

## INTISARI

Kondisi persaingan dunia usaha yang semakin ketat membuat perusahaan dituntut untuk lebih memikirkan bagaimana cara agar dapat bertahan dan memenangkan persaingan. Banyak cara yang dapat dilakukan, salah satunya dengan menciptakan *brand image* yang kuat dan baik dibenak konsumen. Dalam menciptakan *brand image* yang kuat dan baik dibenak konsumen diperlukan media komunikasi yang tepat, salah satunya dengan menggunakan teknik *brand placement*. Teknik *brand placement* merupakan salah satu bentuk alternatif periklanan kreatif yang dapat dilakukan untuk membentuk *brand image* dan teknik ini mulai ramai digunakan oleh para pemasar dalam beberapa tahun terakhir.

Penelitian ini bertujuan untuk mengetahui apakah *brand placement* berpengaruh terhadap *brand image*. Objek yang digunakan dalam penelitian ini adalah program acara televisi *Ala Chef* dan *brand Tupperware*. Reijmersdal *et al.* (2007) dalam penelitiannya mengungkapkan bahwa frekuensi menyaksikan *brand placement* mempunyai pengaruh yang signifikan terhadap pembentukan *brand image*. Dalam penelitian ini, selain menggunakan frekuensi menyaksikan *brand placamenet*, penelitian ini juga menggunakan teknik *brand placement* sebagai pengukur. *Brand placement* diukur melalui *execution factor* yang terdiri dari beberapa faktor yaitu *placement modality*, *opportunity to process the placement* dan *strength of link between brand/product and story*, serta *individual-difference factors* yang terdiri dari beberapa faktor, yaitu *familiarity/ethically(strength of link between brand/product and individual)*, *attitude toward placement in general* dan *program involvement..* Sedangkan dari *brand image* diukur melalui *strength of brand association*, *favorability of brand association* dan *unique of brand association*. Responden yang digunakan dalam penelitian ini adalah semua pemirsa program acara televisi *Ala Chef*, mengetahui keberadaan *brand placement Tupperware*, berpendidikan minimal SMA/ sederajat, dan berdomisili di Surabaya.

Metode yang digunakan dalam penelitian ini adalah menggunakan metode Uji Regresi Linier Sederhana. Hasil penelitian mengungkapkan bahwa *brand placement* dan *brand image* mempunyai hubungan yang positif. *Brand placement* mempunyai pengaruh yang signifikan terhadap pembentukan *brand image Tupperware* menurut persepsi pemirsa televisi *Ala Chef* di Surabaya sebesar 0,593. Dengan demikian hasil penelitian ini memperkaya hasil penelitian sebelumnya tentang pengaruh *brand placement* terhadap *brand image*. Selain frekuensi menyaksikan program acara televisi, teknik *brand placement* juga mempunyai pengaruh terhadap pembentukan *brand image*.

**Kata kunci:** *brand placement*, *brand image*, *exposure* dan frekuensi

## **ABSTRACT**

*The condition of business competition that become tighter makes company has to think how to survive and win the business competition. Many ways can be done, such as by create a strong brand image and good in customer mind. To create a strong brand image and good in customer mind needs appropriate communication media, one of them by use brand placement strategy. Brand placement strategy is one of the alternative forms of creative advertisement that can be done to establish brand image and the technique started to widely used by marketers in recent years.*

*The aim of this research is to know the effect of brand placement to brand image. The objects that is used in research are Ala Chef television program and Tupperware brand. Reijmersdal et al. (2007) in the research revealed that frequency to see brand placemant has significant effect to brand image formation. In this research, beside use the frequency of watch brand placemant, this research also used brand placement technique as measuring tool. Brand placement is measured through the execution factor that consist of several factors, such as placement modality, opportunity to process the placement and strength of link between brand/product and story, also individual-difference factor that consist of several factors, such as familiarity/ethically (strength of link between brand/product and individual), attitude toward placement in general and program involvement. Whereas brand image is measured through strength of brand association, favorability of brand association and unique of brand association. Respondent that is used in this research are all viewer of Ala Chef television program, know the existence of Tupperware brand placement, graduate from senior high school/equivalent as minimal education background and live in Surabaya.*

*The method that is used in this research is Simple Liniar Regression Test method. The result of this research revealed that brand placement and brand image has a positive relation, brand placement has a significant effect againt Tupperware brand image formation refer to viewers perception of Ala Chef television program in Surabaya is 0,593. Thus the result of this research will support the result of previous research about the effect of brand image effect to brand placement. Beside use the frequency of watch television program, brand placemant technique also has effect to brand image formation.*

*Key words : brand placement, brand image, exposure, frequency*