

**ABSTRAK**

*Product placement* adalah bentuk iklan dan promosi dimana produk ditempatkan dalam acara televisi dan/ atau film untuk mendapatkan eksposur. Selain itu *product placement* juga digunakan pada tayangan K-drama yang mana sebagian besar masyarakat Indonesia menyukainya. Penelitian ini bertujuan untuk mengetahui pengaruh *perceived prominence* dan *brand awareness* terhadap *depth of processing*, *brand attitude*, dan *purchase intention* yang ada pada *product placement* dalam tayangan K-drama. Penelitian ini menggunakan pendekatan kuantitatif dengan menggunakan kuisioner dan metode PLS dengan menggunakan SmartPLS3. Responden dari penelitian ini adalah mahasiswa berjumlah 138 orang yang dikumpulkan dengan menggunakan *purposive sampling*. Hasil penelitian ini menunjukkan bahwa terdapat pengaruh *perceived prominence* terhadap *depth of processing*, *brand awareness* terhadap *depth of processing*, *brand awareness* terhadap *brand attitude*, *depth of processing* terhadap *purchase intention*, dan *brand attitude* terhadap *purchase intention*. Namun terdapat hipotesis yang tidak memiliki pengaruh yaitu *perceived prominence* terhadap *brand attitude*.

**Kata kunci** : *product placement, perceived prominence, brand awareness, terhadap depth of processing, brand attitude, purchase intention*

## ABSTRACT

Product placement is kind of advertisement and promotion where the products are placed on television program or movie to get exposure. Product placement also used on K-drama which many people in Indonesia like to watch it. This research is aimed to know perceived prominence and brand awareness influence towards depth of processing, brand attitude, and purchase intention on product placement that placed on K-drama. This study use a quantitative approach using questionnaires and PLS methods using SmartPLS3. Respondents from this study are 138 college students which is collected through purposive sampling technique. The results of this study indicate that there is an influence between perceived prominence on depth of processing, brand awareness to depth of processing, brand awareness to brand attitude, depth of processing to purchase intention, and brand attitude to purchase intention. But there is a hypothesis that does not have an influence that is perceived prominence to brand attitude.

**Keywords** : *product placement, perceived prominence, brand awareness, depth of processing, brand attitude, purchase intention*