Junk Food* will potentially interfere with the health of those who consume it.

Muslim consumers' perspective on the existence of American products has a negative connotation. This is because the existence of McDonalds from America is always associated with Zionist issues because of America's support for Israel. Ideological political issues are always juxtaposed with McDonalds, especially with the humanitarian disaster

that afflicts Palestine, which is predominantly Muslim. Muslim opinion is led that Zionist funders are native American products such as McDonalds. In this indicator, consumer acceptance is in the Negotiation Position, which is a position where consumers are willing to accept dominant ideologies that are general in nature, but they will make several exceptions in their application which are adjusted to local cultural rules.

Through *Experiential Marketing*, McDonalds has succeeded in building the way Muslim consumers think that McDonalds is in favor of Muslims. The presence of the halal logo and prayer room logo is one of the *Experiential Marketing* strategies in controlling the emotions of Muslim consumers. The presence of the halal logo creates a thought in the minds of Muslim consumers that McDonalds is an American company that provides halal products for Muslim consumers. Making McDonalds the *Top Of Mind* of halal food in the minds of Indonesian Muslim consumers. The presence of halal logos, prayer room logos, hijab-wearing female waiters, clear prices strengthen the perspective in the minds of consumers that McDonalds has created a strong Islamic atmosphere. This makes consumers think again, conducting an evaluation of the ideological issues that are always associated with McDonalds.

The fourth habit (*act*) is a marketing technique to create consumer experiences related to the physical body, behavior patterns, and long-term lifestyles and experiences that occur from interactions with others. According to [8] that habits are related to real behavior and a person's lifestyle. Where lifestyle itself is a pattern of individual behavior in life which is reflected in actions, interests and opinions. *Act experience* in the form of a lifestyle can be applied by using ongoing trends or encouraging the creation of new cultural trends. The purpose of *act experience* is to give an impression of behavior patterns and lifestyles, and enrich social interaction patterns through the strategies carried out. According to [12] act has indicators, namely: appearance, innovative and lifestyle.

TABLE 4. McDonalds Consumer Reception on *Act* indicators with the presence of a halal logo

No.	Informant	Interpretation	Category	Revenue Position
1	AH	Yes, by having a halal certificate from MUI, it is a sign that Mcd has invited people to eat halal food products.	Have a share	Dominant Hegemony
2	SD	Never mind bro, with the halal logo attached to the entrance, it's a sign that mcd has contributed to inviting us to eat halal food.	Have a share	Dominant Hegemony
3	HA	Yes, he has contributed, with the halal logo it proves Mcd's commitment in campaigning for halal products.	Have a share	Dominant Hegemony
4	AK	Can, provide public awareness of halal food with the halal logo.	Have a share	Dominant Hegemony
5	BM	Because he asked MUI for a halal certificate, it can be said that he has contributed in encouraging the consumption of halal food.	Have a share	Dominant Hegemony

Source: Research Results, 2021

Table 4 shows that consumer acceptance of the halal logo is related to behavior and lifestyle (*Act*) in the consumption of food and drinks that are recommended by religion. The existence of a halal logo, consumers assume that McDonald's has contributed to shaping the lifestyle of halal food consumption which is the values of Islam. These Islamic values influence consumer acceptance so as to position acceptance in the dominant hegemony. This is because the majority of Indonesia's population is Muslim so that the dominant hegemony that applies is Islamic values.

TABLE 5. McDonalds Consumer Reception on the *Act* indicator with the presence of Mushola

No.	Informant	Interpretation	Category	Revenue Position
1	AH	I agree, with mushola facilities, it makes it easier for consumers to pray, so they don't need to go out to find the nearest mosque.	Make it easy for consumers to pray	Dominant Hegemony

No.	Informant	Interpretation	Category	Revenue Position
2	SD	It's okay bro, just make it easy and simple to find a place to pray.	Make it easy for consumers to pray	Dominant Hegemony
3	HA	That's actually a facility that every restaurant or public place has, because McD is in Indonesia, where the majority of the religion is Islam.	Public facilities	Dominant Hegemony
4	AK	They provide public rights, because they are in a Muslim country, they are obliged to provide facilities for worship and that is natural.	Public Facilities	Dominant Hegemony
5	BM	Yes, it's good that he provides a place of worship for Muslims, indirectly he has given attention to Muslims even though we don't know what's behind it.	Make it easy for consumers to pray	Dominant Hegemony

Source: Research Results, 2021

Table 5 also shows consumer acceptance of the existence of prayer rooms which are accepted by consumers as public facilities for Muslim worship. The existence of the prayer room is accepted by consumers as a facility that makes it easier for Muslim consumers to worship, indirectly the existence of the prayer room is one of McDonalds' support for Muslims to worship on time. This is related to behavior and lifestyle (*Act*) in praying on time.

McDonalds does *act experience* through Islamic lifestyle, this is reflected in the halal logo and prayer room logo. The halal logo is a reflection of McDonalds participating in marketing halal food, by marketing halal-halal products McDonalds has contributed to the community to choose halal products for consumption according to Islamic values. The Mushola logo reflects that the *act experience* is to carry out a lifestyle of praying on time. The existence of prayer rooms at McDonalds is a worship facility provided by McDonalds so that consumers do not have to bother looking for mosques outside the restaurant and make prayer patterns on time. Praying on time is a recommendation for a Muslim, this is found in the Quran Surah An Nisaa Verse 103, "*So when you have completed your prayer, remember Allah while standing, while sitting and while lying down. then when you feel safe, then pray (as usual). Indeed, prayer is a fardhu whose time is determined for those who believe.*" This evidence is clear that praying on time is a recommendation for Muslims, it is obligatory to pray on time under any circumstances. The existence of prayer room facilities has made it easier for Muslim consumers to pray on time. It is clear that through the halal logo and prayer room logo, McDonalds has indirectly contributed to influencing the *act experience* of Muslim consumers in Indonesia. Based on the explanation above, it is clear that consumer acceptance is included in the dominant hegemony category which is influenced by Islamic values prevailing in Indonesia.

Fifth, *relate*, in general, *relate experience* shows relationships with other people, other groups (eg work, lifestyle) or broader and abstract social communities (eg country, society, culture). According to [8] relations are related to relationships with one's culture and reference groups that can create social identity. The purpose of the *relate experience* is to connect the consumer with the culture and social environment. According to [12] relate has indicators, namely socialization, product community and networking. A marketer must be able to create a social identity (generation, nationality, ethnicity) for his customers with the products or services offered.

In this stage, consumers are brought to a certain culture and social environment, namely culture and social environment that reflect Islamic values. McDonalds, which is an original American company, has cultural values that are thick with western accents, this can be seen from the products sold, the transaction process and so on, while Indonesian Muslim consumers have Islamic values. McDonalds is accepted by Muslim consumers as a Native American company that is always associated with Zionist issues. Information in various media has successfully led Muslim consumers to think about Native American products and Zionist practices. This unconsciously affects consumers in acceptance on the *relate* indicator.

TABLE 6. McDonalds Consumer Reception on the *relate* indicator

No.	Informant	Interpretation	Category	Revenue Position
1	AH	Once from the internet, Mcd is from America so it's natural that it is always associated with Zionists. When I see the phenomenon of world politics between Israel and Palestine, I as a Muslim also feel angry because we are fellow Muslims.	Native American products are Zionist supporters Reactive Muslim Disillusionment	Dominant Hegemony
2	SD	Wow, there are a lot of them on the Internet, although it's not clear whether the news is true or not. But because McD is from America, which is very close to Israel, it is natural that people think that McD is Zionist. If you ask me how I feel, I'm definitely angry We are both Muslims.	Native American products are Zionist supporters Reactive Muslim Disillusionment	Dominant Hegemony
3	HA	Never, not just Mcd anyway mas... all products from America are always associated with Zionists such as Sratbuck and others are also always associated with Zionist stooges.	Native American products are Zionist supporters	Dominant Hegemony
4	AK	As a Muslim, it is actually a neutral economic domain because of fastabiquil khoirot. Non-Muslims cannot buy from non-Muslims. So psychologically we as Muslims have a burden because the original American mcd is often associated with Zionism.	Native American products are Zionist supporters Islam does not limit the process of buying and selling to anyone	Dominant Hegemony
5	BM	There are many of them on the internet. There was a feeling not to shop there even though in Sharia it is not forbidden to do business with Jews. But because we see what the Zionists are doing to our Muslim brothers, maybe boycotting is a form of protest against the humanitarian disaster in Palestine.	Native American products are Zionist supporters Islam does not limit the process of buying and selling to anyone	Dominant Hegemony

Source: Research Results, 2021

In table 6 how McDonalds Muslim consumer recipients when influenced by various Zionist issues which are certain social groups. In this *relate* indicator, it can be seen that consumer recipients accept that McDonald's is an original American product that is always associated with Zionist issues. This recipient is influenced by the dominant hegemony of the local environment, which is predominantly Muslim. It is clear that McDonalds cannot be separated from the shadow of American political policy, especially its support for Israel.

Indonesia, where the majority of the population is Muslim, requires McDonalds to build a *relate experience* that applies in Indonesia, namely through Islamic values, even though historically McDonalds has a different ideology. Historically, McDonalds ideology was born from Jewish descent, therefore it is not wrong if McDonalds is always attached to Zionist issues. The Quran in Surah Al Maidah Verse 88 mentions how hard the enmity of Muslims and Jews is, "Verily you find those whose enmity is most intense against those who believe are the Jews and the polytheists, and verily you find those whose friendship is closest to those who believe are those who say: "We are Christians." That is because among them are priests and monks, and because they do not conceal themselves" (Al Maidah: 83).

Based on this proposition, it is clear that the enmity between Muslims and Jews will continue to exist and is still being felt as well as the tragedy of the humanitarian disaster in Palestine. The difference in ideology does not make McDonalds clean hard to defend its ideology. Then Islam also teaches Muslims to do mualamah with anyone. Islam

does not limit Muslims to do muamalah, Muslims can build cooperation with Narcissists, Sabians, Magi or Jews. This has been exemplified by the Prophet SAW narrated by Bukhori and Muslim hadith From 'Aisha Radhiyallahu anhum, "That the Prophet Sallallahu 'alaihi wa sallam bought food from a Jew *with* payment of tempo and he pawned his armor." (HR. Bukhari and Muslim: muttafaqun 'alaihi). This evidence explains how the Prophet conducted the process of muamalah with a Jew. It is clear that in the process of muamalah Muslims can cooperate with anyone as long as they do not harm each other and are equally satisfied.

To be accepted in the Muslim market, McDonalds still accommodates Islamic values which are the prevailing values in Indonesia. The presence of the halal logo and prayer room logo is part of an identity relationship or values that apply in the consumer environment which is a *relate experience*. McDonalds tries to pay attention both to consumers individually or per group, presenting a communicative communication style, dialogue, so that it can provide experience and empathy to its consumers, one of which is through the halal logo and prayer room logo. The halal logo and prayer room are the focus of research that will be more specifically studied by researchers.

TABLE 7. McDonalds Consumer Reception of the Halal Logo

No.	Informant	Interpretation	Category	Revenue Position
1	AH	It's perfectly legal, because it's part of the legality that McD has passed the halal test. Secondly, it is also part of the protection for Muslim consumers.	Legality of Halal Assurance Consumer Protection	Dominant Hegemony
2	SD	It's obligatory bro, as we are Muslims, everything must be guaranteed halal what we eat to be safe as Muslims.	Legality of Halal Assurance	Dominant Hegemony
3	HA	There is no problem, and it is mandatory for food and beverage companies to guarantee consumers, especially consumers who are predominantly Muslim.	Legality of Halal Assurance	Dominant Hegemony
4	AK	Iyak is okay, it means that Mcd kl in Indonesia must have a Halal MUI logo Mcd must adjust to conditions in Indonesia. The point is Muslims in Indonesia need a guarantee of halal food.	Legality of Halal Assurance	Dominant Hegemony
5	BM	Good, it gives a sense of security to consume it and removes any doubts because as Muslims we are concerned about what we eat and drink.	Consumer Protection	Dominant Hegemony

Source: Research Results, 2021

Table 7 is the result of consumer acceptance of the halal logo how McDonalds consumers accept the halal logo so as to produce acceptance in their daily lives. Halal logos are accepted by consumers as the legality of halal guarantees and are a form of consumer protection.

TABLE 8. McDonalds Consumer Reception of the Mushola Logo

No.	Informant	Interpretation	Category	Revenue Position
1	AH	The mushola symbol under the logo is good, so as a sign that there is a mushola at Mcd.	Mushola presence information	Dominant Hegemony
2	SD	Cool, the design is also in line with the M logo. so consumers on the street know that McD provides a Mushola.	Mushola presence information	Dominant Hegemony
3	HA	That's good, it's a sign that Mcd provides Muslim worship facilities.	Mushola presence information	Dominant Hegemony

No.	Informant	Interpretation	Category	Revenue Position
4	AK	It shows that there is a prayer room in McDonald's, so it is convenient for Muslims to worship.	Mushola presence information	Dominant Hegemony
5	BM	Good, as a notification of the mushola in that place so that those who are not able to pray at the mosque can pray there.	Mushola presence information	Dominant Hegemony

Source: Research Results, 2021

In table 8 is the result of consumer acceptance of the mushola logo accepted by McDonalds consumers. The existence of the prayer room logo is accepted as a sign that gives a message on the existence of Mushola facilities in McDonalds.

Decoding process is an activity to translate or interpret physical messages into a form that has meaning for the recipient [10]. This is also done by McDonalds consumers in interpreting the halal logo and prayer room logo. According to Stuart Hall (in [10]: 550-551), audiences decoding the text go through three possible positions, namely the dominant hegemony position, negotiation position and opposition position. This research only produces one position, namely the dominant hegemony position.

Dominant Hegemony Position, which is a situation where the audience accepts the messages conveyed by the media. This is a situation where the media conveys its messages using the dominant cultural codes in society. In other words, both the media and the audience both use the prevailing dominant culture. The media must ensure that the messages it produces must be in accordance with the dominant culture that exists in society. If, for example, the audience interprets advertising messages in the media in ways that the media wants, then the media, the message, and the audience are all using the dominant ideology.

In this position, McDonalds consumers accept the halal logo and prayer room symbol because of the dominant cultural code that applies in Indonesia. The halal logo and prayer room symbol are a form of internalization of Islamic values and are the dominant cultural codes in Indonesia, which is predominantly Muslim. The halal logo is a legitimization from MUI as an authorized body in determining halal food and drink worthy of consumption by Muslims. The mushola logo is a facility provided by McDonalds as a place of worship. McDonalds provides this facility because it is a public facility that needs to be provided considering the existence of McDonalds in Indonesia, where the majority of the people are Muslim.

McDonalds consumers accept the dominant ideology that has been provided by McDonalds through the halal logo and prayer room. In some cases, McDonalds will be positioned as a company that is considered to support Zionist actions because of McDonalds' history, which was founded by Jewish descendants. The American McDonalds center is also considered a supporter of Israel, which has resulted in a humanitarian disaster in Palestine. Palestine, where the majority of the people are Muslims, makes Indonesian Muslims feel the same way. This feeling sometimes leads to rejection even though McDonalds has internalized the dominant cultural codes of Indonesian society. However, the persuasion messages that consumers receive are often very subtle. Cultural studies theorists do not think that audiences are easily fooled by the media, but often audiences do not know that they have been influenced and become part of the dominant ideology [10]. As is the case with the halal logo and prayer room logo is a subtle message or persuasion. Through the halal logo and prayer room logo, McDonalds is able to attract the hearts of Muslim consumers in Indonesia.

Through *Experiential Marketing*, McDonalds strives to understand, interact with consumers and empathize with their needs through Islamic values. With this strategy, it is expected that consumers will become loyal, willing to enter into long-term relationships, use the company's products and services continuously and recommend them to their friends and closest people. This loyalty will be obtained if consumers feel they get something more valuable than if they switch to another brand [2]. Another advantage that companies get from loyal consumers is that they will recommend brands, company products or producers voluntarily, thus saving the company's expenses for these activities.

CONCLUSIONS

Through the internalization of Islamic values through *Experiential Marketing* as a McDonald's communication strategy to win Muslim consumers in Indonesia, McDonalds tries to understand, interact with consumers and empathize

with consumer needs with an Islamic values approach. This is influenced by the *experience of* Muslim consumers who are very close to the values that apply in their daily lives. The closest values that influence the behavior and acceptance of Indonesian Muslim consumers are Islamic values. *Experiential Marketing* is received by consumers through five indicators, namely the five *senses (sense)*, *feelings (feel)*, ways of thinking (*think*), habits (*act*) and relationships or relationships (*relate*) with the presence of halal logos, prayer rooms, clean places, clear prices and hijab-wearing female waiters making the *experience of* Islam even stronger in the minds of consumers consumers. Islamic values in this case are more of an Islamic symbol that is built through *Experiential Marketing*, McDonalds tries to understand, interact with consumers and empathize with their needs through Islamic values.

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