

ABSTRACT

This research was conducted because of the massive phenomenon of film in the Indonesian film industry at that time. One of them is the appearance of the products that were present in the 1991 DILAN film which later became the background of this research, especially in the emergence of the Tango product which became the main sponsor of the 1991 Dilan film. The independent variable in this study is Product Placement with the dependent variable being Brand Awareness and the audience of the 1991 DILAN film. This study aims to determine whether there is an influence and how big the influence of Product Placement on the Brand Awareness of the Tango product in the 1991 DILAN film. This research is a quantitative study and uses descriptive method. The data collection technique used is a questionnaire using a Likert scale which is carried out on 100 moviegoers of Dilan which are distributed randomly and scattered. Sampling in this study used a probability sampling technique with simple random sampling. The statement of the results of this survey will be processed statistically descriptively and using simple linear regression test, coefficient of determination test, normality test, and T test (partial) to find out how much influence Instagram content has on customer engagement. The results of the study, the value of the Brand Awareness variable (Y) is determined by the Product Placement (X) variable of 35.1% and the remaining 64.9% is influenced by other factors, namely personal experience, culture, mass media. Based on the simple linear regression equation, constant a is obtained: 5,681, if the product placement is 0 (zero), the increase in Brand Awareness is 5,681. From this equation, the results obtained indicate that the Product Placement variable has a positive effect on the Brand Awareness variable. This positive effect shows that the better product placement also increases Tango's Brand awareness in the 1991 DILAN film.

Keywords: Product, Product placement, Film, Tango, Brand Awareness DILAN 1991