

# **PENGARUH *PRODUCT PLACEMENT* TORABIKA CAPPUCCINO PADA TAYANGAN SINETRON ANAK LANGIT TERHADAP *BRAND AWARENESS***

**(Survei pada *member group fans club* sinetron Anak Langit di *Facebook*)**

**RENITA WULANDARI**

## **Abstrak**

*Product placement* atau bisa juga disebut *brand placement* merupakan salah satu strategi yang sudah banyak digunakan oleh para pengiklan di banyak negara. Agar mampu menumbuhkan dan meningkatkan kesadaran merek maka pengiklan harus mampu menempatkan produknya dengan strategi dan media yang tepat. Penelitian ini bertujuan untuk mengetahui besaran pengaruh *product placement* Torabika Cappuccino pada tayangan sinetron anak langit terhadap *brand awareness* (survei kepada *member group fans club* sinetron anak langit di *Facebook*). Konsep atau teori yang relevan dengan penelitian ini adalah *Stimulus-Organism-Response*, *Product Placement* dan *Brand Awareness*. Penelitian ini dilakukan menggunakan pendekatan kuantitatif dengan jenis penelitian eksplanatif. Populasi dalam penelitian ini yaitu *member group fans club* sinetron Anak Langit di *Facebook*. Melalui teknik *Purposive Sampling*, sampel yang diambil hanya 100 responden yang disederhanakan menggunakan rumus taro Yamane. Teknik analisis pengaruh variabel Y terhadap variabel X menggunakan uji koefisien determinasi. Hasil dari penelitian ini menunjukkan bahwa korelasi dari variabel X dan variabel Y sebesar 0.641. Berdasarkan hasil perhitungan koefisien determinasi diperoleh hasil adanya pengaruh variabel X dan variabel Y sebesar 37,7% dan sisanya 62,3% ditentukan oleh faktor lain yang tidak diteliti. Hasil uji hipotesis t hitung  $7,702 > t$  tabel 1,661 maka  $H_0$  ditolak dan  $H_a$  diterima. Dengan demikian dapat disimpulkan, terdapat pengaruh yang signifikan antara *product placement* Torabika Cappuccino pada tayangan sinetron Anak Langit terhadap *brand awareness* (survei pada *member group fans club* sinetron anak langit di *Facebook*).

**Kata Kunci:** *Product Placement, Brand Awareness, Stimulus-Organism-Response*

**THE EFFECT OF PRODUCT PLACEMENT TORABIKA CAPPUCCINO ON  
TELEVISION SERIES ANAK LANGIT TOWARDS BRAND AWARENESS  
(Survey to the member group of fans club tv series Anak Langit on Facebook)**

**RENITA WULANDARI**

***Abstract***

*Product placement or it could be called brand placement is one strategy that has been used by advertiser in many countries. In order to be able to grow and increase brand awareness, then the advertiser must be able to put its products with the right strategy and media. This research aims to know the magnitude of the effect of product placement Torabika Cappuccino on television series toward brand awareness (survey to member group fans club tv series Anak Langit on Facebook). The concepts or theories relevant to this research are Stimulus-Organism-Response, Product Placement and Brand Awareness. This research was conducted using quantitative approach with explanative research type. The population in this research is a member group of fans club tv series Anak Langit on Facebook. Through Purposive Sampling technique, samples taken only 100 respondents are simplified using the Yamane formula. Technique analyze the influence of variable Y to variable X using coefficient determination test. The results of this research show that the correlation of variables X and Y for 0,641. Based on the calculation of coefficient of determination obtained the result of the effect of variables X and Y for 37.7% and the remaining 62.3% is determined by other factors not examined. Hypothesis test results t calculate 7.702 > t table 1.661 then Ho denied and Ha is received. Thus it can be concluded, there is a significant effect between product placement Torabika Cappuccino on television series toward brand awareness (survey to member group fans club tv series Anak Langit on Facebook).*

**Keywords:** *Product Placement, Brand Awareness, Stimulus-Organism-Response*