

THE INFLUENCE OF PRODUCT PLACEMENT TOWARD BRAND AWARENESS OF AUDI ON TRANSPORTER 3

ABSTRACT

The rise of placement or insertion product on a film (product placement) make the producers interested to using the film as an alternative means to advertise their products, to create product awareness in the minds of consumers (brand awareness). Transporter 3 is one of those films that use a variety of product placement in it, and one of the dominant product appearance is Audi. However, after conducting a survey on Tuesday, May 12th 2015, on the form of open-ended interviews with 15 respondents who have watched the Transporter 3. The author found the problem that 13 of 15 respondents said that the actors on Transporter 3 did not mention the brand Audi orally. With the existence of such a situation, the problem is worth studying to find out how big the influence of product placement toward brand awarenss of Audi on Transporter 3.

Variables used in this study consisted of the independent variable is product placement. As well as the dependent variable is brand awareness. This study population is Bandung City community with ≥ 20 years old and had been watching the Transporter 3. This type of research is descriptive and causality with quantitative methods. Using a sample of 100 respondents. Data collection using the questionnaire with purpose sampling technique.

The results showed levels of product placement of Audi on Transporter 3 in Bandung City is in the category of less high, and the level of brand awareness of Audi on Transporter 3 in Bandung City is in also in the category of less high. Then the hypothesis test results indicate that there are positive and significantly influence between product placement toward brand awareness of Audi on Transpoter 3 in Bandung City.

Keywords: product placement, brand awareness, audi, movies transporter 3