THE INFLUENCE OF PRODUCT PLACEMENT, CELEBRITY ENDORSEMENT, AND BRAND INTEGRATION IN KOREAN DRAMAS ON BRAND RECOGNITION AT KOPIKO PRODUCT AND BRAND IMAGE AS MEDIATING VARIABLES

FINAL PROJECT

To Fulfill the Requirements for
Obtaining a Bachelor's Degree

SUKMA WULANDARI
NIM. B1024211023

MANAGEMENT STUDY PROGRAM INTERNATIONAL CLASS
FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITAS TANJUNGPURA
PONTIANAK
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STATEMENT OF ORIGINALITY

STATEMENT OF ORIGINALITY

Name	: Sukma Wulandari
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Concentration	: Marketing
Final Project Title	: The Influence of Product Placement, Celebrity Endorsement, and Brand Integration in Korean Dramas on Brand Recognition at Kopiko Product and Brand Image as Mediating Variables

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Pontianak, January 10th 2025

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Stating that the Final Work is my own work, and all sources both quoted and referred to have been correctly stated.

Pontianak, January 10th 2025

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JURIDICAL SHEET

JURIDICAL SHEET

THE INFLUENCE OF PRODUCT PLACEMENT, CELEBRITY ENDORSEMENT, AND BRAND INTEGRATION IN KOREAN DRAMAS ON BRAND RECOGNITION AT KOPIKO PRODUCT AND BRAND IMAGE AS MEDIATING VARIABLES

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Pontianak, January 10th 2025



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PENGARUH PENEMPATAN PRODUK, DUKUNGAN SELEBRITI, DAN INTEGRASI MEREK DALAM DRAMA KOREA TERHADAP PENGENALAN MEREK PADA PRODUK KOPIKO DAN CITRA MEREK SEBAGAI VARIABEL MEDIASI

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh penempatan produk, dukungan selebriti, dan integrasi merek dalam drama Korea terhadap pengenalan merek dengan menggunakan citra merek sebagai variabel mediasi. Penelitian ini menanggapi semakin populernya drama Korea sebagai platform pemasaran lintas budaya, khususnya untuk merek permen kopi Indonesia, Kopiko. Pendekatan penelitian yang yang digunakan adalah kuantitatif, dengan jumlah responden sebanyak 230 orang yang menonton drama Korea yang menonton drama Korea yang menampilkan Kopiko, dan data dianalisis dengan menggunakan Structural Equation structural equation modeling (SEM). Hasil penelitian menunjukkan bahwa penempatan produk, dukungan selebriti, dan integrasi merek memiliki dampak positif terhadap pengenalan merek, dengan citra merek memainkan peran mediasi yang penting. Penelitian ini memberikan wawasan yang berharga bagi pemasar internasional, menunjukkan bahwa penempatan strategis di media dengan keterlibatan tinggi dapat meningkatkan citra merek dan pengakuan. Penelitian di masa depan dapat mengeksplorasi penerapan yang lebih luas di media digital dan mengevaluasi efektivitas strategi ini di pasar budaya yang berbeda.

Kata Kunci: Penempatan Produk, Dukungan Selebriti, Integrasi Merek, Pengenalan Merek, Citra Merek

THE INFLUENCE OF PRODUCT PLACEMENT, CELEBRITY ENDORSEMENT, AND BRAND INTEGRATION IN KOREAN DRAMAS ON BRAND RECOGNITION AT KOPIKO PRODUCT AND BRAND IMAGE AS MEDIATING VARIABLES

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ABSTRACT

This study aims to analyze the influence of product placement, celebrity endorsement, and brand integration in Korean dramas on brand recognition using a brand image as a mediating variable. This research responds to the growing popularity of Korean dramas as a cross-cultural marketing platform, especially for the Indonesian coffee candy brand Kopiko. The research approach used was quantitative, with a total of 230 respondents who watched Korean dramas featuring Kopiko, and the data were analyzed using structural equation modeling (SEM). The results show that product placement, celebrity endorsement, and brand integration have a positive impact on brand recognition, with brand image playing an important mediating role. This research provides valuable insights for international marketers, demonstrating that strategic placement in high-engagement media can enhance brand image and recognition. Future research could explore broader applicability in digital media and evaluate the effectiveness of these strategies in different cultural markets.

Keywords: Product Placement, Celebrity Endorsement, Brand Integration, Brand Recognition, Brand Image

PENGARUH PENEMPATAN PRODUK, DUKUNGAN SELEBRITI, DAN INTEGRASI MEREK DALAM DRAMA KOREA TERHADAP PENGENALAN MEREK PADA PRODUK KOPIKO DAN CITRA MEREK SEBAGAI VARIABEL MEDIASI

RINGKASAN

1. Latar Belakang

Meningkatnya pengaruh media hiburan Korea, khususnya drama Korea (K-drama), dan penggunaannya sebagai platform pemasaran untuk penempatan produk. Indonesia menduduki peringkat keempat sebagai negara yang paling tertarik dengan Korean Wave, dengan sebagian besar penduduknya menghabiskan banyak waktu untuk mengonsumsi konten Korea - 41,1% menghabiskan 1-3 jam setiap hari, sementara beberapa pemirsa menghabiskan lebih dari 6 jam per hari. Berfokus pada Kopiko, permen rasa kopi Indonesia yang diproduksi oleh PT Mayora Indah, Tbk, dan penempatan produknya yang strategis di drama Korea populer seperti Vincenzo, Mine, dan Hometown Cha Cha. Kopiko merupakan salah satu produk Indonesia pertama yang ditampilkan dalam drama Korea, dan strategi penempatan produknya sangat sukses ketika dipromosikan oleh aktor Korea Song Joong Ki dalam film Vincenzo yang menyoroti tiga strategi pemasaran utama: penempatan produk dengan mengintegrasikan produk ke dalam alur cerita drama; dukungan selebriti dengan menggunakan selebriti Korea untuk mempromosikan produk; dan integrasi merek dengan memasukkan merek lebih dalam ke dalam narasi pertunjukan. Strategi-strategi ini bertujuan untuk meningkatkan pengenalan dan citra merek, terutama karena iklan tradisional menjadi kurang efektif di era digital. Penelitian ini menunjukkan bahwa pendekatan pemasaran lintas budaya ini telah efektif, sebagaimana dibuktikan dengan trending topic di media sosial dan peningkatan visibilitas merek. Penelitian ini bertujuan untuk menganalisis bagaimana ketiga strategi pemasaran tersebut mempengaruhi pengenalan merek Kopiko dalam drama Korea, dengan citra merek sebagai variabel mediasi. Penelitian ini dianggap penting karena adanya perubahan pola konsumsi media dan kebutuhan untuk memahami strategi pemasaran lintas budaya di pasar yang semakin mengglobal.

2. Tujuan Penelitian

a. Untuk menguji dan menganalisis pengaruh product placement terhadap brand image produk Kopiko dalam drama Korea.
b. Untuk menguji dan menganalisis pengaruh celebrity endorsement terhadap brand image produk Kopiko dalam drama Korea.
c. Untuk menguji dan menganalisis pengaruh Brand Integration terhadap Brand Image produk Kopiko dalam drama Korea.
d. Untuk menguji dan menganalisis pengaruh Product Placement terhadap Brand Recognition produk Kopiko dalam drama Korea.
e. Untuk menguji dan menganalisis pengaruh Celebrity Endorsement terhadap Brand Recognition produk Kopiko dalam drama Korea.
f. Untuk menguji dan menganalisis pengaruh Brand Integration terhadap Brand Recognition produk Kopiko dalam drama Korea.

g. Untuk menguji dan menganalisis pengaruh Brand Image terhadap Brand Recognition produk Kopiko dalam drama Korea.
h. Untuk menguji dan menganalisis pengaruh Product Placement terhadap Brand Recognition produk Kopiko dalam drama Korea melalui Brand image.
i. Untuk menguji dan menganalisis pengaruh Celebrity Endorsement terhadap Brand Recognition produk Kopiko dalam drama Korea melalui Brand image.
j. Untuk menguji dan menganalisis pengaruh Brand Integration terhadap Brand Recognition produk Kopiko dalam drama Korea melalui Brand image.

3. Metode Penelitian

Bentuk penelitian yang digunakan adalah penelitian kuantitatif. Metode pengumpulan data menggunakan kuesioner yang ditanggapi oleh 230 responden. Teknik pengambilan sampel yang digunakan adalah purposive sampling dengan kriteria sebagai berikut: 1) Berdomisili di Indonesia; 2) Generasi Milenial (Y) dan Z yang gemar menonton drama Korea; 3) Pernah menonton drama Korea yang melibatkan Kopiko dalam promosinya; 4) Pernah membeli atau mengkonsumsi Kopiko. Teknik analisis data yang digunakan adalah Partial Least Square (PLS) dengan metode statistik Structural Equation Modeling (SEM).

4. Hasil dan Pembahasan

Hasil penelitian ini menyimpulkan bahwa product placement, celebrity endorsement, dan brand integration berpengaruh signifikan terhadap brand image. Selain itu, product placement, celebrity endorsement, brand integration, dan brand image juga berpengaruh signifikan terhadap brand recognition. Dan juga, product placement, celebrity endorsement, dan brand integration berpengaruh signifikan terhadap brand recognition melalui brand image.

5. Kesimpulan dan Rekomendasi

Kesimpulan dari penelitian ini sendiri menyatakan bahwa penempatan produk, dukungan selebriti, dan integrasi merek mempengaruhi pengenalan merek melalui citra merek sebagai variabel mediasi. Selain itu, hubungan antara variabel-variabel tersebut mendukung hipotesis yang telah diajukan dengan citra merek yang terbukti menjadi penghubung yang penting dalam membangun kesadaran merek yang kuat melalui selebriti dan strategi pemasaran non-konvensional di media hiburan. Dari hasil ini, prospek penelitian dan pengembangan meliputi penerapan integrasi merek yang lebih dalam dan mempelajari lebih lanjut interaksi citra merek di berbagai media. Penelitian lebih lanjut juga dapat mengeksplorasi dampak dari karakteristik produk yang lebih beragam dan penempatan produk di platform hiburan digital yang semakin populer, yang dapat memberikan wawasan tentang keefektifan strategi pemasaran lintas budaya di pasar global.

THE INFLUENCE OF PRODUCT PLACEMENT, CELEBRITY ENDORSEMENT, AND BRAND INTEGRATION IN KOREAN DRAMAS ON BRAND RECOGNITION AT KOPIKO PRODUCT AND BRAND IMAGE AS MEDIATING VARIABLES

SUMMARY

1. Background

The growing influence of Korean entertainment media, particularly Korean dramas (K-dramas), and their use as marketing platforms for product placement. Indonesia is ranked as the fourth most interested country in the Korean Wave, with most of its population spending a significant amount of time consuming Korean content - 41.1% spend 1-3 hours daily, while some viewers spend more than 6 hours per day. Focusing on Kopiko, an Indonesian coffee-flavored candy produced by PT Mayora Indah, Tbk, and its strategic product placement in popular Korean dramas such as Vincenzo, Mine, and Hometown Cha Cha. Kopiko was one of the first Indonesian products to be featured in a Korean drama, and its product placement strategy was very successful when it was promoted by Korean actor Song Joong Ki in the movie Vincenzo which highlighted three main marketing strategies: product placement in integrating the product into the storyline of the drama; celebrity endorsement using Korean celebrities to promote the product; and brand integration by incorporating the brand more deeply into the narrative of the show. These strategies aim to increase brand recognition and image, especially as traditional advertising becomes less effective in the digital age. This research shows that this cross-cultural marketing approach has been effective, as evidenced by trending topics on social media and increased brand visibility. This study aims to analyze how these three marketing strategies affect Kopiko brand recognition in Korean dramas, with brand image as the mediating variable. This research is considered important due to changing media consumption patterns and the need to understand cross-cultural marketing strategies in an increasingly globalized market.

2. Research Objectives

a. To test and analyze the effect of Product Placement on Brand Image of Kopiko products in Korean dramas.
b. To test and analyze the effect of Celebrity Endorsement on Brand Image of Kopiko products in Korean dramas.
c. To test and analyze the effect of Brand Integration on the Brand Image of Kopiko products in Korean dramas.
d. To test and analyze the effect of Product Placement on Brand Recognition of Kopiko products in Korean dramas.
e. To test and analyze the effect of Celebrity Endorsement on Brand Recognition of Kopiko products in Korean dramas.
f. To test and analyze the effect of Brand Integration on Brand Recognition of Kopiko products in Korean dramas.

g. To test and analyze the effect of Brand Image on Brand Recognition of Kopiko products in Korean dramas.
h. To test and analyze the effect of Product Placement on Brand Recognition of Kopiko products in Korean dramas through Brand image.
i. To test and analyze the effect of Celebrity Endorsement on Brand Recognition of Kopiko products in Korean dramas through Brand image.
j. To test and analyze the effect of Brand Integration on Brand Recognition of Kopiko products in Korean dramas through Brand image.

3. Research Method

The form of research used is quantitative research. The data collection method used a questionnaire which was responded to by 230 respondents. The sampling technique used was purposive sampling with the following criteria: 1) Domiciled in Indonesia; 2) Millennials (Y) and Z who like to watch Korean dramas; 3) Have watched Korean dramas involving Kopiko in their promotions; 4) Have bought or consumed Kopiko. The data analysis technique used was Partial Least Square (PLS) with the Structural Equation Modeling (SEM) statistical method.

4. Results and Discussion

The results of this study concluded that product placement, celebrity endorsement, and brand integration have a significant effect on brand image. In addition, product placement, celebrity endorsement, brand integration, and brand image also have a significant effect on brand recognition. And also product placement, celebrity endorsement, and brand integration significantly affect brand recognition through brand image.

5. Conclusion and Recommendations

The conclusion of this research itself states that product placement, celebrity endorsement, and brand integration influence brand recognition through brand image as a mediating variable. Also, the relationship between these variables supports the hypothesis that has been proposed with brand image proven to be an important link in building strong brand awareness through celebrities and non-conventional marketing strategies in entertainment media. From these results, research and development prospects include applying deeper brand integration and further studying brand image interactions in various media. Further research could also explore the impact of more diverse product characteristics and product placement on increasingly popular digital entertainment platforms, which could provide insight into the effectiveness of cross-cultural marketing strategies in global markets.

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