

Pengaruh intensitas exposure, brand equity dan film pada misleading product placement terhadap brand attitude pada film Indonesia = The effect of exposure intensity brand equity and movie in misleading product placement to brand attitude in Indonesian movie

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Abstrak

Pertumbuhan Film Indonesia beberapa tahun terakhir diikuti dengan menjamurnya kemunculan product placement di dalamnya. Beberapa film yang mengambil setting pada tahun lawas justru sering memunculkan brand-brand yang sebenarnya belum ada pada saat itu. Munculnya beberapa brand pada setting cerita film di waktu yang salah tersebut (misleading), dilakukan oleh beberapa brand yang menjadi TOP Brand. Apakah ketidakhati-hatian ini akan berdampak negatif kepada brand attitude dari konsumennya?

Dalam tesis ini dilakukan penelitian mengenai brand attitude mahasiswa terhadap brand yang melakukan misleading product placement pada Film Indonesia. Tujuan dari penelitian ini untuk mengetahui apakah brand equity dan film sebagai media product placement dapat meredam misleading product placement. Metode penelitian menggunakan eksperimen 2x2 (Misleading Product Placement: 1x Exposure dan 2x Exposure) x (Brand Equity: Known Brand dan Unknown Brand) untuk studi 1, sedangkan studi 2 menggunakan eksperimen 2x1 (Misleading Product Placement) x (Movie: Favorite dan Least Favorite). Hasil penelitian tesis ini, bahwa ternyata misleading product placement memiliki dampak negatif terhadap brand attitude konsumen mahasiswa serta brand equity dan film dapat meredam misleading product placement. Sehingga para marketers dan brand owners disarankan agar berhati-hati dalam melakukan product placement.

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The Indonesian Film growth in Indonesia in recent years is followed by emergence of product placement in it. Some of the films that take old setting often raises brands that have not been occurred at that time. The emerging of some brand on the setting of the film at the inappropriate time (misleading), performed by some brand that became TOP Brand. Is the carelessness will impact negatively on the brand attitude of consumers?

In this research about student attitude toward the brand that is doing product placement in the Indonesian movies. The purpose of this study is to examine whether brand equity and movie as a product placement medium to reduce the misleading product placement.

This research uses 2x2 Experimental Design (Misleading Product Placement: 1x and 2x Exposure Exposure) x (Brand Equity: Brand Known and Unknown Brand) for first study, whereas second study uses Experimental 2x1 (Misleading Product Placement) x (Movie: Favorite and Least Favorite).

The results of this research is that the misleading product placement actually has negative impacts on student consumer brand attitude, and also brand equity and movie can reduce misleading product placement. Therefore, marketers and brand owners are advised to be careful in doing product placement.