

ABSTRACT

Product placement is an alternative to complement current commercial advertising because it can get the attention of the audience indirectly. This study discusses the effect of Mi Lemonilo's product placement on the tv series Ikatana Cinta towards purchasing decisions. This research was conducted using descriptive quantitative research with 400 respondents who are members of the Facebook fan club group Ikatana Cinta. This study uses a simple regression analysis technique to see the effect of the component variables of Mi Lemonilo's product placement on the tv series Ikatana Cinta towards purchasing decisions. The results showed that the product placement of Mi Lemonilo on the tv series Ikatana Cinta influenced the purchase decision by 42.1% while 57.9% was influenced by other factors. The conclusion from this research is that the product placement of the Mi Lemonilo product is quite influential on the decision to purchase the Mi Lemonilo product with the responses obtained from the good response to the product placement of the Mi Lemonilo product on the tv series Ikatana Cinta and the purchase decision.

Keywords: *Marketing communication, advertising, product placement, s-o-r theory, decision purchase*