

# Pride chicken

 Instagram Report

Date range: 12 Nov 2024 - 12 Nov 2025

 buzzabout

# Pride chicken

Total engagements

**4.03M**

Engagement rate

**0.037**

Total views

**109.43M**

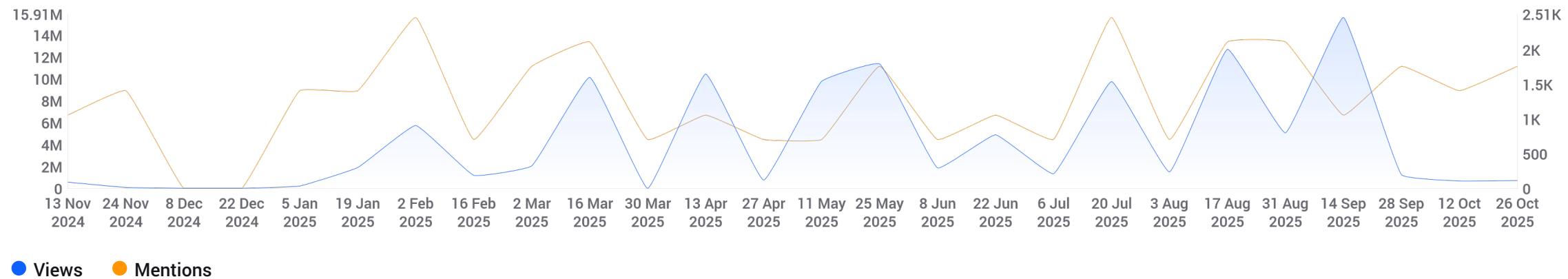
Total mentions

**33.1K**

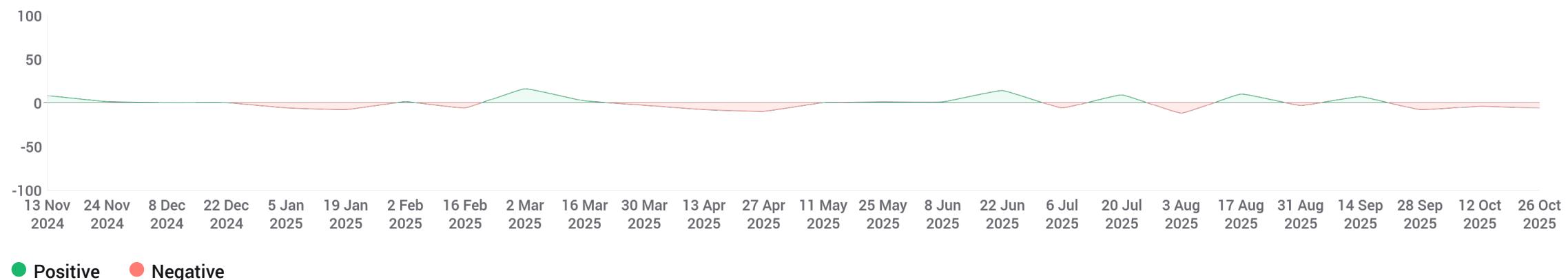
## Overview

Pride Chicken dominates with spicy, crispy menu variety and viral POV TikTok content; frequent regional promos (10,000 IDR offer) and free-partner program drive expansion (Java openings) but limited promo reach, long queues, occasional aggressive sales skepticism and camera-heavy skits create friction despite strong delivery, hygiene, rebrand momentum.

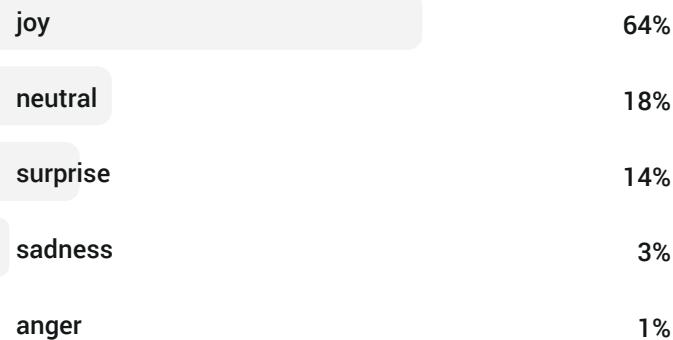
## Activity over time



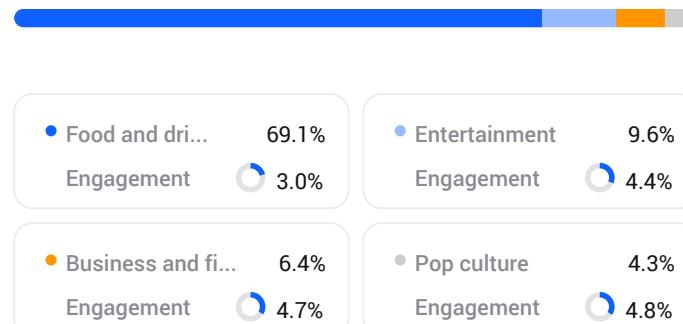
## Sentiment over time



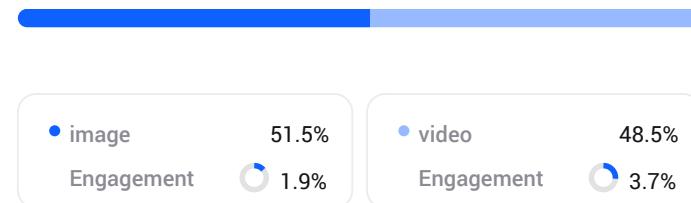
### Emotions Breakdown



### Category distribution



### Format distribution



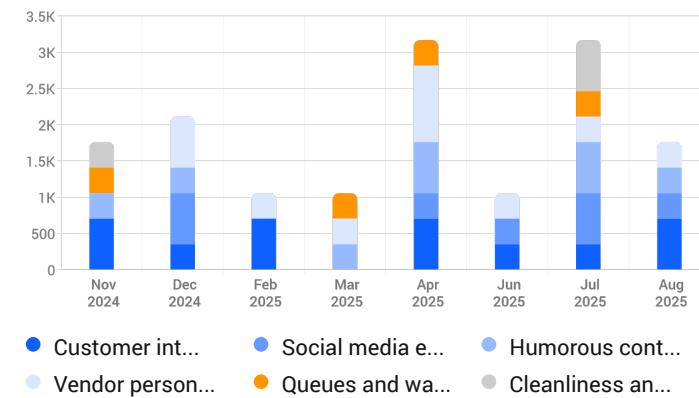
### Keywords map

gitu beneran  
geprek loh orang  
juicy harga makan yuk  
in eta  
oke deh aya  
jual teh oh mah  
aeon  
fried oil  
sih ya ayam menu  
nya ribu 2025  
chili the chicken nggak  
asep pedas ajaprime banget  
big nih tuh udah beli to  
junti and first sambal  
giant bikin raya saus  
grocer paket

### Hashtags map

#foodlokalenak  
#shawarmalovers #halalfood #digitalmarketing  
#ayamgeprekmurah #makanenakbandung  
#kulinerbandung #katapanghits  
#kulinerkatapang #pecintasambal  
#ayamkekinian #healing  
**#pridechicken**  
#chilioilovers #prikchicken  
#bandungfoodie #event #chilioil #ayamjuicy  
#sambalgeprek #makanmurahenak  
#rayagiveaway #ayamhitsbandung  
#everyfirsttellsastory #kulinerpedas  
#hotwayschicken  
#kevinsrayagiveaway

### Mentions by topics



# Customer interaction stories

Audience size

**32.51M**

Likes

**1.23M**

Resonance

**Medium**

Sentiment



● Positive	37%
● Neutral	26%
● Negative	37%

## Topic overview

Pride Chicken uses `POV` content as a creative `customer engagement` strategy, generating broad humorous `customer interaction` stories. This approach evokes diverse `customer response` from humorous `customer bargaining strategy` attempts to occasional `customer disappointment` regarding expectations.

# Social media engagement

Audience size

**22M**

Likes

**1.04M**

Resonance

**High**

Sentiment



● Positive	37%
● Neutral	26%
● Negative	37%

## Topic overview

Pride Chicken consistently achieves `high social media engagement` by employing a distinctive `viral content strategy`. This strategy heavily relies on `POV` content, leveraging humor and drama to capture wide `TikTok` attention.

# Humorous content skits

Audience size

**19.32M**

Likes

**745.06K**

Resonance

**Medium**

Sentiment



● Positive	37%
● Neutral	27%
● Negative	36%

## Topic overview

Videos feature `comedic food skit` narratives, often involving `uniformed man reaction` to unusual customer interactions. However, pervasive `camera movement` in several skits frequently disrupts the intended humorous viewing experience for many.

# Vendor personalities

Audience size

**17.54M**

Likes

**531.04K**

Resonance

**Medium**

Sentiment



● Positive	35%
● Neutral	25%
● Negative	40%

## Topic overview

A `playful seller persona` and `interactive product pitch` appear consistently, using humor to attract attention. This approach, however, sometimes leads to `vendor skepticism` from perceived `aggressive sales tactics`.

# Queues and waiting

Audience size

**9.83M**

Likes

**125.12K**

Resonance

**Low**

Sentiment



● Positive	38%
● Neutral	26%
● Negative	36%

## Topic overview

Fried chicken establishments experience `long queue popularity`, indicating significant consumer interest in their products. These `long wait times` often lead to `customer frustration`, despite the perceived quality of the food.

# Cleanliness and facilities

Audience size

**9.18M**

Likes

**359.55K**

Resonance

**Medium**

Sentiment



● Positive	36%
● Neutral	26%
● Negative	38%

## Topic overview

Food brands emphasize `maximal hygiene procedures` for product quality, fostering a positive perception. This extends to providing `comfortable dining experience` within `artistic dining facilities` to enhance visits.

# Store locations and events

Audience size

**6.89M**

Likes

**184.38K**

Resonance

**Low**

Sentiment



● Positive	36%
● Neutral	24%
● Negative	40%

## Topic overview

The `tasikmalaya store opening` signals recent `java expansion plans` for new locations across the island. Many `promotion` events coincide with openings, though they are often subject to `selected store availability`.

# Promotional deals

Audience size

**6.75M**

Likes

**279.72K**

Resonance

**Medium**

Sentiment



● Positive	36%
● Neutral	26%
● Negative	39%

## Topic overview

Pride Chicken frequently offers various `promotional deals`, including a `10,000 IDR promo` and `free chili oil` incentives. However, these `promotional deals` are often limited to specific regions, leading to requests for broader availability and `new locations`.

# Food craving moments

Audience size

**6.17M**

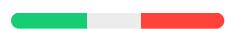
Likes

**335.3K**

Resonance

**High**

Sentiment



● Positive	36%
● Neutral	25%
● Negative	39%

## Topic overview

The `Pride Chicken` brand effectively uses engaging `relatable daily content` to increase its widespread visibility. This widespread visibility often causes an `intense food craving`, becoming a `humorous diet struggle` for many.

# Brand identity visuals

Audience size

**5.01M**

Likes

**223.91K**

Resonance

**High**

Sentiment



● Positive	41%
● Neutral	26%
● Negative	34%

## Topic overview

A `rebranding announcement` signals a shift in Pride Chicken's `new visual identity` and overall brand image. The previous `blue-tinted character` visual, which appeared frequently, creates curiosity about the company's future aesthetic.

# Crispy food varieties

Audience size

**4.6M**

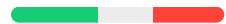
Likes

**129.28K**

Resonance

**Medium**

Sentiment



● Positive	41%
● Neutral	25%
● Negative	33%

## Topic overview

Posts highlight `Pride Chicken` as a popular choice, offering diverse `crispy chicken` options with unique flavor. Many variations feature spicy elements like `chili oil`, creating a distinction with some visually presented as `blue fried pieces`.

# Food delivery options

Audience size

**1.68M**

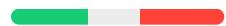
Likes

**14.61K**

Resonance

**Low**

Sentiment



● Positive	36%
● Neutral	24%
● Negative	40%

## Topic overview

Fresh `chicken` products, frequently branded with `local pride`, are widely promoted across various platforms. `Online food delivery` services provide easy access, with some options emphasizing `affordable` prices and extended availability.

# Spicy sauce selections

Audience size

**471.07K**

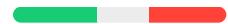
Likes

**4.39K**

Resonance

**Low**

Sentiment



● Positive	39%
● Neutral	24%
● Negative	36%

## Topic overview

Many posts highlight `chili oil` as a popular `spicy` sauce option, frequently paired with `ayam crispy`. Diverse `spicy` sauce selections, including `sambal geprek` and `saus keju`, are offered with a competitive `harga`.

# Local specialty foods

Audience size

**240.78K**

Likes

**6.53K**

Resonance

**High**

Sentiment



Positive 44%

Neutral 23%

Negative 33%

## Topic overview

Fried chicken is a popular offering, frequently featuring `spicy` preparations and highlighted for its distinct flavors. The dishes often convey `Local pride`, ranging from classic `Nasi goreng` to specific `Balinese cuisine` variations.

# Menu and meal options

Audience size

**104.72K**

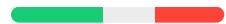
Likes

**1.7K**

Resonance

**Low**

Sentiment



● Positive	43%
● Neutral	24%
● Negative	33%

## Topic overview

Many posts highlight `crispy chicken` and `weekly menu variety`, offering diverse choices for different tastes. Brands also emphasize value through specific `combo maut` and `diverse package` deals, including limited `kids meal` promotions.

# Partner business programs

Audience size

**89.99K**

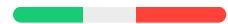
Likes

**1.33K**

Resonance

**Low**

Sentiment



Positive	33%
Neutral	24%
Negative	43%

## Topic overview

The `free partnership program` offers a valuable `opportunity` for individuals to start a new business. It includes a `proven business system` and `operational support`, ensuring a smoother launch.

# Interactive promotions

Audience size

**20.87K**

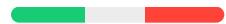
Likes

**186**

Resonance

**Low**

Sentiment



● Positive	35%
● Neutral	28%
● Negative	37%

## Topic overview

Promotions frequently involve diverse `interactive quiz` types that require solving `word puzzle` or identifying elements. Beyond quizzes, the brand also uses `booth discovery game` promotions requiring active physical searching for offers.