ABSTRACT

Currently, the news of the MCD boycott caused by the Israeli-Palestinian conflict is attracting public attention on social media X. This news occurred because the Muslim community in Indonesia boycotted McDonald's Indonesia. Exposure to the news can affect the reputation of a company both positively and negatively. Reputation is important because it affects stakeholder loyalty. This study examines the influence of MCD's boycott tweets related to the Israeli-Palestinian conflict on the reputation of McDonalds Indonesia. The purpose of this study is to find out how much influence the influence of MCD's boycott tweet related to the Israeli-Palestinian conflict on the faputation of McDonalds Indonesia. The method used in this study is a quantitative method using a survey or questionnaire. Sampling was conducted using a non-probability sampling method with a purposive sampling technique of 107 respondents who were readers of the McD boycott news on the X application. Based on the results of the research on the normality test, this study has a normal distribution. In the partial hypothesis test (t-test) of this study, there was a significant influence of MCD's boycott tweet exposure on the reputation of McDonald's Indonesia with a score of 72.9%. While the remaining 27.1% was influenced by other factors outside this research model.

Keywords*: Boycott Tweet, Mc Donalds Reputation, X Users*