

ABSTRACT

Advertising is still a marketing strategy that is widely used by marketers. However, advertisements on television media are no longer effective in attracting public attention. Marketers must think of new strategies, one of these new strategies is product placement. Product placement is a marketing technique carried out by companies by inserting products into an activity or television program or film. The purpose of this study was to find out how Hatari's product placement influences brand awareness in the sitcom Lapor Pak! The method used in this research is quantitative with a descriptive approach. The theory used in this study is the S-O-R theory. The data collection technique used questionnaires via the goggle form to 385 respondents who are loyal viewers of the Lapor Pak! sitcom. on television or on YouTube. The results of the study stated that Hatari's product placement as the X variable had a positive effect on brand awareness as the Y variable in the sitcom Lapor Pak!

Keywords: product placement, brand awareness, marketing communication, advertising, s-o-r theory