

ABSTRACT

Kopiko is the pioneer of the first candy coffee with original coffee bean extract in Indonesia. According to the results of a pre-survey of research conducted on 54 respondents from various age groups, it was obtained that all respondents were intended to buy Kopiko candy. There are various factors that influence the purchase intention of Kopiko candy, such as; product quality, affordable price, seeing the product placement in Korean dramas, or because of Kopiko candy's brand image. Kopiko candy is the first local product or pioneer that successfully uses a product placement strategy in Korean dramas by placing their products in the Korean drama Vincenzo. Korean drama is one of the popular product placement media for brands from Korea and other countries to advertise their products. The Korean drama Vincenzo is a Korean drama series played by Song Joong-ki, who is a top-class actor by successfully occupying a rating of 16.2% so that it is acclaimed as the most-watched program in the broadcast slot. By using Korean drama as a product placement medium for local products to promote their products, this research aimed to comprehend how much the Kopiko candy's product placement in the Korean drama series Vincenzo affected consumers' purchase intention.

This research used a quantitative method with a descriptive research type. The sampling of this research was conducted using a non-probability sampling method with a purposive sampling type, with a total of 100 respondents who were Twitter followers of the Indonesian society who had watched the Korean drama Vincenzo and had seen the product placement of Kopiko candy in the Korean drama series Vincenzo. This research used descriptive analysis techniques and simple linear regression analysis.

The results of the descriptive analysis indicated that the product placement of Kopiko candy in the Korean drama series Vincenzo had a total score of 77.82% and was included in a good category. Meanwhile, purchase intention of Kopiko candy was in a good category, with a total score of 80.8%. Based on the analysis of the coefficient of determination, it showed that the product placement of Kopiko candy in the Korean drama series Vincenzo has an influence of 40.4% on consumers' purchase intention, while the remaining 59.6% was influenced by other factors outside this research. The researcher's suggestion for the company is that the main character in the Korean drama Vincenzo is expected to be able to provide feedback regarding the advantage or taste of Kopiko candy, because the main character in the drama has a greater influence than the other actors.

Keyword: Product Placement, Purchase Intention, AIDA, Kopiko