

INTISARI

Product placement adalah salah satu strategi alternatif marketing yang populer digunakan oleh pemasar. Strategi ini menggunakan beberapa media seperti film, acara televisi, maupun video games. Dimana merek yang ditampilkan seolah-olah menjadi bagian dari media tersebut.

Adapun faktor yang mempengaruhi efektivitas produk placement adalah sikap terhadap peserta reality show (attractiveness dan expertise), sikap terhadap reality show, dan kesesuaian antara reality show dan merek.

Pada penelitian ini product placement yang diteliti adalah product placement merek Maybelline pada acara Asia's Next Top Model Siklus Ke-5. Di acara ini Maybelline yang sedang ekspansi besar-besaran ke pasar Asia, menjadi Official Make UP Partner.

Atas analisa yang telah dilakukan, diperoleh kesimpulan bahwa:

1. Variabel Sikap terhadap peserta (Attractiveness dan Expertise) berpengaruh positif terhadap niat beli penonton terhadap produk Maybelline. Peserta Asia's Next Top Model yang tampil menarik, cantik, dan elegan, serta memiliki keahlian dalam menggunakan produk, menarik penonton untuk membeli produk yang ditampilkan.
2. Variabel sikap terhadap reality show berpengaruh positif terhadap niat beli penonton terhadap produk Maybelline. Semakin positif respon penonton terhadap suatu acara televisi, akan mempengaruhi penonton untuk membeli produk yang ditampilkan pada product placement. Pemilihan acara televisi yang mempunyai rating tinggi dan disukai penonton adalah salah satu cara agar product placement yang ditampilkan dapat menimbulkan niat beli penonton.
3. Variabel kesesuaian antara reality show dengan merek berpengaruh positif terhadap minat beli. Hal ini menunjukkan bahwa salah satu syarat agar product placement efektif atau menimbulkan minat beli penonton adalah mempertimbangkan kesesuaian produk dengan acara televisi atau film.

Kata kunci: Product Placement, Niat Beli, Acara Televisi

ABSTRACT

Product placement is one of the popular marketing alternative strategies used by marketers. This strategy uses several media such as movies, television shows, and video games. Where brands are displayed seems to be part of the media.

The factors that influence the effectiveness of placement products are attitudes toward reality show participants (attractiveness and expertise), attitudes toward reality shows, and the likeness between reality show and brand.

In this study the product placement studied is the Maybelline brand product placement at Asia's Next Top Model 5th Cycle Event. At this event Maybelline is being a massive expansion into the Asian market, becoming an Official Make UP Partner.

Based on the analysis that has been done, it can be concluded that:

1. Variables Attitudes to participants (Attractiveness and Expertise) have a positive effect on the intention of buying the audience of Maybelline products. Participants Asia's Next Top Models that appear attractive, beautiful, and elegant, and have expertise in using the product, attracting the audience to buy product displayed.
2. Attitude variable on the reality show has a positive effect on the intention of buying the audience to Maybelline products. The more positive the audience response to a television show, will affect the audience to buy products displayed on the product placement. The selection of television shows that have high ratings and favored the audience is one way for the product placement displayed can cause the intention to buy the audience.
3. The variable of the fit between reality show and brand has a positive effect on buying interest. This indicates that one of the requirements for effective product placement or generating interest in buying audiences is to consider the suitability of a product with a television or film show.

Keywords: Product Placement, Intention to Buy, Television Shows