

Pengaruh limited capacity model of attention dalam product placement terhadap memori = Effect of limited capacity model of attention in product placement towards memory

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Abstrak

Dengan semakin pesatnya industri game di Indonesia dan masyarakat semakin skeptis terhadap iklan, sudah saatnya untuk mempertimbangkan strategi baru, yaitu product placement dalam game. Alasannya adalah karena product placement dianggap tidak mengganggu jalannya permainan. Namun ada beberapa hal yang harus diperhatikan, yaitu lokasi penempatan produk, keakraban merek, serta jenis game. Hal ini karena ketiganya berkaitan erat dengan limited capacity model of attention yang menyebutkan bahwa kapasitas perhatian total individu tidak dapat terbagi secara merata ketika sedang mengerjakan suatu hal. Sehingga ketiganya dapat mempengaruhi memori pemain terhadap merek yang muncul dalam game tersebut.

With the rapid gaming industry in Indonesia and the society become more skeptical toward ads, it is time to consider a new strategy, that is product placement in game. The reason is because product placement considered not to interrupt the game itself. But there are few things to note, they are the location of product placement, brand familiarity, and the type of the game. This is because all three closely related to limited capacity model of attention, which mention that one's total attention capacity cannot be divided thoroughly when doing a task. So all three can affect players memory to the brand that appears in the game.