



The Influence of Product Placement on Brand Awareness of Ellips Hair Vitamin on Indonesia's Next Top Model Youtube Channel

Emilia^{1,*}, Arianis Chan², Pratami Wulan Tresna³
^{1,2,3} Universitas Padjadjaran / Indonesia, 45363.

ARTICLE INFO

Received: (diisi oleh editor)

Received in revised:
(diisi oleh editor)

Accepted: (diisi oleh editor)

Published: (diisi oleh editor)

Open Access

ABSTRACT

This research is conducted based on the phenomenon of Indonesia's Next Top Model (further abbreviated to INTM) on YouTube which appearing the product of Ellips hair vitamin and the appearance is continuously being talked about by viewers on social media. No wonder, it seems to impact the activity of social media of Ellips itself. The research aims at finding out whether product placement influences brand awareness of Ellips hair vitamin or not. The quantitative method in this research is engaged by using a questionnaire instrument spread to the population which is the subscribers of Indonesia's Next Top Model on YouTube. The questionnaires are shared to a hundred samples gained by systematic random sampling technique. A series of tests are also conducted, namely data analysis test by using classic assumption tests, correlation coefficient test, determination coefficient test, simple linear regression test, and hypothetical test. The result shows that the activity of product placement influences positively and significantly on Ellips brand awareness as well as having a strong and direct relationship. The variable of product placement and brand awareness has a good recapitulation value of percentage which is above 80% of the whole dimension from both variables. By keeping on going on remarkable performance on product placement, it will also increase brand awareness of Ellips. To conclude, the next activities on product placement shall choose which media or program that is more attractive or engaging to the viewers accordingly to the target market of Ellips.

Keywords: Product Placement, Brand Awareness, Advertising, Consumers Behavior, Social Media, Youtube

1. Introduction

The variety of entertainment industry added by the ease of access to technology recently support Indonesian people to enjoy lots of entertainment considering entertainment industry is one of the industries favored by them (Gandhawangi, 2015). These days in many entertainment industries, talent shows adapted from overseas attract attention easily accessible from YouTube. One of the shows that hit the spotlight and high attention is Indonesia's Next Top Model.

From November 2020 to April 2021, program videos of Indonesia's Next Top Model keep entering trending videos on YouTube. The data reports that each video is averagely viewed by hundreds of thousands of viewers until millions of viewers. It makes the viewers keep talking about the show on social media like Twitter and YouTube. Along with the talk, some of the viewers relate the show to a hair vitamin product called Ellips. In a particular thread on Twitter, the viewers meticulously pay attention to and

remember one of the sentences from Ellips video started with "*panas hairdryer* (heat of a hairdryer) ..." and finished by "my heat protection, Ellips." The whole sentence is mentioned in the video of Ellips hair vitamin product. One of the Twitter accounts @irndpnr says "my brain: my heat protection Ellips" which implies that her head is thinking and remembering the sentence in the video "my heat protection, Ellips." This kind of netizen awareness on Twitter as a viewer of the INTM program is predicted due to factors that can push the video product so then become the viewer's attention.

With the popularity of INTM, there is an opportunity to beneficially collaborate between Ellips product and the brand of INTM itself. The product could benefit the brand of INTM as media that can engage in advertisement activities by showing the products in the INTM program. This is an advertisement terminology called product placement. In the beginning, Ellips ads only appear in the commercial break; it is a break

* Corresponding author: Emilia

E-mail addresses: emilia18001@mail.unpad.ac.id (XXXX)

2614-6983/ © 20XX P3M Politeknik Negeri Bengkalis. All rights reserved.

between two segments of a program. But then, at the end of 2020, Ellips ads do it differently. Ellips becomes a partner of the INTM program so that Ellips products appear in the program. Along with the high business competition, Ellips realizes that they need something new in promotion and ads to maintain their product identity and the brand in society. Therefore, they engage product placement program.

In the INTM program, some episodes show clips related to the appearance of Ellips products, Ellips brand adlibs, and Ellips product clips integrated as property, and also some challenges which involve the finalists of INTM. Such activities might impact viewers' awareness of Ellips hair vitamin from the program.

When a program is being favored by society, an appearance of a brand or a product can be recognized and get attention from the viewers. Product placement is not a new thing in the world of advertisement.

Belch and Belch (2012) mention that product placement has existed since 1950 in an opera. These days, marketers consider product placement to become an alternative because they know television or YouTube viewers are bored of the regular form of ads. Television ads today are losing their effectiveness in showing ads due to random and untidy ads content, more television stations, and inconsistent television programs. Kotler and Keller (2015) adds that people will ignore and even forget ads on television along with the growing number of them.

Product placement advertisement is one of the advertisement methods used by marketers to market their brand or product to become a part of media storyline existed (Purnomo, 2015). Meanwhile, as mentioned by Russell (2002) and Steven and Sudrajat (2019) product placement activities present products or brands verbally or visually by advertisers as long as they pay for the ads to the entertainment media. They also add that there are three dimensions of product placement, namely visual placement, auditory or verbal placement, and plot connection. Visual placement means an appearance of a product or a brand on a screen of a program in which the program has a collaboration with the brand. Auditory or verbal placement refers to product placement of a brand that is mentioned in a program. Plot connection is related to how a product can get along or integrate with a storyline of a program in media.

According to Panda (2004), it is quite common for product placement to become media to increase consumers' memory and help them to recognize more about a product. It is because in product placement, generally a product is not only appeared or mentioned but will also be integrated with the plot or storyline of a program. Williams et al., (2011) mention that there are a couple of purposes of product placement, namely to increase brand awareness, to remind consumers of a brand or product, to build recognition of a product, and to bring about changes on the consumer sides both in purchase behavior and purchase intention.

Keller and Swaminathan (2019) argue that brand awareness is also related to consumer memory strength to recognize and remember a product or brand found. They divide brand awareness into two dimensions: brand recognition and brand recall. Brand recognition is the consumer's ability to perceive a brand while brand recall is the consumer's ability to remember a brand that such a brand has become a part of a program even though it is far away from the consumer. Aaker (1991) also adds that strong brand awareness could create competitive features and give adding points to a brand.

The importance of a product to brand awareness is explained by Moisescu (2009) who also state that brand awareness is one of the fundamental dimensions of brand equity. In the purchase decision process, consumers consider brand awareness because they tend to choose a brand they have known beforehand. Building brand awareness of a product and sticking it in people's minds can be done by increase the popularity of the brand. Keller and Swaminathan (2019) conclude that the more consumers see and hear or even think of a product, the stronger the brand is stuck in their minds.

Generous attention from the viewers might be due to the appearance of Ellips hair vitamin product. Thus, they possibly see the product and Ellips brand based on some clips in a couple of episodes which are quite intense like in the weekly program, behind the scene, TVC, etc. Some other examples of the brand appearance are like on Twitter, the hosts of the show mention the brand. The viewers hear the brand mentioned on television. The brand also becomes a property in the third episode of INTM entitled *Ellips Hair Vitamin TVC* at Jakarta Phinisi, in the 20th episode entitled *Ellips TV Sample with Horses*, and in the 30th episode entitled *Girls in Salon for Ellips*.

Based on the phenomena, Ellips has done product placement in the INTM program which aims at building brand awareness from consumers. Along with the emergence of brand awareness, it needs to be conducted deeper research using brand awareness metrics. According to Pentin in Klipfolio.com (2021), to see brand awareness of a brand, there has to be a comparison of social media activities with other brand competitors. Thus, if a brand is better in some criteria like Facebook posts and fans, Twitter followers, brand mention, and brand research, then the brand can define the statement of brand awareness. However, the comparison between the criteria of Ellips brand awareness metric and its competitor, Makarizo, shows that Ellips has a lower value compared to Makarizo in terms of social media based on Social Blade (2021)

Nevertheless, there is another interesting phenomenon happening on Ellips social media. The followers of Ellips Instagram account raise since October 2020 in which the peak of the raise happens in March 2021; that is 3.000 additional followers. Concerning the INTM program, March 2021 is when the final round begins. It surely attracts the program's viewers which causes the

raise of views on INTM's YouTube videos until more than twenty-five million views. From the uploaded videos, it is known that in those videos, there is product placement activity of Ellips product.

Ellips product placement on the INTM program is predicted to cause a busier activity on Ellips social media which leads one of the measurements of brand awareness metrics based on Klipfolio.com (2021). Ellips has an opportunity in making its brand and product to be seen and the viewers are more aware by engaging product placement.

Report of NH Korindo (2018) mentions that advertisement and promotion become one of the most expenses for PT. Kino especially Ellips. Advertisement and promotion turn into the capital to increase demand by benefitting and managing brand awareness of a product. In this case, even though Ellips has become a market leader, it needs to keep on building brand awareness to boost product selling. Therefore, this advertisement activity also needs to be evaluated considering these days, companies are trying to boost the sales on digital channels with the concept of smart spending, according to Budi Muljono, Financial Director of PT Kino Indonesia (Investasi.kontan.co.id, 2021). It shows the importance to continue researching to find out whether there is an influence of product placement on Ellips hair vitamin brand awareness on Indonesia's Next Top Model program.

In the previous research done by Kristanto and Karina Brahmana (2016), it is shown that product placement is effective and significant to increase brand awareness in which there is a positive relationship: the product placement is getting better, so is brand awareness.

Another study on the strategy to increase brand awareness conducted by Witrie Nuringtyas Gita A (2020) revealed that product placement advertising strategies can increase brand awareness, especially on social media platforms such as Youtube. Hence, it is important to choose Youtube often get a large audience or enter into trending even though product placement with type Implicit means without demonstrate product benefits

Subsequent research using correlation results and cultivation theory conducted by Widayanti (2019) that there is a significant relationship between product placement and brand awareness, because it is considered effective in influencing audience perceptions of products that can increase brand awareness.

Therefore, the hypothesis developed in this research is as follows:

H₀: there is no influence from product placement on brand awareness

H_a: there is influence from product placement on brand awareness.

Therefore, below are the model of this research:

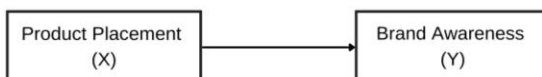


Figure 1 : The Model of This Research

2. Method

The method used in this research is the quantitative method and the type is survey research. According to (Arikunto, 2019), it is research broadly conducted aiming at collecting data as much as researchers need by using questionnaire as its research instrument, giving questions or statements to a sample of a population. By doing so, the questionnaire of this research has been spread out online in September 2021.

Population for Kurniawan and Puspitaningtyas (2016) is a number existed on a subject being scrutinized, covering the whole characteristics and the nature of an object. The population in this research is the subscribers of the INTM YouTube channel. The main consideration is based on the fact that subscribers are those who surely watch videos of the INTM program because they get notifications whenever the channel posts new videos.

Besides population, there is also a sample in this research. A sample is a part of the population. This research uses the sampling probability method in which the sample collection allows each sample member to be determined (Digdowiseiso, 2017). Additionally, this research also uses systemic random sampling. It is, according to Yusuf (2014), a sampling technique through random and systematically sampling procedures. Using the technique, the result is 100 samples rounding with the Slovin formula.

This research engages two sources of data. The main source is the questionnaire. The questionnaire in this research is related to indicator measurement of variable x (product placement) and variable y (brand awareness). The rating scales consist of five answers where one is the least and five is the best. The questionnaire is spread to the respondents online. On the other hand, the second source is a literature study by seeking data and information or anything related to the research from textbooks and journals.

There are two variables in this research such as variable X and Y. Variable (X) stand for product placement and variabel (Y) is brand awareness.

Product placement as an independent variable in this study has three dimensions revealed by Russell (2002); Steven and Sudrajat (2019), namely, visual placement, auditory or verbal placement and plot connection, each dimensions has an indicator.

The visual placement dimension has indicators that consists of:

1. Product appearance
2. Frequency of display
3. Display highlights

Indicators of auditory or verbal placement variable consists of:

1. Mentioning brand
2. Frequency of mention
3. Volume of mention
4. Style of pronunciation

Indicators of plot connection variable consists of:

1. Integrated products
2. Products involved in script
3. Product use
4. Highlighted products

According to Keller and Swaminathan (2019) brand awareness as an dependent variable in this study has two dimensions, namely brand recognition and brand recall. Each of dimention has indicator.

The indicator of brand recognition dimension consists of:

1. Easy to recognize
2. Understand the type of brand
3. Recognize brand elements
4. Differentiate from competing brands

The indicator of brand recall dimension consist of:

1. Remember of brand
2. Identify brand's category
3. Remember without a clue

The data processing technique is a process of gaining data from each research variable to be analyzed. The techniques are editing, it is a process of data checking. Editing is done if there are data that do not meet requirements and out of what is needed in the research. For instance, the checking itself is done from the result of the questionnaire, data transformation or the coding process is a process of adding particular codes to the data and categorizing the same data. Meanwhile, data transformation is related to giving scores with the rule of measurement scale used in this research, and data tabulation is the process of placing data into a table.

Prior to the analysis, the questionnaire is tested by validity test to examine its validity, accuracy, and carefulness of the questions in measuring the variables and its reliability to find out the level of trust and consistency from each question.

This research uses simple linear regression model. However, within the process, this research also engages classic assumption test with normality test, one sample Kolmogorov Smirnov test, linearity test, heteroskedasticity test using SPSS 25, Pearson correlation, determination coefficient, and hypothesis test.

The following is simple linear regression analysis model:

$$\hat{Y} = a + bX$$

Description:

\hat{Y} = projected dependent variable subject

a = constant value of Y if X = 0

b = direction value as predictor that shows increasing or decreasing value of variable Y

X = independent variable that has a particular value to be predicted

The following formula is to find value a and b:

$$a = \frac{(\sum y) (\sum x^2) - (\sum x) (\sum xy)}{n (\sum x^2) - (\sum x)^2}$$

$$b = \frac{\sum xy - (\sum x) (\sum y)}{n (\sum x^2) - (\sum x)^2}$$

3. Result and Discussion

This section elaborates the result from the research conducted to find out whether the influence of product placement on brand awareness of Ellips hair vitamin from the INTM program using questionnaire exists or not.

The result shows that from twenty items of statement, it can be seen that the validity coefficient value (rcount) is between 0.363—0.783. All items have value rcount > rtable (0.361). Therefore, it can be concluded that all items to measure product placement (X) and brand awareness (Y) have been considered valid.

The reliability coefficient value of product placement (0.705) and brand awareness (0.738) which are above the standard 0.6. The reliability coefficient value ensures that the questionnaire is reliable to measure product placement (X) and brand awareness (Y).

Based on the research using questionnaire on a hundred respondents who are subscribers of the INTM YouTube channel, it is gained that eighty-four respondents are women. It is in a line with the target market of Ellips hair vitamin which is for women who want to grow their hair and take care of their hair. Next, the majority of the respondents' age is between 15—25 years old at a percentage of 70%. Again, it hits the target market of the product which is for teenagers and early adults who have attention to take care of their hair. Each variant of the product is combined with different benefits considering that there are lots of hair problems often experienced by teenagers and early adults because they are actively working outdoor and they sometimes have a bad experience in hair styling.

To know the condition of each dimension of the respondents, the following is score recapitulation from each dimension on product placement variable and each dimension of brand awareness variable.

Table 1. Score Recapitulation of Product Placement Variable (X)

No.	Dimensi	Skor	Jumlah Item	%
1	Visual Placement	1700	4	85,0%
2	Auditory / Verbal Placement	1635	4	81,8%
3	Plot Connection	1664	4	83,2%
	Total	4999	12	83,3%

Table 1 shows that the value of each dimension which is visual placement, auditory or

verbal placement, and plot connection has a percentage above 80%. In this research, the writers examine the ability and performance of product placement engaged by Ellips in the INTM program. With the percentage above 80%, the three dimensions are categorized as good. This proves that visual placement dimension has a good performance that is in a line with an obvious product appearance and well-shot by the cameras. Auditory/verbal placement also has good performance because each episode inserts Ellips TVC as well as the hosts who mention the brand in good timing. The next one is the plot connection dimension.

Table 2. Score Recapitulation of Brand Awareness Variable (Y)

No.	Dimensi	Skor	Jumlah Item	%
1	Brand Recognition	1712	4	85,6%
2	Brand Recall	1635	4	81,8%
	Total	3347	8	83,7%

Table 2 shows the score recapitulation of brand awareness variable that consists of two dimensions, namely brand recognition and brand recall. In this research, the writers examine the ability of respondents' awareness as a viewer towards the brand and the product of Ellips in the INTM program. Since the percentage is above 80%, the performance of the two dimensions is categorized as good. Brand recognition dimension is the ability of a respondent in recognizing a brand or a product, in this case, Ellips hair vitamin. It is in a line with the visual of

The next one is brand recall dimension which is related to the respondent's ability to remember things related to the product. The process of remembering comes from the memory of each respondent and the result shows that the respondent's ability is good. Some episodes of INTM insert Ellips product into the plot and use the product as a property. When the product

Table 3. Data Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
	Unstandardized Residual	100
N		.0000000
Normal Parameters ^{a,b}	Mean	2.06949582
	Std. Deviation	
Most Extreme Differences	Absolute	.084
	Positive	.084
	Negative	-.050
Test Statistic		.084
Asymp. Sig. (2-tailed)		.080 ^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: SPSS 25

Based on the Kolmogorov-Smirnov test, by comparing the Kolmogorov significance value to alpha significance value at 0.05, it is gained that the Kolmogorov significance value is 0.080

It also has a good performance. It is shown from the involvement of Ellips hair vitamin in the plot or storyline of the INTM program and when the products are used as the property of the show in some episodes by INTM talents. In addition, the involvement of the products as the property of the show implies attachment between the talents' daily life and the products. The whole result describes what Belch and Belch (2017) say about product placement: it is a placement of a branded product in the form of a package in a movie or digital media to boost the promotion of a product or service. By showing the product, it impresses that the appearance of the product becomes a part of the program and blends with the program. Ellips product in the INTM program shot on the screen nice and clear so that the viewers could see the product of Ellips. It is also known that Ellips is the market leader in the hair vitamin category. It is proven by Nielsen with 77% (Detik News.com, 2016). Therefore, many people have known the brand Ellips and they have a good recognition ability to the product.

From one of the questions in the questionnaire, it is also proven that 50% of respondents agree to be able to recognize the product from the package. comes into the clip, it allows the viewers to see how to use the product, what is the benefit of the product, and its TVC. Based on the questionnaire, it is also gained the data showing the majority of the viewers agree to realize and pay attention to how to use the product and listen to the TVC. which is more than 0.05. It means the data is distributed normally. So that the data normality test has been fulfilled to go to linear regression test.

Table 4. Linearity Test Results

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Brand Awareness (Y) *	Between Groups	(Combined)	407.141	15	27.143	6.790	.000
		Linearity	318.912	1	318.91	79.783	.000
Product Placement (X)		Deviation from Linearity	88.230	14	6.302	1.577	.103
	Within Groups		335.769	84	3.997		
	Total		742.910	99			

Source: SPSS 25

The level of significance of both variables is considered to have a linear relationship. If Sig. > 0.05 then based on the result of linearity test above, deviation from linearity is Sig. (0.013) which is bigger than 0.05 It implies that both

Table 5. Heteroskedastisitas Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.655 ^a	.429	.423	2.08003

a. Predictors: (Constant), Product Placement (X)
b. Dependent Variable: Brand Awareness (Y)

Source: SPSS 25

Heteroskedasticity is a condition where the regression model does not meet variant of residual in another observation a proper

Based on the table above, the regression result between the independent variable and its absolute residual shows that the coefficient of the independent variable is nothing significant

Table 6. Simple Linear Regression Test Results

Correlations			
		Product Placement (X)	Brand Awareness (Y)
Product Placement (X)	Pearson Correlation	1	.655**
	Sig. (2-tailed)		.000
	N	100	100
Brand Awareness (Y)	Pearson Correlation	.655**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: SPSS 25

Based on the table above, the equation is generated:

$$\hat{Y} = a + bX$$

$$\hat{Y} = 9,585 + 0,478X$$

The equation of simple linear regression above has the coefficient value of the regression variables can be said to have a linear relationship. Therefore, the linearity assumption has been fulfilled to go to simple linear regression test. regression model means there is no heteroskedasticity. The heteroskedasticity test in this research is detected by using Glejser test. (0.059 > 0.05). It means there is no heteroskedasticity. Therefore, the heteroskedasticity test has been fulfilled to go to linear regression analysis. of variable X (product placement) at the amount of 0.478 to a positive direction. It means the influence direction of product placement to brand awareness is directly proportional. It also means that if product placement is high then brand awareness is also high vice versa.

Table 7. Correlation Coefficient test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	4.961	1.781		2.785	.006
Product Placement (X)	-.068	.036	-.190	-1.912	.059

a. Dependent Variable: ABS_RES

Source: SPSS 25

Based on the calculation result, it is found that the value of the correlation coefficient between product placement and brand awareness is 0.655 or 65.5% which is in the category strong relationship. The value of Sig. (0.000) > 0.05

Table 8. Coefficient determination Test Results

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	9.585	2.790		3.436	.001
Product Placement (X)	.478	.056	.655	8.586	.000

a. Dependent Variable: Brand Awareness (Y)

Source: SPSS 25

Based on the calculation result, it is found that the value of the determination coefficient is 42.9% (0.655² x 100%). It means brand awareness at the amount of 42.9% is determined by product placement while the rest 57.1% is determined by other variables which are not examined. Therefore, the result shows that the influence of product placement on brand awareness is 42.9%.

Hypothetical Test

The decisions taken are as follow:

- H₀ : β = 0 there is no influence from product placement on brand awareness
- H_a : β ≠ 0 there is influence from product placement on brand awareness

- a. If t_{count} > t_{table} then H₀ is rejected.
- b. If t_{count} < t_{table} then H₀ is accepted.

or

- a. If p-value < 0.05 then H₀ is rejected.
- b. If p-value ≥ 0.05 then H₀ is accepted.

Based on the Table 6, the result of simple linear regression, it can be seen that the value of tcount is at the amount of 8.586. Meanwhile, the critical price of ttable value with free degree n – 2 = 100 – 2 = 98 at α (0,05) at the amount of 1.984. Thus, tcount (8.586) > ttable (1.984) or p-value 0.000) < 0.05 so that H0 is rejected. means there is a significant relationship between product placement and brand awareness. Therefore, it can be concluded that there is a strong and significant relationship between product placement and brand awareness. In other words, there is influence from product placement on brand awareness.

Dicussion

Based on the results above, it is shown that an alternative in advertising needs to be tested its performance. It is applied also to product placement which is for the first time being engaged by Ellips to be placed in an entertainment program especially a talent show at the international level, namely Indonesia's Next Top Model. In summary, this research is done to a hundred respondents who are the subscribers and the viewers of INTM YouTube channel, using questionnaire as the research instrument to measure and examine the performance of product placement to brand awareness, which is

also using a series of test and data analysis with SPSS 25.

The result shows that there is influence from product placement on brand awareness of Ellips hair vitamin. Out of 42.9%, brand awareness is determined by product placement. However, the relationship or correlation between product placement and brand awareness is categorized as a strong relationship. So that, it is potential to influence viewers' awareness. Based on the result, it is found that product placement contributes to building Ellips brand awareness. Another side of the result implies that brand awareness for Ellips does not only aim at introducing but also reminding or recalling consumers to the product and maintaining its popularity. According to Keller & Swaminathan (2019:75), the more consumers experience seeing, hearing, and even thinking of a brand, the stronger memory of a brand or a product in the consumer's mind.

With the activities and scenes from the appearance, mention, and role of Ellips in INTM, there comes a potential to influence the viewers' brand awareness. Furthermore, the benefit will come along with it because if a product has good brand awareness, it will affect the increase of product selling. (Prabawa et al., 2017) mention that brand awareness takes a role in influencing consumers' purchase intention. Thus, the management of brand awareness is highly important for Ellips.

The finding of this research shows that the advertisement in a form of product placement which is an alternative way to promote a product or a brand compared to commercial break. The issue with commercial break is 'skip ads' phenomenon. It is also in a line with Belch and Belch (2017) who say that consumer seems to be avoiding commercials at an increasing rate due to oversaturation and the fact that new technologies make it easier to skip ads. Therefore, the result of product placement shows another response because the product is inserted into the plot of the program. There is nothing viewers can do about it. They must watch and see the product. In other words, when the program is running, they also need to enjoy the ads.

So, product placement impacts quite well because besides trying product placement as an alternative way to advertise, the cost for product placement tends to be lower than a commercial break. To sum up, what Ellips has done is in a line with the company's concept to apply smart spending.

Other things in this research result an achievement of promotion and advertisement activities done by Ellips. It is also supported by Ellips' target market which is from female teenagers to early adults, with a range of age 15—25 years old. According to Healthline, for female teenagers and early adults, that range of age is experiencing hair loss a bit faster caused by stress, diet, and wrong hair treatment (CNNIndonesia.com, 2018). No wonder, women pay more attention to take care of their hair. Their hair loss is also caused by inconsistent hair treatment that might damage their hair. By showing hair vitamin products from Ellips as well

as its explanation about each benefit of the variants with different solutions to hair problems, it is expected to strengthen consumers' ability to recall the product of Ellips hair vitamin.

As the market leader in terms of hair vitamin, Ellips needs to maintain such predicate. Keeping creativity to be developed is a certain thing to do these days, like how to find another alternative that is potential to generate profit considering the market competitiveness. Ellips is known as the pioneer of hair vitamins in the form of a capsule with different benefits. However, other competitors also do similar things including the package.

Therefore, Ellips has to increase its familiarity so that it becomes the top-of-mind product in consumers' mind. As Ramadayanti (2019) says, people tend to choose and buy the product based on what they have in mind. In other words, that form of treatment is potential to increase selling.

4. Conclusion

Product placement as an advertisement activity engaged by Ellips in Indonesia's Next Top Model obtains a good category seen from the measurement of three dimensions, namely visual placement, auditory/verbal placement, and plot connection. The performance of product placement done by Ellips is considered good because each dimension produces a good result. This research also shows a good result in terms of viewers' awareness test on Ellips hair vitamin product. It can be concluded that there is a strong relationship between product placement and brand awareness and it has a unidirectional influence. In other words, if the performance of product placement activity increase, then it will also increase the viewers' ability to realize Ellips product.

Further product placement activity should consider media and programs that the viewers are into such program. The future experiment also should think about increasing the performance of product placement so the advertisement target hits a high number of viewers especially those who are in the target market of Ellips. Therefore, it is expected to influence advertisement effectiveness with the concept of soft selling to the viewers who become consumer candidates.

References

- Aaker, D.A., 1991. Managing Brand Equity: Capitalizing on The Value of A Brand Name, *Journal of Marketing Research*. <https://doi.org/10.2307/3172832>
- Arikunto, S., 2019. *Prosedur Penelitian Ilmiah*. Rineka Cipta, Jakarta.
- Belch, G.E., Belch, M.A., 2017. *Advertising and Promotion: An Integrated Marketing Communication Perspective*, McGraw-Hill Irwin.
- Belch, G.E., Belch, M.A., 2012. *Advertising and*

- Promotion: An Integrated Marketing Communication Perspective, McGraw-Hill Irwin.
- CNNIndonesia.com, 2018. Millennial Generation Vulnerable to Hair Loss [WWW Document].
- Detik News.com, D., 2016. Sukses Berinovasi Tanpa Henti, Kino Indonesia Raih Penghargaan Internasional.
- Digdowiseiso, K., 2017. Metodologi Penelitian Ekonomi dan Bisnis.
- Gandhawangi, S., 2015. Industri Film Menolak Kalah [WWW Document]. Interaktif Kompas.id.
- Investasi.kontan.co.id, 2021. Kino Indonesia (KINO) Menyesuaikan Belanja Iklan dan Promosi dengan Kondisi Pasar.
- Keller, K.L., Swaminathan, V., 2019. Strategic Brand Management: Building, Measuring, and Managing Brand Equity, *Journal of Brand Management*. <https://doi.org/10.1057/bm.1998.36>
- Klipfolio.com, 2021. Brand Awareness Metric [WWW Document]. URL <https://www.klipfolio.com/resources/kpi-examples/digital-marketing/brand-awareness-metric>
- Kotler, P., Keller, K.L., 2015. *Marketing Management*. <https://doi.org/10.1080/08911760903022556>
- Kristanto, H., Karina Brahmana, R., 2016. Pengaruh Product Placement Pada Film Indonesia Terhadap Brand Awareness Dan Purchase Intention Masyarakat Surabaya. *J. Manaj. Pemasar.* 10, 20–26. <https://doi.org/10.9744/pemasaran.10.1.20-26>
- Kurniawan, A.W., Puspitaningtyas, Z., 2016. Metode Penelitian Kuantitatif, Pandiva.
- Moisescu, O.I., 2009. The Importance of Brand Awareness in Consumers' Buying Decision and Perceived Risk Assessment. *Manag. Mark.* 7, 103–110.
- NH Korindo, S., 2018. Kino Indonesia Tbk: Buktikan Kegesitan Ekspansi Bisnis.
- Panda, T., 2004. Effectiveness of Product Placements in Indian Films and its Effects.pdf. *J. Mark. Manag.*
- Prabawa, K., Sukawati, T., Setiawan, P., 2017. Peran Brand Awareness Dalam Memediasi Hubungan Iklan Dan Personal Selling Dengan Niat Beli. *E-Jurnal Manaj. Univ. Udayana* 6, 255107.
- Purnomo, Z.V., 2015. Product placement: Film, program televisi, video games atau musik? *J. Stud. Manaj.* 9, 100–114.
- Ramadayanti, F., 2019. Peran Brand Awereness terhadap Keputusan Pembelian Produk. *J. Stud. Manaj. dan Bisnis* 6, 111–116. <https://doi.org/10.21107/jsmb.v6i2.6690>
- Russell, C.A., 2002. Investigating the Effectiveness of Product Placements in Television Shows: The Role of Modality and Plot Connection Congruence on Brand Memory and Attitude. *J. Consum. Res.* 29, 306–318. <https://doi.org/10.1086/344432>
- Social Blade, 2021. SOCIAL BLADE [WWW Document]. URL <https://socialblade.com/>
- Steven, Sudrajat, R.H., 2019. Pengaruh Product Placement Terhadap Brand Awareness "BMW" pada Film Mission Impossible: Fallout. *Scriptura* 8, 75–82. <https://doi.org/10.9744/scriptura.8.2.75-82>
- Widayanti, O.W., 2019. Pengaruh Product Placement Terhadap Brand Awareness "Mie Sedaap Cup" Film "Cinta Brontosaurus" Di Kalangan Remaja Surakarta. *J. Common* 3, 181–194. <https://doi.org/10.34010/common.v3i2.1685>
- Williams, K., Petrosky, A., Hernandez, E., Page, R., 2011. Product placement effectiveness. *J. Manag. Mark. Res.* 1–24.
- Witrie Nuringtyas Gita A, H.B.A., 2020. Strategi Peningkatan Brand Awareness Yang Dilakukan Oleh Le Minerale Selama Masa Pandemi Covid-19. *MEDIALOG J. Ilmu Komun.* 3, 168–177. <https://doi.org/10.35326/medialog.v3i2.754>
- Yusuf, A.M., 2014. Metode Penelitian: Kuantitatif, Kualitataif, dan Penelitian Gabungan.