

ABSTRACT

Promoting and communicating the value of products offered by a company or brand needs an integrated marketing communication effort, one of which is product placement. Product placement is an alternative way for traditional advertising that usually broadcast in the media an often used in Korean dramas. One brand that implements product placement is Subway. The presence of Subway in Korean dramas opens up the opportunities for other brands to carry out this marketing strategy. This research focuses on discussing the effectiveness of product placement by Subway in the Korean drama “Descendants of The Sun”.

The Purpose of this study was to measure how much the influence of program liking has on brand recall and brand evaluation with psychological trait moderation and program involvement using a study on product placement Subway in Korean drama “Descendants of The Sun” in Bandung.

The research method used is quantitative with survey and case study research. The population used is individuals who have watched the Korean Drama Descendants of The Sun that lives in Bandung city and have knowledge about Subway product placement. Sampling will be done by purposive sampling technique. The data will be collected using a questionnaire that will be distributed via Google Forms, then the data will be processed using structural equation modeling data analysis technique.

Keywords: Product placement, program liking, brand recall, brand evaluation.