

## ABSTRAK

Perkembangan era modern saat ini teknologi menjadi semakin meningkat. Khususnya di bidang teknologi informasi dan komunikasi, salah satunya iklan di media dari masa ke masa yang semakin modern. Iklan merupakan salah satu media komunikasi pemasaran yang digunakan pemasar untuk menyampaikan informasi. Melalui iklan, pemasar menggambarkan bagaimana produk yang disediakan memenuhi permintaan penonton secara langsung. Media komunikasi saat ini banyak sekali digunakan untuk mempromosikan sebuah merek seperti radio, televisi, majalah, internet, *billboard*, poster, brosur, dan sebagainya. *Product Placement* telah menjadi sebuah alternatif yang menarik terhadap iklan tradisional, Strategi promosi dengan menggunakan *product placement* dalam sebuah film telah banyak dilakukan oleh para produsen, khususnya perusahaan besar seperti halnya Samsung. Data dari *Concave Brand Traking* mencatat hampir 600 merek yang telah teridentifikasi menggunakan *product placement* dalam sebuah film. Samsung sendiri telah masuk ke dalam daftar “*Top 10 product placement in movies*” sejak tahun 2017. Tujuan penelitian ini untuk mengetahui dan menganalisa pengaruh *attention audience*, *acceptance audience*, *reference audience* dan *ethics and regulation audience* terhadap *product placement smartphone* Samsung dalam serial drama Korea *It's Okay to Not be Okay* mahasiswa fakultas ekonomi program studi Universitas Muhammadiyah Jember. Populasi dalam penelitian ini yaitu mahasiswa fakultas ekonomi program studi Universitas Muhammadiyah Jember angkatan 2018 yang menyukai tontonan serial drama Korea. Sampel yang harus dipenuhi dalam penelitian ini minimum berjumlah 35 dengan menggunakan perbandingan 5 observasi untuk setiap *estimated parameter* dengan menggunakan teknik *purposive sampling*. Alat analisis menggunakan regresi linier berganda. Hasil penelitian membuktikan bahwa *attention audience*, *acceptance audience*, *reference audience* dan *ethics and regulation audience* berpengaruh signifikan terhadap *product placement smartphone* Samsung dalam serial drama Korea *It's Okay to Not be Okay* mahasiswa fakultas ekonomi program studi manajemen Universitas Muhammadiyah Jember.

**Kata kunci:** *Attention Audience, Acceptance Audience, Reference Audience Ethics And Regulation Audience, Product Placement.*

## **ABSTRACT**

*The development of today's modern era technology is becoming increasingly mening. Especially in the field of information and communication technology, one of which is advertising in the media from time to time which is increasingly modern. Advertising is one of the marketing communication media used by marketers to convey information. Through advertising, marketers describe how the products provided meet the demands of the audience directly. Today's communication media are widely used to promote a brand such as radio, television, magazines, internet, billboards, posters, brochures, and so on. Product Placement has become an attractive alternative to traditional advertising. The promotion strategy by using product placement in a film has been carried out by many manufacturers, especially large companies such as Samsung. Data from Concave Brand Traking records nearly 600 brands that have been identified using product placement in a film. Samsung itself has been included in the list of "Top 10 product placements in movies" since 2017. The purpose of this study was to determine and analyze the influence of audience attention, audience acceptance, audience reference and ethics and audience regulation on Samsung smartphone product placement in the Korean drama series It's Okay to Not be Okay students of Muhammadiyah University of Jember. The population in this study is the 2018 Jember Muhammadiyah University students who like watching Korean drama series. The sample that must be met in this study is a minimum of 35 by using a comparison of 5 observations for each estimated parameter using a purposive sampling technique. The analysis tool uses multiple linear regression. The results of the study prove that the audience's attention, acceptance of audience, reference audience and ethics and regulation audience have a significant effect on the product placement of Samsung smartphones in the Korean drama series It's Okay to Not be Okay, students of Muhammadiyah University of Jember..*

**Keywords :** Attention Audience, Acceptance Audience, Reference Audience Ethics And Regulation Audience, Product Placement.