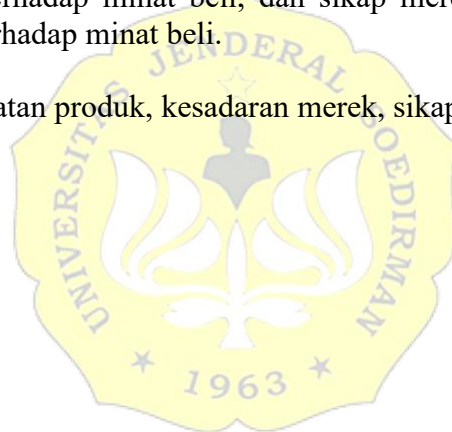


## ABSTRAK

Penelitian ini merupakan penelitian kuantitatif dengan metode survey pada penonton drama Korea *Reborn Rich*. Penelitian ini berjudul “pengaruh Penempatan Produk *Scarlett Whitening* terhadap Minat Beli dengan Kesadaran Merek dan Sikap Merek sebagai variabel Mediasi (studi pada penonton drama Korea *Reborn Rich*)”. Tujuan penelitian ini adalah untuk mengetahui dan menganalisis pengaruh penempatan produk terhadap minat beli serta peran kesadaran merek dan sikap merek dalam memediasi pengaruh penempatan produk terhadap minat beli. Sampel dalam penelitian ini berjumlah 107 responden yang diambil dengan metode *purposive sampling*. Data dianalisis menggunakan *Structural Equation Model* (SEM) dan di olah menggunakan *software* AMOS 26.

Hasil penelitian ini menunjukkan bahwa penempatan produk tidak berpengaruh terhadap minat beli, penempatan produk berpengaruh positif terhadap kesadaran merek, penempatan produk berpengaruh positif terhadap sikap merek, kesadaran produk berpengaruh positif terhadap minat beli, sikap merek berpengaruh positif terhadap minat beli, kesadaran merek memediasi pengaruh penempatan produk terhadap minat beli, dan sikap merek memediasi pengaruh penempatan produk terhadap minat beli.

**Kata Kunci :** penempatan produk, kesadaran merek, sikap merek, dan minat beli.



## **ABSTRACT**

*This research is a quantitative research with a survey method on the audience of the Korean drama Reborn Rich. This study is titled "the effect of Scarlett Whitening Product Placement on Purchase Intention with Brand Awareness and Brand Attitude as Mediation variables (study on the audience of the Korean drama Reborn Rich)". The purpose of this study is to determine and analyze the effect of product placement on purchase intention as well as the role of brand awareness and brand attitude in mediating the influence of product placement on purchase intention. The sample in this study amounted to 107 respondents taken by purposive sampling method. The data was analyzed using the Structural Equation Model (SEM) and processed using AMOS 26 software.*

*The results of this study show that product placement has no effect on purchase intention, product placement has a positive effect on brand awareness, product placement has a positive effect on brand attitude, product awareness has a positive effect on purchase intention, brand attitude has a positive effect on purchase intention, brand awareness mediates the influence of product placement on purchase intention, and brand attitude mediates the influence of product placement on purchase intention.*

*Keywords: product placement, brand awareness, brand attitude, and purchase intention.*

