Content analysis of kfcku application: hyperreality interface

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Abstract
Digital application becomes key role in delivering great services from big franchise such as Pegadaian, Tix ID, Shopee, Netflix, etc. The digital application on KFCku app had recently been helping in building digital payment. Hyperreality becomes widespread practice in this industry as they continue to live day by day. The core concept of this research is Hyperreality which influences substantial number of people into purchasing stuff. Purchasing should by your own decision instead of someone's making. Content analysis will be a useful technique to measure how strong the enemy is.

Keywords: *Fried Chicken, KFC, Digital Marketing, Jean Baudrillard, FnB; Digital Shopping*

INTRODUCTION

Kentucky Fried Chicken, popularly known as KFC, is a global fast-food restaurant chain that serves its signature fried chicken along with a range of other fast-food items. The brand has become a household name, with its finger-licking good chicken, a widely recognized logo, and a range of menu options that cater to customers of all ages. KFC has been offering its franchise opportunities to entrepreneurs around the world since 1952, and today, it operates more than 24,000 restaurants in more than 145 countries. If you're considering investing in a franchise, KFC could be an excellent choice for you. In this research, we'll look at the KFC franchise opportunity in detail, including its history, franchising model, requirements, costs, and benefits.

The digitization of corporation services has become increasingly important in recent years due to the rapid growth of the digital economy (Greenleaf et al., 2019; Riyadi et al., 2019). In order to stay competitive in today's business landscape, companies must adopt digital technologies to improve their operations, increase their speed of delivery, and provide better

customer service. In addition, the COVID-19 pandemic has further accelerated the need for digitization as many companies have had to pivot to remote work and digital channels to continue operating (De Leon et al., 2021; Soekiman et al., 2021; Susilo et al., 2021). One of the primary benefits of digitizing corporation services is increased efficiency. By automating routine tasks such as data entry, companies can save time and reduce errors, leading to faster turnaround times and improved accuracy. This can also result in cost savings as companies can reduce their workforce or allocate their staff to more complex tasks.

KFC was founded by Harland Sanders in 1930, who started selling fried chicken from a roadside restaurant in Kentucky. In 1952, Sanders franchised the brand, which started its global expansion. Today, KFC is a subsidiary of Yum! Brands, Inc., which is one of the world's largest restaurant companies. Yum! Brands also owns other popular fast-food chains, including Pizza Hut and Taco Bell.

KFC's franchising model has been a key driver of the brand's global expansion. The company offers its franchise opportunities to qualified entrepreneurs who are looking to start a fast-food restaurant business. KFC franchisees benefit from the brand's global recognition, marketing, training, and support, while also being able to leverage the company's proven business model to generate profits.

To become a KFC franchisee, you'll need to meet the company's requirements. These include having a strong entrepreneurial spirit, being able to demonstrate experience in managing a business or a team, having sufficient financial resources, and meeting the company's standards for location and building design. KFC also prefers franchisees who have a track record of success in the restaurant industry, although this is not a strict requirement. Finally, the company requires all potential franchisees to undergo a rigorous screening process that includes a background check, credit check, and interviews.

The cost of opening a KFC franchise varies depending on several factors, including the location, building size, and equipment required. However, the company estimates that the total investment needed to open a new KFC franchise ranges from $1.3 million to $2.6 million. This investment covers various costs, including the franchise fee, building and construction costs, equipment, inventory, and marketing expenses. Additionally, franchisees must pay ongoing royalties, which are typically a percentage of their monthly gross sales.

Investing in a KFC franchise offers several benefits to entrepreneurs. Firstly, the brand's global recognition and marketing campaigns provide franchisees with a competitive advantage in the fast-food industry. Secondly, KFC provides extensive training and support to franchisees, including initial training and ongoing operational support. This support covers various aspects of the business, including food preparation, customer service, marketing, and staff management. Finally, KFC franchisees benefit from the company's proven business model, which has been refined over decades of operation.

Investing in a KFC franchise can be a rewarding experience for entrepreneurs who are passionate about the fast-food industry. With its global recognition, proven business model, and extensive training and support, KFC offers a compelling franchise opportunity to qualified entrepreneurs. However, it's essential to carefully evaluate the costs and requirements of the franchise opportunity before deciding.

Thus, it makes KFC a big franchise to be digitalized in their service or management system. The digitization of corporation services refers to the process of converting manual or paper-based processes to digital processes in order to improve efficiency, reduce costs, and increase accessibility. This transformation involves the adoption of technologies such as cloud computing, artificial intelligence, and blockchain, among others, to automate and streamline various business processes (El Hedhli & Zourrig, 2022; Ikonen et al., 2017; Ong & Ito, 2019; Ruswanti et al., 2019; Smith, P & Taylor, 2004; Tutaj & van Reijmersdal, 2012).

Another benefit of digitization is increased accessibility. With digital services, customers can access information and services from anywhere in the world at any time (Coritama et al., 2022; Sugihartati & Susilo, 2019; Susilo & Akbar, 2020). This can help companies expand their customer base and increase revenue. In addition, digital services can provide customers with more personalized experiences through targeted marketing and tailored recommendations based on their preferences and behaviour. The adoption of digitization can also improve the overall quality of services provided by corporations. Digital tools such as machine learning and artificial intelligence can help companies analyse data more effectively and make more informed decisions. This can lead to better customer satisfaction as companies can anticipate their needs and provide more tailored solutions (Chinmi et al., 2021; Indrasari et al., 2019; Santoso & Negoro, 2019).

Moreover, the digitization of corporation services can also provide greater transparency and accountability. By storing data and information in a digital format, companies can better track and monitor their operations. This can help prevent fraud and other forms of financial malpractice, as well as improve compliance with regulatory requirements. Despite these benefits, there are also challenges associated with digitization. One of the most significant challenges is the need for skilled personnel to implement and maintain digital systems. Companies may need to invest in training or hire new staff with specialized skills to manage and maintain these systems. In addition, there may be concerns around data privacy and security, as well as the potential for digital systems to be hacked or compromised.

Another challenge is the need to balance the benefits of automation with the need for human interaction. While digital tools can improve efficiency and reduce costs, there may be a risk of dehumanizing customer service experiences. It is important for companies to strike a balance between digital automation and human interaction to provide a high-quality service experience. In conclusion, the digitization of corporation services is an important trend that is transforming the way businesses operate. By adopting digital technologies, companies can improve efficiency, increase accessibility, and provide better services to their customers. However, there are also challenges associated with digitization that companies must address in order

to fully realize the benefits of these technologies. As the digital economy continues to grow, the adoption of digitization will become increasingly critical for companies to stay competitive in the marketplace (Thehawijaya & Susilo, 2023).

Efficiency in digitalization of corporation services is becoming increasingly important in today's business landscape. As more and more corporations move their operations online, the need for efficient and effective digitalization becomes critical to remain competitive (Jiménez González, 2020; Lewis, 2019). In this research, we will explore the importance of efficiency in digitalization of corporation services and some strategies to achieve it. Digitalization of corporation services involves the process of transforming traditional business processes into digital ones (Susilo et al., 2022; Triary Hardy & Susilo, 2022). This includes everything from digitizing paper documents to developing online platforms for customer service and support. The benefits of digitalization are numerous, including increased efficiency, faster response times, and improved accuracy.

Efficiency is one of the most critical aspects of digitalization. It refers to the ability of a corporation to use its resources in the most productive way possible. In the context of digitalization, efficiency means leveraging technology to streamline business processes, reduce costs, and improve productivity. One way to achieve efficiency in digitalization of corporation services is by adopting a customer-centric approach. This means developing digital solutions that meet the needs and expectations of customers. For example, an e-commerce platform that is easy to navigate and offers multiple payment options can help improve customer satisfaction and loyalty.

Another way to achieve efficiency in digitalization of corporation services is by automating repetitive tasks (Laptev, 2022; Natale et al., 2019). Automation reduces the time and resources required to complete manual processes, resulting in faster turnaround times and improved accuracy. Examples of automated processes include email notifications, online payments, and inventory management. In addition to automation, corporations can also leverage artificial intelligence (AI) to achieve efficiency in digitalization. AI-powered tools can analyse data, predict customer behaviour, and provide insights that help improve business processes. For example, chatbots can be used to provide customer support and answer frequently asked questions, freeing up employees to focus on more complex tasks.

The use of cloud technology is another strategy for achieving efficiency in digitalization of corporation services. Cloud technology enables corporations to store data and run applications remotely, reducing the need for expensive hardware and IT support. This results in lower costs, improved scalability, and greater flexibility. Training and upskilling employees is another important strategy for achieving efficiency in digitalization of corporation services. Digitalization requires a different set of skills than traditional business processes, and employees must be trained to use new tools and platforms effectively. Upskilling employees can also help improve job satisfaction and retention rates.

Finally, corporations must prioritize cybersecurity when digitalizing their services. Cyber threats such as hacking, data breaches, and

ransomware attacks are a growing concern, and corporations must take steps to protect their data and systems. This includes implementing strong passwords, using encryption, and regularly backing up data. In conclusion, efficiency is crucial in digitalization of corporation services. By adopting a customer-centric approach, automating repetitive tasks, leveraging AI, using cloud technology, training and upskilling employees, and prioritizing cybersecurity, corporations can achieve efficiency and remain competitive in the digital age.

KFCku is a mobile application developed by KFC Indonesia that allows customers to order food and drinks from KFC restaurants through their smartphones. The application is available for download on both the Google Play Store and the Apple App Store, and it is free to use. One of the main features of the KFCku application is the ability to browse the menu and place an order for delivery or pickup. Customers can choose from a wide range of menu items, including burgers, fried chicken, side dishes, desserts, and drinks. The application also allows customers to customize their orders by selecting different add-ons and toppings.

Another important feature of the KFCku application is the ability to track the status of an order in real-time. Customers can view the estimated delivery or pickup time, and they will receive notifications when the order is being prepared, on its way, or ready for pickup. This allows customers to plan their meals more effectively and avoid long wait times. The KFCku application also offers a loyalty program called "KFC Points." Customers can earn points by making purchases through the application and redeem them for rewards such as free food and drinks. The more points a customer earns, the more rewards they can unlock (Oktavian & Wahyudi, 2022; Pandey et al., 2021).

In addition to ordering food and earning rewards, the KFCku application also provides customers with access to exclusive promotions and discounts. Customers can receive notifications about limited time offers and participate in special promotions such as "Buy One, Get One Free." One of the unique features of the KFCku application is the ability to order food in advance. Customers can place an order for a specific time and date, allowing them to plan their meals in advance and avoid long wait times during peak hours. This feature is particularly useful for customers who need to order food for events or gatherings.

The KFCku application also allows customers to save their favorite orders for future reference (Ivandro et al., 2022; Pantzar-Castilla et al., 2021). This feature is particularly useful for customers who have specific dietary restrictions or preferences and want to quickly order their favorite meals without having to browse the menu every time. Finally, the KFCku application offers a user-friendly interface that is easy to navigate. Customers can quickly browse the menu, customize their orders, and place an order with just a few taps. The application also allows customers to track their orders and view their reward points in real-time, making the ordering process fast and efficient.

Overall, the KFCku application is a convenient and user-friendly tool for customers who want to order food from KFC restaurants. The application offers a wide range of menu items, real-time order tracking, a loyalty program, exclusive promotions and discounts, and a user-friendly interface. Whether

customers want to order food for delivery or pickup, the KFCku application provides a convenient and hassle-free way to enjoy their favorite meals from KFC.

Knowing that KFCku app becomes digitalization of a big franchise, it is important to make hypotheses that hegemony and hyperreality are playing important role in their practice. Jean Baudrillard was a French sociologist, philosopher, and cultural theorist who is widely known for his concepts of hyperreality and simulacra. Hyperreality is a state in which reality becomes so saturated with media images and symbols that it becomes indistinguishable from the representation of reality, blurring the lines between the real and the simulated. In this topic, we will explore Baudrillard's concept of hyperreality in depth (McAdam & Rehm, 2020; McFadden, 2019).

Hyperreality, according to Baudrillard, is the end result of a process in which the media and technology have created an overwhelming number of signs, symbols, and images that have become more real than reality itself. In this state, the distinction between the real and the simulated no longer exists, and we are left with a world that is dominated by simulation and representation. One of the most famous examples of hyperreality is the concept of Disneyland. According to Baudrillard, Disneyland is not just an amusement park, but a hyperreal space that has been constructed to represent a fantasy world that does not exist in reality. The experience of Disneyland is not about the rides or the attractions, but about the experience of being in a place that is entirely constructed and simulated.

Baudrillard argues that hyperreality is a dangerous state because it leads to the loss of meaning and the erasure of history. In a hyperreal world, there is no longer a connection to the past, and everything becomes disposable and replaceable. The hyperreal world is also one in which consumption and pleasure become the primary values, leading to a society that is obsessed with superficiality and consumerism. Baudrillard's concept of hyperreality has been influential in a number of fields, including media studies, cultural studies, and philosophy. In media studies, his work has been used to explore the ways in which the media constructs and represents reality, and the impact that this has on our perceptions of the world. In cultural studies, his work has been used to analyse the role of consumer culture in shaping our identities and values. In philosophy, his work has been used to explore the nature of reality and the limits of representation (Firmanto, 2019; Pratiwi et al., 2018).

One of the criticisms of Baudrillard's work is that it is overly pessimistic and dismisses the possibility of resistance or change. Some scholars argue that while hyperreality may be a dominant force in contemporary society, it is not all-encompassing and there are still spaces for resistance and alternative forms of representation. Despite these criticisms, Baudrillard's work on hyperreality remains an important contribution to our understanding of the ways in which technology, media, and consumer culture shape our perceptions of reality. His work encourages us to question the role that representation plays in our lives and to consider the ways in which our experiences of reality are constructed and mediated.

In conclusion, Jean Baudrillard's concept of hyperreality is a complex and influential idea that has had a significant impact on a number of fields,

including media studies, cultural studies, and philosophy. By exploring the ways in which the media and technology have created a world that is dominated by simulation and representation, Baudrillard encourages us to question our perceptions of reality and to consider the ways in which our experiences of the world are constructed and mediated (Oktavianingtyas et al., 2021; Saumantri, 2022). While his work is not without its criticisms, it remains an important contribution to our understanding of the world in which we live.

As the hyperreality manifested in digital application managed by the corporation, there are several up and down values that needs to be taken care of. Hyperreality refers to a state of being where the boundary between what is real and what is simulated becomes blurred (Antony & Tramboo, 2020; Lazzini et al., 2022). This concept has become increasingly relevant in the context of food and beverage (FnB) digital application services, which offer users an immersive experience of food and dining. One example of such a service is a food delivery app. In these apps, users can scroll through menus, choose dishes, and place orders from a wide variety of restaurants. The app simulates the experience of dining out, with pictures of food, descriptions of dishes, and customer reviews all contributing to the hyperreal experience.

Another example is the use of augmented reality (AR) in FnB apps. AR technology allows users to project digital images onto the physical world, creating an interactive and immersive experience. For example, some FnB apps allow users to view a virtual representation of a restaurant's menu items by pointing their smartphone at a physical menu.

Hyperreality can also be found in food-related social media apps, where users can share pictures and reviews of their meals with their followers. These apps create a simulated social environment where users can express their food preferences, share their dining experiences, and interact with others who share their interests. In all of these examples, the boundary between the real and the simulated becomes blurred. Users can interact with digital representations of food and dining experiences in ways that simulate the real thing but are not quite the same. This has both positive and negative implications for the users and the industry as a whole. On the positive side, FnB digital application services allow users to access a wide variety of food and dining experiences that might not be available to them otherwise (Boyd, 2021; Nuncio & Felicilda, 2021). Users can explore new cuisines, try new dishes, and discover new restaurants with just a few clicks. They can also customize their orders to their specific preferences, which can be particularly helpful for those with dietary restrictions or allergies.

Hyperreality also has the potential to create a more engaging and interactive dining experience. AR technology, for example, can allow users to explore a restaurant's menu in a more immersive way, creating a more memorable experience. Social media apps can also allow users to connect with others who share their food preferences, creating a sense of community around a shared interest. However, hyperreality also has its downsides. One concern is that FnB digital application services can create a distorted view of food and dining experiences. The pictures of food that are posted on these apps are often heavily edited and stylized, creating an unrealistic expectation of what the food will look like in real life. This can lead to disappointment and

dissatisfaction when the real thing doesn't match up to the hyperreal image (Destriana et al., 2020; Pramesthi, 2021).

Another concern is that FnB digital application services can contribute to a culture of food waste. Users can easily order more food than they need or want, which can lead to excess food being thrown away (Mukramah, 2020; Yulita, 2019). This can be particularly problematic given the already significant problem of food waste in the restaurant industry. In addition, hyperreality can also contribute to a disconnect between consumers and the food industry. Users may become more focused on the digital representation of food than on the actual food itself, leading to a lack of appreciation for the hard work and craftsmanship that goes into creating high-quality meals (Supiyandi et al., 2022).

Overall, the concept of hyperreality in FnB digital application services has both positive and negative implications for users and the industry as a whole. While these services can offer users a wide variety of food and dining experiences, they can also create unrealistic expectations, contribute to food waste, and create a disconnect between consumers and the food industry. As the industry continues to evolve, it will be important to find ways to balance the benefits of hyperreality with its potential downsides (Suryani & Syafarudin, 2021; Wu et al., 2022).
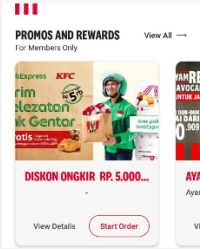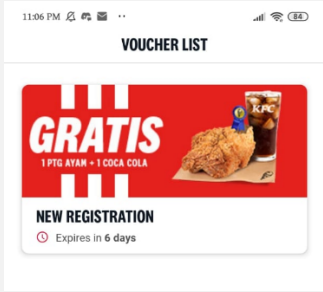
METHODS

The methods suited for this research is Krippendorf's content analysis. Content analysis is a research methodology used to analyse various forms of communication, including written, verbal, and visual texts. Krippendorf's content analysis approach is one of the most widely used methods for conducting content analysis. It involves a systematic and objective approach to analysing the content of textual data, with the aim of identifying patterns, themes, and meanings (Elo & Kyngäs, 2008). Krippendorf's content analysis approach involves four key steps. The first step is to define the research question or hypothesis, which will guide the analysis process. The second step is to select the sample of texts that will be analysed. This may involve selecting a random sample or a purposive sample, depending on the research question and available data (Pilishvili, 2018).
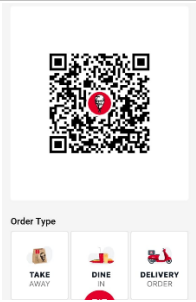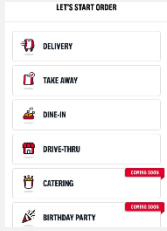
The third step is to develop a coding scheme, which involves identifying the categories or themes that will be used to analyse the content. The coding scheme must be reliable and valid, meaning that it accurately reflects the content of the texts and can be consistently applied by different coders. The final step is to analyse the data using the coding scheme, which involves systematically applying the categories or themes to the text and recording the results. Krippendorf's content analysis approach has several advantages. Firstly, it is a flexible method that can be applied to a wide range of texts, including both qualitative and quantitative data. Secondly, it provides a systematic and objective way of analysing textual data, which increases the reliability and validity of the results. Finally, it can be used to identify patterns and trends in the data, which can be used to inform future research or practice.

However, there are also some limitations to Krippendorf's content analysis approach. Firstly, it can be time-consuming and resource-intensive, particularly when analysing large amounts of data. Secondly, it relies on the skills and expertise of the researcher to develop a reliable and valid coding scheme, which may be subject to bias or interpretation. Finally, it may not capture the full complexity and richness of the data, particularly when analysing subjective or emotional content. In conclusion, Krippendorf's content analysis approach is a valuable research methodology that can be used to analyse textual data in a systematic and objective way. While it has its limitations, it provides a valuable tool for identifying patterns and trends in the data, which can be used to inform future research and practice.

The technique involves KFCku application as analysis medium. Author will analyse their UI, Narration, and choices before taking them as data. The analysis will be put in the table to simplify it before writing down the detail of the analysis about this topic.

RESULT AND DISCUSSION

Content	Description
	The item is the voucher presented in the front application, visible for people who just opened the application. The voucher is delivery discount.
	The item is a voucher for free thigh and drink given from KFC with some requirements.
	The repeated promo appeared in another menu interface in KFCku application.

	Barcode scan, which is presented at the center, designed to make payment easier.
	The menu list with regular features and new eye-catching service named catering.

From the data above, the features contained several sudden desires to purchase stuff despite the price is still the same. The total data is five.

1st data is delivery discount. Even though the delivery gets a discount, the total price of the food is still expensive because it is above IDR 50K.

The 2nd one and the 3rd one is same free item voucher, but their strategy is putting repeatable promotion but limited only 6 days in seductive way; hence the user will purchase as long as they're able to use that free voucher.

The 4th picture is the barcode button. The barcode button easily triggers to make transactions due to not having to insert password or login username and just scan the barcode.

5th picture is the newest picture with catering mode. Catering is something easily liked and seen as cheaper in Indonesia; with KFC name in it will encourage people to purchase more.

Hyperreality on KFCku App

The Hyperreality on KFCku app are divided into several features. Each of them contains seduction to make user purchase increasingly about KFC Product. Despite all of the discount and free voucher features, the bills in one order are still above 70K instead of lowering the cost of order for new user. That kind of hyperreality creates the illusion that the company offers many kinds of items when the amount of bills is still the same. It was designed to make them feel rich in a big amount of bills. This goes according to Baudrillard thought about Hyperreality, that it feels real to get many items when in reality we paid it in expensive bill. Digital marketing based on Baudrillard's Hyperreality is widespread practice by capital with big franchise due to its effectiveness in spoiling their customers with suggestive perception.

CONCLUSION

The conclusion from this research is that current society likes purchasing in different methods rather than purchasing in regular price. The hyperreality in the KFC app bills served as how most people doesn't care about the bill itself but rather make it benefit in belief as a result of attracting them.

The contrast characteristics are repeatable promoted voucher. The repeatable promoted voucher is a design to give pressure that it will expire in 6 days and need to be used. The time limit put in the voucher is proof of that Hyperreality, that they can't wait for you to make order less than a week, they want you to purchase it fast.

The academic suggestion is for this kind of research revealed more about digital marketing between famous franchises along with their launched digital application, but it includes more demographic performance detail. The digital app brings bigger potential as less promotion from external applications like Gojek, Grab, Uber.

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