

ABSTRACT

Global competition these days demand companies to compete in advertise and sell their product. With so many consumer who against or just common for advertising, product placement become a momentum.

Some theories and facts claims that product placement in movies can escalate cosumers awareness by the existence from the brand equity that already build from the marketing strategy so that companies will find out the brand performance on the market. Smartfren has reach the second position on android's smartphone market share and third position on Indonesia's internet provider. To increase the sale and overcome the competitor, Smartfren perform the prootion through The Raid 2 Berandal movie. In this product placement promotion, has not yet known it will be increase the Smartfren's brand equity. This research intend to find out whether there is a influence between product placement in The Raid 2 Berandal movie to Smartfren's brand equity.

Research methodology that used is descriptive and quantitative analysis. Primary data obtain from questionnaire that distributed to 391 respondents with purposive sampling retrieval technique. Data technique analysis use the simple regression analysis. Variable in this research are, product placement as independent variable and brand equity as dependent variable.

Based on respondent perception occured an significant influence between product placement in The Raid 2 Berandal Movie to Smartfren's brand equity. Research result shows that data value is at high category in all categories, either on independent variable (product placement) and dependent variable (brand equity).

Product placement promotion in high-rated rating still be the positive thing to do by Smartfren, because that strategy will cause positive impact for the company.

Key word: product placement, brand equity