

ABSTRACT

Advertising is the most used marketing communication mix by marketers. However, there are behavioral changes where consumers object to being forced to watch advertisements, resulting in zapping and zipping behavior. The use of advertisements inserted in a program, or product placement, still considered a non-priority for marketers. Despite that, one product that uses product placement is Kopiko. Kopiko is an Indonesian product that uses product placement in Korean drama Vincenzo. This research aims to find out how much Kopiko's product placement in Korean drama Vincenzo impacted audience response. Audience Response measured by AISAS (attention, interest, action, and share) model. This research uses quantitative methods. The sample were chosen using non-probability sampling method purposive sampling type, with the number of respondents 410 people. Data analysis technique used is descriptive analysis and simple linear regression analysis. According to the results of hypothesis testing, Kopiko's product placement in Korean drama Vincenzo has a significant impact towards audience response, as shown by $t_{count} > t_{table}$ ($8,337 > 1,965$) and it meets the requirements of hypothesis testing. It can be concluded that Kopiko's product placement in Korean drama Vincenzo has 14.6% impact towards audience response while 85,4% influenced by other factors which indicates that other independent variables can impact audience response but are not included in this study.

Keywords: *Product placement, advertising, audience response, AISAS.*