

# Kopiko Product Placement in Korean Drama on Brand Awareness

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## ABSTRACT

Kopiko, one of the products of PT Mayora Indah Tbk appears as a product placement in the Korean drama "Hometown Cha-Cha-Cha". Kopiko is a coffee candy from Indonesia with the benefit of relieving drowsiness. This research aims to determine the effect of Kopiko's product placement in the Korean drama "Hometown Cha-Cha-Cha" on the brand awareness of South Korean people who live in South Korea. The theory used in this research is Marketing Communication, Product Placement, and Brand Awareness. This research uses quantitative methods with visual dimension or screen placement, and plot connections for product placement variables. In addition, the dimensions of the top of mind, brand recall, brand recognition, and unaware of the brand for brand awareness variables. Data collection was carried out by distributing questionnaires online to 96 respondents. The sample selection used purposive sampling with the criteria of South Korean citizens living in South Korea and having watched the Korean drama "Hometown Cha-Cha-Cha". The result of this research shows that there is a significant effect between Kopiko's product placement on the brand awareness of South Korean people.

## KEYWORDS

brand awareness;  
Korean drama;  
marketing  
communication;  
product  
placement

## INTRODUCTION

The Korean Wave emerged and became a booming Asian version of the globalization phenomenon in the last decade, then significantly affected various countries in several parts of the continent, including Indonesia. The factor causing the entry of Korean culture into Indonesia is the influence of globalization. The influence of globalization is marked by changes in people's tastes, ranging from lifestyle to the choice of music, food, and drama (Valentina & Istriyani, 2012). According to Putri et al. (2019) the spread of Korean pop culture has been around since 2002. Indonesian television stations also used this moment to introduce Korean pop culture through South Korean drama series.

The existence of the Korean wave or *Hallyu* during the current pandemic helps people in the world, especially in Asia, in dealing with boredom. Various streaming services make it easy for people to get access to watch Korean dramas. This is evident from the rapid increase in Korean drama consumption during the pandemic. Based on the survey of the Indonesian Institute of Sciences on April 16-18, 2020, there was an increase in the consumption of

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Korean dramas (tribunnews.com, 2021). A total of 842 out of 924 admitted that during the pandemic they watched Korean dramas. Many Korean dramas have been popular since the pandemic, starting with the broadcast of Korean dramas, such as "Crash Landing on You", "Itaewon Class", "The World of the Married", "It's Okay Not to Be Okay", "Hospital Playlist", and "Vincenzo".

The popularity of Korean drama is ogled by many companies to market or communicate their products to a wide audience. Marketing communication activities are held as a company strategy for marketing the products or services offered. A more dynamic communication style leads to more effective ways to boost sales. According to Kotler et al. (2017), companies must use clear and persuasive promotional strategies to communicate the value of a product. Ideally, companies do promotions by combining ways and coordinating these elements so that they can produce a consistent, clear, attractive, and innovative message about an organization or brand.

According to Alifahmi (Gultom & Irwansyah, 2022), marketing communication activities combine into various forms, from brand campaigns, and marketing integration, to advertising synergies and product promotion and services. The appearance of product placement is often found in Korean dramas. Korean drama is one of the marketing techniques in advertising its products and services. The appearance of product placement is frequently found in Korean dramas. For example, one of the brands that appear in Korean dramas is Samsung. Some of those Korean dramas are "Goblin", "Nevertheless", "It's Okay Not to Be Okay", "True Beauty", "The Penthouse", "Hospital Playlist", etc. Samsung does various promotions, one of which is by placing its products in Korean dramas.

Based on Belch & Belch (2011), product placement is a strategy to increase product or service promotion by displaying products or services as if they were part of a film story. In general, product placement is a form of marketing strategy. Product placement activities are usually seen in TV shows, dramas, and movies. Product placement is used because it has the same results as advertising, because the procurement of product placement is believed to raise awareness, increase interest, purchase intention, and change consumer behavior through a different perspective (Guennemann & Cho, 2014).

Based on the research of Kumar (2017), the concept of product placement is not only growing rapidly but also getting more popular among many people. Marketers prefer to use product placement within TV programs mainly, because most people skip commercial breaks during shows. Nowadays, people pay attention to brands and products while watching movies or TV shows. Some may ignore it because they think it is just part of a promotional strategy. However, people are also slowly being positively influenced by the placement of the product. Viewers prefer placements like when a product is well incorporated into a story line or when they see their favorite celebrity using it. They prefer when the product placement is subtle or when it does not distract their focus from the story line. Therefore, marketers need to come up with a unique way to attract viewers' attention to their product placement without disrupting the flow.

It turns out that not only well-known products can advertise their products in Korean dramas, but local Indonesian products. Kopiko has also been seen using a product placement strategy in Korean dramas. Kopiko is a coffee candy brand under PT Mayora Indah Tbk, which has been present in Indonesia for a long time. Quoted from Karunia (2020), PT Mayora Indah Tbk has exported its products to several countries in the world, such as the Philippines, Vietnam, Malaysia, India, Africa, and the Middle East, the United States, and South Korea.

Kopiko has previously placed its products in the Korean dramas "Vincenzo" and "Mine". Also the famous Korean drama "Hometown Cha-Cha-Cha", starring actor Kim Seon Ho and actress Shin Min Ah. Through one of the streaming applications Netflix, the Korean drama "Hometown Cha-Cha-Cha" was able to get first rank in several countries, such as Indonesia, Philippines, and Vietnam and second rank in Japan, Singapore, Taiwan, and Malaysia. The Korean drama "Hometown Cha-Cha-Cha" managed to achieve the highest rating at the end of its broadcast with an average of 12.7 percent.

The Korean drama "Hometown Cha-Cha-Cha", which was released on August 28, 2021, has again become a hot topic for Indonesian netizens, one of which is on Twitter. Netizens again saw Kopiko candy appear in the third episode, after previously appearing in the first episode (Saputra, 2021). Indonesian netizens think that Kopiko spent a lot of money to sponsor the Korean drama "Hometown Cha-Cha-Cha". Many viewers are curious whether Kopiko is enjoyed by the drama's main characters, Kim Seon Ho and Shin Min Ah. Korean drama lovers also admit that Kopiko's presence makes them even more curious to join "Hometown Cha-Cha-Cha" (Noviandi, 2021).

Kopiko, which often appears in Korean dramas and become a hot topic of conversation, made the President Director of PT Mayora Indah, Tbk, Andre Sukendra Atmadja finally speak up. Quoted from goodnewsfromindonesia.id (Kusumo, 2021), Andre Sukendra Atmadja said that Kopiko candy has been enjoyed by South Korean consumers. Kopiko, as a global Indonesian brand, is a valuable state asset. Hopefully, with this achievement, Kopiko is believed to be able to inspire many Indonesian brands worldwide. Andre Sukendra Atmadja said that Mayora Group is committed to participating in building the Indonesian economy, both domestically and abroad by exporting using Indonesian brands. This export activity is Mayora's tangible manifestation of advancing the Indonesian economy and the Proudly Made in Indonesia (Bangga Buatan Indonesia) movement (Karunia, 2020).



**Figure 1. Kopiko in Korean Drama “Hometown Cha-Cha-Cha”**

Source: Wowkeren.com (2021)

The presence of the Kopiko brand in several Korean dramas certainly aims to introduce its products to the audience, so that the audience will have an awareness of the presence of the brand. Rachman & Abadi (2017) explain that brand awareness is the ability of a buyer to recognize and recall. Brand awareness is the ability of consumers to unexpectedly remember a brand or recognize a brand when several brands in the same category are shown. Marketing activities are not merely offering products or services so that potential buyers arise the desire to buy. Marketing activities are also used as brand reminders so that their products are always in the minds of consumers (Glanfield, 2018).

There are two previous studies that are also used as references in conducting this research. The first research (Kristanto & Brahmana, 2016) examines the effect of product placement on Indonesian films on brand awareness and purchase intention of people in Surabaya. This research states that marketing no longer uses conventional advertising, but follows the evolution of mass media. The results of this research indicate that there is a positive and significant influence between product placement in Indonesian films on the brand awareness of people in Surabaya. The better the product placement in Indonesian films, the higher the brand awareness shown by Surabaya residents will be. The effect of product placement on purchase intention shows a positive and significant value as well as the effect of brand awareness on purchase intention, which also shows a positive and significant value.

The second research examines the placement of Toyota's products in the film “Nanti Kita Cerita Tentang Hari Ini (NKCTHI)” on the audience’s brand awareness (Nemesis & Natalia, 2021). This research with the quantitative method was conducted on the audience of NKCTHI movie. The results of this research indicate that there is a positive effect between the placement of Toyota products on brand awareness in the film "Nanti Kita Cerita Tentang Hari Ini (NKCTHI)". In addition, respondents also agreed that they could identify Toyota as

an automotive company and that Toyota's car products were shown without disturbing the respondent's focus while watching movies.

Both research used the same quantitative method as this research. The results of previous research both show that there is a significant effect between product placement and brand awareness. Product placement is used to market the product in the film without disturbing the story line. Product placement is a subtle marketing strategy that helps build public awareness of a product or brand.

Korean dramas can now be watched by people all over the world via various platforms, and they can also be used to promote a brand. To market Kopiko products, as previously explained, PT Mayora Indah Tbk uses a product placement strategy to promote and market Kopiko products. The current research focuses on the product placement of an Indonesian brand in a Korean drama to increase brand awareness among South Korean viewers.

Therefore, this research is focused on the effect of Kopiko's product placement in Korean drama "Hometown Cha Cha Cha" on the brand awareness of South Koreans. The theoretical hypothesis in this study is that product placement has an effect on brand awareness. The purpose of this research is to determine the effect of Kopiko's product placement in the Korean drama "Hometown Cha-Cha-Cha" on South Korean brand awareness.

## **METHOD**

This research uses the quantitative method. This research is used to find and get an explanation of why a phenomenon, symptom, and event can occur. The results of this research are an overview of the causal relationship. This research is often identified with research that uses "how" questions in developing existing information (Prasetyo & Jannah, 2016). In this research, the quantitative method is used to measure the effect of brand awareness on product placement in the Korean drama "Hometown Cha-Cha-Cha".

For samples, this research used a purposive sampling technique in data collection. It is using an online survey to collect data distributed online to South Korean citizens who have watched the Korean drama "Hometown Cha-Cha-Cha" and live in South Korea. The total population is unknown because there is no precise estimate of viewers of the Korean drama "Hometown Cha-Cha-Cha" who live in South Korea and are South Korean. The online questionnaire is written in Korean, with the goal of ensuring that respondents who are Korean understand and fill out the questionnaire correctly. The total number of samples who became respondents in this study was 96.

Product placement is used as a marketing tool in marketing products from a brand, so brand awareness goals can be achieved. The presence of products in a story keeps the audience focused on the story line shown. Product placement is done without changing the story line. This research uses a concept of product placement variables with three

dimensions (Kumalawati & Rumambi, 2012), which are visual or screen placement, auditory dimension, and plot connection. However, this research does not use auditory dimensions in measuring product placement. Based on the observation in this film, there is no mention of the Kopiko brand in the dialogue of Korean drama "Hometown Cha-Cha-Cha". The goal of this research is to measure the visual placement of the Kopiko product as seen in the Korean drama "Hometown Cha-Cha-Cha." Meanwhile, the connection plot includes measuring the Kopiko product as part of a scene in the Korean drama "Hometown Cha-Cha-Cha."

Furthermore, on the brand awareness variable, this research uses four dimensions to measure (Insani, 2013). Namely top of mind, brand recall, brand recognition, and unawareness of brand. Brand awareness is used to see the effect of product placement. Top of mind explains that the audience remembers Kopiko as the first thing that comes to mind when talking about certain products. Brand recall is to find out if the audience consciously recalls Kopiko without the need for help. Brand recognition is to measure that the audience can identify Kopiko in the Korean drama "Hometown Cha-Cha-Cha". Finally, unaware of the brand is to find out whether Kopiko is known by South Koreans. Moreover, this research used optional and open surveys for top of mind and unaware of brand. There is no scale for those two dimensions.

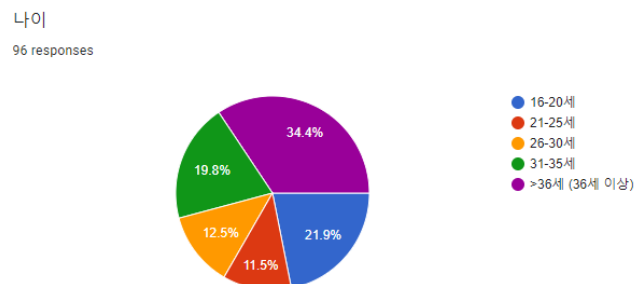
To determine the effect of Kopiko's product placement on public brand awareness in South Korea, this research conducted a simple linear regression analysis technique. The analysis begins by calculating the normality test, the mean score, and the overall mean score, to regression analysis. The hypothesis in this research is as follows:

H0: There is no effect of Kopiko's product placement in the Korean drama "Hometown Cha-Cha-Cha" on the brand awareness of the South Korean people.

H1: There is an effect of Kopiko's product placement in the Korean drama "Hometown Cha-Cha-Cha" on the brand awareness of the South Korean people.

## RESULT AND DISCUSSION

After collecting data from the questionnaire, data processing is carried out to obtain the characteristics or profiles of respondents. The respondent's profile is as follows:



**Figure 2. Age**

Source: data analysis

Translation:

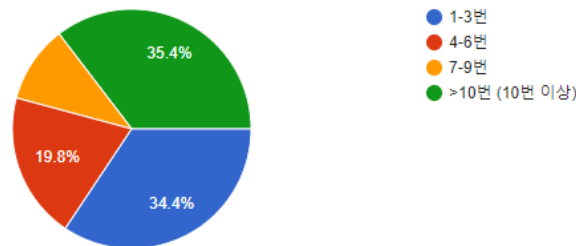
나이: age; 세 : year

- 16 – 20 years old
- 21 – 25 years old
- 26 – 30 years old
- 31 – 35 years old
- >36 years old

From diagram 1, it can be explained that 21 respondents are aged 16 – 20 years old, with a presentation of 21.9%, then 11 respondents aged 21-25 years old, with a percentage of 11.9%. A total of 12 respondents were aged 26-30 years old with a percentage of 12.5% and 19 respondents aged 31-35 years old with a percentage of 19.8%. Last, a total of 33 respondents were aged over 36 years old, with a percentage of 34.4%. So, this shows that most respondents who were exposed to Kopiko's product placement in the Korean drama Hometown Cha-Cha-Cha were 36 years old and over.

한 달에 몇 번 한국 드라마를 보니까?

96 responses



**Figure 3. Duration of Watching Korean Drama in 1 Month**

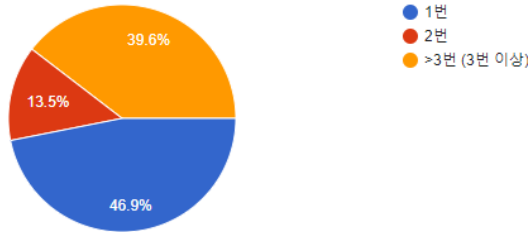
Source: data analysis

Translation:

한 달에 몇 번 한국 드라마를 보니까? (How many times do you watch Korean dramas in one month?)

From diagram 2, it can be explained that 33 respondents watched Korean dramas 1-3 times a month, with a percentage of 34.4%. A total of 19 respondents watched Korean dramas 4-6 times a month, with a percentage of 19.8%. A total of 10 respondents watched Korean dramas 7-9 times a month, with a percentage of 10.4%. And last, a total of 34 respondents watched Korean dramas more than 10 times a month, with a percentage of 35.4%. Thus, from the diagram above, it can be concluded that most respondents watch Korean dramas more than 10 times a month.

한국 드라마 "갯마을 차차차"를 몇 번 시청하셨습니다? (1회부터 마지막회까지 전 회차에 대한 반복 시청 여부)  
96 responses



**Figure 4. Frequency of watching the Korean Drama "Hometown Cha-Cha-Cha"**

Source: data analysis

Translation:

한국 드라마 "갯마을 차차차"를 몇 번 시청하셨습니다? (1회부터 마지막회까지 전 회차에 대한 반복 시청 여부) (How many times have you watched the Korean drama "Hometown Cha-Cha-Cha"? (Did you rewatch all the episodes from episode 1 to the last episode?)

Diagram 3 explained that 45 respondents watched the Korean drama "Hometown Cha-Cha-Cha" once, with a percentage of 46.9%. Then, a total of 13 respondents watched the Korean drama "Hometown Cha-Cha-Cha" two times, with a percentage of 13.5%. Last, it shows that a total of 38 respondents watched the Korean drama "Hometown Cha-Cha-Cha" more than three times, with a percentage of 39.6%.

This research also measured the respondents' average answers based on the questionnaire. In this measurement, the dimensions of the top of mind and unawareness of the brand are not included because the questionnaire statement is made through a choice answer that does not use a scale. The results of the respondents' answers for mean score and overall mean score are as follows:

**Table 1. Mean Score and Overall Mean Score of Product Placement**

Code	Indicator	Mean Score	Description
Dimension - Visual/Screen Placement			
V.1	Kopiko candy is prominently displayed in the Korean drama "Hometown Cha-Cha-Cha"	3,468	Strongly agree
V.2	I saw that Kopiko candy was used as a prop in the Korean drama "Hometown Cha-Cha-Cha"	3,531	Strongly agree



<b>V.3</b>	I know that Kopiko candy is shown in more than one episode of Korean drama "Hometown Cha-Cha-Cha"	3,291	Strongly agree
Dimension Mean Score		3,43	Strongly agree
Dimension - Plot Connection			
<b>P.1</b>	The appearance of Kopiko products does not change the storyline of the Korean drama "Hometown Cha-Cha-Cha"	3,208	Agree
<b>P.2</b>	In my opinion, the appearance of Kopiko is following the atmosphere built in the Korean drama "Hometown Cha-Cha-Cha"	3	Agree
<b>P.3</b>	I understood the benefits of Kopiko after seeing the characters in the Korean drama "Hometown Cha-Cha-Cha" using the product	2,916	Agree
Dimension Mean Score		3,041	Agree
<b>Overall Mean Score</b>		<b>3,235</b>	<b>Agree</b>

Source: data analysis

**Table 2. Mean Score and Overall Mean Score of Brand Awareness**

Code	Indicator	Mean Score	Description
Dimension - Brand Recognition			
<b>B.1</b>	The scene in the Korean drama "Hometown Cha-Cha-Cha" helped me recognize Kopiko products	2,937	Agree
<b>B.2</b>	The scene in the Korean drama "Hometown Cha-Cha-Cha" helped me recognize Kopiko as a sleep-reducing candy	3,041	Agree
<b>B.3</b>	I remember Kopiko when I'm sleepy	2,395	Don't agree
Dimension Mean Score		2,791	Agree
Dimension - Brand Recall			
<b>B.1</b>	I recognize the Kopiko logo in the Korean drama "Hometown Cha-Cha-Cha"	2,968	Agree
<b>B.2</b>	When I see coffee candy, I can identify Kopiko	3,104	Agree

<b>B.3</b>	When I want coffee candy, I consume Kopiko	2,416	Don't agree
Dimension Mean Score		2,829	Agree
<b>Overall Mean Score</b>		<b>2,810</b>	<b>Agree</b>

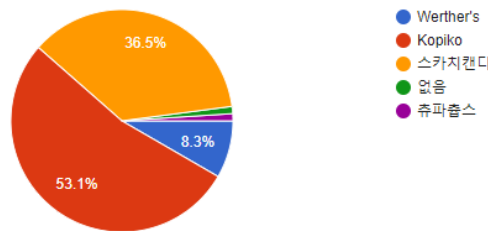
Source: data analysis

From the table above, it is known that in variable X (product placement) there are 6 statements, 3 statements of the screen placement dimension, and 3 statements of the plot connection dimension. In variable X (product placement) the overall mean score obtained is 3.235, indicating that most respondents agree. Meanwhile, the highest mean score is in the screen placement dimension of 3.43. It can be concluded that the respondents strongly agree that Kopiko is shown clearly in the Korean drama "Hometown Cha-Cha-Cha".

In variable Y (Brand awareness) there are 6 statements using a scale from the dimensions of brand recognition and brand recall. In variable Y (Brand awareness) the overall mean score obtained is 2.810, indicating that most respondents agree. Meanwhile, the highest mean score is in the brand recall dimension of 2.829. It can be concluded that respondents experience a recollection when Kopiko products are displayed.

This research examines the effect of Kopiko's product placement in the Korean drama "Hometown Cha-Cha-Cha" on brand awareness. Also measuring brand awareness on the dimensions of the top of mind and unaware of the brand by using optional and open questions. Top of mind is measured to find out whether consumers can remember the brand as the first thing that comes to mind about a particular product. Meanwhile, the unawareness of the brand dimension is to find out whether the product is already known to the wider community or not. Below are some diagrams that explain respondents' answers in measuring the top of mind and unaware of Kopiko's brand.

가장 먼저 생각나는 커피 사탕 브랜드는 무엇입니까?  
96 responses



**Figure 5. Top of Mind**  
Source: data analysis

Translation:

가장 먼저 생각나는 커피 사탕 브랜드는 무엇입니까? (What brand of coffee candy comes to your mind first?)

스카치캔디 (Scotch candy)

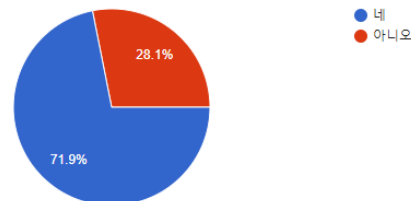
없음 (None)

츄파춥스 (Chupa Chups)

Diagram 4 explained that 8 respondents answered Werther's, with a percentage of 8.3%. A total of 51 respondents answered Kopiko, with a percentage of 53.1%. A total of 35 respondents answered Scotch, with a percentage of 36.5%. A total of 1 respondent answered none with a percentage of 1%. A total of 1 respondent answered Chupa Cups, with a percentage of 1%. Therefore, from the diagram above, it can be concluded that most respondents chose Kopiko as the coffee candy that came first to mind. This shows that Kopiko has succeeded in positioning itself as a coffee candy brand.

아래 사진에 있는 커피 사탕 브랜드를 알고 있습니까?

96 responses



**Figure 6. Respondent's Knowledge of Kopiko**

Source: data analysis

Translation:

아래 사진에 있는 커피 사탕 브랜드를 알고 있습니까? (Do you know the coffee candy brand in the picture below?)

네 (Yes)

아니오 (No)



**Figure 7. Kopiko Candy Packaging**

Source: Tokopedia

Diagram 5 explained that 69 respondents answered Yes, with a percentage of 71.9% and 27 respondents answered No, with a percentage of 28%. Thus, from the diagram above, it can be concluded that most respondents know the Kopiko brand.



**Figure 8. Audience Awareness of Kopiko Products**

Source: data analysis

Translation:

드라마 '갯마을 차차차'에서 아래의 장면을 본 적이 있습니까? (Have you seen the below scene in the drama "Hometown Cha-Cha-Cha"?)

네 (Yes)

아니오 (No)

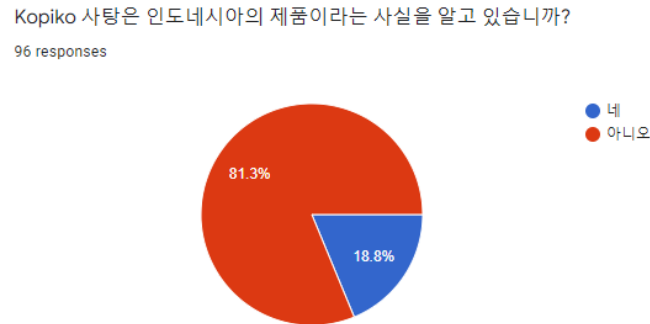


**Figure 9. Kopiko's product placement in the Korean drama "Hometown Cha-Cha-Cha"**

Source: (Wowkeren.com, 2021)

Diagram 6 shows that 80 respondents answered Yes, with a percentage of 83.3% and 16 respondents answered No, with a percentage of 16.7%. Therefore, it can be concluded

that most respondents are aware of Kopiko's presence in the Korean drama "Hometown Cha-Cha-Cha".



**Figure 10. Measurement of Audience Awareness of Kopiko's Original Products**

Source: data analysis

Translation:

Kopiko 사탕은 인도네시아의 제품이라는 사실을 알고 있습니까? (Did you know that Kopiko is a product from Indonesia?)

네 (Yes)

아니오 (No)

Diagram 7 shows that 18 respondents answered Yes, with a percentage of 18.8% and 78 respondents answered No, with a percentage of 81.3%. It can be concluded that most respondents do not know that Kopiko is an Indonesian product. Compared to top of mind, respondents answered that the first coffee candy that came to their mind was Kopiko. Furthermore, respondents also stated that they know Kopiko candy. However, respondents did not know that Kopiko is a coffee candy originating from Indonesia. This explanation shows that respondents are aware of the brand and the uses of the Kopiko candy, but they do not know more details about the Kopiko candy, especially where the candy comes from.

On the product placement variable, the visual dimension, it is known from the analysis that Kopiko candy is clearly displayed in the Korean drama "Hometown Cha-Cha-Cha". Most respondents strongly agree with a percentage of 64.6%. Respondents were aware of the existence of Kopiko candy. Respondents also saw that Kopiko was used as a property in the Korean drama "Hometown Cha-Cha-Cha". The candy is shown when the characters in the drama are feeling sleepy and respondents answered strongly agree with a percentage of 71.9%. Respondents strongly agree with the percentage of 62.5% that Kopiko is shown in more than one episode in the Korean drama "Hometown Cha-Cha-Cha". Products that are displayed more than once help the audience to realize the Kopiko brand.

In the plot connection dimension, respondents strongly agreed that the appearance of Kopiko candy did not change the storyline of the Korean drama "Hometown Cha-Cha-Cha" with a percentage of 51%. This is by the concept of product placement as a marketing tool that does not change the story line. The drama that airs still displays the integrity of the story line. The appearance of Kopiko candy is in accordance with the previous respondent's answer that Kopiko is considered a property in the drama. Respondents also strongly agreed that the appearance of Kopiko candy was caused by the atmosphere built in "Hometown Cha-Cha-Cha" with a percentage of 40.6%. The respondents also really understood the benefits of Kopiko candy after seeing the characters in "Hometown Cha-Cha-Cha" using the product. Respondents' answers show a percentage of 43.8%.

On the brand awareness variable, especially in the brand recall dimension, respondents strongly agree that they can recognize the Kopiko logo in the "Hometown Cha-Cha-Cha". This result is shown by a percentage of 53.1%. Then, according to the respondents, when they saw Coffee candy, respondents could very well identify Kopiko as shown by the percentage of 51%. In addition, when they want to eat coffee candy, most respondents strongly disagree that they remember Kopiko candy, which is indicated by a percentage of 32.3%.

Regarding the brand recognition dimension, according to respondents, the scene in the Korean drama "Hometown Cha-Cha-Cha" strongly helped them in recognizing Kopiko, with a percentage of 49%. Next, the scene in "Hometown Cha-Cha-Cha" helps respondents identify Kopiko as a sleep-reducing candy. In this case, most respondents strongly agree with the percentage of 46.9%. Finally, the answers of most respondents disagreed that when sleepy, respondents would remember Kopiko, with a percentage of 31.3%.

From the explanation of all these percentages, it can be concluded that the top-of-mind dimension has shown that 53.1% of respondents stated that the coffee candy brand that first came to their mind was Kopiko. Respondents are also familiar with Kopiko candy packaging and are aware of the existence of the candy in the drama. However, this statement is inversely proportional to the respondents' answers in the brand recognition dimension which stated that when they were sleepy, they would not remember Kopiko, even though they recognized Kopiko as a drowsiness candy. On the other hand, in brand recall, respondents said they would remember Kopiko when they wanted to eat coffee candy. This shows that Kopiko candy is only a brand of coffee candy that they know but does not make the respondents know that Kopiko is a drowsiness candy as stated by PT Mayora Indah Tbk where Kopiko which is made with real coffee extract has the benefit of being a drowsiness candy.

To see the effect of Kopiko's product placement in the Korean drama "Hometown Cha-Cha-Cha", this research calculated how much product placement (variable X) had an effect or could explain brand awareness (variable Y). The analysis of regression is shown as follows:

Normal P-P Plot of Regression Standardized Residual

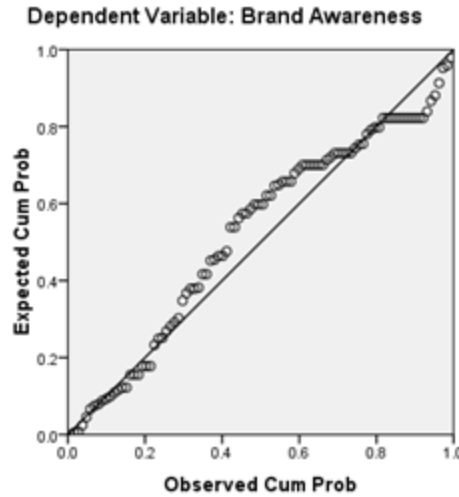


Figure 11. Normality Test

Source: data analysis

The graph above shows that the data is widely spread on the normal probability plot graph. The data spread around the diagonal line and in the direction of the diagonal line, so the regression model meets the normal assumptions. The regression model fulfills the normal assumption indicating that the data is spread evenly.

Table 3. Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782 <sup>a</sup>	.611	.607	3.24768

a. Predictors: (Constant), Product Placement

Source: data analysis

Based on the table above, it is known that the R square value can be shown to be 0.611 or 61.1%. Thus, it can be explained that the variable X (product placement) has an effect on the variable Y (brand awareness) by 61.1%. The remaining 38.9% is affected through other factors outside of the product placement variable which was not examined in this research.

**Table 4. Simple Linear Regression**

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.653	1.480		-.441	.660
	Product Placement	.902	.074	.782	12.145	.000

a. Dependent Variable: Brand Awareness

Source: data analysis

The table above shows the results of a simple linear regression test. This statistical measure is used to test the correlation between a dependent variable and one or more independent variables. According to Prasetyo & Jannah (2016), if the dependent variable is related to an independent variable, the resulting regression equation is a simple linear regression. To determine the effectiveness of brand awareness in product placement conducted by PT. Mayora Indah Tbk in the Korean drama "Hometown Cha-Cha-Cha", based on the coefficient table, the significance result is 0.000, which means that 0.000 is less than 0.05. It can be concluded that there is an effect of Kopiko's product placement in the "Hometown Cha-Cha-Cha" on the brand awareness of South Korean people. It also explains that H1 is accepted and H0 is rejected. Furthermore, the regression equation is as follows:

$$Y = a + bX$$

$$Y = -0,653 + 0,902X$$

Description:

Y = Dependent variable (product placement)

X = Independent variable (brand awareness)

a = Constant (Y value if X = 0)

b = Regression coefficient, every increase in one unit of product placement will increase brand awareness by 0.902

From the simple linear regression equation, it can be explained that first, the constant value is -0.653, which means that if the independent variable (Product placement) is considered constant or there is no change, then the dependent variable (Brand awareness) is -0.653. Second, the product placement regression coefficient is 0.902, meaning that if Kopiko's product placement is increased by one unit, the brand awareness variable will increase by 0.902.

Product placement is one of the marketing activities to advertise products in films and dramas. The product placement concept (Belch & Belch, 2011) shows the promotion of products or services as if they were part of a film story. D'astous & Nathalie (Dwiantana, 2018) explained that product placement is classified into three categories. Based on this



research, Kopiko's product placement in "Hometown Cha-Cha-Cha" is included in the type of implicit product placement. This is due to the placement of the brand in a film or drama without being mentioned informally. The implicit nature of product placement is passive, namely the brand is displayed without mentioning further explanation, such as mentioning the uses and advantages of the brand. This study does not use the auditory dimension in the product placement variable, because there is no mention of the Kopiko brand in the Korean drama. The Kopiko brand is only shown through scenes in the drama and according to the story plot.

Two values of brand awareness are brands with high top of mind having high consideration values and the emergence of a sense of familiarity or liking for the product (Durianto, 2011). If the level of awareness is very high, consumers will be familiar with the brand, so the feeling of liking can improve. By that chance, the brand gains the trust of consumers, because compatibility and a sense of comfort have arisen. In addition, high consideration can also help people in deciding to buy a product. Thus, through the Korean drama "Hometown Cha-Cha-Cha", the more the audience is aware of, knows, and remembers Kopiko products, the higher their consideration when buying Kopiko will be, and the purchasing decisions will be increasingly focused on the Kopiko brand. The audience will also feel familiar with Kopiko, because of its appearance in several episodes of "Hometown Cha-Cha-Cha".

According to Durianto et al. (2001), brand awareness is the ability of a potential buyer to recognize and recall a brand. Product placement is a marketing tool in marketing products from a brand so that brand awareness goals can be achieved. The presence of these products in a story keeps the audience focused on the story line that is displayed. Product placement is done without changing the story line. Based on the concept and results of the analysis, it can be said that Kopiko's product placement in the drama "Hometown Cha-Cha-Cha" is effective in building audience brand awareness of the product.

## **CONCLUSION**

Based on the results of this research, it can be concluded that there is an effect between Kopiko's product placement and brand awareness in South Korean people. In addition, based on the results of the research on variable X (product placement), the statement that most answered strongly agree was the statement that respondents saw Kopiko being used as a property in the Korean drama "Hometown Cha-Cha-Cha". While in variable Y (brand awareness) the statement that most answered strongly agree was the statement that respondents recognized Kopiko in "Hometown Cha-Cha-Cha".

Moreover, it is known that there is a correlation between product placement and the brand awareness variable based on the correlation test that has been carried out by the researcher. The coefficient of determination table shows that R score is 0.782, it can be interpreted that the two variables have a strong correlation of 0.782.

There are limitations of less diverse respondents, namely in terms of age, most respondents are >36 years old so they do not reach all ages and are not evenly distributed in various regions in South Korea. Therefore, for further research, it is suggested to distribute questionnaires to all ages as well as to spread them in many areas in South Korea, thus reaching the population of South Korean citizens. However, questionnaires can also be distributed to one area so that the data can be more focused and centralized. In addition, it is also suggested to do the research on Kopiko's product placement more deeply by using qualitative methods to get in-depth analysis results.

The actions taken by PT Mayora Indah Tbk in marketing Kopiko products in the Korean drama "Hometown Cha-Cha-Cha" are good. However, there are still some things that need to be considered. First, PT Mayora Indah Tbk needs to strengthen the position or brand of Kopiko to be better known in society as a coffee candy to relieve drowsiness. In addition, based on the results of research unaware of brand dimensions, most respondents do not know that Kopiko candy comes from Indonesia. This can be a consideration for PT. Mayora Indah Tbk to promote Kopiko as a candy from Indonesia.

In the brand recall dimension, there is a statement with most respondents disagreeing that it turns out that Kopiko is still not the main choice when the respondents feel sleepy in an urgent situation. Therefore, it is recommended for PT Mayora Indah Tbk to further emphasize its products, consuming Kopiko candy can relieve drowsiness, in addition to drinking coffee.

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