

ABSTRACT

Advertising plays an important role in marketing and business, but traditional TV advertising faces challenges due to viewer boredom, known as advertising wearout. Zapping and zipping is a phenomenon where viewers switch channels to avoid advertising. Product placement emerges as an alternative, integrating products into film or TV storylines. PT Mondelez Indonesia Manufacturing utilized product placement in the Petualangan Sherina 2 film for Oreo Wafers. The research uses the S-R (Stimulus – Response) theory, product placement becomes the stimulus and the audience's response becomes the reaction to the stimulus. The research aims to measure how much influence the Oreo Wafer product placement in the film has on the audience's response. Audience responses are divided into three levels: cognitive, affective, and conative. Through quantitative methods, 400 respondents were sampled using simple random sampling. Data analysis includes descriptive analysis and simple linear regression. Hypothesis testing reveals significant influence of Oreo Wafer product placement on audience response $t_{count} > t_{tabel}$ ($14,362 > 1,960$). The research results stated that the Oreo Wafer product placement in the Petualangan Sherina 2 film influenced the audience response by 34.1%, while 65.9% of the audience response variable was influenced by other variables not included in the research.

Keywords: *Advertising wearout, film, product placement, advertising, audience response.*