

INTISARI

Product placement terus berkembang seiring dengan tumbuhnya industri hiburan. Telah banyak penelitian mengenai *product placement* diberbagai media tetapi belum banyak peneliti yang berfokus pada media *video game*. *Video game* memiliki potensi besar untuk digunakan sebagai sarana yang ideal untuk iklan. Tujuan penelitian ini adalah menganalisis hubungan *product placement* di dalam *video game* dengan memori serta pengaruh *product placement* di dalam *video game* terhadap sikap pemain.

Penelitian ini menggunakan metode kuantitatif dengan desain eksperimen. Sebanyak 50 orang pemain turut berpartisipasi dengan bermain *video game* menggunakan Playstation 3. *Video game* yang dimainkan memiliki *product placement* di dalamnya. Pengujian dilakukan dengan mengukur memori pemain (memori eksplisit dan memori implisit) yang telah selesai bermain *video game*. Selanjutnya pengaruh *product placement* di dalam *video game* juga turut dianalisa.

Hasil menunjukkan bahwa terdapat hubungan positif antara *product placement* di dalam *video game* dengan memori eksplisit dan memori implisit pemain. *Product placement* di dalam *video game* berpengaruh secara positif terhadap sikap pemain. Berdasarkan hasil tersebut, perusahaan harus mulai mempertimbangkan untuk menggunakan *product placement* di dalam *video game* sebagai sarana beriklan.

Kata Kunci: Product Placement, Video Game, Memori, Sikap

ABSTRACT

Product placement is growing rapidly along with entertainment industry. There have been many studies conducted regarding product placement in various media but only a few studies focused on video game. Video game has a big potential to be used for an ideal platform of advertisement. This study is aimed to analyze the relationship between product placement in video game with memory and the effect of product placement on player's attitude.

This study uses quantitative method with experimental design. 50 players participated in playing video games with Playstition 3. The video games that were selected had product placement. The analysis measured the memory of players (explicit memory and implisit memory) after they played the video games. Furthermore, this study also conducted an analysis of the effect of product placement on player's attitude.

The result of the study successfully shown that there is a positive relationship between product placement in video game with player's memory. Furthermore, product placement has a positive effect on player's attitude. Based on the result, companies should consider using product placement in video game as advertisement platform.

Keyword: Product Placement, Video Game, Memory, Attitude