

INTISARI

Tujuan penelitian ini adalah untuk menguji pengaruh *attitude toward the product placement* terhadap *attitude toward the brand* dengan konstruk pendekatan yang membentuk *attitude toward the product placement* seperti *attitude toward the actor*, *movie* dan *character* pada drama Korea 'Goblin'. Analisis dalam penelitian ini menggunakan metode *structural equation modeling* (SEM). Obyek penelitian ini adalah pengguna forum pecinta drama Korea *online* yang pernah menonton drama 'Goblin' dan dapat menyebutkan setidaknya satu *product placement* dalam drama. Responden yang diteliti dalam penelitian ini berjumlah 200 orang. Pengolahan data menggunakan perangkat lunak SPSS Statistics versi 22 untuk sistem operasi MAC dan Lisrel 32 untuk sistem operasi Windows.

Hasil penelitian ini menunjukkan bahwa *attitude toward product placement* memiliki pengaruh yang signifikan terhadap *attitude toward the brand*, namun variabel pendekatan yang membentuk *attitude toward product placement* seperti *attitude toward the actor*, *character* dan *movie* tidak memiliki pengaruh kepada *product placement*. Kecocokan antara aktor dan *brand* memiliki pengaruh terhadap *product placement*.

Kata kunci: *product placement*, *attitude toward the brand*, *attitude toward the actor*, *attitude toward the character*, *attitude toward the movie*.

ABSTRACT

The purpose of this study is to investigate the impact of attitude toward the product placement on attitude toward the brand with several attitudinal constructs (attitude toward the actor, character, movie) that influence attitude toward the product placement in Korean drama 'Goblin'. Method analysis that use in this study is structural equation modeling (SEM). The object of this study is Indonesian viewer who use an internet forum for Korean drama fans, who also watch Korean drama 'Goblin' and could recall at least one product placement in the drama. There are 200 respondents that participate in the study. Data processing using SPSS 22 software for Mac OS and Lisrel 32 for Windows OS.

The result of this study indicated that attitude toward product placement has significant positive effect on attitude toward the brand, but the attitudinal constructs like actor, movie and character did not have any effect on product placement. The fit between actor and brand have a significant effect on product placement.

Keywords: product placement, attitude toward the brand, attitude toward the actor, attitude toward the character, attitude toward the movie.