

The Influence of Product Placement and Event Sponsorship on Brand Awareness (A Study on Kopiko Products in the Korean Drama Vincenzo)

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ABSTRAK

Korean culture has emerged and become a phenomenon of Asian-style globalization that has boomed in the last decade, particularly in the Korean drama industry. In the current Korean industry, a coffee candy brand that has won the hearts of coffee lovers, namely Kopiko, represents a phenomenon of a local product going international. The purpose of this study is to determine the influence of product placement and event sponsorship on the brand awareness of Kopiko products in the drama Vincenzo. This study employs quantitative data analysis methods using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with the help of SmartPLS 3.0 software. Primary data were collected by distributing questionnaires to 100 viewers of the drama Vincenzo in Cirebon. The results showed that product placement has a positive and significant effect on brand awareness, as does event sponsorship. It is important to explore other variables that can contribute to this goal. Future researchers should investigate these variables further.

INTRODUCTION

Korean culture has emerged and become a phenomenon of Asian-style globalization that has boomed in the last decade, significantly influencing various countries across several continents, including Indonesia (Ivena & Natalia, 2023). One of the factors contributing to the influx of Korean culture into Indonesia is the influence of globalization, particularly through the Korean drama industry. Watching films through streaming has become a new digital habit for the Indonesian community. According to a survey conducted by Populix Widi (2022), 73% of 1,000 respondents aged 18-55 years have spent their time watching films from South Korea. Among these respondents, 88% are women and 22% are men. Similar to films from Indonesia, films from South Korea are never devoid of advertisements (Ordelia et al., 2023). Many Korean dramas often use product placement as one of their advertising revenue sources. It is not surprising that Korean dramas in the current era have a substantial impact on the marketing world (Anggraini et al., 2023).

In the current Korean industry, a coffee candy brand that has won the hearts of coffee lovers, namely Kopiko, represents a phenomenon of a local product going international. Kopiko has achieved remarkable success by becoming one of the leading coffee candy brands in the global market (Subakti, 2023). Specifically, in the drama *Vincenzo*, an interesting aspect is the appearance of the Indonesian coffee candy product, Kopiko, as product placement in several scenes of the drama. Kopiko is clearly visible and its advantages are highlighted without disrupting the storyline in three episodes: episode 14 during a surveillance scene in the car, episode 15 during a scene where Vincenzo chews Kopiko candy and the Guillotine File, and episode 17 during the Cassano Family Uniform scene. Therefore, the general trend of advertising spending worldwide is more inclined towards product placement strategies by brands for promoting their products (Ülker-demirel & Yıldız, 2021).

Product placement is becoming an increasingly common way to promote products or services by showcasing actual products or advertisements as part of a film or drama (Kembuan et al., 2021). Product placement has also been the subject of criticism due to its potential influence on consumers and its hidden commercial objectives (Chan, 2020). In the study by Syaqira et al. (2023), product placement clarity is defined as the extent to which product placement shows characteristics intended to be the focus of audience attention, and it is classified into two categories: prominent and subtle. Many studies have discussed product placement, but in recent years, there have been inconsistencies in research results. Research by Wulandari (2019) states that product placement influences brand awareness among drama viewers by 44.7%, affected by the effectiveness of product placement. However, this contrasts with Nitami's (2023) study, which states that brand awareness and product placement do not have a significant impact, resulting in a lack of purchase intention.

Besides product placement, event sponsorship is also important for increasing brand awareness. The rise of sponsorship has become very evident over the past two decades (Dreisbach et al., 2021). Sponsorship activation goes beyond basic one-way advertising and promotion to two-way communication and even advanced forms like the Kopiko product strategy in the drama Vincenzo. One of the objectives of these sponsorship activities is to build a positive image of the brand itself. By leveraging the highly-rated drama Vincenzo, it will help elevate the brand of Kopiko products. Based on the researcher's observations, similar studies have not been extensively conducted over the past decade. Previous studies have focused more on the influence of brand awareness on purchase intention and not on the variable of event sponsorship. The alignment between the sponsor and the sponsored entity is one of the factors influencing sponsorship responses in measuring consumer attitudes and intentions (Speed & Thompson, 2000).

Product placement and sponsorship are among the marketing strategies in the era of disruption, hence conventional business methods will be replaced and overshadowed by modern business approaches (Muthiarsih, 2019). If done well, it can shape brand image and brand awareness (Alfiansyah et al., 2023). Therefore, this study will focus on product placement and event sponsorship on the brand awareness of Kopiko products. This research will be conducted on viewers of the Korean drama Vincenzo in the city of Cirebon, addressing a population gap that has not been studied in this area before. Referring to the phenomenon and research issues described above, as well as the identified research gap, this study titled "The Influence of Product Placement and Event Sponsorship on Brand Awareness (A Study on Kopiko Products in the Korean Drama Vincenzo)" needs to be further investigated.

LITERATUR REVIEW

Product Placement

Shimp & Andrew (2013) define product placement as a marketing strategy where advertisers promote a brand by placing it within the context (e.g., in the scenes of a program or storyline) of selected media (e.g., television programs, films, or video games). According to Belch & Belch (2004), product placement is a way to enhance the promotion of a product or service by featuring the product in such a way that its presence appears to be part of the film's or television show's story. Displaying the actual product or its advertisement as part of a film or TV show has become a more common method for advertising products or services. Product placement is used in dramas to make viewers aware of the brands and products exposed within the story. Advertisers will pay product placement fees to have their products appear as cameos in films and television (Kotler & Armstrong, 2012).

Product placement itself can serve as a platform for placing a product within a promotional strategy in the context of the film industry. In the journal Scriptura,

Antonia Russell (1998) states that there are three dimensions of product placement:

1. Visual dimension (screen placement)
2. Auditory dimension (verbal placement)
3. Plot dimension (plot placement)

Event Sponsorship

According to Speed & Thompson (2000), event sponsorship is the extent to which the relationship between an event and its sponsor is suitable or not. Additional views from Fleck & Quester (2007) and Simmons & Becker-Olsen (2006) explain that sponsorship reflects the extent to which a partnership is meaningful and perceived as reasonable or consistent by the audience regarding the event and the sponsoring entity. It can be concluded that event sponsorship is the extent to which the relationship, partnership, and perception of an event and sponsor are deemed appropriate, reasonable, and have a shared view from the audience. The suitability of a sponsor in an event can influence the positive or negative emotional evaluation of consumers towards the event as well as their assessment of the sponsor's brand. Sponsoring major events can affect consumer attitudes toward the sponsor and purchase interest (Roy & Cornwell, 2003).

Sponsorship aims to serve as an indirect promotion and marketing method to enhance the brand or company image, increase brand awareness among consumers, and develop business relationships with new partners. For these activities to be effectively carried out, and for the company to gain benefits such as awareness and image from consumers during the event, the following dimensions and indicators of event sponsorship should be considered:

1. Target audience research (Level of Interest)
2. Compatibility with the company's or brand positioning (Level of Suitability)
3. Message capacity (Level of Usefulness)

Brand Awareness

Brand awareness refers to the recognition of a brand, often involved in product placement and sponsorship in activities such as sports, music, social events, and more. According to Shimp & Andrew (2013), it concerns whether a brand name comes to the consumer's mind when thinking about a particular product category and how easily that name emerges. Durianto et al. (2004) define brand awareness as the ability of potential buyers to recognize and recall a brand as part of a specific product category. Khuong & Kim (2017) describe brand awareness as the ability of a consumer to recognize and recall a brand in different situations. According to De Silva & Hettiarachchi (2023), brand awareness can be generated through the use of the brand name itself, logo, packaging, and slogan used by a company to introduce or inform about its

products.

According to Rangkuti (2002), the level of brand awareness in the consumer's mind varies at each stage:

1. Unaware of brand
2. Brand recognition
3. Brand recall
4. Top of mind

METHODOLOGY

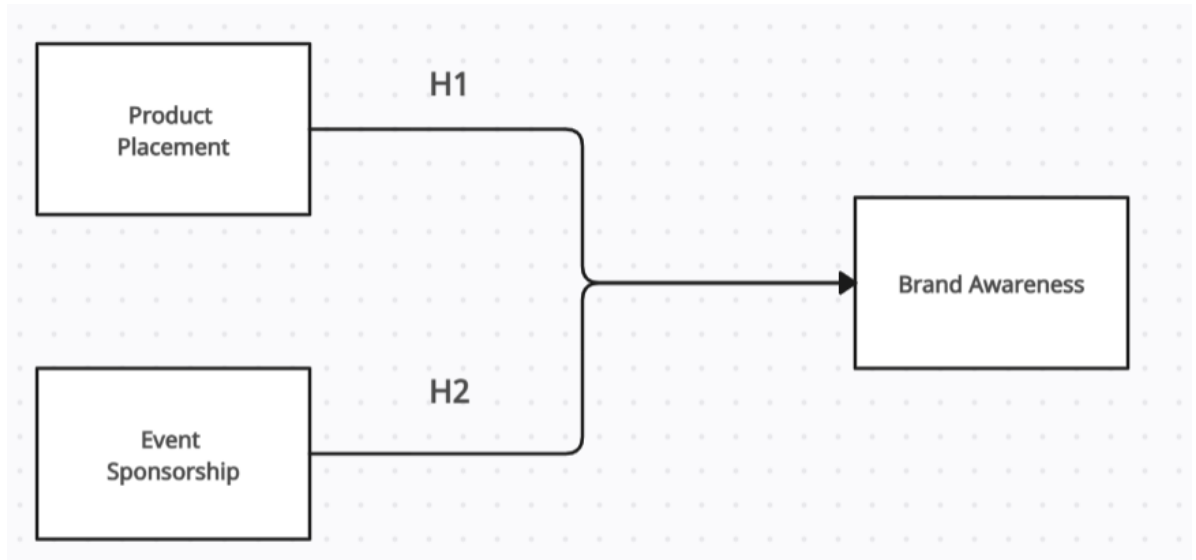
The research methodology used in this study is a form of quantitative associative research. According to Sugiyono (2019), associative research involves formulating research problems that question the relationship between two or more variables. Quantitative research, as defined by Sugiyono (2019), is a method based on positive philosophy. This method is used to study specific populations or samples, collect data using research instruments, and analyze quantitative/statistical data to test predefined hypotheses.

The sampling method used in this study is purposive sampling. Purposive sampling is a technique for determining samples with certain considerations. The author uses purposive sampling because not all samples meet the criteria set by the author. Therefore, the author chooses purposive sampling by establishing specific criteria that must be met by the samples used in this study. The criteria set are: residing in Cirebon and having watched the Korean drama Vincenzo.

This study uses both primary and secondary data sources. Primary data is collected through a Google Form questionnaire distributed to viewers of the Korean drama Vincenzo who reside in Cirebon. The measurement of indicators in the Google Form uses a Likert scale. The Likert scale is a measurement tool used to assess the attitudes, opinions, and perceptions of individuals or groups regarding social phenomena (Sugiyono, 2019). Respondents indicate their level of agreement or disagreement with statements by marking their chosen answers, such as check marks or crosses. The questionnaire includes various statements. Secondary data is sourced from literature, physical or electronic books, previous research journals, and literature reviews (Hair et al., 2019).

The sample size is determined using Hair's formula, where the minimum sample size is 5-10 times the number of indicator variables. Therefore, $N = 10 \times Q$, where N represents the sample size and Q stands for Questions. The total number of question indicators in this study is 10, so the sample used is 100 samples. We tested our theoretical model using SmartPLS 3 software. Two main parameters were built: construct validity testing (convergent and discriminant validity) and internal consistency testing (construct reliability). We then performed bootstrapping to obtain test results for each hypothesis.

Figure 1 Conceptual Framework



RESULT AND DISCUSSION

Data Analysis Results

1. Uji Validitas Konvergen

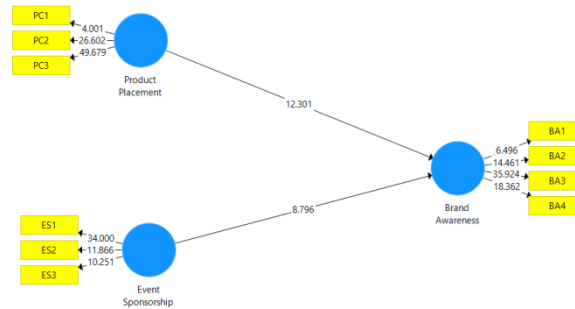
Tabel 1 Outer Loading

	Product Placement	Event Sponsorship	Brand Awareness
PC1	0.606		
PC2	0.887		
PC3	0.884		
ES1		0.826	
ES2		0.797	
ES3		0.821	
BA1			0.705
BA2			0.807
BA3			0.881
BA4			0.845

The results of factor loading values above 0.7 indicate that each indicator has a strong contribution in measuring the latent construct (Ghozali, 2014). However, in development research, the loading scale range of 0.5 can still be used, but factors with loading values below 0.5 must be eliminated (Chin, 1988). Referring to Table 1, it is known that the indicators that reflect the construct being measured have factor loading values above 0.5. This information provides confidence that the measurement instruments in the measurement model (outer model) demonstrate adequate reliability and validity in representing the

construct being tested. These results provide a solid basis for proceeding to further structural analysis stages in analysis using PLS. The structural model is shown in the following figure:

Figure 2. Outer Model Test Results



Reliability Test Results

The reliability of the indicator block measuring the constructs is determined by the following test. In this study, composite reliability values are used to assess reliability, with an acceptance level >0.7 . Additionally, the reliability of construct variables can be indicated by Cronbach's alpha of the indicator block. A construct is considered reliable if Cronbach's alpha exceeds 0.7. Table 2 below shows the loading values for the research variable constructs obtained from running the Smart PLS program.

Table 2. Construct Reliability and Validity

	Cronbach's Alpha	Composite Reliability	(AVE)
Product Placement	0.730	0.841	0.645
Event Sponsorship	0.756	0.855	0.664
Brand Awareness_	0.825	0.885	0.659

Table 2 shows that the AVE (Average Variance Extracted) values for each tested variable are greater than 0.5, indicating that all variables in this study meet the criteria for discriminant validity. Based on these criteria, it is evident that all variables in this study meet the reliability criteria for constructs as previously described.

R-Square

If the R Square value reaches 0.67, it is considered a good achievement. If the value is in the range between 0.33 to 0.67, the model is classified as a moderate model. Conversely, if the R Square value is below 0.33, it indicates that the model has weaknesses. Referring to the data analysis results, the R Square values in this study can be detailed as follows.

Tabel 3. R-Square

	R Square	R Square Adjusted
Brand Awareness_	0.831	0.828

The R Square value for Brand Awareness is 0.828, which means that about 82.8% of the variation or change in brand awareness capability can be explained by the variables included in the analysis model. This indicates that the model makes a significant contribution in explaining the factors that influence brand awareness capability.

Hypothesis Testing Results (Direct Effect)

Hypothesis testing in this study was conducted by examining the T-Statistics and P-Values. A hypothesis is considered accepted if the T-Statistics value is greater than 1.96 and the P-Values are less than 0.05. The table below shows the results of the Path Coefficients for the direct effects between variables.

Tabel 4 Direct Effect Test Results

Hypothesis	Relationship	Coefficient	T Statistics	P Values	Informasi
H1	Product Placement -> Brand Awareness_	0.545	12.301	0,000	Supported
H2	Event Sponsorship -> Brand Awareness_	0.482	8.796	0,000	Supported

DISCUSSION

Hypothesis 1: Product Placement Positively and Significantly Affects Brand Awareness

The hypothesis testing and data processing results indicate that product placement is an effective strategy for increasing brand awareness of Kopiko candy among fans of the Korean drama "Vincenzo" in Cirebon. This conclusion is based on the T-Statistics value of the impact of product placement on brand awareness, which is 12.301. This value is greater than 1.96, and the p-value is 0.000, which is less than 0.05. Therefore, it can be concluded that product placement has a positive and significant effect on the brand awareness of Kopiko candy among fans of the Korean drama "Vincenzo" in Cirebon. This conclusion is also consistent with the studies conducted by Ethika et al. (2022), Herawan & Erdiansyah (2023), Ivena & Natalia (2023), and Novalia & Basori (2023).

The majority of respondents reported that they noticed the Kopiko product in the drama, and the Kopiko brand was remembered both consciously and unconsciously. These findings suggest that the cultivation process of product placement can influence respondents' perceptions of the product and increase brand awareness. It can be concluded that Kopiko candy or PT Mayora Indah, Tbk has skillfully implemented product placement through the selected medium, the Korean drama "Vincenzo," in its promotion without sacrificing the essential elements of product placement or the integrity of the Korean drama. This approach has proven effective in increasing the brand awareness of Kopiko candy among viewers of the Korean drama "Vincenzo" in Cirebon.

Hypothesis 2: Event Sponsorship Positively and Significantly Affects Brand Awareness

The hypothesis testing and data processing results indicate that event sponsorship is an effective strategy for increasing brand awareness of Kopiko candy among fans of the Korean drama "Vincenzo" in Cirebon. This conclusion is based on the T-Statistics value of the impact of Event Sponsorship on brand awareness, which is 8.796. This value is greater than 1.96, and the p-value is 0.000, which is less than 0.05. Therefore, it can be concluded that event sponsorship has a positive and significant effect on the brand awareness of Kopiko candy among fans of the Korean drama "Vincenzo" in Cirebon. This conclusion is also consistent with the studies conducted by Lopies et al. (2021) and Salma (2017).

In the contemporary business landscape, many organizations are eager to leverage sponsorship programs in film, sports, and arts to increase brand visibility. As explained by Gwinner in Rowley & Williams (2008), two important goals of sponsorship are to enhance brand awareness and to cultivate, strengthen, and change brand image. The research findings show that the greater the alignment between Kopiko as a sponsor and the Korean drama as the sponsored program, the higher the level of consumer awareness of the Kopiko candy brand.

CONCLUSION

The aim of this study is to investigate the impact of product placement and event sponsorship in the Korean drama "Vincenzo." The study seeks to examine the influence of these promotional strategies on viewers' brand awareness. The results of this research indicate that all hypotheses are supported: product placement has a positive and significant effect on brand awareness, and event sponsorship also significantly affects brand awareness. The majority of respondents reported noticing the Kopiko product in the drama, and the Kopiko brand was remembered both consciously and unconsciously.

Additionally, the greater the alignment between Kopiko as a sponsor and the Korean drama as the sponsored program, the higher the level of consumer awareness of the Kopiko candy brand.

This study has limitations, and future research should be conducted in a way that addresses these limitations. One limitation is the small sample size, which raises concerns about population representation. This limitation can be addressed in future research by conducting surveys over a longer period to increase the number of usable research samples. Additionally, this study suggests that future researchers consider other variables that may contribute to brand awareness. This research offers valuable insights for researchers seeking to gain a deeper understanding of the impact of product placement and event sponsorship on brand awareness.

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