

Pengaruh penempatan produk lokal di drama Korea terhadap brand recall dan word of mouth: studi pada merek lokal Indonesia

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Abstrak

Penelitian ini bertujuan untuk mengembangkan kerangka konsep yang menjelaskan pengaruh product placement merek lokal Indonesia di drama korea terhadap brand recall dan word of mouth yang diadopsi dari kerangka sosialisasi konsumen (peer communication dan media exposure) untuk menilai sikap dan perilaku audiens. Pada penelitian ini, penulis menggunakan non-probability sampling dengan metode Structural Equation Modelling (SEM) untuk pengolahan data. Responden pada penelitian ini merupakan orang yang menonton drama korea, sadar adanya product placement merek lokal Indonesia di drama korea yang ditonton dan berdomisili di Indonesia. Data sebanyak 187 responden yang terdapat pada penelitian utama diolah dengan menggunakan metode Partial Least Square- Structural Equation Model (PLS-SEM). Hasil dari penelitian ini menunjukkan bahwa sebanyak 4 dari total 6 hipotesis berpengaruh signifikan dimana peer communication dan acceptability berpengaruh positif terhadap attitude towards product placement. Secara lebih lanjut, ditemukan bahwa attitude towards product placement mampu memberikan pengaruh positif terhadap word of mouth dan brand recall audiens. Hasil dari penelitian ini dapat digunakan marketer dalam penyusunan strategi pemasaran melalui product placement di drama korea.

.....This study aims to develop a conceptual framework that explains the influence of local Indonesian brand product placement in Korean dramas on brand recall and word of mouth adopted from the consumer socialization framework (peer communication and media exposure) to assess audience attitudes and behavior. In this study, author used non-probability sampling with the Structural Equation Modelling (SEM) method for data processing. Respondents in this study were people who watch Korean dramas, aware of the product placement of local Indonesian brands in Korean dramas that are watch and domiciled in Indonesia. Data from 187 respondents in the main study were processed using the Partial Least Square-Structural Equation Model (PLS-SEM) method. The results of this study indicate that as many as 4 out of a total of 6 hypotheses have a significant effect where peer communication and acceptability have a positive effect on attitude towards product placement. Furthermore, it was found that attitude towards product placement can have a positive influence on the word of mouth and brand recall of the audience. The results of this research can be used by marketers in formulating marketing strategies through product placement in Korean dramas.