

ABSTRACT

The title of this research is Effectiveness Of Product Placement Advertising L'oréal On Film Ada Apa Dengan Cinta 2 Using Customer Response Index Method. The purpose of this research is to know the effectiveness of product placement advertisement L'oréal on film Ada Apa Dengan Cinta 2 using Customer Response Index method which has five dimensions: Awareness, Comprehend, Interest, Intention, and Action. Sampling using Purposive Sampling technique and obtained 156 respondents. The source of data used in this research is the primary data generated from the distribution of questionnaires through instant messaging.

The result of this research shows that product placement advertisement L'oréal on film Ada Apa Dengan Cinta 2 is not effective, because the percentage of CRI value action is 27.6% smaller than the percentage of CRI value for No Comprehend that is 36.5%. The condition can be concluded that product placement advertisement L'oréal on film Ada Apa Dengan Cinta 2 is an advertisement having poor comprehension. Suggestions that can be applied to L'oréal advertisement is making the frequency of appearance of the product in the film more precise, performing audio-visual only is the actresses who mention the brand L'Oréal without displaying the product, combine visual and audio strategies. The suggestion is intended to let the audience understand the purpose of the message of L'Oréal product placement advertisement on the movie Ada Apa Dengan Cinta 2. When the audience understands then they will continue to the next stage and analyzed whether effective or not L'Oréal product placement advertising.

Keyword: Advertising, Advertising in Product Placement, Customer Response Index