

MENJELAJAHI EFEKTIVITAS PENEMPATAN PRODUK DALAM FILM DAN ACARA TV TERHADAP KEPUTUSAN PEMBELIAN DI MANADO*EXPLORING THE EFFECTIVENESS OF PRODUCT PLACEMENT IN MOVIE AND TV SHOW TOWARD PURCHASE DECISION IN MANADO*

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Abstract: Product placement is one of the marketing strategy where a company that has a product and service will work together with production company of movie/TV show to be able to put their product and service into the movie/TV show. This study investigate the effectiveness of the Product Placement on either Movie and TV Show depend on which media the informants in Manado have seen, the effectiveness is measured through 2 major variable (Product Placement and Purchase Decision) with 8 sub-variable and to find a link between them on how Product Placement influence Purchase Decision. The Research method is Qualitative analysis with in-depth semi-structured interview of 15 informants using convenience sampling technique. The result show that the audience/informants ranging from 16-72 years old this is because both Movie and TV Show attractive to any audience, older audience especially female tend to like romance/drama genre while men tend to love action/thriller genre, as for Product placement toward Purchase Decision result show that only 2 out of 15 informants that have not made a purchase because of Product Placement which is a sign that Product Placement is indeed an effective marketing strategy to persuade the audience to make a purchase. It is also recommended that for the local Product Placement to follow the foreign Product Placement style that has subtlety enough to influence audience's subconscious.

Keywords: Product placement, brand awareness, purchase decision, purchase intention, advertisement

Abstrak: Penempatan produk adalah salah satu strategi pemasaran dimana perusahaan yang memiliki produk atau jasa akan be kerja sama dengan perusahaan produksi film / Acara TV untuk dapat memasukan produk/jasa mereka ke dalam film/Acara TV. Penelitian ini menginvestigasi efektifitas dari Penempatan Produk pada film atau Acara TV bergantung pada media yang pernah di gunakan oleh informan di Manado, efektifitas diukur melalui 2 variabel utama (Penempatan produk dan (Keputusan Pembelian) dengan 8 sub-variabel dan untuk menemukan keterkaitan antar variable tentang bagaimana Penempatan Produk mempengaruhi Keputusan Pembelian. Metode Penelitian ini menggunakan metode kualitatif dengan wawancara semi-struktur dan mendalam terhadap 15 informan menggunakan teknik sampling convenience. Hasil penelitian menunjukkan bahwa penonton/informan memiliki usia antara 16-72 tahun, hal ini dikarenakan baik film maupun Acara Tv menarik bagi semua penonton, penonton berusia tua terutama wanita lebih cenderung menyukai genre romantic/drama, sedangkan pria cenderung menyukai genre aksi/thriller, dan untuk Penempatan Produk terhadap Keputusan Pembelian hasil menunjukkan bahwa hanya 2 dari 15 informan yang belum melakukan pembelian yang diakibatkan oleh Penempatan Produk yang dimana adalah pertanda bahwa Penempatan Produk memang efektif sebagai strategi pemasaran untuk membujuk penonton melakukan pembelian. Disarankan juga untuk Penempatan Produk local untuk mengikuti gaya Penempatan produk di luar negeri yang mempunyai keimplisitan yang cukup untuk mempengaruhi alam bawah sadar penonton

Kata Kunci: Penempatan produk, kesadaran merek, keputusan pembelian, niat beli, iklan

Research Background

The main purpose of entertainment industry is to provide entertainment through many type, before the year of 1900s people used to attend theatre halls, circuses, carnivals, art exhibition and many more, the first movie exist in the early 1900s but after WW2 entertainment in form of Movies, TV programs/TV shows becoming popular until now. Movie is a recording of moving images that tells a story and that people watch on a screen and television (Merriam Webster Dictionary). A movie is also called motion picture, or moving picture, is a work of visual art used to stimulate experiences that communicate ideas, stories, perception, feelings, beauty or atmosphere through the use of moving images. These images are generally accompanied by sound and more rarely other sensory stimulations, the word “cinema” which is short of cinematography, is often used to refer filmmaking and the film industry and to the art form that is the result of it. The term or name ‘film’ originates from the fact that photographic film (also known as film stock) has historically being the medium for recording and displaying motion pictures. Many other name also exist for individual motion picture, including picture, picture show, moving picture, photoplay and flick. The most common name is Movie while in Europe film is preferred, and common term in general is usually big screen, silver screen, the movies and cinema (Aacker, 1991).

On the other hand, TV Show and television show is any content that produced for television viewing that can be broadcasted through over the air, satellite and cable, excluding advertisement, breaking news and trailers. In this case TV show is also known as TV serial and TV series where the show is in form of short episodic movie with usually multiple season with same genre as any other movie broadcasted through television or any electronic device with an over the top content platform provider like Netflix, Disney+, Hulu and many more. Usually the director who made the TV series will release each episode weekly or 4 episodes each month, this is one of the strategy used with many TV series to attract potential viewers. Combined with several definition ‘Entertainment’ is form of activity that make audience/people interested and gives pleasure and delight. Among many activities Movies and TV Show is the most common form of entertainment, and there is a few reasons why people need Entertainment such as: to take mind off from responsibilities, tasks or worries; to learn new knowledge/stuff in a fun way; or to explore one own mind, and many more. As mentioned previously the most common Entertainment activity is watching both Movie and TV show, especially during the pandemic where many Entertainment activities are limited, people would spend hours for both especially episodic TV show compared to hanging out with friends, visiting festival or concert.

Having both movie and TV show as the most common entertainment form many marketers sees this as an opportunity to work with production company to create advertising in form of ‘Product Placement’, this is due to the fact that the audience for both of this form of entertainment is a lot more compared to other entertainment, also because of that a research is needed to determine the effectiveness of Product Placement and its effect on Purchase Decision. In short Product Placement itself is a form/type of advertisement that placed a brand in Movies and TV Shows, this advertisement is widely known for its subtlety. In Indonesia there are also product placement practice where in many singing competition, sports event, and even award show the event manager would allow marketers to place their product/ brand on within field of view of the camera which usually stage where the performance happened or commentator desk and in many cases in the middle of the program the commentator or the TV host would mention the brand of the product and gave promotional speech for a few minutes before continuing the show and it is believed that this strategy is effective because until now product placement never abandon the show from time to time, it even uses the Soap Opera or people usually called them ‘Sinetron’ as a medium for product placement. Product Placement in Indonesia usually promote brand of noddle (Indomie), cigarette (LA Mild), powdered drink (Nutri Sari)

Reason of why this research is necessary is because of a problem where “People continue to attempt to avoid ads hence marketers continue to look for more ways to get their product in front of you without actually advertising” (Belch and Belch, 2021). The usage trend for Product Placement is continue to increase due to “placement is embedded in the script or program setting, it cannot be avoided, thereby increasing exposure” (Belch and Belch, 2021). The increasing trend in using Product Placement is worth to find out if it is effective or not especially in Manado where popular soap opera is putting many repetitive Product Placement. Additional characteristic of Product Placement that is effective in solving traditional ads problem is “Given the lack of intrusiveness of the placement, consumers may not have the same negative reactions to it as they may have to a commercial” (Belch and Belch, 2021).

Research Objective

The objective that are going to be achieved by this research is: to find out the effectiveness of Product Placement in movies and TV show toward Purchase Decision in Manado

THEORETICAL FRAMEWORK**Product Placement**

Product placement is one of the marketing strategy that most company use to advertise their product and to give good impression as well as changing the brand image to positive mean in the mind of customer , product placement is mostly can be found within movies and TV series and TV show , in both cases usually the actor or actress will interact with certain product that has brand or displaying only the part of the product design , some movies will block the brand logo to avoid advertise them but some movie display the brand logo because of a deal made with the company that own the brand. According to Kit and P'ng (2014), Product placement is related to the type of advertising that consists of the placement of commercial information in content perceived by viewers as non-advertising and as entertainment. Product placement has more risks involved compared to the traditional advertising, and, in recent decades has been used frequently in television programs , cinema, video games, together with other virtual reality products, and so on. Product Placement is a form of advertising and promotion in which products are placed in television shows and/or movies to gain exposure (Belch and Belch, 2021), Product Placement also share similarities as Subliminal Advertising where marketers attempt to influence consumer in subconscious level. On one end of the continuum are product placements, which Hudson describes as only a visual or verbal passive placement of the brand, with no integration into the program, movie, and so on (Belch and Belch, 2021)

Brand Awareness

According to Keller (1993), Brand awareness plays an important role in the consumer's purchasing decision-making process. Strong brand awareness can be a predictor of brand success. Brand awareness is strengthened by its brand-related associations such as the consumers' evaluation of the brand and their perceived quality of the brand. Consequently, brands focus on improving customer satisfaction and invest in advertising to increase consumers' brand awareness.

Purchase Decision

Purchase Decision is a final decision by the customer after considering many information and alternatives to make a purchase, usually many consideration take into account due to unfamiliarity with the product, if the customer have strong Brand Loyalty with specific brand they will usually skip these consideration.

Purchase Intention

Purchase intention is essentially a motivation/desire from a customer to use/purchase goods/service, usually before a purchase is made a customer will identify their needs, evaluating brands and eventually make a purchase. Balakrishnan et al., (2012) attempt to make a connection between Brand Placement Recall with Intention to purchase and their result is that Brand Placement Recall have substantial effect on Intention to purchase

Advertisement

According to Kotler and Armstrong (2012), communication media is often used as a channel to introduce a brand or product by advertising. Advertising is anything that presents or promotes an idea, goods, or services that is non-personal carried out by the sponsor.

Previous Research

Kit and P'ng (2014) examined the influence of product placement in television shows and movies toward consumer behavior. 100 respondents from the Klang Valley, aged from 18 to 25 participated in this research. The methodology uses convenience sampling. The data analysis is done with the SPSS windows software. This study integrates the Theory of Reasoned Action to test five different hypotheses. The main findings show that beliefs of a person about product placement can affect the individual's attitude. In addition, normative norms have a

significant relationship with subjective norms. Both attitude and subjective norms have a direct effect on purchase intention. Lastly, purchase intention will affect a person's consumer behavior.

Saputra and Rumambi (2013) discussed attitudes toward product placement and purchase decision that affect the product placement of Mentari on the Xfactor Indonesia television show. Socialization agents are used as a basis for measuring attitude toward product placement and purchasing decisions of a consumer. As for the variables in attitude toward product placement, namely from a positive attitude and a negative attitude given by the respondent, while for the purchase decision which consists of marketing influence, social influence, situational influence, and psychological influence. In this study, it is known that socialization agent of respondent influences the audience's attitude towards product placement and respondents' purchasing decisions. Respondents will always be influenced by friends, family and television shows in knowing a brand or television show. This will have an impact on the audience's positive attitude towards product placement and purchasing decisions.

Steven and Sudrajat (2018) researched on how product placement affects the brand awareness of the audience watching Mission Impossible: Fallout. The variables used in this study consist of independent variables namely product placement. And the dependent variable is brand awareness. This type of research uses descriptive causal with quantitative research methods. The population in this study was the people of Bandung City who were ≥ 20 years old and had watched Mission Impossible: Fallout. With a sample of 100 people who have been calculated using Slovin formula. Data collection used is by distributing questionnaires with purposive sampling techniques and tested with simple linear regression techniques. The results obtained in this study show that the audience's response to product placement has a high influence of 76.53% and audience responses to brand awareness also show a high category with a score of 73.47% and the score of the influence of product placement relations on brand awareness tested with simple linear regression analysis positive value with a score of 62.3%

Conceptual Framework



Figure 1. Conceptual Framework

Source: Literature Review, 2021

RESEARCH METHOD

Research Approach

This research use qualitative method to explore the effectiveness of product placement in movies and TV show toward purchase decision in Manado. According to Punch (1998), qualitative research is empirical research where the data are not in the form of numbers, empirical means that data or research is based on something that is experienced or observed as opposed to being based on theory. Strauss and Corbin (1990) further indicate that qualitative research refers to the research about people's lives, beliefs and behavior.

Data Collection Method

Data collection method is essential by providing useful information to know the process before gaining the result. Data collection method has 2 method which is primary and secondary. The primary data gathered through in-depth semi-structured interview, where secondary data gathered through books, articles, journals or previous research that support and related with the topic that are being discussed in this research.

Operational Definition of Research Variable

Table 1. Definition of Research Variable

No.	Variables	Definition	Indicators
1.	Product Placement	Product placement is one of the marketing tool where product or brand placed /incorporated into another work such as movie and TV show with specific promotional intention.	1. Recognition and recall (Memory) ability from consumer 2. Placement Acceptance 3. Product type 4. Perception toward placed brand 5. Accessibility of the placed brand

2. Purchase Decision	Purchase Decision is a thought process that leads a consumer from identify need to choosing specific brand to buy.	6. Purchase Intention	7. Motivation/urge to buy before and after product placement
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Source: Literature Review, 2021

Data Analysis Method

In this qualitative data analysis there are explanations in detail of the process after collecting data till getting conclusions, According to Miles and Huberman in Sekaran and Bougie (2010), there are generally steps in qualitative data analysis:

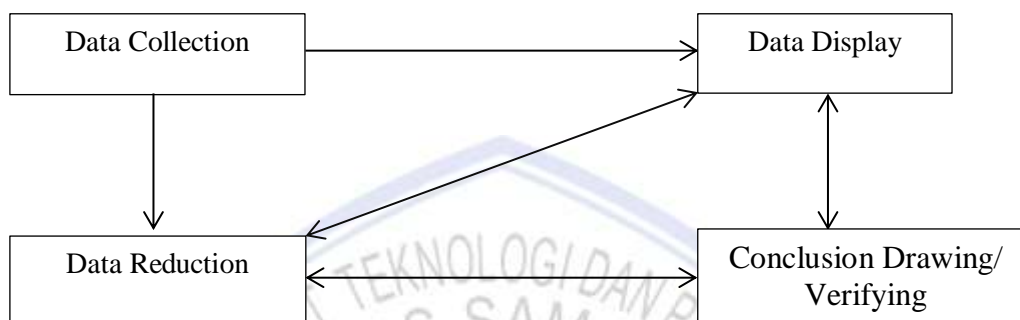


Figure 2. Steps in Qualitative Data Analysis

Source: *Research Methods for Business* (2007)

Figure 2 can be described as follows:

- Data Collection: Is the process where researcher found information/data through various sources for example books , websites and gather deeper information from informant
- Data Reduction: Involve selecting , simplifying and transforming the data to make it more manageable and easy to understand
- Data Display: Helps qualitative researches to organize information and sees them in a way that enable them to identify the link and develop explanations that relate their findings to existing theories.
- Drawing and Verifying Conclusion: drawing conclusion involves deciding what the identified themes and patterns and how they help to answer the research question. Verification involves checking and re-checking the data ensure the initial conclusions are realistic, supportable and valid.

Validity and Reliability

Patton (2001) states that validity and reliability are two factors which any qualitative researcher should be concerned about while designing a study, analyzing results and judging the quality of the study. In order to determine the quality of the research validity and reliability will be addressed. Validity is about internal control over variables, since the research main objective to explore, no manipulation will happen. In this case the interview will be compared with variables and theories to find out if it make sense and how the process of people exposed to product placement to purchase decision created/happened.

Reliability is the overall consistency of a measure, if same result can be achieved using the same method then the measurement is consider reliable. In this case first interview will be measured with other interview to find out if either positive opinion is similar to previous one and if negative opinion is similar to other negative opinion.

RESULT AND DISCUSSION

Result

The interview result are achieved by using qualitative research method, in-depth and semi-structured interview with the informants. The population in this research is movie and tv show audience. The sample is from

15 audience of movie and TV show who have watch either movie, TV show or both before. As the first step , questions were prepared before conducting the interview.

Description of Research Respondent

In the table below are description of respondents of this research.

Table 1. List of Informants

No.	Name	Gender	Profession	Age
1	AR	F	Economy Faculty	22
2	CM	F	High School (Social)	40
3	CY	M	High School (Science)	33
4	CH	F	2 yr Diploma (Music)	30
5	DP	F	Bachelor of English Literature	39
6	ES	F	High School (Social)	58
7	FT	M	Economy Faculty	21
8	GS	M	Social & Political Science Faculty	18
9	HO	F	High School (Science)	16
10	HH	M	Faculty of law	22
11	MM	F	High School (Science)	61
12	MS	F	Faculty of literature	23
13	NK	F	High School (Social)	72
14	NP	F	High School (Social)	50
15	SS	F	Vocational High School (Office Admin)	46

Source: Data Processed, 2021

From the table above shows that the range of age of informants is 16 to 72 years old, in regard to gender there are 11 Female informants and 4 Male Informants. In terms of occupation/profession of the informants there is 6 Students, 4 Entrepreneurs, 5 Employee (1 of them retired), as for education there is 5 informants who currently studying for bachelor Degree and 1 informant studying in high school, As for High school diploma there is 7 informants, 1 informant with 2yr Diploma, and 1 informant with English Literature bachelor degree.

Description of Research Variable

This study will try to investigate about some dimension namely: Brand Recognition, Brand Recall, Placement Acceptance, Product Type, perception toward placed brand, and accessibility of the placed brand under Product Placement Variable and Purchase Intention and Motivation/urge to buy before and after product placement under Purchase Decision Variable.

Interview Result

The result of the research gained by using qualitative method, in-depth and semi structured interview with the informants. The population in this research is movie audience/enjoyer in Manado. The sample is from 15 people that live in Manado who have seen either a movie or TV show. As the first step questions were arranged and prepared before doing the interview as well as video about product placement made by researcher (Link : <https://youtu.be/DzLtTPX5H64>).

Discussion

This study is aim to explore the effectiveness of Product Placement in Movies and TV Show toward Purchase Decision in Manado. Informants in this study as much as 15 informants with various background, generation, education and occupation who have watch either a movie or TV show before in Manado. As previously mentioned the age range is from 16 to 72 years old, 11 Female and 4 Male informants and majority of the informants interviewed is from Wenang sub-district and Lawangirung Urban village due to type of sampling (Convenience). Based on the result the majority of informants do not mind Product Placement especially the subtle foreign movie/TV show Product Placement Style , also the majority chose Product Placement to be more comfortable , giving better impression , and less disruptive compared to Traditional ads , however the informants chose Traditional ads as an advertisement tool that help them recall brands. Motivation/urge appear when the

audience notice brands in Movie/ TV show , audience may notice unknown brand , known brand or known brand with a new product line. Unknown brand is where both company and its product new to the market, known brand is a popular brand in the market/market leader and Known brand with new product is usually a company that already has one popular product line and decided to create a new product line under company name (e.g Unilever & Facebook). And based on interview answers most answer is either interested or curious to find out more about the advertised product in Product Placement, other informants also mentioned that she is more attracted to buy the product when the TV show has high attractiveness meaning has a well performed actors, another few informants also says they are interested if the product type is Food. This means that the variable has significant effect toward purchase decision. This result is in accordance with the previous result that show product placement influence consumer purchase decision (Kit and P'ng, 2014).

CONCLUSION AND RECOMMENDATION

Conclusions

Based on previous Interview result and Discussion, it can be concluded that:

1. Generally the Product Placement is effective for the audience in Manado, most of them prefer Type of Product Food and Beverage however before they decide to purchase, and there is a few major consideration such as the Price, Quality and need to buy.
2. Only 2 out of 15 informants familiar with the marketing term of "Product Placement", "Brand Placement" or "Advertisement Placement", Fortunately the informants eventually understand after brief explanation by researcher of what it means and able to recall if they have ever seen a brand's logo or not, some informants says the Product Placement style is the same as the video but the majority says they are the same/similar.
3. Food and Beverage is the most attractive Product Type as product placement since it was the most mentioned.
4. Brand Awareness (Recall & Recognition) in Manado Audience is good due to high Placement Acceptance where Product Placement is acceptable for the informants, only a few informants takes longer than usual to remember brands they saw.
5. Informant's perception toward Product Placement is good due to positive comment when asked from their perspective about purpose of Product Placement and majority of positive answer about comparison between Product Placement and traditional ads where most informants stated they are in favor to Product Placement.
6. With the technology advancement and massive convenience store expansion most of the informants says they have no problem accessing most of the brands in Product Placement the only major problem is that some product in Product Placement can be expensive to acquire.
7. 13 out of 15 Informants have made at least 1 purchase from Product Placement's brand which shows a significant influence from Product Placement to Purchase Decision.

Recommendation

1. Product/service company that have partnership with Production company to display their product/service should also aware to where the movie/TV show would premiere on, because it is important for them to make their product/service have easy access by the potential customer from a movie / TV show audience to view or get their hands on, for example car manufacturer or smartphone companies.
2. Product/service company that have partnership with Production company to display their product/service should also aware to where the movie/TV show would premiere on, because it is important for them to make their product/service have easy access by the potential customer from a movie / TV show audience to view or get their hands on, for example car manufacturer or smartphone companies.
3. Marketers should increase the duration of Product Placement without being too obvious to make sure that the audience can have time to identify their brands.
4. An Effective product placement should use a good actors, the more popularity the actors have the more potential customer a company can get.

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