

# CHAPTER 1

## INTRODUCTION

### 1.1 Research Background

Health is essential for humans, good or balanced health makes humans able to carry out various activities to the maximum, the increasing number of activities carried out by humans is one of the problems that result in the forgetting of sports activities. Sport is a need that humans need because exercise helps maintain body or physical condition and health so that it is always good or balanced (Prasetyo, 2015) (accessed on August 30, 2022, at 06.12 WIB). Because of this, humans try to maintain health by exercising regularly. In addition to exercise, nutritious food and drinks can be one way to maintain a healthy lifestyle. Nutritious foods and drinks can maintain and boost the immune system. The World Health Organization (WHO) advises consuming nutritious foods and beverages daily to prevent malnutrition (Realfood, 2022a) (accessed on August 30, 2022, at 06.43 WIB).

One company that sells nutritious drinks is PT. Realfood Wint Asia, the first company selling swallow's nest drinks in Indonesia that packages its drinks in a modern and sterile manner, is here to support the healthy lifestyle of people in Indonesia. The founder of the swallow's nest drink, Edwin Pranata, researched the dosage, benefits, and ways to consume swallow's nest drink for the community. This swallow's nest is nicknamed "caviar from the east" as the main ingredient of this nutritious drink with high selling value and benefits. So that the product from realfood was born in 2016. This company has similar competitors, one of which is Yeo's Bird's Nest which has similarities in selling nutritious drinks, namely swallow's the nest, not only has similarities in products, but this competitor also sells products in the same category, the health drink (Realfood, 2022b) (accessed on August 30, 2022, at 07.05 WIB).

Realfood is superior to competitors because it has the power of variants and various benefits. There is information and education about swiftlet nests. The products sold are packaged with a campaign that increases the public's attractiveness so that they are more interested and know about Realfood. While competitors do not package the swallow's nest beverage products they sell as a value for the community, competitors only sell this swallow's nest drink product

with sufficient information. They do not place product placement as a way to promote the product (Stacey Wijaya, 2021).

Based on swa.co.id, Realfood has won the top 5 positions in the F&B/Health category in various marketplaces favored by the public. From this, it can be determined that Realfood is included in the Brand Recall level in the brand awareness level because Realfood is proven to be well known and liked. By the community, so that people make repeat purchases of Realfood products. Realfood always strives to become a brand that is liked by the public. This is to Realfood's vision and mission, which is to create a movement for change for the community to have a healthy lifestyle, create and be happy for suppliers, members, distributors, and customers of Realfood, and create change with a commitment to creating a healthier Indonesia (Realfood, 2022b) (accessed on August 30, 2022, at 07.20 WIB). At the end of 2021, Realfood introduced its newest product, Realfood Jelly, in the form of a snack which is the choice of functional food from Realfood to maintain healthy skin and beauty. At the beginning of 2022, namely on January 7, 2022, PT. Realfood Winta Asia has released its newest product, Realfood Jelly: Flawless, which still uses swiftlet's nest as the main ingredient, as well as adding new ingredients, namely retinol, collagen, elderberry, and pomegranate, which provide nutrition and brighten the skin from within (CNN Indonesia, 2022) (accessed on August 30, 2022, at 08.00 WIB).

Developments in the field of F&B/Health cannot be separated from the influence of technological developments that are increasing from time to time. Every day, human actions are related to technology because it can improve communication, information, and entertainment (Febriyanto, 2020). People seek information from the internet and get information from radio, television, and magazines. Therefore, marketers can use this opportunity to promote and communicate products (Siagian, 2019).

Sahrial (2003: 4) in Pratama (2018) in communicating and communicating related to products, good marketing communication is needed. Marketing communication represents all elements that exist at the level of brand marketing by providing messages that will be disseminated to clients or customers. One of the main tools in marketing communication is advertising. Advertising is the company's primary tool in influencing consumers (Gitosudarmo, 2008).

Advertising is the leading choice in communicating about the products offered by the company. The rapid development of technology can also provide a change in strategy in promotion in marketing communication. The company uses good advertising techniques, namely brand placement or product placement (Wulandari, 2019).

Product placement is considered reasonable by the company because it has the advantage that it is said by Belch and Belch (2007:451) that several agencies or institutions measure the effect of product placement on the audience the next day. This recall measurement results in an average of 38% of the audience still remembering the brand (Chandra Rarassati & Hariwan, 2015). Petty & Craig Andrews (2008) in Matthes & Naderer (2016) a survey conducted by LOWE Indonesia shows that as many as 53% of television viewers in Indonesia change television channels when entering advertisements (Tempo, 2005). This fact shows that consumers have been treated to many advertisements, and this method can be said to be no longer effective because more than 50% of consumers in Indonesia are not interested and even avoid advertising on television (Wulandari, 2019). Rozendaal et al (2011) in Matthes & Naderer (2016) consumers can distinguish between commercial and editorial programs, but they tend to avoid or ignore most traditional marketing messages Product placement can be the answer because almost every film and television program displays a product placement. Besides, that product placement can overcome the zipping and zapping of television advertisements.

Product placement, as defined by Panda (2004), is the practice of placing branded products, packaging, or other trademarked goods in a film, television program, or other digital media, with the goal of increasing brand memory and briefly facilitating the introduction of a product at a point of purchase. Based on this understanding, product placement can be interpreted as a development of a marketing strategy that no longer uses traditional advertising but instead follows the development of mass communication media, which are moving or sound media such as radio, television, the internet, and other digital media (Kristanto & Karina M.R. Brahmana, 2016). Avshalom & Levi-Faur (2010) in Rajesh K. Srivastava (2015) product placement is the incorporation of commercial content into a non-commercial setting, i.e., a product plug generated through a fusion of advertising and entertainment.

Based on data from the Global Forecast 2020 (Stamford, 2020), global revenue from product placements is expected to grow in 2021, and the value of brand integration is expected to increase by 13.8% due to more robust economic activity, as well as media trends that support branded entertainment). Product placement can help show a product or service, including how to use the product or service, so that the audience feels that what is shown is part of everyday life in a film or TV program. Product placement can be another option because it does not disturb the audience. Few audiences are willing to pay more to watch certain movies or TV programs to be free of advertisements, which is an added value for product placement. Audiences watch movies or TV programs where brands of goods or services appear without disturbing the audience's attention. Audiences cannot skip or block product placement on movies or TV programs (Nemesis & Natalia, 2021). Nunlee, Smith, & Katz (2012) in R. K. Srivastava (2016) product placement is an alternative marketing communication strategy for companies that want to inform, remind, and pursue consumers about product offerings.

The following explains marketing communications and communications closely related to product placement. Jenis & Kelly states, "Communication is a process through which a person (the communicator) conveys a stimulus (usually in the form of words) to change or shape the behavior of another person (audience) (Wulandari, 2019)." Kotler et al., (2009) in Nemesis & Natalia (2021) marketing communication is the first attempt to inform, persuade, and remind consumers directly or indirectly about the brand being marketed. The main goal in conducting marketing communications is to increase brand awareness (Siagian, 2019).

Kwon (2012:35) in Purnomo (2009) One of the media for product placement is television programs. Types of television programs include quizzes or variety shows, soap operas, knowledge, sports, and culture. Television programs influence consumer attitudes and buying interest.

Rossiter & Percy (1985) in Rahman (2018) One of the primary goals of an advertising campaign is to raise brand awareness, which also aids in determining whether the target market makes a purchase decision based on recall or brand recognition. Aaker (1996) & Keller (1993) in Rahman (2018) brand awareness refers to the prominence of a brand in the customer's mind, which includes brand recognition, brand memory, top-of-mind awareness, brand dominance, brand opinion, and brand knowledge. According to Keller (1993) in Rahman (2018)

advertising promotes brand recall, which leads to marketing and advertising success. Ehrenberg, Barnard, Kennedy, and Bloom (2002) in Rahman (2018) on the other hand, argue that advertising maintains brand salience in order to give brands a competitive advantage and stimulate brand awareness. Ehrenberg & Barnard (1997) in Rahman (2018) advertisements encouraging consumers to make final purchases raise brand awareness among potential buyers.

One of the media for product placement is the media platform of e-commerce. The number of marketplaces and online stores in Indonesia continues to grow. Data from the Indonesia e-commerce map in the fourth quarter of 2018 contained 49 business people. Based on [iprice.co.id](http://iprice.co.id), the first rank with the highest number of visitors to the Tokopedia marketplace is 168,000,000 per month (Fahimah et al., 2016). Tokopedia has a video streaming channel, namely 'Tokopedia Play' in 2020. Head of Content Marketing Platform Affiliate and Play, Nirmala Rahmawati Hapsari, said that in the second quarter of 2022, there was an increase in transactions through Tokopedia Play by almost 1.5 times compared to the previous quarter (Republika, 2022).

There are various benefits that sellers can also get, namely promotional opportunities, building brand awareness, and increasing store engagement and sales, so that they can participate in various campaigns from Tokopedia Play to attract the attention of potential buyers. PT. Realfood Winta Asia is one of the companies that use Tokopedia Play to carry out promotions, namely product placement by displaying Real Food Jelly, which is the newest product in early 2022 owned by PT Realfood Winta Asia in the variety show "mantul house" episode 2 because of the variety show "mantul house" episode 2 is a variety show that is widely watched by the public with a total audience of 77,200, getting 28,600 likes and no dislikes, this is aimed at introducing and increasing public brand awareness of the latest product from PT Realfood Winta Asia, namely Real Food. (Tokopedia, 2022) (accessed on 30 Aug 2022 at 08.05 WIB).

This study has a previous study entitled "The Influence of Ad Attractiveness and Product Placement on Grab's Brand Awareness at the 2018 Indonesian Idol Event" made by Ade Onny Siagian (2019), which has proven in research results that there is a positive relationship between product placement and brand awareness. . There are similarities from previous research and this study, namely using the same research variables and indicators, namely using Product Placement

variables with Visual/Screen Placement indicators, namely the visual dimension is the appearance of a brand on a screen or better known as screen placement, Auditory/Script Placement, namely auditory dimension is the mention of a brand in a dialogue or better known as script placement, and Plot Connection, which is a combination of all dimensions of brand placement in the story of a film or television show (Purnomo, 2009). In addition, it has similarities to using the Brand Awareness variable with the Unaware of Brand indicator. At this point, the customer is unsure whether he has recognized the mentioned brand. Brand Recognition: The customer can now identify the mentioned brand. This is the stage of brand recall. In this case, the customer can recall the brand without being stimulated, and Top of Mind, in which the customer recalls the brand as the first thing that comes to mind when discussing a specific product category. There is also a distinction in this research from the research object in which the company performs product placement. In previous research, the Grab company did a product placement at the 2018 Indonesian Idol event, but in this study, the company PT. Realfood Winta Asia did a product placement on the variety show "mantul house" episode 2 in 2021.

By looking at this phenomenon, it becomes the urgency of this research to find out how much the influence the product placement of "realfood jelly" in the variety show "mantul house" episode 2 has on Brand Awareness so that improvements can be made by the company so that in the future the use of product placement can be more precise, efficient, and can achieve the goal of brand awareness. The things above become the background for researchers to conduct a study entitled "THE EFFECT OF PRODUCT PLACEMENT "REALFOOD JELLY" IN THE VARIETY SHOW "MANTUL HOUSE" EPISODE 2 ON BRAND AWARENESS".

## **1.2 Problem Identification**

Based on the research background, it is can be concluded that the identification of the research problem is as follows:

How big is the effect of "realfood jelly" product placement in the variety show "mantul house" episode 2 on Brand Awareness?

### 1.3 Research Objective

Based on the identification of the problems that have been made, the objectives of this study are as follows:

To find out how much influence the product placement of "realfood jelly" in the variety show "mantul house" episode 2 has on Brand Awareness.

### 1.4 Research Use

The results of this study are expected to be useful for all parties. The usefulness of this research is grouped into two, namely theoretical and practical. The uses obtained from this research are as follows:

1. Theoretical aspect

This study is expected to produce findings that can be used to expand existing knowledge, particularly in the field of advertising. Specifically, brand awareness, and hopefully this research can serve as a reference for future research.

2. Practical Aspects

This research is expected to provide input for PT. Realfood Winta Asia to improve all areas of advertising, and to increase consumer brand awareness of their brand.

### 1.5 Research Time and Period

This research was conducted by taking the object of research, namely the audience of "realfood jelly" advertisements on the variety show "mantul house" episode 2, and to conduct this research researchers took time from January 28, 2022 to November 2022. The following are the details of the time and period of the research What will be done:

**Table 1.1 Time and Period of Research**

No	Research Stages	Jan	Feb	Mar	Apr	Mei	Jun	July	Aug	Sept	Okt	Nov
1.	Research preparation											

2.	Determine topic and title	■										
3.	Arrange Chapter I-III		■	■	■							
4.	Research Proposal Revision		■	■	■	■						
5.	Proposal Defense						■					
6.	Proposal Defense Revision							■				
7.	Research								■	■	■	
8.	Arrange Chapter IV-V										■	■
9.	Thesis Defense											■

(Source: Researcher Processed Data, 2022)

## 1.6 Systematics of Research Writing

To make it easier to read, in general this research will be divided into five chapters consisting of:

### CHAPTER I INTRODUCTION

1.1 Research Background

1.2 Problem Identification

1.3 Research Objective

1.4 Research Use

1.5 Research Time and Period

1.6 Research Systematics

### CHAPTER II LITERATURE REVIEW

2.1 Summary of Theory



2.2 Previous Research

2.3 Research Framework

2.4 Research Hypotheses

2.5 Scope of Research

### CHAPTER III RESEARCH METHODS

3.1 Types of Research

3.2 Operationalization of Variables & Measurement Scales

3.3 Population and Sample

3.4 Data Collection Techniques

3.5 Validity and Reliability Test

3.6 Data Analysis Techniques

### CHAPTER IV

4.1 Characteristics of Respondents

4.2 Research Results

4.3 Research Discussion

### CHAPTER V

5.1 Conclusion

5.2 Suggestions