
RESEARCH ARTICLE

Reception Analysis of "Muhammad and Maria" Alcohol Promotion Content on Instagram Account @Holywingsindonesia

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ABSTRACT

PT Aneka Bintang Gading, or Holywings Group, is a cafe business known for its captivating and unique concept. @holywingindonesia posted promotional content on Instagram on June 23, 2022, offering free alcohol for Muhammad and Maria visitors. The promotional content targeting individuals with these names was deemed religious defamation since both names hold significant religious value in Indonesian society, representing the Islamic and Christian faiths. Controversial content often has the potential to trigger negative reactions from a significant portion of the audience. The viral content practice involving elements of ethnicity, religion, and race (SARA) undermines the principles of popular culture and threatens social unity. This research adopts a descriptive qualitative approach utilizing Stuart Hall's encoding-decoding process within the reception theory to uncover the interpretations of the followers of Holywings Indonesia on Instagram.

KEYWORDS

Reception Analysis, New Media, Digital Marketing, SARA, Viral Marketing, Holywings

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1. Introduction

PT Aneka Bintang Gading, or Holywings Group, is a cafe business with a presentation that has an interesting and unique concept. Holywings is a cafe that is always crowded, especially on Sundays. Often, on weekends, visitors have to book in advance. In accordance with the concept of this entertainment bar, this bar offers live music every day as the main strength of this cafe. With live music here, this place is never empty of visitors. As one way of trying to attract visitors, Holywings often invites famous singers and bands. There are also a variety of alcoholic beverages for consumers who want to relax and unwind with relatives. In the presentation of content carried out by PT Aneka Bintang Gading, better known as Holywings, it becomes a nightmare because it is fatal. This problem began when Instagram user @holywingindonesia uploaded promotional content on Instagram on June 23, 2022, in the form of free alcohol for visitors named Muhammad and Maria. The liquor promotional content made by Holywings received many negative reactions from the public, resulting in many criticisms from various parties. Promotional content aimed at everyone who has the names Muhammad and Maria is considered to have committed blasphemy because the two names are two holy names that are one of the religious symbols of the Indonesian people, namely Islam and Christianity.



Figure 1: Instagram content @holywingsindonesia

It is known that in Islam, Muhammad is the name of the last and most noble prophet. In Christianity, Mary is the name of the mother of Jesus. Holywings received many demands that forced all Holywings outlets to stop operating. Legal summonses from the authorities and criticism from religious leaders and the community made Holywings deal directly with the police. Responding to the problems it was facing, Holywings also issued an apology letter, which was uploaded directly to its Instagram account. However, the apology made by Holywings could not reduce the anger of the people who felt offended by the content of alcohol promotions using the names Muhammad and Maria. It is known that Indonesia is a country with a diverse population of religious adherents, which makes discussions about religion a very sensitive issue. The public considers that Holywings has deliberately used a name with religious elements for personal gain, namely increasing the popularity of Holywings Indonesia. Holywings Indonesia promotes alcohol on @holywingsindonesia's Instagram platform; as we know that, Instagram is one of the most popular social media platforms and has a very large number of users. Users can post photos, videos, and stories to share with their friends and followers.

Entering a world that has always been fast-paced, Holywings is also part of the few brands that are following something that can transform their brand into something more recognizable. In this era of popular culture, the business world is undergoing tremendous changes. In harmony with the vibrations of technology and the spirit of massive communication, change is a necessity for companies that want to stay at the forefront of competition. Transformations in the business environment or organizational entities triggered by the phenomenon of globalization cannot be separated from the advancement of information technology. This is because companies or organizations are required to adapt to ongoing changes (Santosa & Ringo, 2017).

This era has ushered in a new paradigm: everything needs to happen fast, widely, and with viral impact. The viral strategy is no stranger to the company; it has understood that success in the digital age requires resilience to change, and that is what the company has focused on. In the course of crafting this strategy, the company not only focused on the product or service they offered but also realized that the key to virality is evoking emotions and connecting with the audience on a personal level. Hence, the company invested in powerful stories, inspiring campaigns, and online challenges that invited participation. Business owners have the ability to overcome this by working with the technology available today. Businesses that combine technology are able to move faster as they keep up with changes in the market (A. C. Sari et al., 2018).

Viral content implementation is a marketing strategy that aims to spread information about a product or service to as many people as possible through a wide network of contacts. Viral content usually uses social media, text messages, emails, and so on to spread information about a product or service to people who are connected to the first contact. Viral techniques have been linked to the growth and popularity of social media in recent years. Social media has become one of the most effective ways to spread information to as many people as possible in a short period of time. The application of viral content is a marketing technique that utilizes social networks to achieve a certain marketing goal, which is carried out through a chain communication process to reproduce itself (Krisdianto, 2016).

Viral content can be very effective if done right, but it can also be very risky if not done carefully. Viral content can be effective if done right. However, there are several factors that can affect its success, such as compelling content, the right target audience, the right use of social media, effective marketing techniques, and the ability to measure effectiveness. To ensure the success of viral content implementation, companies should understand the needs, interests, and habits of their target audience and use the social media that are most popular among them. Consumers state that the material produced is less interesting and less diverse as if to indicate that the content considered is not presented in a context that matches the customer's situation (Fadillah & Setyorini, 2021).

Implementing a viral content strategy can be a nightmare for a company if the content is not well thought out. Failure to implement this strategy can have a devastating impact on the company, especially if done wrong. Therefore, companies must understand the needs, interests, and habits of their target audience and use the right social media to spread information about the products or services offered. Companies should also create interesting, unique, and potentially viral content and use effective marketing techniques to spread information about the product or service to as many people as possible. In the realm of marketing, there are various tactics that can be utilized to achieve the desired goals and targets. One approach that can be adopted in the current internet era is viral marketing (Krisdianto, 2016).

In the increasingly competitive world of marketing, brands often look for innovative ways to grab consumers' attention and differentiate themselves from their competitors. One approach that is often used is the use of controversial content as a marketing strategy. Controversial content includes topics or elements that spark debate, emotion, or controversy in society. However, the decision to use controversial content as a marketing strategy raises questions of ethics and its long-term impact on the brand. The use of controversial content also carries the risk of reputational damage to the brand. Viral marketing focuses on how to spread information about products or services to many people in a chain, spreading to various intended consumers by utilizing internet technology as a marketing tool (Widya & Riptiono, 2019).

Content that sparks controversy often has the potential to trigger negative reactions from a large portion of the audience. If such content is deemed unethical, demeaning, or insulting to certain groups, brands can face boycotts, decreased sales, and long-term damage to their reputation. In the age of digital transparency, consumers are increasingly critical of brand practices and often choose to support brands that are consistent with their values. The use of controversial content as a marketing strategy also has uncertain outcomes. While the content may gain a great deal of attention, there is no guarantee that the attention will result in a positive impact on the brand. Controversial content can easily attract attention for the wrong reasons, namely public condemnation and criticism. In some cases, the resulting controversy can obscure the brand's main message or distract from the actual product or service. The use of controversial content as a marketing strategy has its pros and cons that need to be carefully considered. Viral marketing strategies are not always an appropriate method to promote or create a positive image (Krisdianto, 2016).

While controversial content can gain attention and increase brand awareness, there is a risk of reputational damage and uncertainty about the outcome that must be taken into account. It is important for brands to consider their values, long-term impact, and consumer views before using controversial content in their marketing efforts. In an increasingly connected and transparent world, maintaining brand integrity and building positive consumer relationships are critical factors for long-term success. The success of a company or business is influenced by various aspects, and one of them is branding. Branding is the process of communicating, building, or strengthening the image of a brand (Putra et al., 2021).

This can damage a company's reputation and lead to legal issues if the information shared is inaccurate or misleading. In addition, there is always the risk that a viral marketing campaign may not achieve the desired level of success or reach the intended audience. This can result in a waste of resources and a lack of return on investment for the company. Overall, it is important for companies to carefully weigh the potential risks and benefits of viral marketing and develop strategies that minimize potential negative consequences. Losses have been interpreted further and include immaterial aspects such as the image of the company among all concerned and interested parties and the wider community at large (W. P. Sari & Paramita, 2022).

It is important to note that viral content deployment strategies should not be used to promote or glorify hate, discrimination, or other forms of harassment or abuse. This would be considered a violation of laws relating to hate speech and discrimination, as well as unethical and potentially harmful to individuals and communities. Instead, this strategy should focus on creating content that is engaging, entertaining, or valuable enough that it is likely to be shared by many but also respects the rights and dignity of others. There are those who immediately trust the information they get, but there are also those who seek the truth about the information (Andu, 2018).

However, in an effort to create viral content, sometimes some parties use elements that invite controversy, such as the use of SARA (ethnicity, religion, race, and intergroup) elements, in order to gain greater attention and dissemination. In this context, we will analyze the negative impact of such actions and relate them to the conceptual framework of viral marketing as part of popular culture. Content that targets or offends a group based on ethnicity, religion, race, or intergroup can trigger divisions in society. This can result in hostility, tension, and disharmony between the groups involved. In the long run, such divisions can undermine social unity and hinder the process of cultural integration. SARA conflicts arise as a result of the freedom to express opinions, but this freedom is misused to the detriment of certain groups included in the conflict (Baihaqi et al., 2020).

The use of racialized elements in marketing content can have a negative impact on the reputation of the brand or company involved. The public may see such actions as unethical, irresponsible, and disrespectful of diversity. Consumers who feel offended

or disagree with the content may take a boycott stance or avoid products or services offered by the company. The implementation of viral content has become an integral part of today's popular culture. In this conceptual framework, the researcher connects viral marketing practices with popular culture that involves the whole society. Viral content tries to create content that is interesting, entertaining, and can be easily shared by social media users. However, racially charged content violates the principles of marketing ethics and can jeopardize social relationships and the values of inclusivity. The resulting impact is an increase in criminal acts such as violence, discrimination, and harassment (Baihaqi et al., 2020).

Popular culture is based on the principles of inclusivity, respect for diversity, and respect for shared values. Viral content practices that create racially charged content undermine the principles of popular culture and threaten social unity. Communities exposed to such content may be divided, and their views of the brands or companies involved may become negative. This can include content that is humorous, informative, educational, inspiring, or thought-provoking but does not rely on hate, discrimination, or harassment as a way to attract attention or engagement. It is also important for companies and organizations to be transparent about their marketing efforts and to clearly distinguish marketing content from editorial or independent content. This can help ensure that individuals are aware of the purpose of the content they encounter and can make informed decisions about whether or not to share it. The development of social media greatly affects our behavior and daily lives. As individuals, of course, we must be wise in using social media (Anwar, 2017).

A lot of promotion is done by creating interesting content in the hope that it will make customers come. Many businesses expect all their content to go viral because going viral can increase sales. Viral content is known to have a high success rate, but if it is implemented incorrectly, the impact of the consequences is very large. Therefore, it is important for researchers to conduct research that discusses the reception analysis of @holywingsindonesia Instagram followers' content on Muhammad and Maria. Religious matters are very sensitive in Indonesia, which is why the researcher chose this study. The background of this research is based on the fact that the application of virality has become an integral part of marketing strategy for many companies and is a very effective tool to increase brand awareness and engagement. However, it can also have negative impacts if not done wisely and carefully. Therefore, this study aims to analyze the reception of @holywingsindonesia Instagram followers on the promotional content of alcohol with the names Muhammad and Maria. This will be done by analyzing the factors that influence the effectiveness of such content and determining whether the promotional strategies used are in line with current market trends and needs.

2. Method

The researcher chose to use the interpretive paradigm, which is a framework or research approach that emphasizes subjective understanding and interpretation of social reality. This paradigm focuses on the meanings and interpretations given by individuals or groups to social phenomena, recognizing that social reality is not objective and can vary among different individuals and groups. This paradigm emphasizes that understanding social reality cannot be separated from individuals' subjective perspectives and experiences. In research related to reception analysis, the interpretive paradigm is very relevant because of its focus on individuals' or groups' understanding and interpretation of media messages. In reception analysis research, the interpretive paradigm assists researchers in understanding the variety of interpretations and understandings that may occur in response to controversial media content. This research can gain a comprehensive understanding of how audiences interpret controversial content, including content containing racial elements, by considering the social factors, culture, values, and experiences of the individuals or groups involved.

The researcher used a reception analysis research method with a descriptive qualitative approach. Reception analysis is one of the methods used to describe the audience's understanding of media texts. Reception analysis is a method used to describe how audiences interpret media texts. In this context, "text" is not limited to the notion of written language. Media texts include various forms, such as news in newspapers and magazines, but also involve visual products such as print advertisements or posters, as well as audiovisual products such as television shows or films. Here, the text is not only limited to its literal meaning as written language but also includes various forms of media, such as news in newspapers and magazines, visual products such as print advertisements or posters, as well as audiovisual products such as television shows or films. In media studies, texts are considered part of social reality. Through this research, we can understand the role of media in shaping audiences' perceptions and understanding of social reality, as well as the impact that media may have in influencing the way audiences perceive the world around them. The researcher chose the research area in Jakarta and Jember; for the Jember area, the researcher conducted an interview session online because the big city has the most Holywings outlets, so the data and information sought can be obtained thoroughly. Researchers will conduct interviews and also collect documents that can be used as support to obtain the data and information needed.

Researchers carry out data collection techniques in several ways so that the information obtained can fulfill all the needs that researchers want to know. Some of the methods that researchers use are interview methods, documentation methods, literature study methods, and data validity tests. The data analysis technique used is qualitative data analysis, which is an effort made by

working with data, organizing it, sorting it into manageable units, synthesizing it, looking for and finding patterns, finding what is important and what is learned, and deciding what can be told to others. In the data analysis method, the use of reception analysis is done in two stages. In the first stage, researchers analyze the content of the media under study, while the second stage involves interviews with informants. Data analysis is carried out simultaneously with the data collection process, and there are several components in the data analysis technique, which belongs to Miles and Huberman (1992, namely data reduction, data presentation, drawing conclusions, and verification.

3. Result and Discussion

In an effort to embrace a diversity of views and explore more comprehensive insights, the researcher has carefully selected informants with diverse backgrounds. The informants' backgrounds play a crucial role in providing deeper and more comprehensive insights. Involving a number of informants with different backgrounds and views, this research is geared towards embracing diverse perspectives in interpreting and responding to the "Muhammad and Maria" alcohol promotional content on @holywingsindonesia's Instagram account. By doing so, the researcher hopes to generate a richer understanding of how diverse audiences interpret and respond to the messages conveyed through this alcohol promotional content. Each informant brings a unique perspective that will help researchers explore the various receptions of the content raised. As such, this research seeks to present a more comprehensive picture of how diverse communities interpret and respond to alcohol promotional content on social media.

The researcher chose informants with different religious, educational, and environmental backgrounds so that she could get a variety of views that may be affected by these background differences. The informants' backgrounds include many things that lead to diverse views. Informants' backgrounds are like a diverse color palette in a reception analysis painting. Each informant brings with them unique life experiences, values, religious views, culture, and personal knowledge. Like inserting different puzzle pieces, these backgrounds cause the interpretation of the "Muhammad and Mary" content on the @holywingsindonesia Instagram account to be even more diverse.

The first informant, Namiroh, is Muslim and has a pesantren background. Since childhood, Namiroh has lived in Jember, a city known as the "City of Santri." This neighborhood is characterized by the development of pesantren and Santri cultures. During Namiroh's childhood, he grew up in a pesantren environment, and there were many community leaders around him. One of the figures in Namiroh's life was her late mother, who was also one of the teachers at the pesantren. Namiroh's education was also linked to the pesantren. From junior high school to high school, Namiroh was educated at the pesantren. During these six years, Namiroh lived the life of a student and a santri, learning while studying. This experience has had a big influence on Namiroh's views and understanding of how to respond to this alcohol promotion content.

"So from childhood, I lived in Jember, where a lot of Jember is predicted to be a city of Santri like that, and indeed I grew up in a pesantren environment, and many community leaders, coincidentally, my late Umi's house was also one of the teachers at the pesantren. I was from junior high school to senior high school at the pesantren, so for 6 years I went to school while Nyantri like that, then I went to college at Unair Surabaya."

Namiroh is an active Instagram user and often spends time looking for information or getting entertainment from Instagram. Accessing Instagram for Namiroh is not just about following social media trends; it also has two main purposes that support Namiroh's personal and professional journey. Firstly, Instagram is a valuable source of information. Not only is Instagram a source of information, but it is also a medium to share Namiroh's personal development. As someone who is active in the world of training and personal development, Namiroh uses this platform to update her journey and achievements. Moreover, apart from LinkedIn, Namiroh finds it important to network and expand his horizons on Instagram. On these accounts, Namiroh not only interacts with colleagues but also connects with friends, co-workers, and various individuals who share similar interests and goals.

"I often, if you say often, yes, because almost every day there must be time just to scrool on Instagram, so I access Instagram, of course, for information, then the second is to update my training as well; apart from being on LinkedIn, I am also active on Instagram too."

The researcher also chose Latifah as an informant because she fulfills the requirements in the informant selection step. Latifah, who is Muslim and is a teacher with a fairly thick religious background, makes her views more diverse. Latifah's education has had quite a diverse journey in terms of her religious environment. From kindergarten to high school, Latifah experienced various educational contexts that introduced her to various values and beliefs. Latifah's educational journey began in Jakarta, where she attended Al Aminah Kindergarten, which is an Islamic kindergarten. Although the beginning of Latifah's education was already Islamic-based, Latifah's journey in education brought her to experience a variety of different religious environments. At the primary

level, Latifah attended SD Negeri in Tambora Complex, which is a public school with religious diversity. Here, Latifah experienced a mix of Muslim and Christian students. Similar differences were also encountered during high school.

Latifah attends SMA Negeri 19 Jakarta, which also has religious diversity in its student population. This can be seen in the number of students with different religious and cultural backgrounds, including Buddhism and Christianity. In her family environment, Latifah has a predominantly Muslim background. Latifah's extended family, on both her father's and mother's sides, is predominantly Muslim. However, Latifah also lives in a harmonious family where there are no non-Muslim family members. Although some of the non-Muslim family members are not very devout in their religion, the basics of religious teachings are still instilled, such as the obligation to pray and fast.

"Education happens to be from kindergarten to high school in Jakarta. The kindergarten is in Al Aminah Kindergarten, including the Islamic kindergarten, then the elementary school is an ordinary public elementary school so it is a mixture of Christianity at SD Negeri Tambora and then the high school is also the same in the SMP Negeri 63 complex, the same is also a mixture, yes, ordinary is not an Islamic school, then the high school is SMA Negeri 19 Jakarta, the same is also a mixture and quite a lot is there from Cindo, Alhamdulillah, from the last childhood from a Muslim family, father and mother are Muslim and the majority of the family also does not exist, there is no one from non-Muslims so the extended family is all seasons from the father's side Muslim all from the mother's side also want to be Muslim all so we don't have a non-Muslim family And if from the family itself, from childhood, it has been taught religious teachings, Even though the family is not a Muslim who says it is very obedient, it is not, but the basics for religious lessons are always applied, such as fasting prayers like that, which is already required, so it is high, if the family is yes.

One of Latifah's common activities is a study called "Al Haqqah". This activity is usually done once a week and has a circular structure while studying religious knowledge. Although organized by the campus, this activity still involves Latifah actively participating. This is a reflection of Latifah's growing interest in religious studies. Latifah also participates in other religious activities, one of which is the "Gen Hijrah" community that has been formed among students who have graduated by forming this group with the aim of continuing to deepen religious understanding. For Latifah, this community is a place that provides inspiration, support, and space for her to share her understanding of religion.

"From a long time ago, we just don't have a community if, for example, from junior high school to high school, we mostly join organisations at school if outside of it there is nothing like, for example, Rohis like that, then when we were in college we joined the campus da'wah agency, and currently there is also every week there is a study called Al Haqqah or like we are in a circle while studying a science and it is done once a week and it is from outside if it is from outside, but those who hold people from the campus are also like that, so join nah the name of the gen hijrah community is called Al Haqqah or religious studies in different places we want to do it each week depending on the agreement of the group. People from the campus, too, but those who have graduated have formed a community too, so they join the name of the Gen Hijrah community; it's called Al Haqqah or religious studies in different places. We want this to be the agreement of each depending on the agreement of the group."

Latifah is an active Instagram user who uses Instagram as a way to get learning references and also as a socializing tool. For Latifah, Instagram access has two important dimensions in her daily life. Firstly, as a teacher, the platform is an invaluable resource for finding information and ideas for the learning process.

"On Instagram, yes, very often, but yes, I post quite often but not very often; yes, I post quite often, and I also use Instagram quite often, uh, almost every day."

Latifah often seeks inspiration from various educational accounts and shares content that can enrich teaching methods. In an ever-changing world, getting fresh ideas and innovative learning methods from Instagram helps Latifah stay relevant and effective in supporting students' development. Meanwhile, on the other hand, Instagram also serves as a channel for friendship and communication with friends. Often, Latifah sees the life developments and events of friends through their posts on Instagram.

"The first is because as a teacher looking for information or ideas for the first lesson, the second is most to see how sometimes we can see what our friends can see from Instagram, so it's better to just stay in touch too; we can see the condition of our friends, and we can also comment back. So that's a form of communication, and then share it. If I myself, for example, think there is something that I think is interesting and can be useful for others, I usually share it."

It is a beautiful way to stay connected, feel close despite the distance, and participate in their lives. Latifah realized that through this platform, it is possible to see how each other is doing and provide support, even in small ways. Not only that, but the social

interaction on Instagram also allowed for direct communication. Latifah often interacts with friends, commenting and expressing appreciation for their posts. This is not only a form of communication but also part of sharing and supporting each other. In fact, when Latifah finds interesting and useful content, she does not hesitate to share it. Latifah believes that sharing ideas and useful information is a small way to make a positive contribution to the wider community. So, for Latifah, Instagram is more than just a social media platform. It is a multi-functional tool that helps me, as a teacher, seek inspiration for learning, stay connected with friends, communicate, and share useful insights with others.

The third informant, Herlin, has a different background. Herlin adheres to the Catholic religion and grew up in a private school where she herself has a fairly strong Catholic educational and religious background. Herlin attended a Catholic high school in Pontianak. This experience brought Herlin into a school environment with a different religious background from what I had known before. After finishing high school, Herlin's educational journey continued to Jakarta, where she attended Bina Nusantara University (Binus), majoring in information systems. This city became a new field for Herlin to gain knowledge and develop herself. College life in the capital city opened up opportunities to meet and learn from various people, face new challenges, and hone Herlin's understanding of diverse views and values. Herlin has started her working career in the Kuningan area.

"Hmm, background, like I said earlier, if for school, first high school at a Catholic high school in Pontianak, college at Binus Jakarta, for now, work in the brass area."

An active Instagram user, Herlin enjoys looking at interesting pictures, reading captions, and digging deeper into the stories shared by friends and accounts she follows. In many ways, Instagram is a window into Herlin's view of the world, giving Herlin an idea of what is happening, the latest trends, and the thoughts and views of those around her. In addition, Instagram is also a tool that allows Herlin to maintain communication with friends. Herlin often engages in small talk or even deeper discussions through the messaging feature. This helps to maintain bonds and relationships, especially in circumstances where meeting in person may not always be possible.

"Very often, I mean, if there is free time that is opened, usually it must be mostly IG, for actually just looking at posts, checking posts, and chatting with friends too."

The fourth informant, Arnold, is a Christian who grew up in a Batak family with close religious values. Arnold's family can be described as religious and active in attending various religious events. Since Arnold was a child, he has been taught and applied religious values in his daily life. Arnold's family has a strong tradition of worship and religious activities. From childhood to adulthood, Arnold was always involved in various religious events with his family, such as celebrating religious holidays, weekly worship, and other social religious activities.

The desire to remain active and involved in religious activities has become an integral part of Arnold's family lifestyle. Even though Arnold has entered the independent phase of life and no longer lives with his parents, the spirit to maintain involvement in religious activities is still there. Even though Arnold's place of residence is different from his parents, Arnold still puts energy into maintaining the sequence and active involvement in religious practices. In this way, the religious values that Arnold learned as a child continue to follow Arnold's life journey and shape Arnold's views and actions in various aspects of life.

"Okay, I grew up in a Batak family, and our family is a religious family, religiously active in attending worship events. It was like that when I was a child, and until I grew up, I still maintained the order of not living with my parents but still being active in religion."

Arnold's day-to-day life is currently full of diverse endeavors. From Monday to Friday, Arnold is engaged in a world of work that requires focus and dedication. Time during the weekday is spent tackling professional tasks, collaborating with colleagues, and contributing to ongoing projects. The weekend is a time to experience more profound and reflective moments. Arnold chooses to spend time attending church events. This is an opportunity for Arnold to reflect, get inspired, and connect with the spiritual aspect of life. In an atmosphere that is calm and different from the hustle and bustle of everyday life, Arnold seeks deeper meaning and engages in religious activities that give meaning to the weekend.

"As for the busyness, I am currently busy working Monday to Friday, and then on weekends, I attend church events."

The fifth informant, Agnes, has a Buddhist background and a job that made the researcher gain a new understanding of the field of hospitality because, according to Agnes herself, who is already experienced in the world of hospitality, which does prioritize entertainment and creativity in responding to this content, she provides a different perspective according to her work background. It all started in college, where Agnes chose to major in hospitality and tourism. Agnes' love for the hospitality industry motivated

her to pursue an education that suited her interests. During her time at the university, Agnes gained an in-depth understanding of various aspects of the industry, including guest relations and service management.

After completing her college education, Agnes embarked on an internship journey at a hotel. The internship experience opened the door for Agnes to gain a more tangible insight into the operational dynamics within the hotel. After the internship, Agnes decided to stay in the hospitality industry and continue her career as a professional in this field. Currently, Agnes works as a guest relations officer at a hotel. This role brings Agnes closer to the guests staying at the hotel. Agnes' job involves interacting with guests, understanding their needs, and ensuring that their stay is smooth and satisfying. Agnes is quite busy, especially when there are groups staying at the hotel. I have to coordinate with various groups, organize event details, and ensure their needs are well met. Agnes realizes that her role as a guest relationship officer requires her to interact more with the guests.

"Okay, let me tell you about my background. From college, I took hospitality and tourism, and from the time of my internship until now, I have worked at the hotel. I am busy with a lot of dependents who are groups that are in the hotel because I work as a guest relationship officer, so I have to mingle more with guests."

Agnes is an active Instagram user. Accessing Instagram for Agnes has certain purposes that shape her daily activities. Agnes often uses the platform as a tool to search for relevant and up-to-date information. Through the posts of the accounts Agnes follows, she can gather varied information and gain a broader view of the world around her. In addition, Instagram also serves as a mind-cleansing tool for Agnes. In the midst of a busy day, setting aside time to explore interesting images and entertaining content on Instagram can help Agnes feel more relaxed and relieve stress. Agnes often looks for trending or popular content on Instagram.

"To access Instagram, I usually look for information, continue to refresh my mind, and look for what is trending."

From the informants' background data that has been explained, the different backgrounds, religions, and life experiences of each informant are illustrated. Each informant has a diverse educational and environmental footprint, which has shaped their views and understandings.

3.1 The meaning of the content of the "Muhammad and Maria" alcohol promotion on the @Holywingsindonesia Instagram account

Interpretation in reception analysis allows researchers to get a variety of meanings in the interpretation of the content of the promotion of alcohol "Muhammad and Maria" on the @holywingsindonesia Instagram account. The interpretation of the content of the "Muhammad and Maria" alcohol promotion on the @Holywingsindonesia Instagram account brings us to a deep contemplation of the role of social media in shaping public opinions and views. The content, which invites widespread discussion, provides an opportunity to review important aspects related to culture, religion, freedom of expression, and social responsibility in a digital environment.

Such content consists of carefully selected visual and narrative elements, but interpretations of it can vary widely. Some see it as a creative and evocative form of attention-grabbing, while others highlight the potential for this content to hurt religious feelings and values. The public's reaction to this content is also very mixed. Some see it as a violation of ethical and religious norms, while others see it as the result of different interpretations of the art and the message that the content creators are trying to convey.

In the interpretation of this content there are several different interpretations, which are influenced by the background of each informant. Informant Namiroh has the meaning that the content created by Holywings Indonesia has succeeded in attracting attention. Namiroh was surprised and wondered what the purpose of making this content was. This content succeeded in attracting Namiroh's attention not because it was entertaining but because Namiroh felt that there was something odd in the arrangement of alcohol promotional content using the names Muhammad and Maria. This content not only stole Namiroh's attention for a moment but also ignited a fire of curiosity that encouraged Namiroh to seek more information.

"When the content first appeared on the timeline, it certainly attracted a lot of attention because I was surprised that suddenly there was content from Holy Wings and then the promotion used the names of Muhammad and Mary, so I was really surprised."

According to Latifah, the content of this alcohol promotion not only attracted her attention but also that of many other people who were also interested. In fact, this issue has gone viral and received a lot of attention everywhere. Latifah admits that the content does have a strong appeal. When she first saw it, Latifah felt curious, and as it spread and became more widely discussed, her curiosity grew.

"If it attracts attention, it's true that it attracts attention because it's not just us, but many people are also interested in it too until it goes viral and excited, so if you say it attracts attention or not, the content does make people interested in knowing what the things are there."

On the other hand, Agnes' informants felt really interested in this content. However, behind her interest, there is a feeling within Agnes that is intriguing. There was something that disturbed her familiar values and boundaries. While Agnes wanted to find out more about the content, she also felt that there were boundaries that should not be crossed. There is a feeling that there are things that should not be brought up in the context of entertainment or promotion. Perhaps this is part of her sense of responsibility toward her values. Agnes understands that in today's increasingly connected world, shared content can have a wider impact than it may seem on the surface.

"Actually, it's attention-grabbing, but there is something that should not be done because it can go viral like that."

While Agnes was intrigued, she also felt the need to stick to her principles. So, while Agnes felt attracted to this content, there was an inner voice that made it clear that there were certain things she should not do, especially when it came to sensitive values. Emotional engagement and moral judgment continue to coexist in her mind.

From all informants' answers, there is a diverse understanding that all of them have similar views and interpretations regarding the content of the alcohol promotion "Muhammad and Maria". In general, all informants felt a significant level of interest in the content, mainly due to the use of a controversial and attention-grabbing title. However, behind this sense of interest is a feeling of discomfort. The discomfort was recognized as a natural response to the content. The use of names with religious significance in the context of alcohol promotion was seen as obstructing the informants' values. All informants felt that there is a clear line that should not be crossed in an attempt to attract attention, especially when talking about sensitive religious values.

This understanding illustrates the contradiction between the visual appeal and message of the content and the informants' moral and religious values. Although informants felt a sense of withdrawal from the content, their discomfort revealed the importance of being aware of social, cultural, and religious contexts when designing and disseminating content on social media. In the end, the similarities in views and meanings among informants illustrate the complex dynamics of how to respond to content in the digital world. It also shows that when dealing with controversial content, we must critically dig deeper to understand the moral, ethical, and religious implications involved while considering the wider impact of what we consume and share in the digital environment.

3.2 Interpretation of the Use of the Name "Muhammad and Maria" in the Content of Alcohol Promotion on Instagram Account @Holywingsindonesia

In the ever-evolving digital era, social media has become an important platform for sharing information, creating creative content, and promoting various types of products. One of the most popular platforms is Instagram, where brands are competing to attract users' attention through interesting content. However, not all content produced by brands gets a positive response from the public. Controversies often arise when certain boundaries are crossed, or sensitive values are touched. In this case, the @Holywingsindonesia Instagram account created a stir with promotional content that contained controversial elements.

The use of the names "Muhammad and Mary" in promotional content for alcoholic beverages has generated mixed reactions in society. Two names that have deep religious meanings are used in a context that may be inappropriate, raising debates about ethics, cultural values, and boundaries in marketing. In this discussion, the researcher will discuss the different interpretations of the use of the names "Muhammad and Maria" in the alcohol promotional content. We will look at the diverse viewpoints of informants, including emotional responses, religious viewpoints, and views on controversial marketing strategies. By understanding these different perspectives and meanings, we can delve deeper into how such content is received, interpreted, and interacted with by audiences in an increasingly complex digital context.

According to Namiroh's personal view, the use of the names "Muhammad and Maria" in alcohol promotional content clearly violates the principles of tolerance, especially in the context of religious diversity in Indonesia. Religious tolerance is an important cornerstone of Indonesian society, where different religions and beliefs coexist harmoniously. Tolerance, according to Namiroh, is a central value taught in many religions, and it implies that people must respect the religious beliefs and values of others. Namiroh felt offended when he first saw the content, as sacred names were used in an inappropriate context.

"If I personally think that it certainly violates, yes, because in every religion it also seems to teach tolerance, especially if we live in Indonesia; yes, in my own religion, it is in Surah al An'aam verse 108 stated there that Allah has warned us that we are prohibited from mocking or not tolerating other people's worship, We have to be tolerant, right, but with this content

comes new speculation, yes, in my opinion, at first I was offended, but I thought that there was a possibility that the content was created by non-Muslims and that it could be from people who were offended because so far we certainly know that there are many da'wah from famous preachers both on social media and on television that they mock other people's worship, so maybe one of the minorities felt offended and took it out on the content like that. "

According to Latifah, as she reflected on the content, she was convinced that the use of the names "Muhammad and Maria" in alcohol promotional content was a clear violation of several important aspects. First of all, in terms of religion, this is completely against the principles taught by Islam and other religions. Muhammad Shallallahu Alaihi Wasallam is a highly respected and revered figure in Islam. The name Muhammad refers to the last Prophet of Islam, and this has deep meaning for Muslims. The same goes for the name Mary, which has important religious connotations in the Christian faith. As such, involving these names in the context of alcohol promotion is highly insensitive and inappropriate. It violates the respect that should be given to religious figures and the meaning they carry in the faith. Latiifah feels that this violates religious values that teach respect and honor to holy figures. In addition to violating religious values, this act is also considered a violation of government regulations. The government has a role in maintaining social order and avoiding conflicts that can arise due to content that disturbs and destabilizes society.

If, for example, from our minds, yes, from my mind, it is certain that it has violated religious law and violated government regulations as well because there are already reports on government regulations, then if it violates religious law, that is for sure because these two names, Muhammad Shallallahu Alaihi Wasallam, are glorified figures in Islam, and the name of Mary is also a glorified figure in the Christian religion, so these two things are very glorified people, two things that we make examples of in their respective religions but are associated with things that are prohibited in their respective religions."

According to Latifah, there have been reports of this content, which indicates that this act not only violates religious norms but also presents legal and social problems. The use of the names "Muhammad and Mary" in alcohol promotional content creates an inappropriate association with highly revered religious figures. This act disturbs the sensitivity of faith and may cause negative reactions from various groups. Looking at this from the perspective of religion and government regulations, it seems very clear that the content violates values that are important to society.

According to Herlin, the content of the alcohol promotion with the names Muhammad and Maria is very controversial. Herlin believes that Holywings should have been more sensitive to the sensitivity of Indonesian society regarding religious issues. In Indonesia, religion plays a very strong role in daily life, and religious values are respected. Promotional content containing religious names in the context of alcoholic beverages is very sensitive. Herlin feels Holywings should have realized that something like this could quickly lead to debate and negative reactions from the public. Indonesia is a country of diverse religions and beliefs, and society has always strived to maintain harmony and respect for these differences. As a brand that has extensive exposure on social media, Herlin thinks that Holywings should have a deeper understanding of the social environment in which they operate. Although controversial content can be a way to attract attention.

Hmm, I think it's controversial in the sense that holywings should already know that Indonesia is quite sensitive to things that smell like religion."

According to Arnold, in observing the content of "Muhammad and Mary" from a religious perspective, there are different approaches depending on the beliefs and views of each religion. From a Christian perspective, it may not be viewed with the same intensity as in Islam. When looked at more deeply from an Islamic perspective, the content raises deeper concerns. The use of the names Muhammad and Mary, which have sacred value and are observed in Islam, could be seen as violating religious norms. In Islam, these names are revered and considered to be very important figures. Therefore, the use of these names in an inappropriate or disrespectful context could be interpreted as a violation of the religious values held by Muslims.

"If from religion, from the perspective of Christianity, actually not really; if from Islam because using the name of God might disturb them, it seems like a violation. In terms of religion, if we look at it from the point of view of other religions,"

It is important to keep in mind that religious viewpoints can vary greatly, especially when considering other religions that are not directly related to this content. In view of other religions such as Buddhism, which one of the informants, Agnes, adheres to, and viewing this content from a more neutral perspective, the reception of this content will largely depend on how individuals relate their religious beliefs to the views and values represented by the content.

4. Discussion

4.1 Encoding Process of "Muhammad and Maria" Alcohol Promotion Content on Instagram Account @Holywingsindonesia

Holywings' goal in creating promotional content for alcohol with the names Muhammad and Maria was in the hope that the content would go viral and contribute to increased revenue. In today's digital age, marketing has evolved into a dynamic and challenging arena. Many brands and companies are looking for ways to create content that steals the show and goes viral in the online world. One approach that has been used by some companies is to create controversial content with the aim of gaining massive attention. However, it is not uncommon for this kind of approach to come at great risk and invite negative reactions, as was the case with the promotional content with the names Muhammad and Maria by Holywings. The names Muhammad and Mary are names that have deep religious meanings and connotations in Islam and Catholicism, respectively.

"Earlier, we said that their initial motive for creating this content was to attract visitors to outlets whose sales were considered to be below the 60 percent target," said South Jakarta Metro Police Chief Kombes Budhi Herdi Susianto during a press conference on Friday (26/6/2022)."

Using these names in the context of promoting alcoholic beverages is a very sensitive act and has the potential to damage religious and cultural feelings respected by many. However, Holywings may be trying to create a viral effect by relying on this controversy. The use of controversy in marketing does have the potential to create conversation and spread rapidly on social media and online platforms. Content that is controversial tends to attract attention as people feel compelled to talk, comment, or share their opinions about the content. This opens up opportunities to reach a wider audience and increase awareness about the brand or product being promoted.

"The promo is a regular promo that has been running for three months, and the names are changed once a week," said Yuli in the courtroom of Commission B of the DKI Jakarta DPRD on Wednesday (29/6/2022). General Manager Operations, Holywings

In the connected and engaged digital age, marketing strategies have undergone tremendous evolution. One approach that has gained attention is viral marketing, a strategy that aims to create content that spreads rapidly across cyberspace. In this context, ethics and a deep understanding of the audience are essential. Potentially viral content should reflect brand values in a positive way and respect cultural and social values. A successful viral marketing strategy is not only concerned with the number of impressions or shares but also with the positive impact and strong relationships formed with the audience. Viral marketing has opened the gates to a more dynamic and engaged marketing era. Content that goes viral has the potential to create a significant impact and reach a wider audience than ever before.

However, with all these benefits comes the responsibility to produce content that is ethical and positive and respects the values held by society. With this approach, viral marketing can be a powerful tool for building strong brands and meaningful relationships with audiences. Viral marketing is a strategy that utilizes online spread and interaction to promote a product, service, or brand in an innovative and engaging way. Through content that spreads quickly and naturally, brands can gain great visibility without having to spend heavily on traditional advertising. In a viral marketing strategy, content is key. Content that is engaging, funny, emotional, controversial, or contains a strong message has the potential to capture the attention and interest of the audience. Once the content is posted on social media platforms, news sites, blogs, or other platforms, the viral effect begins to emerge.

This process is similar to the spread of a virus among the population, where content is discovered, liked, and then shared by people with their friends. One of the main advantages of viral marketing is its lower cost compared to traditional advertising. Content that spreads virally reaches a large audience without having to spend heavily on expensive advertising campaigns. This allows brands with limited budgets to still gain significant exposure and compete in an increasingly busy market. In an increasingly connected world, viral marketing has become a powerful tool for brands to create significant change in the market.

4.2 Decoding Process of "Muhammad and Mary" Content on the @HolyWingsIndonesia Instagram Account

The promotional content of "Muhammad and Mary" alcoholic beverages attracts the attention of the audience.

The promotional content of the "Muhammad and Mary" alcoholic beverage was successful in generating tremendous attention from a wide range of audiences. The appeal generated by this content does not come from the positive or valuable nature of the material presented but rather from the selection of controversial and negative content. This content comes with depictions that provoke curiosity and attention, especially due to the conspicuous use of holy names. In this context, the strong attraction of audience interest is due to the content's ability to trigger emotions, reactions, and interactions. The effect of the prominence of this controversial material is very evident in the discussion and debate activities created around the content. Informants do not just receive this content as information but rather as an active interaction in understanding, assessing, and reacting to the messages presented. Therefore, this "Muhammad and Mary" content has succeeded in creating an environment that invites reflection and

response, creating space for diverse perspectives and viewpoints on the controversy raised. This content proved to be able to achieve a high level of virality due to the response given by the audience. The appeal of the content does not stop at the selection of controversial material; it is also fuelled by the strong reactions given by audiences who feel provoked or feel the need to respond to the message conveyed.

4.3 "Muhammad and Maria" Alcohol Promotion Content Considered Unethical

The promotional content of "Muhammad and Mary" booze is considered unethical because it involves names that have religious and sacred meanings in many people's cultures. Ethics encompasses a set of values and principles that govern human behavior, including in the context of communication and marketing. In such content, the use of names that have religious significance for the purposes of alcohol promotion can be perceived as demeaning religious values, as well as utilizing elements that are considered sacred by many individuals. Such unethical content also relates to respect for the beliefs and sensitivities of certain individuals and communities. Ethics relates to the responsibility to avoid creating discomfort, disapproval, or even insult to the beliefs of others. In this case, the use of names that have a sacred position in the culture and religion of many people makes the content controversial and potentially damaging to ethical norms. Content that involves religious names in the promotion of alcohol can be considered unethical because it touches on a deeper dimension of values. Faith and religion are often central to an individual's identity and moral orientation. As such, the use of religious-related elements in inappropriate contexts can be interpreted as a violation of the integrity of beliefs and as an act that denigrates the values held by many people.

4.4 "Muhammad and Maria" Alcohol Promotion Content Considered Violating Religious Principles

The "Muhammad and Mary" alcohol promotional content has had a significant impact because it violates the religious beliefs held by many individuals. The decision to use religious names in the context of alcohol promotion creates a controversial and contextual situation. This issue not only relates to the substance of the content but also raises questions about ethics and values associated with religious beliefs. When content violates religious conventions, it often stimulates strong responses from people who hold religious values as an important part of their identity and principles. In the case of "Muhammad and Mary", the resulting controversy was not only limited to the individual level but also created a broader discussion about the boundaries that can be crossed in marketing communications. Religion is not just about spiritual beliefs; it also refers to the moral norms, ethics, and values held by religious communities. Therefore, when content references or involves religious elements, especially if it is used in a context that is inappropriate or inconsistent with religious values, it can create a deep emotional impact and widespread controversy. Moreover, as religion plays a central role in shaping one's identity and worldview, offenses against religious values may be perceived as an attack on personal identity and beliefs. This may trigger deep emotions such as anger, hurt, and feelings of rejection.

4.5 Informant's Reception Position

In reception analysis research, the concept of three positions (dominant, negotiated, and oppositional) is used as a tool to detail and understand the different ways informants interpret a message or content. The dominant position includes interpretations that are in line with the message that the message maker wants to convey, while the negotiation position describes interpretations that seek to find a middle point between the message maker's views and the informant's personal views. On the other hand, oppositional positions refer to interpretations that are contrary to the message conveyed, perhaps due to differences in views or rejection of the message's content. In the context of the reception analysis of the "Muhammad and Maria" content uploaded on the @holywingsindonesia Instagram account, there are two reception positions found, namely: the negotiation position and the opposition position. In the negotiation position, one informant, Agnes, seemed to be trying to find a middle point in understanding the content. Agnes felt the need to understand the content more objectively, trying to see it from the perspective of being an actor and a part of the hospitality field and seeking a more balanced understanding. The majority of informants chose an oppositional position towards the content, including Namiroh, Latifah, Herlin, and Arnold. In the view of informants in the opposition position, the use of the names "Muhammad and Maria" in the context of alcohol promotion violates their religious principles. They consider that the content hurts feelings and disrupts religious norms and ethics. This viewpoint was illustrated by four informants who considered the use of these names inappropriate in relation to alcoholic beverages.

4.6 Factors Affecting Informant Reception

The factors that influence informants' perceptions in the reception analysis of the "Muhammad and Maria" content on the @holywingsindonesia Instagram account are very diverse. From the background that has been explained, it can be seen that each informant brings unique life experiences, values, and religious views. These factors significantly influence the way informants interpret and respond to the content. Some of the factors that influence informants' perceptions are:

1. Religious Background: The religion adhered to by each informant plays a major role in shaping the way they view the content. Informants who adhere to Islam (such as Namiroh) and Christianity (such as Arnold) respond to this content based on the

religious values and beliefs they adhere to. On the other hand, Agnes, who adheres to Buddhism, provides a broader perspective because her views are not directly tied to the religion in the content.

2. Educational and environmental background: Educational and environmental experiences also played a role in shaping the perceptions of informants. Informants such as Latifah, Arnold, and Agnes, who have different educational and work backgrounds, bring diverse perspectives. Latifah, as a teacher, is more inclined to see the impact of the content on religious and educational values. Agnes, who has a work background in the hospitality industry, may be more inclined to consider the implications of content on image and marketing. Agnes considers that this content is very common in the entertainment world, which she is currently involved in.
3. Life Experience and Culture: The life experiences of each informant, including family, environment, and culture of residence, also play an important role in responding to content. Informants such as Namiroh, who grew up in a Santri town, and Arnold, who has a religious family background, have a higher sensitivity to the use of religious names in inappropriate contexts.
4. Social Media Activity: The frequency and purpose of using social media also influence how informants respond to content. Informants like Agnes, who work in an industry that relies on entertainment and creativity on social media, may be more open to a more relaxed and creative content perspective.
5. Social and Religious Context: Social and religious context also plays an important role in responding to the content. Informants such as Latifah and Namiroh may be more susceptible to religious sensitivity when dealing with content that mixes religious names with things that are not appropriate.

Considering the above factors, it is evident that each informant brings their own unique lens to analyze and respond to the content. Life experiences, religion, education, occupation, and culture shape different viewpoints and encourage varied interpretations of the messages conveyed in alcohol promotional content. In this research on reception analysis, accommodating these various factors provides deeper insights into the diversity of views within a society responding to the same message.

5. Conclusion

Based on the results and discussion above, it can be concluded that in the world of marketing, which continues to develop, viral marketing strategies have become a special attraction for brands that want to get big attention quickly in cyberspace. One controversial example is the case of Holywings, which tried to combine viral marketing with promotional content for alcoholic drinks using the names Muhammad and Maria. However, this strategy has proven to generate criticism and controversy, underscoring how the use of viral content can have negative impacts if not executed carefully. Holywings, like many other brands, is likely considering the potential benefits of viral marketing. By utilizing content that is controversial, such as using names that are highly respected in religions, companies may hope to create a viral effect that will get their content widely discussed on social media, the news, and other online platforms. The results of this research also show that audiences who are opposed to alcohol promotional content with the names Muhammad and Maria have the most votes in responding to this content. Groups that feel disturbed and disagree with the use of religious names in inappropriate contexts tend to have more vocal and widespread responses on social media and other online platforms. This illustrates how important it is to understand the audience's position and views when analyzing the impact of controversial content. This reception analysis underscores the importance of appropriateness and ethics in viral marketing. Controversial content, such as the promotion of alcohol with religious names, can damage a brand's image and trigger widespread negative responses. Holywings needs to consider the social, cultural, and moral impact of the content they create. Awareness of the values held by society is an important factor in ensuring the success of a viral campaign that does not involve excessive controversy. In the dynamic and complex world of viral marketing, reception analysis plays a critical role in understanding the impact of controversial content. This research has proven that viral marketing strategies do not always produce a positive impact. The negative response to promotional content for alcohol with the names Muhammad and Mary is a clear example of how controversy can damage a brand's image and trigger wide debate in society. Therefore, appropriateness, ethics, and a deep understanding of the audience are very important in developing a successful viral campaign.

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