

ABSTRAK

Nama : Balqis Aurora Ariani
Program studi : Manajemen
Judul : Pengaruh *Brand Placement Product Hand Body Scarlett Whitening* Didalam Drama Korea Today's Webtoon Terhadap *Brand Awareness Dan Purchase Intention Product Hand Body Scarlett Whitening*

Penelitian ini bertujuan untuk mengidentifikasi pengaruh *brand placement* (independen) yang terdiri dari *visual placement*, *auditory placement*, dan *plot connection* terhadap niat membeli produk hand body lotion merek scarlett. Selain itu penelitian ini juga mengidentifikasi variabel *brand awareness* (mediasi) yang terdiri dari *brand recognition* dan *brand recall* sebagai variabel yang memediasi hubungan antara *brand placement* dengan niat membeli (dependen). Desain yang digunakan dalam penelitian ini adalah desain kuantitatif dengan menggunakan metode pengumpulan data secara online menggunakan google form. Namun sebelum mengisi kuesioner responden akan diarahkan untuk menonton cuplikan drama korea yang terdapat didalam google form. Pengambilan sampling dilakukan secara *Convenience & Purposive*. Jumlah sampel yang digunakan 120 responden. Analisis data menggunakan PLS-SEM dengan aplikasi WARP PLS versi 7.0. Dari hasil penelitian yang menguji tentang pengaruh *brand placement* terhadap *purchase intention* dengan *brand recognition* dan *brand recall* sebagai variabel mediasi, dapat disimpulkan bahwa walaupun menggunakan variabel mediasi hanya beberapa variabel saja yang berpengaruh ketika variabel mediasi digunakan., variabel tersebut yaitu *visual placement* dan *plot connection*.

Kata Kunci : *Brand Placement, Visual Placement, Auditory Placement, Plot Connection, Brand Awareness, Brand Recognition, Brand Recall, Purchase Intention.*

ABSTRACT

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Study Program : *Management*

Title : *The Impact of Product Placement of Scarlett Whitening Hand Body in the Korean Drama "Today's Webtoon" on Brand Awareness and Purchase Intention of Scarlett Whitening Hand Body*

This study aims to identify the effect of brand placement (independent) consisting of visual placement, auditory placement, and plot connection on the intention to buy Scarlett brand hand body lotion products. In addition, this study also identifies brand awareness variables (mediation) consisting of brand recognition and brand recall as variables that mediate the relationship between brand placement and purchase intention (dependent). The design used in this study is a quantitative design using an online data collection method using a Google form. However, before filling out the questionnaire, respondents will be directed to watch a clip of a Korean drama contained in the Google form. Sampling was carried out using Convenience & Purposive. The number of samples used was 120 respondents. Data analysis used PLS-SEM with the WARP PLS version 7.0 application. From the results of the study that tested the effect of brand placement on purchase intention with brand recognition and brand recall as mediating variables, it can be concluded that even though using mediation variables, only a few variables have an effect when the mediating variable is used, namely visual placement and plot connection.

Keywords : *Brand Placement, Visual Placement, Auditory Placement, Plot Connection, Brand Awareness, Brand Recognition, Brand Recall, Purchase Intention.*