

ABSTRACT

Developments in the digital era now have quite a positive impact and can be put to good use. One beauty brand that pays attention to effective marketing is Scarlett Whitening. In the current era of digitalization, Scarlett Whitening's marketing strategy does not only focus on its products, but also combines the online and offline worlds. One of the efforts made to increase product acceptance for this brand, especially among kdrama lovers, is implementing a product placement program for Korean dramas.

The purpose of this study is to examine how the influence of product acceptance and Attitude Towards Product placement on the Purchase Intention of Scarlet Whitening products in the audience of the Korean drama Reborn Rich. The research method used is quantitative with a descriptive approach, using nonprobability sampling techniques with a total of 103 respondents. Data collection was carried out by distributing questionnaires to consumers who watched the Korean Drama Reborn Rich. Data analysis was carried out using the SEM-PLS method with the help of SmartPLS 3.2.9 software.

The results of this study indicate that product acceptance has a positive and significant influence on Purchase Intention in the audience of Korean Drama Reborn Rich. In addition, Attitude Towards Product placement has a positive and significant influence on Purchase Intention. The findings also show that product acceptance has a positive and significant effect on Purchase Intention mediated by Attitude Towards Product placement on Scarlet Whitening products in the Korean drama Reborn Rich.

Keywords: *Product acceptability, Attitude Towards Product placement, Purchase Intention*