

INFLUENCE OF INDONESIAN PRODUCT PLACEMENT IN KOREAN DRAMA SERIES TO BUY INTEREST THROUGH BRAND FAMILIARITY AS A MEDIATOR

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ABSTRACT

Purpose: This study was to determine the effect of Kopiko product placement in Vincenzo's Korean drama on buying interest through Kopiko brand familiarity with Indonesian audiences. **Research design, Data, and Methodology:** This study uses quantitative shared in the chat group Open Chat Line Song Joong Ki. This study was conducted through a questionnaire using google form which was sent to 181 respondents who were members of the open chat Line group Song Joong Ki fans who were domiciled in DKI Jakarta. **Results:** The results of the study stated that there is a positive and significant influence between product placement and interest in buying through brand familiarity as a mediating variable. **Conclusion:** Vincenzo's drama series succeeded in maximising the effect of product placement of Kopiko's product especially in interest in buying through brand familiarity as the mediating variable. Vincenzo's drama series succeeded in maximising the effect of product placement of Kopiko's product especially in interest in buying through brand familiarity as the mediating variable. The presence of Kopiko in the Korean drama series can foster buying interest in these local candy products to Korean drama audiences in Indonesia. For marketers of Indonesian products, this research can be a reference for companies to start marketing their products indirectly through product placement strategies in Korean drama series. Product placement in Korean drama series is generally not done blatantly, this makes the advertised products do not interfere with the storyline of the drama series but still make an impression on the audience.

Keywords: Product Placement, Brand Familiarity, Interest in Buying, Popular Culture, Korean Wave, Korean Drama, Indonesian Product

1. INTRODUCTION

Popular culture is a new culture in people's lives. Communication media is one of the mediums that creates popular culture. One of the popular cultures that are currently in demand by the wider community is popular culture from South Korea, and this culture is familiar,

especially to the younger generation of Indonesian people. The entertainment industry from South Korea managed to take the attention of the Indonesian people through streaming media such as Netflix, WE TV, Viu or local streaming media, and several other new media as well, such as Youtube, Instagram, Twitter, and online

news on certain official websites. According to [1] Korean popular culture was first officially introduced to the Middle East via Korean TV drama in the early 2000s. Proliferation of social media and other digital technologies in the 2010s facilitated a so-called *Hallyu* which is dominated by widespread dissemination of K-pop music in the Middle East and other parts of the world.

One of the most popular South Korean drama series in early 2021 is a Korean drama titled *Vincenzo* played by the famous actor in Korea, Song Joong-Ki and his co-star, the beautiful actress Jeon Yeo-Bin. The *Vincenzo* drama series airs on local South Korean television tvN and is also available on Netflix and several other streaming media which is a medium for the wider community to watch this drama series legally. The drama series tells the story of a boy named Park Joo-Hyung who comes from Korea and is adopted by an Italian mafia family. Park Joo-Hyung is known as Vincenzo Cassano. He grew up as a lawyer and advisor to the mafia group. Vincenzo gets into trouble with lawyer Hong Cha-young (Jeon Yeo-Bin), a female lawyer who dares to do anything to win the case she gets. The drama series also provides romantic spices and depicts social justice for society in this drama series.

Vincenzo's drama series put a lot of products sponsored by brands from several

countries outside the country of South Korea. One of the products in the drama series *Vincenzo* is a candy product called Kopiko from Indonesia. Kopiko is a brand of instant coffee candy produced in Indonesia by PT Mayora Indah Tbk. Kopiko candy is shown clearly in several scenes from several episodes of the drama series which became big news in Indonesia and became a hot topic for fans of Korean drama series from Indonesia. This could attract the attention of the Indonesian audience to become more familiar with the Kopiko brand and perhaps there is a buying interest in the product. The strategy Kopiko's brand used is a marketing strategy known as a product placement strategy. According to [2] in their study entitled "The Effect of Product Placement on Customer Interests in Mediation by Brand Awareness" in the journal *Advances in Economics, Business and Management Research* by Atlantis Press SARL, volume 115, it was concluded that product placement can generate buying interest in the audience [2]. In addition to product placement, Kopiko may also be able to take advantage of *Vincenzo's* Korean drama series to increase the familiarity of local brands from Indonesia in the middle of Asian society. According to [3] stated that brand familiarity has a significant influence on consumer buying interest. This shows that familiarity remains an

important factor in consumer buying interest. Kopiko strategy may be able to take advantage of the famous drama from Korea as a medium to increase the familiarity of the Kopiko brand which is expected to have an impact on increasing the buying interest of the Indonesian people, even the people of South Korean. This is also based on the theory of marketing communication. According to [4] product placement has spread rapidly from the US to other countries and has become an important addition to the marketing and promotion mix.

2. LITERATURE REVIEW

Product Placement

Product placement is a marketing strategy or a marketing technique that can be used by the marketer to promote a brand or a product. Product placement is a method used by marketers to promote brands and products by inserting them into films or television programs [4]. Product placement has a greater risk than conventional advertising, placing products and brands into media such as including in movies that become the most popular [5]. According to [6] distinguishes product placement in 3 dimensions, as follows: (1) Screen placement, focus on brand display, shooting style with a specific position on the screen. 3 things affect it, namely: the space on the screen, the duration of the

production time on the screen, and how many total scenes the product has included. (2) Script placement, focusing on mentioning the brand name or product type. The mention of the name of the brand or type of product on placement in the dialogue with an emphasis on intonation, stylistics, and how the character of the actor or actress in the dialogue is included in the placement script. The mention of Kopiko's brand name and product information presented in the dialogue are factors that influence the placement of Kopiko products.

Brand Familiarity

A brand is a name, term, sign, symbol, or combination of all of these things to identify a product, service seller, or group of sellers and differentiate it from competing goods or services designed to satisfy the same needs [7]. Familiarity is related to the experience of a product or brand that has been collected by consumers through direct or indirect experience, e.g. word of mouth and advertising exposure [8]. According to [9], brand familiarity has three indicators, namely (1) consumers are familiar with the product, namely consumers feel familiar with the product among the audience. (2) consumers can recognize the product that is able to recognize the product by just looking at the packaging alone. (3) A lot of consumers talk with a positive manner

about the product. The more a person is familiar and has a positive perception of the brand, which means it can create higher confidence in consumers or potential consumers, but if the consumer has a negative perception of a brand then vice versa. This study wants to examine whether the influence of brand familiarity on buying interest of the audience on the product Kopiko and brand familiarity can be a mediating variable between the product placement variable and the buying interest variable.

Buying Interest

Buying interest according to [8] is a person's behaviour that appears as a response to an object or product by indicating the desire of consumers to purchase the object or product. Aspects of buying interest by [10] explained that the audience or prospective consumers when knowing various information about the product or brand until the stage of buying interest, passing things as follows: (1) Attention: a lot of targets with no interest to the product, it must make the product more attractive to the intended target. (2) Interest: when consumers have started to pay attention to a product, then there is a sense to know more about the product. (3) Desire: the company must know what the prospective and consumers desire. (4) Conviction: the creation of confidence in

prospective consumers of the product so that it leads to a decision to buy.

Hypotheses Development

This research employed three variables: product placement (X), brand familiarity (Y) and buying interest (Z). Product placement (X) served as independent variables, while the dependent variable is buying interest (Z), there was also an intervening variable, buying interest Kopiko (Y).

H1: The direct influence of product placement variables on the variable of buying interest.

H2: The direct influence of product placement on brand familiarity.

H3: The direct influence of brand familiarity on buying interest.

H4: The influence between product placement on buying interest through brand familiarity as a mediator.

3. RESEARCH METHODS AND MATERIALS

This research uses a quantitative This study uses a quantitative approach to obtain the effect of product placement on purchase intention directly and the effect of product placement on purchase intention through brand familiarity. This research instrument used a questionnaire to collect data on the relationship between the three variables. The researcher created

a questionnaire through Google Form which was shared in Song Joong Ki's Open Chat Line group. The questionnaire was made with Likert scale measurements. The population in this study were members of the Open Line Chat group of Song Joong Ki fans from Indonesia who live in the DKI Jakarta province. Group members totaled 329 members as of March 15, 2022. The criteria for respondents in this study are as follows: (1) South Korean drama fans from Indonesia who are members of the Song Joong Ki Group open line chat group; (2) Domiciled in DKI Jakarta province; (3) Minimum age 17 years and maximum 30 years; (4) Have watched all episodes of the Korean drama series "Vincenzo". In this study, there were 181 respondents who met all these criteria. The sample in this study amounted to 181 respondents who referred to the Maximum Likelihood Estimation (MLE) criteria. According to [11] the number of good samples according to the MLE technique is 100-200 samples. The sampling technique used is purposive sampling. According to [12]

purposive sampling is used to select respondents who are most likely to produce appropriate information and with research objectives.

This study uses partial linear analysis (Partial Least Square / PLS) to test the research hypothesis. The hypothesis will be analyzed using SmartPLS 3.0 software to test the relationship between variables.

4. RESULTS

Outer Loading

Outer loading is a table that contains loading factors to show the correlation between indicators and latent variables. In the loading factor Figure 2 above there are some indicators that are not valid because it has a loading factor value below the value of 0.7. Such invalid indicators are the variables X-PP1, X-PP5, Z - BF3, Z-BF4, Z-BF6, and Z-BF7. Invalid indicators should be removed from the model. The removal of the indicator will later proceed using re-estimation. Other forms of outer loading presentation can be seen in the following table:

Table 1 Outer Loading

Variable	Indicator	Outer Loading
(X) Product Placement (PP)	PP1	0.691
	PP2	0.783
	PP3	0.775
	PP4	0.784

	PP5	0.681
	PP6	0.701
	PP7	0.852
	PP8	0.751
	PP9	0.759
(Z) Brand Familiarity	BF1	0.779
	BF2	0.728
	BF3	0.573
	BF4	0.653
	BF5	0.817
	BF6	0.500
	BF7	0.552
(Y) Interest in Buying	IB1	0.873
	IB2	0.883
	IB3	0.920
	IB4	0.923

The data results obtained from invalid indicators are marked in red, and after data elimination, the measurement model evaluation is re-estimated to check the validity of the loading factor of each indicator. If the validity test with outer loading has been fulfilled, the measurement model has the potential to be tested further. The results of re-estimating the measurement model still have indicators that have not been fulfilled. There are indicators whose value is still less than 0.7. The data is then re-estimated and produces an invalid value on the X-PP6 variable with an outer loading value of

0.673. Therefore, re-estimation must be carried out by evaluating the measurement model to recheck the validity of the loading factor of each indicator. After the second re-estimation is carried out on each indicator that measures the construct. The re-estimation results show that all indicators have good validity because they have a loading factor of more than 0.7. Therefore, if the validity test with outer loading has been fulfilled, the measurement model can be tested further.

Discriminant Validity

Discriminant validity is a measure that measures how far a measure differs from

other measures that can be compared. To test discriminant validity, it can be done by examining cross-loading, namely the correlation coefficient of the indicator against the loading construction compared to the correlation coefficient with the loading factor. The results of testing discriminant validity are (X) PP2 of 0.783, (X) PP3 of 0.806, (X) PP4 of 0.796, (X) PP7 of 0.860, (X) PP8 of 0.770, and (X) PP9 of 0.775.

Based on the results of the Discriminant Validity test, the construction value of each variable for each indicator has a greater and smaller cross-loading value respectively compared to other variables. The cross-loading value criterion of more than 0.5 is a good value.

Reliability analysis

In addition to being measured or assessed by assessing the validity of conversion and discrimination validity for the outer model, the reliability of construction or the latent variables is measured in two ways, namely composite reliability and Cronbach's alpha of each indicator that measures construction. High reliability questionnaire measured if the value of composite reliability is greater than 0.708, or in explanatory research, the value of 0.60 - 0.70 can still be include as reliable [18].

The results of the PLS output Cronbach's alpha (X) Product Placement

0.886, (Z) Brand Familiarity 0.780 and Interest in Buying 0.922 in Table 10 for the composite reliability value.

R-Square

The inner model with PLS starts by looking at the R-square for each dependent latent variable. The results show that the R-square value for the purchase intention variable is 0.430 and the brand image variable is 0.534. The R-square value for the purchase intention variable is 43% and the remaining 57% is influenced by other variables, while the R-square value for the brand image variable is 53% and the remaining 47% is influenced by other variables as well.

From the calculation results, the Q-square value is 0.7343. This shows the amount of research data diversity that can be explained by the research model by 73.43%, while the remaining 26.57% is explained by other factors that are outside the research model.

Hypothesis Test

Furthermore, this study conducted path coefficient analysis which aims to determine whether a determination is accepted or rejected by using SmartPLS program software, analysis is done by using bootstrapping on the sample. If the T-count is greater than the T of the table then the hypothesis is accepted.

Direct effect of product Placement (X) on Interest in Buying (Y)

Table 12, path coefficient results in a p-value of 0.014 (smaller than 0.5) which is stated to have a positive effect and T-statistic with a value of 2.474 (greater than 1.96) for the minimum standard which is stated to have a significant effect. These results prove that HO is rejected or HA is accepted and that there is a significant direct influence of product placement on interest in buying. Product placement has a significant and positive influence on interest in buying. This hypothesis testing is by the formulation of the hypothesis given by the researcher that there is a direct influence between product placement variables on interest in buying.

Direct effect of product Placement (X) on Brand Familiarity (Z)

The second test is to see if the perception of quality has a direct effect on the purchase decision. The test results can be seen in Table 13 of the results of path coefficients with a p-value of 0.000 (smaller than 0.05) which became the minimum standard to be expressed as having a positive influence on the T-statistic value of 15.037 (greater than 1.96) which means a significant influence. These results prove that HO is rejected or HA is accepted, there is a significant direct influence of product placement on brand familiarity. This hypothesis testing is by

the formulation of the hypothesis by the researcher that there is a direct influence of product placement on brand familiarity.

Direct effect of brand Familiarity (Z) on Interest in Buying (Y)

The third test was analysed to see if brand familiarity had a direct effect on interest in buying. The test results can be seen from Table 12 of the path coefficients, the p-value of 0.001 (smaller than 0.05), it is stated to have a positive influence between brand familiarity on interest in buying and the T-statistic value produced by 3.400 (greater than 1.96) which states a significant influence between brand familiarity on interest in buying. The results of this study prove that HO is rejected or HA is accepted that there is a significant and positive direct influence between brand familiarity and interest in buying. This hypothesis testing is by the formulation of the hypothesis by the researcher that there is a direct influence of brand familiarity on interest in buying.

Influence Product Placement (X) to Interest in Buying (Y) through Brand Familiarity (Z) as mediation (Intervening).

The last test was analysed to see if there is a relationship between product placement (X) to interest in buying (Y) through variable brand familiarity (Z) as mediation (Intervening). The test results

can be seen from Table 13 of the specific indirect effect, the value p-value produces a value of 0.001 (smaller than 0.05), it is stated that there is a positive influence relationship between product placement and interest in buying through brand familiarity. The T-statistic value generated in Table 13 results of the analysis of specific indirect effects is 3.281 which is greater than the standard minimum value of 1.96. The results stated a significant influence between the relationship of product placement to interest in buying through brand familiarity as a mediating variable. The results of this study prove that there is a positive and significant influence on the relationship of product placement to interest in buying through brand familiarity as a mediating variable. This hypothesis testing is aligned with the hypothesis formulation by the researcher that there is a relationship between product placement and interest in positive influence on interest in buying. This study is based on previous research studied by Pancaningrum & Ulani (2020 :181) state that the product placement results can generate buying interest and it is also concluded that product placement can generate brand awareness of the audience. The research is motivated by the phenomenon of product placement. This study shows that the placement of Kopiko products in the Korean drama Series

Vincenzo has a direct influence on the interest in buying from the Indonesian audience, especially in Jakarta and the local Indonesian brand Kopiko, although the product is broadcast in foreign media. This study proves that there is a direct influence of product placement on brand familiarity. According to Waldt (2008) product placement in product placement, the audience can get information on a brand or product information quickly and completely. The information that raises a person's sense of desire to buy or interest in buying (Gurses & Okan : 2014:57). This shows the influence of Kopiko product placement on brand familiarity in the Indonesian audience. The local Brand is already familiar in the memories of Indonesian viewers of the Korean drama Series Vincenzo. The results also show that there is a direct influence of brand familiarity on interest in buying. According to Bui, Kemp & Hamilton (2015 : 741), brand familiarity can help increase buying interest even though it has not reached a high level of trust. The last analysis of this study stated that there is a positive and significant influence on the relationship of product placement to interest in buying through brand familiarity as a mediating variable.

5. CONCLUSION

Based on the results of the study, it was found that there is a significant influence between the product placement relationship on purchase intention through brand familiarity as a mediating variable.

The analysis of this study states that the Korean drama series Vincenzo succeeded in making Kopiko's product placement influence on purchase intention through brand familiarity as a mediating variable. Vincenzo drama series succeeded in increasing the effect of Kopiko product placement especially on purchase intention through brand familiarity as a mediator variable.

Suggestion

Further research can be analyzed by analyzing Kopiko's product placement in the Korean drama series on South Korean people's buying interest through familiarity with Kopiko and further research can find out whether the influence of the three variables with South Korean audiences.

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