

ABSTRAKSI

Keengganan konsumen masa kini terhadap promosi *hardselling* membuat dunia pemasaran kini tidak hanya fokus berpromosi melalui iklan tradisional tetapi juga melalui media non-konvensional untuk menciptakan *purchase intention* pada konsumen. Oleh karena itu, metode pengembangan konsep *new advertising* pun marak dilakukan, salah satunya *brand placement*. *Brand placement* diakui merupakan bentuk komunikasi yang cenderung lebih diterima dan disukai oleh penonton. Tetapi, efektivitas dari praktek ini masih sedikit disadari oleh perusahaan *brand* sehingga penulis melakukan penelitian untuk mengukur seberapa jauh sikap penonton berpengaruh terhadap *purchase intention*. Dalam kasus yang diangkat yaitu *brand placement* Wardah dalam Film 99 Cahaya di Langit Eropa.

Penelitian ini akan menguji faktor-faktor yang dapat menimbulkan sikap penonton antara menyukai atau tidak menyukai baik terhadap *brand placement*, *placed brand* (Wardah), dan *celebrity endorser*, yang selanjutnya berimplikasi terhadap *purchase intention*. Penulis menggunakan *Structural Equation Modelling* (SEM) dalam melakukan analisis data. Hasilnya menunjukkan bahwa sikap penonton terhadap *placed brand* sangat kuat dan signifikan berpengaruh terhadap *purchase intention*. Sedangkan, tidak ditemukan pengaruh yang kuat antara sikap penonton terhadap *brand placement* dan sikap penonton terhadap *celebrity endorser* terhadap *purchase intention*. Hal ini mengindikasikan bahwa teknis penempatan merek Wardah di dalam film ini belum cukup efektif, sementara penggunaan *celebrity endorser* belum bisa mempengaruhi *purchase intention* konsumen.

ABSTRACTION

Aversion of today consumers toward hard-selling promotion make the world of marketing now did not only focus largely through traditional advertising but also through non-conventional media to create purchase intention to consumers. Hence, method of development the concept of new advertising is rife to be done. One of them is brand placement. Brand placement was recognized as a form of communication which tends to be accepted and favored by an audience. But, the effectiveness of these practices was still a little noticed by the company of brand so that author does research for measuring how far the attitudes of the audience affect the purchase intention. In a case that appointed namely brand placement of Wardah in “99 Cahaya di Langit Eropa” movie.

This study will examine factors that may inflicts attitudes among the audience either liked or not liked towards the brand placement, placed brand (Wardah), and celebrity endorser, which further implicates to purchase intention. Authors using Structural Equation Modelling (SEM) in doing data analysis. The results show that the attitude toward placed brand has a very strong and significant influence on purchase intention. Meanwhile, not found a strong influence among the attitude toward brand placement and attitude toward celebrity endorser toward the purchase intention. It indicates that technical of brand placement of Wardah in this film is not quite effective, while the use of celebrity endorser cannot direct the consumers in effecting purchase intention.