

ANALYZING PRODUCT PLACEMENT EFFECTIVENESS IN KOREAN DRAMA THROUGH NETFLIX PLATFORM IN MANADO**ANALISA KEEFEKTIFAN PENEMPATAN PRODUK DALAM DRAMA KOREA MELALUI PLATFORM NETFLIX DI MANADO**

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Abstract: The effectiveness of product placement in Korean dramas streamed on Netflix, specifically in the city of Manado. The study employs three key indicators to assess effectiveness: Visual, Auditory, and Plot Dimensions. The Visual Dimension examines how prominently and attractively products are featured within scenes. The Auditory Dimension evaluates the impact of verbal mentions or sounds associated with the product. Lastly, the Plot Dimension assesses how seamlessly the product integrates into the storyline and influences viewer perception. By analyzing these dimensions, the study aims to provide a comprehensive understanding of how product placement impacts viewer engagement and brand recall in this specific demographic.

Keyword: Product Placement, Visual Dimension, Auditory Dimension, Plot Dimension

Abstrak: Efektivitas penempatan produk dalam drama Korea yang ditayangkan di Netflix, khususnya di kota Manado. Penelitian ini menggunakan tiga indikator utama untuk menilai efektivitas: Dimensi Visual, Auditori, dan Alur Cerita. Dimensi Visual meneliti seberapa menonjol dan menarik produk ditampilkan dalam adegan. Dimensi Auditori mengevaluasi dampak penyebutan verbal atau suara yang terkait dengan produk. Terakhir, Dimensi Alur Cerita menilai seberapa mulus produk diintegrasikan ke dalam jalan cerita dan memengaruhi persepsi penonton. Dengan menganalisis dimensi-dimensi ini, penelitian ini bertujuan untuk memberikan pemahaman yang komprehensif tentang bagaimana penempatan produk memengaruhi keterlibatan penonton dan ingatan merek dalam demografi spesifik.

Kata Kunci: Penempatan Produk, Dimensi Visual, Dimensi Auditori, Dimensi Alur Cerita

INTRODUCTION

Research Background

The Korean Wave (Hallyu) refers to the global popularity of South Korea's cultural economy exporting pop culture, entertainment, music, TV dramas and movies. While this Hallyu is strongly supported by the government in Korea. The strong influence of politics and government intervention in China's market provides a unique opportunity to study the impact of political connections on underwriter network centrality (Rumokoy et al., 2019). Product placement is common in Korean dramas. Some Korean dramas have so many brand references that it feels like watching an hour-long commercial. Most of the mobile devices, cars, sunglasses, coffee shops, and drinks featured in Korean dramas are advertisements.

Based on this understanding, it can be interpreted that product placement is a development of marketing strategy that is not still using conventional advertising, but following developments in mass communication media is media that moves or sounds like radio, television, internet and other digital media. Product placement is the placement of products or services on communication media. This is not directly related to effort to increase sales but is related to candidate awareness consumers on products and brands displayed in the media (Lehu, 2007:92).

In contrast to commercial advertising, product placement provides more experience to consumers or

potential consumers because of them watch the advertisement without any coercion. Typical commercial advertising appearing during breaks in television shows will generally be avoided by audiences and it will even create a negative view of the product or brand alone. This is because most audiences do not like advertisements on pause television programs, especially during prime time. Product placement perfectly integrating a product or brand with a story or scene so as to avoid criticism of the commercial tone (Lehu, 2007:13).

Marketing has different tools in different environments such as online and offline environments (virtual and non-virtual marketplaces) and in different formats such as direct or indirect formats. Among these tools, product placement is cited as an indirect and prominent example of hybrid messaging or paid attempts to influence an audience that does not identify the sponsor (Balasubramanian, 1994).

Product placement is a form of advertising in which branded goods and services are featured in products aimed at a broad audience. Also known as "embedded marketing" or "embedded advertising", product placement is commonly found in movies, television shows, home videos, radio, and more rarely, shows perform live. In exchange for product placement rights, companies may pay the production company or studio in cash, goods or services. Product placement is a form of advertising that showcases a brand's products or services in a production aimed at a large audience.

Product placements are presented in a way that evokes positive feelings about the brand being promoted and are implemented, mentioned, or discussed as part of a program. This is not an explicit advertisement. Product placement is effective because it allows your audience to build a stronger connection with your brand in a more natural way, rather than being talked to directly. When a brand appears in a movie, TV show, or other performance, it is likely because an advertiser paid for the benefit.

In the other hand, Korea Drama become popular and globally. This factor helps marketers to reach many consumer and increase their brand popularity by using Product Placement in Korea Drama. Drama Korea are played for average one hour without being cut off for advertisement. This appeal the marketers to advertise their product during the episode by adding the product in storyline (plot).

Product placement on Netflix involves integrating brands and products into the content in a way that is often seamless and unobtrusive. Here are some common problems and challenges associated with product placement on the Netflix platform: Intrusiveness. If product placements are too obvious or frequent, they can disrupt the viewing experience and irritate viewers, leading to negative perceptions of both the brand and the show. Other problem, theres Authenticity: Product placements need to feel natural within the context of the show. Forced or awkward placements can break the immersion and feel inauthentic to the audience.

Research Objective

To analyze the effectiveness of product placement in Korean Drama through Netflix Platform in Manado

THEORETICAL FRAMEWORK

Marketing

Marketing is a form of communication between a business house and its customers with the goal of selling its products or services to them. Goods are not complete products until they are in the hands of customers. Marketing is that management process through which goods and services move from concept to the customer. Marketing has less to do with getting customers to pay for a product as it does with developing a demand for that product and fulfilling the customer's needs. Marketing embraces all business activities involved in the flow of goods and services from physical production to consumption (Alma, 2011:1).

Advertisement

Advertising is a form of communication designed to inspire an audience to make purchasing decisions about a product or service and to convey information to viewers. It is considered a vital and significant element for the economic growth of marketers and businesses.

Product Placement

Product placement is a marketing technique that involves integrating products (goods or services) into the storyline of a performance art, where the product becomes part of the plot. Product placement is the placement of products or services on communication media. This is not directly related to effort to increase sales but is related to candidate awareness consumers on products and brands displayed in the media (Lehu, 2007:92). In various articles,

the term product placement is often referred to as brand placement. Product placement is a way to enhance the promotion of a product or service by displaying one's product with the impression that the product's existence seems to have become part of the history of movies and television program (Belch and Belch, 2004:450). Product placement is used to increase brand awareness among internal consumers of each advertising medium used.

Previous Research

Ivena and Natalia (2023) determined the effect of Kopiko's product placement in the Korean drama "Hometown Cha-Cha-Cha" on the brand awareness of South Korean people who live in South Korea. The theory used in this research is Marketing Communication, Product Placement, and Brand Awareness. This research uses quantitative methods with visual dimension or screen placement, and plot connections for product placement variables. In addition, the dimensions of the top of mind, brand recall, brand recognition, and unaware of the brand for brand awareness variables. Data collection was carried out by distributing questionnaires online to 96 respondents. The sample selection used purposive sampling with the criteria of South Korean citizens living in South Korea and having watched the Korean drama "Hometown Cha-Cha-Cha". The result of this research shows that there is a significant effect between Kopiko's product placement on the brand awareness of South Korean people.

Perwitasari and Paramita (2020) determined the effectiveness of product placement in Korean Dramas for the positioning of the Laneige brand in Indonesia, especially in the Jakarta and Tangerang areas and further contribute to identifying Indonesian customers' perspectives regarding product placement as a key success factor in terms of increasing customers' desire to buy Laneige products in this country. The data in this research was obtained by distributing open questionnaires to give respondents the opportunity to provide opinions followed by interviews to explore information in more depth. The method used in the research is qualitative phenomenology using purposive sampling techniques. The sample used consisted of four key informants. In the data analysis process, this research uses triangulation and content analysis methods which then form propositions and research models. The results of this research show that the effectiveness of product placement on brand positioning is influenced by product packaging, product function, product quality, brand image, product concept, customer awareness and brand repetition. In addition, factors were found that cause product placement to influence customers' desire to buy a product, namely brand ambassadorship, product packaging, product function, product quality and brand appearance.

Matthes and Naderer (2015) investigated whether or not the effects of brand-unspecific product placement disclosures in a popular music video were moderated by product placement frequency. An experimental study exposed participants to the video clip 'Telephone' by Lady Gaga; the product placement frequency of the brand Polaroid (zero, moderate, high) and the presence of placement disclosures were varied experimentally. The results demonstrated that placement disclosures lead to an increase in brand memory for moderately frequently and frequently depicted placements. Disclosures also activate persuasion knowledge independent of placement frequency. However, persuasion knowledge did not lead to more negative brand attitudes.

RESEARCH METHOD

Research Approach

This research uses descriptive qualitative research. Bogdan and Tylor (2010) in Moleong (2010:4) define qualitative research as a research procedure that produces descriptive data in the form of written or spoken words from people or observed behavior. The descriptive qualitative method adjusts the opinion between the researcher and the informant.

Population and Sample Size

According to Netra (1976), Population is overall general or general individuals who have characteristics that tend to be the same. The population of this research is people who watch Korean Drama on Netflix. The size of the sample in this research is in line with the number of 20 informant which watching Korean Drama even user of Korean drama advertising product.

Data Collection Method

Primary data is the information that the researcher gathered first-hand. The needed data for this research will be collected through an interview on the social situation in the workplace. Secondary data is the data that have been already collected by and readily available from other sources. Secondary data of this research will be gain from books, articles, and previous research that supports and relates to the topic that is being discussed in this research.

Operational Definition and Measurement of Research Variable**Table 1. Operational Definition and Measurement of Research Variable**

Variables	Definition	Indicators
Product Placement	The practice of placing branded products, packaging, or other trademarked items in a film, television program, or other digital media with the aim of enhancing brand recall.	- Visual Dimension - Auditory Dimension - Plot Dimension

Data Analysis Method

Miles and Haberman's interactive analysis model of multiple phases (data collection, data reduction, data presentation, and conclusions) consists of four phases:

1. Data collection.

Data obtained from observations, interviews, and documentation recorded in field notes have two aspects, namely descriptive and reflective. Descriptive notes are natural data that contain what was seen, heard, felt and experienced during the research process without the researcher's opinion and interpretation of the phenomenon encountered. Meanwhile, reflective notes are notes that contain impressions; comment on the researchers' interpretation of the findings and document the data collection plan for the next step. To obtain this file, the researcher conducted interviews with several informants.

2. Data reduction

Data reduction is a process of selection, simplification, and abstraction. The way to reduce data is to select, summarize or briefly describe and organize them into patterns by taking notes, studying for confirmation, reducing and focusing, creating unimportant parts and presented so that conclusions can be drawn. Data obtained from interviews with research subjects and documents obtained will be selected by the researcher. Identify the data that will be selected and classified as relevant data and raw data. The selected raw data and relevant data based on problem formulation and research objectives will be prepared for data presentation.

3. Data Presentation (data display)

Presentation of data is a set of information structured so that provides the possibility of drawing conclusions and conclusions action. So that the data presentation does not deviate from the main problem then the data presentation can be realized in the form of matrices, graphics, networks or a chart as a guide for information about what happened. The data is presented in accordance with what was studied.

4. Drawing a conclusion

Drawing conclusions is the attempt to find or understand the meaning, regularity of explanatory models, lines of cause and effect, or proportion. Conclusions drawn will be immediately verified through visualizations and questions while consulting field notes will provide a more precise understanding. Alternatively, it can be done through discussion, which is done so that the data obtained and the interpretation of the data are valid so that the conclusions drawn are certain

RESULT AND DISCUSSION**Table 2. Visual, Auditory, and Plot Dimensions**

Dimension	Description	Informant
Visual	Frequently seeing advertisement with brand and product on Korean Drama	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20
	Seeing clearly the brand or product when it show on Korean Drama	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20
	Seamlessly and naturally being part of the story	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20
Auditory	Frequently hearing product name and aware of some product	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20
	Seeing clearly the brand or product when it show on Korean Drama	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20
Plot	Contribute to character and plot	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20
	Relevance to the Storyline	1,2,3,4,5,6,7,8,9,10,11,12,13,14,15,16,17,18,19,20

Source: Data Processed 2024.

Visual Dimension

Product placement in Korean dramas is highly effective when products are prominently and strategically displayed within scenes. Clear visibility of brand logos and the natural integration of products into the storyline ensure that they are easily recognizable and memorable to viewers. This seamless blending of products into the narrative enhances the viewing experience by making the placements feel like an organic part of the drama rather than a forced advertisement. The effectiveness of these visual cues is heightened when products are placed in key scenes, used by main characters, or positioned in noticeable locations, ensuring they catch the viewer's eye without disrupting the flow of the story. Overall, well-executed visual product placements contribute significantly to brand awareness and can positively influence viewer perceptions and purchasing intentions.

Auditorial Dimension

The auditory dimension of product placement in Korean dramas plays a crucial role in enhancing brand recognition and recall among viewers. Effective auditory integration is characterized by the natural and relevant mention of product names within the dialogue, which reinforces brand awareness. When these mentions are tied to significant or emotionally resonant moments in the storyline, they become more memorable and impactful. Repetition of brand names in relevant contexts, such as during key plot points or character interactions, further boosts viewer recall and interest. Overall, successful auditory product placement contributes to making the product feel like an integral part of the narrative, positively influencing viewer perceptions and potentially their purchasing intentions.

Plot Dimension

When products are woven seamlessly into the storyline, such as being tied to character development or pivotal plot points, they become a meaningful part of the drama. This natural integration ensures that the product feels like an organic element of the story, rather than an external advertisement, making it more memorable and engaging for viewers. Effective plot-based placement not only reinforces brand awareness and recall but also influences purchasing intentions, provided that the products are relevant to the characters and storyline. Overall, successful product placement in the plot dimension boosts the authenticity of the drama and strengthens the viewers' connection to both the narrative and the brand.

Discussion

Visual Dimension

The visibility and prominence of products in Korean dramas are crucial for effective product placement. When products and brand logos are clearly visible and naturally integrated into scenes, they become more recognizable and memorable to viewers. The natural fit of these products within the storyline enhances their impact, making them feel like an organic part of the narrative rather than an intrusive advertisement. This suggests that advertisers should prioritize seamless integration and ensure that their products are easily noticeable without disrupting the viewer's immersion in the drama. Implication for Advertisers: Invest in creative ways to integrate products visually within key scenes, ensuring prominent but natural placement that aligns with the storyline and character interactions. Implication for Content Creators: Collaborate with advertisers to find strategic placements that enhance the visual appeal of the scenes without compromising the narrative flow. Balance the visibility of products with the need to maintain an engaging storyline.

Auditory Dimension

The effectiveness of auditory mentions in enhancing brand recall and influencing purchase intentions is significant. Clear and repeated mentions of brand names, especially when integrated into dialogues naturally, can greatly increase viewer awareness and interest in the product. This auditory reinforcement, combined with visual cues, strengthens the overall impact of product placement. Implication for Advertisers: Ensure that brand names are mentioned in a manner that feels organic within the dialogue. Repetition and strategic placement in emotionally engaging or pivotal scenes can enhance recall and interest. Implication for Content Creators: Work on scripting and dialogue to include product mentions in a way that feels natural and contributes to character development or plot advancement. Balance the frequency of mentions to avoid over-saturation.

Plot Dimension

The relevance of products to the storyline and their integration into key plot points significantly enhance the effectiveness of product placement. Products that contribute to the plot or character development are more likely to be accepted by viewers. When products are contextually relevant and appear in significant scenes, they are more

likely to be remembered and have a positive impact on the viewer's perception. Implication for Advertisers: Choose dramas and scenes that align well with the brand's image and product use-case. Focus on placements that can naturally contribute to the plot or character arcs. Implication for Content Creators: Integrate products in ways that advance the story or provide meaningful interactions for characters. Ensure that product placements enhance rather than detract from the plot's coherence and engagement.

CONCLUSION AND RECOMMENDATION

Conclusion

1. Product placement in Korean dramas plays a crucial role in brand recognition for viewers in Manado. When products are clearly visible on screen, with logos and usage seamlessly integrated into the storyline, they naturally catch viewers' attention without disrupting the narrative. This smooth integration makes the products feel like a natural part of the scene, helping viewers remember the brand without feeling like they're watching an ad. On the auditory side, when brand names are mentioned clearly and repeatedly in the dialogue, it reinforces awareness and makes the product easier to recall. This is especially effective for familiar brands or relatable items like food, which can influence viewers' purchase intentions.
2. The key is finding a balance where products are noticeable but not intrusive, contributing to the storytelling rather than distracting from it. For viewers in Manado, well-executed product placements heighten interest and awareness of the advertised products, creating a successful strategy that benefits both brands and the entertainment industry.

Recommendation

Based on the results of the research and the description of the discussion described above regarding the Product Placement Effectiveness in Korean Drama, the suggestions that can be given by the author in this study are as follows:

1. Advertisers should strive to make product placements feel as natural and unobtrusive as possible. This means selecting dramas and scenes where the product can naturally fit into the narrative and be used by characters in a way that feels authentic. For instance, a beauty product is more appropriately placed in a scene where characters are preparing for an event, rather than forcing it into a context where it feels out of place. Natural integration helps avoid disrupting the viewer's immersion in the story, making the product placement more effective. Auditory mentions can significantly boost brand recall, especially when the brand name is mentioned clearly and repeatedly in a context that feels natural. Advertisers should work with scriptwriters to integrate brand mentions into the dialogue in a way that flows seamlessly with the storyline. Memorable auditory mentions, such as a character recommending a product or expressing satisfaction with it, can leave a lasting impression on viewers. These mentions should be crafted to resonate with the audience, making the brand name stick in their minds.
2. Future researchers should explore the long-term effects of product placement on consumer behavior and brand loyalty. While many studies focus on immediate recall and purchase intent, understanding how product placements influence consumer attitudes and behaviors over time can provide deeper insights into their effectiveness. Researchers could track consumer responses and brand perceptions over extended periods to assess the sustainability of product placements' impact.

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