

The Influence of Brand Image and Product Placement on Scarlett's Product Purchase Decision in Korea Today's Webtoon Drama through Purchase Interest as an Intervening Variable

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Abstract

This study aims to analyze the role of buying interest in mediating brand image and product placement on purchasing decisions. The sample of this research is Scarlett Whitening users who are in Malang City with the criteria of having watched the Korean drama Today's Webtoon. The sample in this study used a purposive sampling technique totaling 80 respondents. The data analysis method is descriptive quantitative. Quantitative analysis was performed using SmartPLS. In this study get the result that. Brand image has a significant effect on purchase intention, product placement has a significant effect on purchase intention, brand image has a significant effect on purchase decisions, product placement has no significant effect on purchase decisions, purchase intention has a significant effect on purchase decisions, brand image has a significant effect on purchase decisions through interest purchase, product placement has no significant effect on purchasing decisions through buying interest

Keywords

Brand image; product placement; buy interest; buying decision



I. Introduction

Drama is a performance or a spectacle that displays everyday human life which is imitated on a television screen (Harahap. 2019). One of the drama shows that is currently popular in society is Korean drama. Korean dramas that are known to the public present storylines that are related and related to society in their daily lives.

With a treat message or messages that are implied and in accordance with everyday life. It's no doubt that Korean dramas are enjoyed by Indonesian people, making the audience curious and want to watch the continuation of the story that will be set forth in the next episode (Abidin. 2019).

Data that shows the connection of the Indonesian people to Korean dramas, namely referring to research conducted by the Indonesian Institute of Sciences (LIPI), recorded 91.1% of the 924 respondents watching Korean dramas during the 2020 pandemic (Pusparesa, Y. 2020).

One of the Korean dramas that is currently attracting the attention of the Indonesian public is the Korean drama Today's Webtoon. This drama premieres on July 29, 2022 and is enough. This Korean drama with the title Today's Webtoon features a fictional story in which a former female judo athlete works as a producer for a webtoon writer. The main cast in this drama are Kim Se Jong, Nam Yoon Soo and Choi Daniel.

With the presence of actor Kim Se Jong as the main character in the Korean drama series Today's Webtoon, several brands are interested in advertising in this Korean drama because the drama starring Kim Se Jong before has always received a lot of public

attention. One of them is a beauty product from Indonesia, namely Scarlett. Scarlett is a beauty product owned by an artist named Felicya Angelista who was just established in 2017. Scarlett Whitening is produced by PT. The Motto of the Eternal Banyan Tree, Bogor, Indonesia.

One of Scarlett's strategies to make her product known by many people, not only in Indonesia, Scarlett did a product placement in Korean dramas with actors that many people liked, namely Today's Webtoon. Scarlett's product first appeared in episode 12 where Kim Se Jong used Scarlett's newest product, Body Serum Happy, Kim Se Jong also said that the product smelled very good and was comfortable to use. This product was given by Kim Se Jong's sister in the drama Today's Webtoon as a bribe or bribe to lend him a tracksuit.

Basically, it's common for product placement in Korean dramas, but because this time the product was produced domestically, it made a lot of people excited and caused Scarlett's product to become a trending topic.

According to Kotler & Keller (2013) Brand Image can be defined as the perception of a brand as reflected by brand associations in the minds of consumers. Brand image has an important role because consumers will choose products that are well known either through experience using the product or based on information obtained through the media (Ramli, 2016).

Widayanti (2019) states that product placement is part of a marketing strategy that places a product as a promotion for a brand on a show in movies, dramas, etc.

Based on Belch (2019) provides an explanation that product placement is a renewable marketing strategy in promoting an item or service with the presence of a product in a particular program in which there is an implied message that the product displayed is indeed integrated with the plot in the film's story.

Purchasing decision is a process in which consumers go through certain stages to purchase a product. the final decision of the consumer after going through several stages before making a decision (Sussanto, 2014).

Purchase intention is an encouragement that comes from internal and external which influences the desire to buy an item or service (Kuberasyani, 2019: 7). Buying interest can be caused by various factors, for example the existence of products that attract the attention of consumers such as promotions, attractive designs or even just because they like the appearance. What is clear is that this buying interest can come out at any time, even if the product is not needed by consumers.

The existence of a phenomenon where domestic products carry out product placement in Korean dramas which are in great demand in many countries makes the author want to examine how big the impact it is on product sales, because by doing product placement in Korean dramas it means that the product has gone global.

II. Review of Literature

2.1 Buying decision

According to Yusuf (2021) a purchasing decision is a thought in which an individual evaluates various options and makes a choice on a product from many choices. According to Tanady & Fuad (2020) consumer purchasing decisions are influenced by how a purchase decision-making process is carried out.

Indicators on purchasing decisions are

- 1) Product selection

consumers can determine the decision to buy an item or service or use the money for other purposes

- 2) Brand selection
Consumers must be able to determine what brand they want to buy
- 3) Supplier selection
Consumers must be able to determine the service provider they want to visit
- 4) Purchase time
consumer decision in determining when to make a purchase
- 5) Purchase amount
consumer decisions regarding the amount of goods or services to be purchased

2.2 Brand Image

According to Firmansyah (2019) brand image is a representation of the overall perception of the brand and the form of past information and experiences with that brand. Hogan (2007) in Indrasari (2019:97) defines brand image as a collection of information about products and from company brands.

According to Schiffman and Kanuk (2010) in Indrasari (2019: 101-102) there are various factors that play a role in the formation of brand image, namely:

- 1) Quality and quality
Offer on quality and quality
- 2) Can be trusted or relied on
The ability of the product as a mainstay product in meeting consumption to build consumer confidence
- 3) Use or benefit
Usefulness or functional benefits of a product
- 4) Service
Services for consumers
- 5) Risk
The use of products allows for risks that consumers may experience along with the benefits that arise
- 6) Price
Product benefits are considered by consumers through price considerations
- 7) The image that the brand has
Views, agreements and information about the product become part of the brand image

Fredy (2009) in Indasari (2019:85-99) suggests that there are several indicators in brand image, namely:

- 1) Recognition
Describes how familiar consumers are with a brand
- 2) Reputation
Describes the level of status with a good track record
- 3) Affinity
Be a sign of the emotional connection that arises between consumers and brands
- 4) Loyalty

2.3 Product Placement

Belch and Belch (2015) product placement is a way to increase the promotion of a product or service by displaying a product with the impression that the existence of the product is as if it is part of the story of a film or television show.

Russel (2002) categorizes product placement into three dimensions of product placement, namely as follows:

- 1) Visual product placement or screen placement, which is a dimension that refers to the appearance or shape of the product brand in the film's storytelling.
- 2) auditory or script placement is a dimension of product placement by mentioning the product brand verbally by the players in the movie show.
- 3) connection plots is a dimension of product placement that refers to the relationship between the brand and the storyline and scenes in the film that can build continuity of storytelling and scenes in the film.

Russel (2002), classifies brand placement in three dimensions, namely:

1) . Visual Dimensions

Visual dimension refers to how a brand looks on a screen. This dimension is known as screen placement which has different levels, depending on the number of views on the screen, the style of camera taking of a product and so on.

2) Auditory Dimension

This dimension refers to the brand mentioned in the dialogue, it can also be referred to as a script placement. The shape of this dimension also has different levels, depending on the context of the brand mentioned, the frequency of mention of the brand, and the emphasis on the brand name (tone of voice, place in dialogue, character speaking at the time, etc.)

3) Connection Dimension Plots

connection plots refers to the degree to which the brand is integrated into the story plot. Low plot connections don't contribute much to the story, while high plot connections can reinforce the main elemental theme, take a central place in the storyline or build a character's personality.

2.4 Purchase Interest

Kinnear and Taylor (Fitria, 2018) say that buying interest is one part of the components of consumer behavior in consuming attitudes and a person's tendency to be able to act before a buying decision is actually made. Furthermore, buying interest can also be interpreted as something that arises by itself after receiving stimulation from the product he sees, from there an interest in buying it arises (Febriani & Dewi, 2018).

Purchase intention can be measured with various dimensions. In general, these dimensions are related to the four main dimensions (Priansa, 2017), namely:

1) transactional interest

Transactional interest is the tendency of consumers to always buy goods and services produced by the company, this is based on high trust in the company.

2) Referential Interests

Referential interest is the tendency of consumers to refer their products to others. This interest arises after consumers have experience and information about the product.

3) Preferential Interest

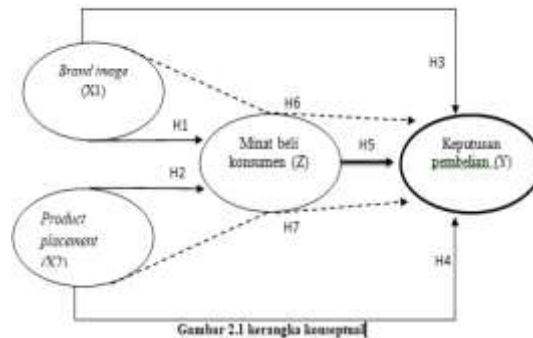
Preferential interest is an interest that describes the behavior of consumers who have primary preferences for these products. These preferences can only be changed if something happens to the preference product.

4) Explorative Interests

Explorative interest is an interest that describes the behavior of consumers who are always looking for information about the product they are interested in and looking for information to support the positive characteristics of the product.

2.5 Conceptual Framework

Sugiyono (2017:60) suggests that a conceptual model of how theory relates to various factors that have been identified as important issues. the researcher presented the framework in this research which was formed in the form of the following schematic image:



1. H1: Brand image has a positive and significant effect on consumer buying interest. In line with research by Nopera et al (2022) which states that brand image has a positive effect on consumer buying interest.
2. H2: Product placement has a positive and significant effect on consumer buying interest. In line with research conducted by Muhammad (2020) that product placement has a significant effect on purchase intention.
3. H3: Brand image has a positive and significant effect on purchasing decisions. In line with research conducted by Reni et al (2021) that brand image has a positive and significant effect on purchasing decisions.
4. H4: Product placement has a positive and significant effect on purchasing decisions. In line with research conducted by Widyanti (2019) that product placement has a positive and significant effect on purchasing decisions
5. H5: Consumer buying interest has a positive and significant effect on purchasing decisions. In line with research conducted by Sari (2020) that consumer buying interest has a positive and significant effect on purchasing decisions.
6. H6: Brand image has a positive and significant effect on purchasing decisions with purchase intention as an intervening variable. In line with research conducted by Rohimah (2021) that brand image has a positive and significant effect on purchasing decisions with purchase intention as an intervening variable.
7. H7: Product placement has a positive and significant effect on consumer buying interest with purchasing decisions as an intervening variable. Product placement stimulates consumer curiosity about a product, starting from curiosity to the emergence of purchase interest and in the end when the consumer finds a match, a purchase decision will be made.

III. Research Method

The method used in this study is a type of quantitative research method, namely analysis that uses a numerical approach or qualitative data that is calculated and can be interpreted as a research method using the positivism paradigm (Sugiyono, 2014).

3.1 Population and Sample

The population in this study is the people of Malang who have watched the Korean drama Today's Webtoon and used Scarlett's products.

In taking the number of samples, because the population is not known with certainty, the formula used is in accordance with the theory of Hair, et al (2010) which says that the sample size is at least 5 times the number of indicators or question items. So the number of samples taken is 80 respondents (16 indicators x 5).

The sample in this study used a purposive sampling technique. Malhotra (2014) argues that "Purposive sampling is a sampling technique based on certain considerations, which are considered suitable for the characteristics of the sample determined to be sampled".

Following are the sample selection criteria for filling out the questionnaire in this study:

- a. Respondents have watched the Korean drama Today's Webtoon
- b. Respondents used Scarlett serum happy products
- c. Respondents live in Malang City

3.2 Scale and Measurement

In this study using a questionnaire technique (questionnaire) data collection by providing several questions or statements based on the variables involved in this study to respondents to get answers. The measurement used in measuring respondents' responses is using a Likert scale.

Table 1. Likert Measurement Scale

No	Instrument Items	Weight
1	Strongly agree (SS)	score 5
2	Agree (S)	score 4
3	Neutral (N)	score 3
4	Disagree (TS)	score 2
5	Strongly disagree (STS)	score 1

3.3 Devinition and Operational Research Variables

a. Buying decision

Purchasing decisions are made after completing consideration of the product or service to be purchased. It also underlies consumers to make purchase decisions before post-purchase behavior and how individuals, groups, and organizations choose, buy, use, and how goods or services satisfy their needs and wants. The indicators that exist in this variable are:

- 1) Product selection
- 2) Brand selection
- 3) Supplier selection
- 4) Purchase time
- 5) Purchase amount

b. Brand Image

Brand image has an important role because everyone who wants to buy an item or service will definitely prioritize brands that are known by many people because there is a guarantee from the trust of its users. Indicator on variables

- 1) Recognition

- 2) reputation
- 3) Affinity
- 4) loyalty

c. Product Placement

Product placement is one of the strategies carried out by entrepreneurs to introduce their products to more people and a wider reach. This is done by incorporating the product into a drama or film so that it seems as if it is part of the story, which indirectly introduces the product to drama or film connoisseurs. The indicators in this variable are:

- 1) Visual Dimensions
- 2) Auditory Dimension
- 3) Connection Dimension Plots

d. Purchase Interest

Purchase intention is an impulse that is usually owned by someone when they want to shop or pass through a shopping center. Usually this buying interest arises because of inducements from outside, internal and external, for example, the need for an item or service, a promotion or it could be because of an attractive appearance. There are several indicators owned by this buying interest, namely:

- 1) transactional interest
- 2) Referential Interests
- 3) Preferential Interest
- 4) Explorative Interests

e. Data Analysis Techniques

Data analysis in this study was obtained from data obtained by researchers through the results of distributing research instruments or questionnaires to respondents which were then processed using the partial least squares (PLS) method.

IV. Result and Discussion

3.1 Convergent Validity

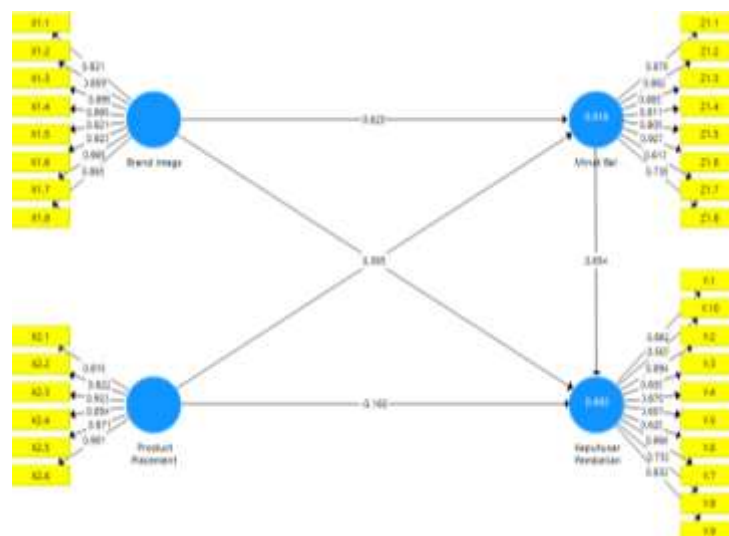
Convergent validity in the evaluation of the measurement model can be seen from the value of the loading factor in the path model. The research instrument can be said to be valid if it has a loading factor value above 0.6. The results of convergent validity testing in this study are presented in table 2 below.

Table 2. Convergent Validity Test Results

Items	Outer Loadings	Information
X1.1	0821	Valid
X1.2	0.859	Valid
X1.3	0.899	Valid
X1.4	0869	Valid
X1.5	0821	Valid
X1.6	0.923	Valid
X1.7	0.909	Valid
X1.8	0.865	Valid
X2.1	0.816	Valid

X2.2	0.822	Valid
X2.3	0.923	Valid
X2.4	0.854	Valid
X2.5	0.871	Valid
X2.6	0.901	Valid
Y. 1	0.862	Valid
Y.2	0.894	Valid
Y.3	0.830	Valid
Y.4	0.870	Valid
Y.5	0.601	Valid
Y.6	0.620	Valid
Y.7	0.866	Valid
Y. 8	0.732	Valid
Y.9	0.832	Valid
Y.10	0.507	Invalid
Z1.1	0.876	Valid
Z1.2	0.882	Valid
Z1.3	0.885	Valid
Z1.4	0.811	Valid
Z1.5	0.805	Valid
Z1.6	0.927	Valid
Z1.7	0.613	Valid
Z1.8	0.738	Valid

The results of the convergent validity test in table 4.9 show that all items that measure research variables have outer loading values above 0.6 and indicate that there is one instrument item that is invalid in measuring research variables. The following is a picture of the output loading factor modeling.



3.2 Discriminate Validity

Furthermore, in testing discriminant validity, the average variance extracted (AVE) value was obtained from each construct. The construct can be concluded to have good validity if it has an AVE value greater than 0.5

Table 3. The Average Variant Value Extracted(AVE)

Variable	AVE	Cut Off	Information
<i>Brand image(X1)</i>	0.759	0.05	Valid
<i>Product placement(X2)</i>	0.740	0.05	Valid
Purchase intention (Z)	0.726	0.05	Valid
Purchase decision (Y)	0.735	0.05	Valid

Source: primary data processed in 2023

The AVE value in table 4.10 shows that all research variables, namely brand image, product placement, purchase intention and purchase decision are above 0.5. these results prove that the research instrument used is valid and can be used to measure research variables.

3.3 Reliability

Reliability in research using PLS can be determined by looking at the value of Cronbach alpha and composite reliability. The research variable is said to be reliable if it has a Cronbach alpha value and composite reliability of more than 0.8. the results of the research construct reliability test are presented in table 4 below.

Table 4. Reliability Test Results

Variable	<i>Cronbach's Alpha</i>	<i>Composite Reliability</i>	Information
<i>Brand image(X1)</i>	0.954	0.962	Reliable
<i>Product placement(X2)</i>	0.932	0.951	Reliable
buying interest(Z)	0.936	0.949	Reliable
Purchase decision (Y)	0.939	0.951	Reliable

Source: primary data processed in 2023

Table 4 shows that value *cronbach alpha* and the composite reliability of brand image, product placement, purchase intention and purchase decisions are all above the value of 0.8. It can be concluded that all the variables in the study are reliable.

3.4 Goodness of Fit Model

Goodness of Fit Model is one way that can be used to find out how much the endogenous variables are able to explain the diversity of exogenous variables. Through this model, it will be known the magnitude of the contribution of exogenous variables to endogenous variables. Goodness of Fit in PLS analysis can be searched using Q-Square predictive relevance (Q²). Q² is an indicator to measure the predictive relevance of the model. When PLS-SEM shows predictive relevance then Q² will predict the indicator data points in the reflective measurement model of an endogenous construct. The value of Q² > 0 shows evidence that the observed values have been reconstructed properly so that the model has predictive relevance. Q² value < 0 indicates no predictive relevance.

Table 5. Goodness Of Fit Model Results

Variable	<i>R-Square</i>
Buying Interest (Z)	0.918
Purchase Decision (Y)	0.892

Source: Primary data processed, 2023

Testing the goodness of fit structural model on the inner model using the value of Q-square predictive-relevance (Q²). The R-square value of each endogenous variable in this study for the Purchase Interest variable obtained an R-square of 0.918 and for the Purchase Decision variable obtained an R-square of 0.892.

The predictive-relevance Q-square value is obtained by the following formula:

$$Q^2 = 1 - (1 - 0.918)(1 - 0.892)$$

$$Q^2 = 1 - (0.082)(0.108)$$

$$Q^2 = 1 - (0.008856)$$

$$Q^2 = 0.991144$$

$$Q^2 = 99.1144\% \text{ (percent)}$$

R² variable of buying interest has a value of 0.918 or 91%. This value means that the Brand Image and product placement variables can contribute 91.8% to the buying interest variable or it can also be said that buying interest can be explained by the Brand Image and product placement variables of 91.8%. the remaining percentage of 7.2% is the contribution of other variables that are not part of this study.

R² purchase decision has a value of 0.892 or 89%. This value means that the Brand Image and product placement variables can contribute 89.2% to the purchasing decision variable or it can also be said that the purchase decision can be explained by the Brand Image and product placement variables of 89.2%. The remaining percentage of 10.8% is the contribution of other variables that are not part of this study.

3.5 Direct Effect Testing

Testing the direct effect in this study was carried out on five hypotheses, namely hypothesis 1 (H1) to hypothesis 5 (H5). The test criteria used in this study are based on the statements of Hair et al. (2014: 171) where the hypothesis is accepted when the t-count value is greater than t-table (1.96) for research with a significance level of 5% or 0.05. The results of the direct effect test in this study are presented in table 6 below.

Table 6. The results of testing the hypothesis of direct influence

hypothesis	Connection	original sample	T-statistics	p-values	Information
H1	<i>Brand image</i> => buying interest	0.663	4,754	0.000	Accepted
H2	<i>Product placement</i> => buying interest	0.320	2,363	0.019	Accepted
H3	<i>Brand image</i> => purchase decision	0.589	2,622	0.000	Accepted
H4	<i>Product placement</i> => purchase decision	-0.285	1.133	0.258	Rejected
H5	Purchase intention => purchase decision	0.615	2,589	0.010	Accepted

3.6 Indirect Effect Testing

Indirect effect testing was carried out on hypothesis 6 (H6) and hypothesis 7 (H7). The test was carried out using the Sobel test to determine the significance value of the indirect effect between variables. The criteria for testing the indirect effect are not different from the direct effect, namely by looking at the t-count value. If the t-count value is greater than the t-table value (1.96) with a significance level of 5% then the hypothesis is accepted, in other words there is an indirect significant effect of exogenous variables on

endogenous variables through mediating variables. The results of indirect hypothesis testing are presented in table 7 as follows.

Table 7. The results of testing the indirect effect hypothesis

hypothesis	Connection	original sample	T-statistics	p-values	Information
H6	<i>Brand image</i> => buying interest => purchase decision	0.408	2,250	0.012	Accepted
H7	<i>Product placement</i> => buying interest => purchasing decision	0.197	1,593	0.112	rejected

V. Conclusion

In accordance with the results of the research and hypothesis testing regarding the influence of brand image and product placement on Scarlett's product purchasing decisions in the Korean drama Today's Webtoon with buying interest as an intervening variable in the people of Malang City, the researcher can draw the following conclusions:

1. *Brand image* in this study proved to have a positive and significant effect on the interest in buying Scarlett products for people in Malang City
2. *Product placement* in this study proved to have a positive and significant effect on the interest in buying Scarlett products for people in Malang City
3. *Brand image* in this study proved to have a positive and significant effect on the purchasing decision of Scarlett products for people in Malang City
4. *Product placement* in this study it was not proven to influence the purchasing decision of Scarlett products for people in Malang City
5. Buying interest in this study is proven to influence the purchasing decision of Scarlett products for people in Malang City
6. Buying interest in this study is proven to influence purchasing decisions mediated by brand image on Scarlett products for people in Malang City
7. Consumer buying interest in this study is not proven to influence purchasing decisions mediated by product placement on Scarlett products for the people of Malang City.

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