

THE INFLUENCE OF SAMSUNG PRODUCT PLACEMENT IN KOREAN DRAMA “CRASH LANDING ON YOU” ON BRAND MEMORY

PENGARUH PENEMPATAN PRODUK SAMSUNG DALAM DRAMA KOREA “CRASH LANDING ON YOU” TERHADAP MEMORI MEREK

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Abstract: People have hundreds of options for any product or service in a crowded marketplace, marketers have had to come up with new ways to get people's attention. One such strategy that marketers have begun to utilize is product placement. This study aims to find out whether the three dimensions of product placement: visual dimension, auditory dimension, and plot connection dimension, influence the brand memory of audiences partially and simultaneously. The study was conducted on 100 students of Faculty of Economics and Business, Sam Ratulangi University using quantitative method and Multiple Linear Regression as the analysis tool. The results revealed the two of three dimensions of product placement which are visual and plot connection, partially has a positive and significant influence on brand memory. In contrast, the auditory dimension partially has no significant influence on brand memory. Simultaneously, all three dimensions of product placement have a positive and significant effect on brand memory. Therefore, Samsung or the other company can explore more the appearance of the auditory dimension and also maintain and improve the other two dimensions, namely the visual and the plot connection dimension, in order to have a greater influence.

Keywords: *product placement, visual dimension, auditory dimension, plot connection dimension, brand memory*

Abstrak: Orang-orang memiliki ratusan pilihan untuk produk atau layanan apa pun di keramaian pasar, pemasar harus menemukan cara baru untuk menarik perhatian orang. Salah satu strategi yang mulai digunakan adalah penempatan produk. Penelitian ini bertujuan untuk mengetahui apakah ketiga dimensi product placement: dimensi visual, dimensi auditori, dan dimensi koneksi plot berpengaruh terhadap brand memory penonton. Penelitian dilakukan terhadap 100 mahasiswa Fakultas Ekonomi dan Bisnis, Universitas Sam Ratulangi, dengan menggunakan metode kuantitatif dan Regresi Linier Berganda sebagai alat analisis. Hasil penelitian mengungkapkan dua dari tiga dimensi product placement yaitu visual dan plot connection, secara parsial berpengaruh positif dan signifikan terhadap brand memory. Sebaliknya, dimensi auditori secara parsial tidak berpengaruh signifikan terhadap memori merek. Secara simultan ketiga dimensi product placement berpengaruh positif dan signifikan terhadap brand memory. Oleh karena itu, Samsung atau perusahaan lain dapat lebih mengeksplorasi tampilan dimensi auditori dan juga mempertahankan dan meningkatkan dua dimensi lainnya, yaitu dimensi visual dan koneksi plot, agar memiliki pengaruh yang lebih besar.

Kata Kunci: *penempatan produk, dimensi visual, dimensi auditori, dimensi koneksi plot, brand memory*

INTRODUCTION

Research Background

Every day, consumers are faced with tens or even hundreds of advertisements whose contents highlight various product features. Consumers have a wide variety of products to choose from, ranging from local to foreign. Also, there are many different types of consumers in the market, and company must be able to create effective marketing communications to understand consumer needs and behavior. According to Yao and Huang (2017), traditional message delivery is losing the efficacy to communicate with target consumers directly. Most people who watched a television commercial forget what it is about when the ad was ended or when it came time to buy it; they could not recall its name. Advertising should be driving to get people to remember the company when they need provided products.

One such strategy that advertisers have begun to utilize is product placement. It is a form of advertising where a business will pay to have its product prominently displayed in a piece of art. Product placement is becoming an increasingly common way to promote a product or service is by showing the actual product or advertisement as part of a film or TV show. Russel (1998) divided product placements into three dimensions; visual dimension, auditory dimension, and plot connection dimension. These three dimensions are called Tripartite Typology. Visual dimension related to the appearance of a brand on a screen or better known as screen placement. Auditory dimension related to the mention of a brand in a dialogue or better known as script placement. Plot connection dimension related to the integration of brand placement in the storyline of a film.

Marketers often use product placement in Korea in a drama series. This is one factor in the increasing popularity and demand for Korean products globally. Most drama series in Korea are broadcast within one hour without being cut off by advertisements. This attracts advertisers to pay for the broadcast time in Korean drama series and insert their products in the storyline. One of the companies that is very aggressive in using a product placement strategy is Samsung Electronics. Most of the popular Korean dramas in 2020 had Samsung's product placement in the scenes. In the drama "It's Okay to Not Be Okay" (2020), for example, the Samsung Galaxy Z Flip's marketing is aimed at successful people, so the smartphone is used by Ko Mon-young, who has the role of a popular writer in South Korea, Samsung Galaxy Z Flip in "The Flower of Evil" (2020) and "Itaewon Class" (2020). One drama that also has a high rating in 2020 that clearly displays smartphone products from Samsung is "Crash Landing on You." The Samsung Galaxy Note 10 series can be seen in scenes in this drama. The Samsung Galaxy Note 10 series can be seen in scenes in this drama.

Based on the background above, the author's interest to conduct research on students of the Faculty of Economics and Business, Sam Ratulangi University, regarding the influence of product placement dimensions in Korean drama "Crash Landing On You" towards the brand memory of Samsung smartphone. This study aims to find out whether the three dimensions of product placement: visual dimension, auditory dimension, and plot connection dimension, influence the brand memory of audiences partially and simultaneously.

Research Objectives

The objectives in conducting this research are:

1. To identify the influence of visual dimension on brand memory of Samsung smartphone partially.
2. To identify the influence of auditory dimension on brand memory of Samsung smartphone partially.
3. To identify the influence of plot connection dimension on brand memory of Samsung smartphone partially.
4. To identify the influence of visual dimension, auditory dimension, and plot connection dimension on brand memory of Samsung smartphone simultaneously.

THEORITICAL REVIEW

Advertisement

Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler and Armstrong, 2015). Advertising is a critical component of the exchange process because it informs consumers about a company's product or service and persuades them that it can meet their needs or desires. Advertising can only succeed if it grabs people's attention, engages them, and communicates effectively. The increasing ineffectiveness of TV advertising, "zipping and zapping" habits, and cable TV growth are making advertisers look for alternative advertising media such as place advertising.

Product Placement

Showing the actual product or an ad for it as part of a movie or TV show is becoming a more common way to advertise a product or service. Product placement is used in dramas to make the audience aware of the brand and product as it is exposed in the story (Nelson and McLeod, 2005). Advertisers will pay product placement fees so their product will make cameo appearances in movies and on television (Kotler and Keller, 2012). Russell (1998) classified brand placement into three dimensions, which are visual, auditory, and plot connection.

Visual Dimension

This dimension refers to the appearance of a brand on a screen or better known as screen placement. Screen placement can have different degrees, depending on the number of appearances on the screen, the style of camera shot on the product. According to Lehu (2005), there are 3 factors that need to be present in product placement to provide clear visuals on the screen: (1) Spaces on the screen. If the product appears on a screen with a small camera zoom size, the audience cannot see the product clearly. (2) The duration of the product exposure on the screen. If the product does not appear for a long time, then the audience will not realize the product has appeared. (3) The number of scenes inserted by the product.

Auditory Dimension

This dimension refers to the mention of a brand in a dialogue or better known as script placement. The shape of this dimension also consists of various degrees, depending on the context in which the product is mentioned, the frequency that the product is mentioned, and the emphasis placed on the product name (tone of the voice, place in the dialogue, character speaking at the time, etc.). The study of Russel (2002) identified that auditory placements were better recalled than visual placements. Verbal and visual brand placements are better recalled than placements having one or the other.

Plot Connection Dimension

This dimension refers to the integration of brand placement in the storyline of a film. This dimension consists of any combination of visual and verbal components and can be conceived as the degree of connection between the product and the plot. Brennan, Dubas, and Babin (1999) showed that placements more central to the story were remembered better. The findings of Russel (2002) revealed the degree of connection between a brand and the plot of the show interact to influence memory. Russel identified that modality and plot connection improves memory.

Brand Memory

According to Belch and Belch (2003), when the consumer will making a purchase decision, there is a stage that they will pass out called information search. Consumers begin to search for information when they perceive a problem or need that can be satisfied by purchasing a product. The initial search effort is often an attempt to recall past experiences and/or awareness about different buying options by scanning information stored in memory. Advertisers aim to ensure that information is stored in the consumer's memory to be accessible when it comes time to purchase.

Previous Research

José Martí-Parreño, Jesús Bermejo-Berros, and Joaquín Aldás-Manzano (2017) used a 2 (high repetition vs low repetition) × 2 (high brand familiarity vs low brand familiarity) factorial design to test the effects of repetition and brand familiarity on consumers' memory for brands placed in video games. Results suggest that consumers recall familiar brands placed in the video game better than unfamiliar ones. Familiar brands also performed better in a brand recognition measure than unfamiliar brands. As no interaction effect of repetition was found, both familiar and unfamiliar brands will benefit equally of the effect of repetition. Managerial implications, limitations, and future research are also addressed.

Dwi Atmi Perwitasari and Eristia Lidia Paramita (2020) determined the effectiveness of product placement in Korean Drama for brand positioning of Laneige in Indonesia, especially in the Jakarta and Tangerang areas and subsequently contribute to identifying the perspective of Indonesian customers about product placement as a key success factor in terms of increasing customers' willingness to buy Laneige's products in this country. The data in this study obtained with distributing open questionnaires to give respondents the opportunity to provide opinions followed by interviews to dig deeper information. The method used in this research is qualitative phenomenology by using a purposive sampling technique. The sample used consisted of four key informants. In

the process of data analysis, this study used triangulation method and content analysis which subsequently forms a research propositions and models. The results in this study indicate the effectiveness of product placement on brand positioning is influenced by product packaging, product function, product quality, brand image, product concepts, customer awareness, and brand repetition. In addition, this study found factors that cause product placement affect the customer's willingness to buy products which are brand ambassador, product packaging, product functions, product quality and brand appearance.

Isaac Cheah, Johan Liang, and Ian Phau, (2018) examined the influence of idol attachment and consumer fanaticism on consumers' attitude toward celebrity product placement of luxury fashion brands in Korean television dramas. A 2×2 research design was used to examine two different product categories (fashion apparel vs. fashion accessories) and two celebrities (Kim Soo Hyun vs. Jun Ji-Hyun). Respondents were screened and limited to those who were aware of the Korean television drama *My Love from the Star*. The findings show that the gender of celebrity and the category of product placement have differential impacts on viewers or fans' attitudes and intention toward the product placement.

Conceptual Framework

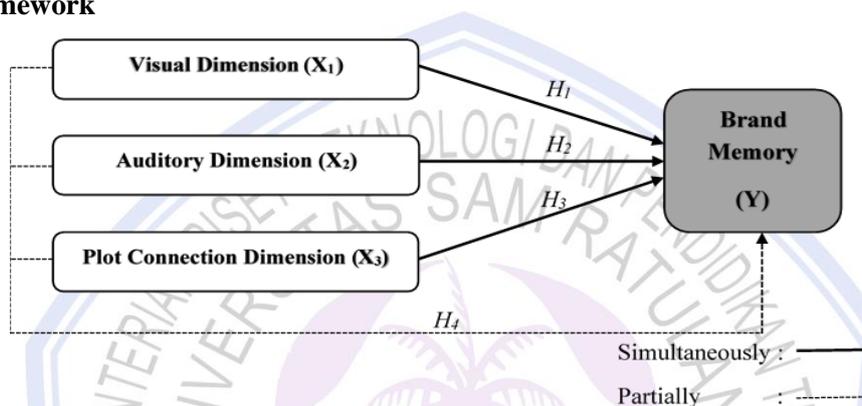


Figure 1. Conceptual Framework
Source: *Theoretical Framework, 2021*

RESEARCH METHOD

Research Approach

This study is using quantitative research method. Quantitative research examines relationships between variables, which are measured numerically and analyzed using a range of statistical and graphical techniques. It is principally associated with experimental and survey research strategies (Saunders, Lewis, and Thornhill, 2019).

Population, Sample Size, and Sampling Technique

The undergraduate student in the Faculty of Economics and Business of Sam Ratulangi University is the population in this study. The sample size is determined by using the formula of Slovin (1960) in Putra and Welly (2015). Based on the calculation, the sample size that will be used in this research is 100 respondents. The sampling technique of this research is purposive sampling which needs the researcher's judgment to choose cases that will best enable to answer the research questions and the research objectives. The criteria of the sample of this study are the students in Faculty Economics and Business, specifically the students who have watched the Korean drama series "Crash Landing On You."

Data Collection Method

In order to obtain the necessary primary data, the technique used in this study is distributed questionnaires. According to Sugiyono (2013), the questionnaire given to respondents is a research instrument, which is used to measure the variables to be studied. Therefore, the questionnaire instrument must be able to be used to obtain valid and reliable data about the measured variables. In this research, researchers are using a five-point Likert Scale to measure the variables.

Operational Definition of Research Variable

1. Visual Dimension. Related to the appearance of a brand on a screen or better known as screen placement. (Indicators: Frequency, duration, and clarity of appearance of the product)
2. Auditory Dimension. Related the mention of a brand in a dialogue or better known as script placement. (Indicators: The context in which the brand is mentioned, the frequency with which it is mentioned, the emphasis placed on the brand name)
3. Plot Connection Dimension. Related to the integration of brand placement in the storyline of a film. (Indicators: Contribution to the plot, character interaction, importance to the plot)
4. Brand Memory. How well an advertisement or an advertised brand is recalled and recognized. (Indicators: Brand recall, brand recognition)

Data Analysis Method

Validity and Reliability Test

According to Sugiyono (2013), a valid instrument means that the measuring instrument used to obtain the data (measurement) is valid. Valid means that the instrument can be used to measure what it is supposed to measure. It is concerned whether the findings are really about what they tend to be about (Saunders, Lewis, and Thornhill, 2009). Saunders, Lewis, and Thornhill (2019) stated reliability refers to replication and consistency, the research would be seen as reliable if a researcher can replicate an earlier research design and achieve the same findings. This study is using Cronbach's alpha as the method for calculating internal consistency. It consists of an alpha coefficient with a value between 0 and 1. A value of 0.7 or above indicates that the questions combined in the scale are internally consistent in their measurement (Saunders, Lewis, and Thornhill, 2019).

Multiple Regression Analysis Model

There is more than one independent variable in this study; therefore, the data analysis method used in this study is multiple linear regression. Regression analysis is to carry out in this study to test the effect of the independent variable (denoted with X) on the dependent variable (denoted with Y). Below is the equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Description:

Y	= Dependent Variable (Brand Recall)
X ₁	= Visual Dimension
X ₂	= Auditory Dimension
X ₃	= Plot Connection Dimension
α	= Constant
β ₁ , β ₂ , β ₃	= The regression coefficient of each variable
e	= Error

RESULT AND DISCUSSION

Result

Validity Test and Reliability test

The validity test of this study is carried out by using Microsoft Excel with the formula of Product Moment Correlation, where the items are valid if r value > r table. The results shows that each item of the variable visual dimension (X₁), auditory dimension (X₂), plot connection dimension (X₃), and brand memory (Y) has an r value greater than the r table, with a 5% significance level (0.195). It can be stated that all of the item of the variable is valid. The reliability test of this study is carried out by using SPSS 20 with Cronbach Alpha formula. If the item value of Cronbach Alpha is > 0.6, the data can be stated as reliable or consistent. The results shows that the Cronbach's Alpha value of the variable visual dimension (X₁), auditory dimension (X₂), plot connection dimension (X₃), and brand memory (Y) is greater than 0.6. Therefore, it can be declared that the data is reliable.

Classical Assumption Test
Multicollinearity Test
Table 1. Multicollinearity

Model	Colinearity Statistics	
	Tolerance	VIF
Visual Dimension	.593	1.685
Auditory Dimension	.833	1.200
Plot Connection Dimension	.620	1.614

Source: Data Processed, 2021

Table 1 shows that the tolerance value of the independent variables is more than 0.100, and the VIF value is below 10.0, so it can be concluded that there is no multicollinearity problem in the regression model. The regression model has no multicollinearity problem if the VIF value is below 10.00 and the tolerance is more than 0.100.

Heteroscedasticity

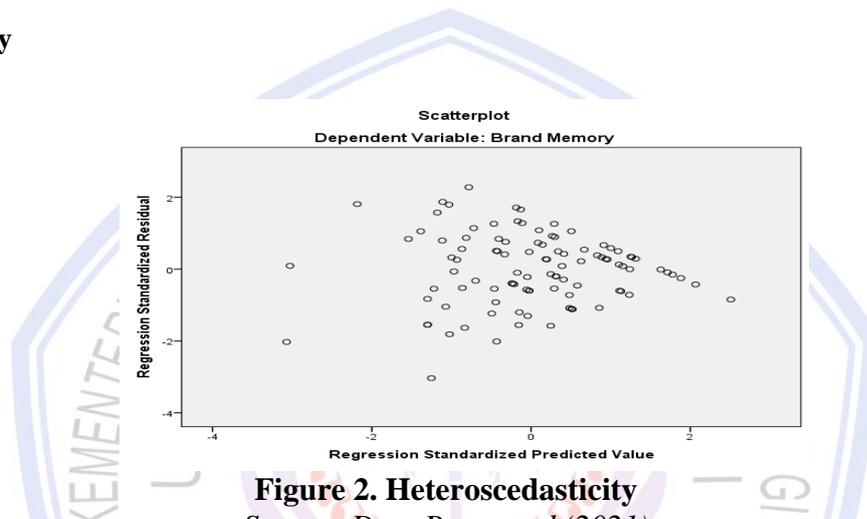
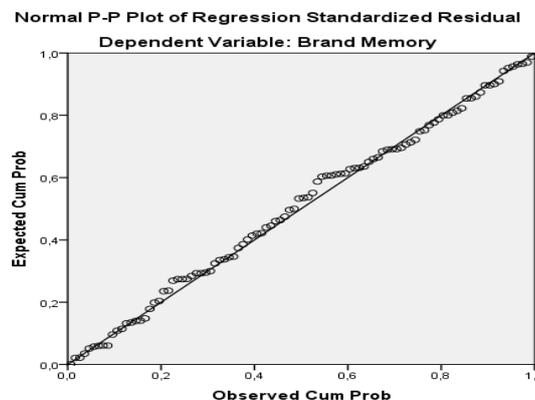


Figure 2 shows that the scatterplot spreads and does not form a certain pattern. Therefore, it can be stated that heteroscedasticity does not occur in the parameter coefficient for all independent variables in this study.

Normality Test

The data can be stated normally distributed if the points or data are adjacent to the diagonal line (Gozhali, 2018). Figure 3 shows that the data are normally distributed because the point or data are adjacent to the diagonal line.



Multiple Linear Regression Analysis**Table 2. Multiple Linear Regression Analysis**

Model	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
1 (Constant)	12.193	1.769	
Visual Dimension (X ₁)	.667	.087	.731
Auditory Dimension (X ₂)	-.276	.091	-.243
Plot Connection Dimension (X ₃)	.049	.0131	.035

Source: Data Processed SPSS, 2021

Based on the data analysis, the results of the regression equation are as follows:

$$Y = 12,193 + 0,667 + -0,276 + 0,049 + \mu$$

The interpretation of the multiple linear regression equation above are as follows:

1. The constant value is positive, with a value of 12,193. If there is no change in the variable X₁, X₂, and X₃ (the values of X₁, X₂, X₃ are 0), then the variable Y (brand memory) is 12,193.
2. The value for variable X₁ is 0,667. If there is a change in the variable X₁, there will an increase in the brand memory (Y) by 67% or vice versa.
3. The value for the variable X₂ is -0,276. If there is a change in the variable X₂, there will be a decrease in the variable Y (brand memory) by -27.6% or vice versa.
4. The value for variable X₃ is 0,049. If there is a change in the variable X₃, there will an increase in the variable Y (brand memory) by 4,9% or vice versa.

Table 3. R and R²

Model Summary ^b		
Model	R	R Square
1	.694 ^a	.482

Source: Data Processed, 2021

Based on the table above, the brand memory of the audience toward Samsung Product Placement can be explained by variations in Visual Dimension (X₁), Auditory Dimension (X₂), and Plot Connection Dimension (X₃) variables as much as 48.2%, and 51.8% is influenced by other factors or variables not examined in this study.

Hypothesis testing**Table 4. Partial Test (t-test Output)**

Variables	T _{count}	T _{table}	Description
Visual Dimension (X ₁)	8.648	1.985	Accepted
Auditory Dimension (X ₂)	0.521	1.985	Rejected
Plot Connection Dimension (X ₃)	4.278	1.985	Accepted

Source: Data Processed, 2021

1. Table 4 shows that the t_{count} of X₁ is 8,648 > t_{table} = 1.985 and since the level of significant is lower than 5% (0.05) meaning that H₁ is accepted. The visual dimension variable has a significant positive influence on brand memory.
2. Table 4 shows that the t_{count} of X₂ is 0.521 < t_{table} = 1.985 and since the level of significant is greater than 5% (0.05) meaning that H₂ is rejected. The auditory dimension variable has no significant influence on brand memory.
3. Table 4 shows that the t_{count} of X₃ is 4.278 < t_{table} = 1.985 and since the level of significant is lower than 5% (0.05) meaning that H₃ is accepted. The plot connection dimension variable has a significant positive influence on brand memory.

Table 5. Simultaneous Test (f-test Output)

		ANOVA ^a				
Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	689.192	3	229.731	29.782	.000 ^b
	Residual	740.518	96	7.714		
	Total	1429.710	99			

Source: Data Processed, 2021

Table 5 shows the $F_{\text{count}} > F_{\text{table}}$ or $29,782 > 2,70$ and the significant level is $0,000 < 0,05$, it can be concluded the elements of product placement or the variable visual dimension (X_1), auditory dimension (X_2), and plot connection dimension (X_3) has a positive and significant effect on brand memory (Y) simultaneously. It means that H_4 is accepted.

Discussion

Visual Dimension on Brand Memory

Visual dimension variable is the most influential variable in the brand memory of the Crash Landing On You audience for the Samsung products shown in the drama. It is the highest t-value of the other two variables. The audience has a longer time to realize the existence of a Samsung smartphone because of the repetition of the product display in many scenes and the long enough duration to display the product. The exposure of Samsung smartphones in the drama Crash Landing On You is included in explicit placement, where the audience can clearly see and realize the products displayed. However, it does not reduce the essence of the drama because it makes the smartphone product as a complement to the scene (Avery and Ferraro, 2000). Samsung's product placement category in this drama is included in the dominant shot because the logo, brand name, and product are clearly shown. According to Jan and Drabkova (2012), a dominant shot or product shot in a clear visual placement can also add value to the visibility of a product. This also makes the audience pay attention and interest in the product.

Auditory Dimension on Brand Memory

There is no relationship between the auditory dimension and brand memory in the drama Crash Landing On you. It is the variable with the lowest t-value of the other two variables, and the significance level is greater than 0.05, which means this variable has no significant effect on brand memory. Samsung's product placement in this drama focuses on visual appearance, so there is no direct mention of the brand in the drama. There is no mention of the brand and there is no repetition. The absence of brand mention in the drama is done to avoid "Add Lips." Jan and Drabkova (2012) explained that the audience watches or sees a film for entertainment and does not want to see advertisements.

Plot Connection Dimension on Brand Memory

The results show that the plot connection dimension variable has a significant effect on brand memory. The audience agrees that the placement of the product in the drama fits the storyline and does not make the existence of the product seem forced. The audience can recognize the product that is placed in the drama. This makes the relationship between the product and the storyline blend well. These results support the findings of Russel (2002) that revealed the degree of connection between a brand and the plot of the show interact to influence memory. Russel identified that modality and plot connection improves memory. According to Panda (2004), in general, explicit product placement is more effective than implicit product placement.

Visual Dimension, Auditory Dimension, and Plot Connection Dimension on Brand Memory

The three independent variables (visual dimension, auditory dimension, and plot connection dimension) together have a positive and significant effect on the dependent variable (brand memory). Samsung smartphones are used by actresses and main actors, so the appearance of Samsung products becomes clear and repetitive and enters the storyline. Thus, the audience can associate with the product placement in the drama. William and Petrosky (2010) stated that visual only or audio-only might not get noticed by the audience because for consumers to form an association with the product placement, the brands need to be on screen longer or with more impact. Samsung smartphones are displayed clearly and for a fairly long duration. How to use the product is also shown and explained by the actors and artists. Therefore, the audience can associate with the product placement in the drama.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the results finding and discussing, the conclusion are:

1. The visual dimension partially has a positive and significant effect on brand memory. There is a relationship between the visual dimension and brand memory in this drama.
2. The auditory dimension partially has no significant effect on brand memory. There is no relationship between the auditory dimension and brand memory in this drama.
3. The plot connection dimension partially has a positive and significant effect on brand memory. There is a relationship between plot connection dimension and brand memory in this drama.
4. The independent variable which is product placement that consists of visual, auditory, and plot connection dimension, simultaneously have a positive and significant effect on brand memory.

Recommendation

Based on the findings obtained in this study, here are some suggestions made as a complement to the research results:

1. For Samsung and other companies that implemented product placement can explore more the appearance of the auditory dimension, and also maintain and improve the other two dimensions, namely the visual dimension and the plot connection dimension in order to have a greater influence, not only can make the audience recall and recognize the product but can also influence the purchase intention of audience increases. Increasing the frequency of mentioning products subtly can make the audience more familiar with the product.
2. Future researchers can develop or explore this research through another research approach and method to know the influence of product placement on brand memory. This study has a less heterogeneous sample because most of the respondents are female. Future research is expected to be able to reach more male respondents so that the answers to the research will be more diverse.

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