

## **ABSTRACT**

*An increase in the people's need for the Citilink airline makes Citilink continue to increase its sales by conducting various promotions, one of which is product placement advertising on the RAN video clip entitled "Dekat di Hati" According to Belch (2004:405) product placement is a way to increase the promotion of product or service by showing the product with the impression that the existence of product seems to be part of the film and TV shows. This research discusses how student perception about Citilink brand placement in RAN video clip "Dekat di Hati". The purpose of this research is to analyze student's perception about brand placement Citilink on RAN's video clip "Dekat di Hati According to Russell's Book (1998:461) divides product placement into three dimensional developments consisting of visual dimensions, auditory dimensions, and plot connection dimensions. The research method that used in this research is qualitative method. The data obtained in this research is through in-depth interviews reinforced by video data study of RAN video clips "Dekat di Hati". Informants of this research as many as 5 people divided into 2 types, namely 4 key informants and 1 supporting informant. The result of this research is Citilink brand placement through video clip RAN "Dekat di Hati" has fulfilled the dimension of brand placement according to Russel (1998: 461) that is visual dimension, auditory dimension, and plot connection dimension well.*

*Key Word: Citilink, RAN, Video Clip, Brand Placement*