

ABSTRACT

In the era of digitalization, there are many forms of advertising that are various, however, these advertisements are often skipped by the public because they are considered disturbing. Indonesia itself is included in the category of countries with the most ad blocker users according to the 2021 We Are Social survey. Due to the frequent rejection of advertisements, creative efforts are needed in presenting the form of advertising content, one of which is Product Placement. Product Placement is an effort to include a Brand in a media program as if the product is part of the program. Scarlett Whitening is the first Indonesian local body care product to use this Product Placement marketing strategy to introduce a range of new products and expand marketing to the global market.

K-drama is the media placement chosen by Scarlett Whitening because of its massive development and demand by various groups in Indonesia. The purpose of this study was to find out how much influence Product Placement in k-dramas on streaming applications has on Brand Awareness of Scarlett Whitening products. The research method used is quantitative with a causal descriptive research type. The research results obtained in this study indicate that there is a positive and significant influence between Product Placement on Brand Awareness in Korean dramas with a percentage of 27.9% and 72.1% influenced by other factors outside of Product Placement.

Keywords: Product Placement, Brand Awareness, k-drama