

ABSTRACT

The advertising strategy works very versatile over the years, Conventionally, and the non-conventional way. Product placement, is one of the non-conventional strategy that Advertising has to offer. Avery & Ferro stated in Panda (2005:152) that “Increase in product placements and institutionalization of the industry indicate that advertisers are using the technique to sway consumer’s brand attitudes”. The research aimed at determining the effect of BA-NA-NA’s product placement to the consumer’s brand attitude (correlational study to @indovidgram followers). This research used cognitive response model theory. The type of the research is correlational study with the quantitative research methods used purposive sampling methode working with 100 respondents. Respondents criteria are cutomer of BA-NA-NA, @indovidgram followers, and ever seen an @indovidgram video that showed BA-NA-NA product. The results revealed that BA-NA-NA’s Product placement has a low correlational impact (0,385) through the consumer’s brand attitude. In other hand, It has a significant impact on Positive Correlations. BA-NA-NA’s product placement also has a direct impact through the consumer’s brand attitude about 14,8%.

Keyword : Advertising, Product Placement, Brand Attitude