

ABSTRACT

Health is important. Nutritious foods and drinks can boost the immune system. Companies that sell nutritious drinks is PT. Realfood Wint Asia. Realfood introduces its newest product, Realfood Jelly. Developments in the F&B/Health sector cannot be separated from technology. Marketers take advantage of this to carry out promotions. Companies use advertising techniques, namely product placement. Realfood uses Tokopedia Play by displaying Realfood Jelly on the Variety Show "Mantul House" Episode 2. This research was conducted with the aim of knowing how much influence the placement of "realfood jelly" products on the variety show "Mantul House" Episode 2 has on brand awareness. This study uses the independent variable, Product Placement with sub-variables Visual Placement, Auditory/Script Placement, and Plot Connection. This study also uses the dependent variable, Brand Awareness with the sub-variables Peak Thoughts, Remember the Brand, Know the Brand, and Not Be Aware of the Brand. This research uses a quantitative method with a descriptive research type. The sampling technique used is probability sampling, with simple random sampling technique, and the analysis technique uses the normality test, heteroscedasticity test, correlation coefficient test, coefficient of determination, simple linear regression, and hypothesis testing using the T test . placement "real food jelly" in the variety show "mantul house" episode 2 was 60.2%, and 39.8% was influenced by other factors not examined in this study.

Keywords: Product Placement, Realfood, Brand Awareness