

# Pengaruh penempatan produk brand mobil pada film garapan Marvel Cinematic Universe terhadap brand awareness (studi pada penempatan produk brand mobil audi dalam film Captain America : Civil War) = Impact of product placement on automotive brand product in the film produced by Marvel Cinematic Universe and its effect on brand awareness (a study on product placement audi brand in the movie Captain America : Civil War)

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## Abstrak

### **ABSTRAK**

Product Placement atau Penempatan Produk merupakan salah satu strategi marketing iklan yang sudah dikenal sejak berpuluh-puluh tahun lamanya, namun dewasa ini semakin sering digunakan karena dipercaya dapat membangun brand awareness suatu produk. Jurnal ini akan membahas mengenai Pengaruh Penempatan produk brand mobil pada film garapan Marvel Cinematic Universe terhadap brand awareness, khususnya pada penempatan produk brand mobil Audi dalam film Captain America: Civil War. Beberapa konsep yang akan digunakan untuk menganalisa permasalahan di dalam jurnal ini, antara lain; konsep penempatan produk beserta fungsi dan klasifikasinya, brand awareness beserta kategorinya, dan subliminal perception. Hasil yang didapatkan adalah penempatan produk dalam film cukup efektif untuk menciptakan brand awareness bagi khalayak yang telah menontonnya.

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### **ABSTRACT**

Product Placement is one of advertising marketing strategies that have been known for over decades, but today it often uses because it rsquo s believed to build brand awareness of a product. This journal discusses Influence of car brand product placement to build brand awareness in the film produced by Marvel Cinematic Universe, especially Audi rsquo s product placement in the movie of Captain America Civil War. Some concepts were used to analyse this journal includes the concept of product placement along with the function and classification, brand awareness and its category, as well as subliminal perception. The results obtained are the product placement in the film is effective enough to create brand awareness among the audience who had seen the movie.