

PENGARUH *PRODUCT PLACEMENT* JENIUS PADA FILM “ALI & RATU-RATU QUEENS” TERHADAP *BRAND ATTITUDE* PENGIKUT INSTAGRAM @alidanratuqueens

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ABSTRAK

Berdasarkan data dan penelitian yang ditemukan menunjukkan bahwa efektivitas serta sikap masyarakat terhadap iklan TV telah menurun. Teknik promosi *product placement* hadir sebagai alternatif untuk mengatasi masalah tersebut. **Tujuan penelitian** adalah untuk mengetahui seberapa besar pengaruh *product placement* produk Jenius pada film “Ali & Ratu-Ratu Queens” terhadap *brand attitude* pengikut Instagram @alidanratuqueens. Penelitian menggunakan teori komunikasi persuasif *Elaboration Likelihood Theory*. **Metode** yang digunakan dalam penelitian yaitu kuantitatif eksplanatif. Teknik sampling yang digunakan adalah *probability sampling* dengan *simple random sampling* yang menghasilkan 100 responden untuk diteliti dengan mengajukan 42 item pertanyaan. **Kesimpulan** yang didapatkan dari penelitian ini adalah ditemukan tingkat korelasi yang rendah dengan angka 0,340 dan nilai koefisien regresi sebesar 0,147 yang berarah positif. Berdasarkan hasil perhitungan koefisien determinasi diperoleh hasil adanya pengaruh variabel X dan variabel Y sebesar 23,1%. Hasil uji hipotesis uji t menghasilkan perbandingan $5,428 > 1,984$ yang menyatakan H_0 ditolak dan H_a diterima.

Kata kunci: *product placement, brand attitude, elaboration likelihood theory*

**THE EFFECT OF JENIUS PRODUCT PLACEMENT ON THE FILM "ALI
& RATU-RATU QUEENS" TOWARDS BRAND ATTITUDE OF
INSTAGRAM FOLLOWERS @alidanratuqueens**

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ABSTRACT

Based on data and research found showing that effectiveness and public attitudes towards TV advertising has decreased. Product placement promotion techniques are present as an alternative to overcome these problems. This study aims to determine how much influence the product placement of Jenius product in the film "Ali & Ratu-Ratu Queens" had towards the brand attitude of Instagram followers @alidanratuqueens. This research uses persuasive communication theory, Elaboration Likelihood Theory. This research method uses quantitative methods with the type of explanatory research. The sampling technique used is probability sampling with simple random sampling which produces 100 respondents to be studied by submitting 42 question items. The results obtained from this study are found a low level of correlation with the number 0.340 and the regression coefficient value of 0.147 which is in positive direction. Based on the results of the calculation of the coefficient of determination, the results of the influence of variable X and variable Y are 23.1%. The results of the t-test hypothesis test resulted in a comparison of $5.428 > 1.984$ which stated that H_0 was rejected and H_a was accepted.

Keywords: product placement, brand attitude, elaboration likelihood theory