

ABSTRACT

The Samsung company is a company that produces the largest electronic devices in the world and its offices are based in Seoul, South Korea, specifically in Seocho Samsung Town. Samsung Indonesia is ranked first in its market competition, but from 2017 to 2018 it has decreased. This makes this research interesting, because this research wants to know how product placement influences Samsung's brand awareness in Indonesia's next top model and also to find out how high Samsung's product placement and brand awareness are in Indonesia's next top model event. Samsung carried out product placement in Indonesia's Next Top Model talent search program which was broadcast on several platforms, namely the Net TV television channel, the Netverse application and also through the Indonesia's Next Top Model YouTube account. Indonesia's next top model itself is a talent search event adapted from America's next top model event which aims to determine the top model, Indonesia's next top model since 2020 and already has three winners in the first cycle won by Danella Ilene, the winner in the second cycle is Sarah tumiwa and in the third cycle won by iko bustomi. This research aims to find out how high each variable is, namely Samsung's product placement and also Samsung's brand awareness and what the influence is between the independent variable and the dependent variable. This study uses a quantitative method that uses descriptive analysis research type. Sampling using purposive sampling method with a total of 100 respondents. The results show that there is an influence of the product placement variable on the brand awareness variable and has a very good influence.

Keywords: *Brand awareness, Indonesia's next top model, Product placement, Samsung.*