

ABSTRACT

Product placement in films is one of the company's communication strategies to increase brand awareness. Kopiko used a product placement strategy for the first time, namely in the Korean drama Vincenzo. This research aims to enable researchers to see the meaning of using Kopiko product placement in the Korean drama Vincenzo. Researchers conducted this research using Roland Barthes' semiotic theory to find the meaning behind the scenes showing Kopiko product placement in the Korean drama Vincenzo. This research uses expert triangulation by presenting one expert informant. The research results include that the denotation meaning for product placement in the Korean drama Vincenzo is that Kopiko is used as a solution to overcome fatigue, stress or sleepiness. The connotation means that Kopiko not only functions as a source of physical energy, but also has additional values, such as the culture of drinking coffee in Korea continues to develop by accepting innovations and new alternatives in enjoying the experience of consuming coffee. The myth for product placement in the Korean drama Vincenzo is that Kopiko is considered suitable for the busy modern life in Korea and Indonesia. Kopiko promotes itself as a modern alternative that does not sacrifice the quality or benefits of traditional coffee, fitting in with trends and needs in both countries. Thus, the placement of Kopiko in the drama "Vincenzo" not only promotes the product, but also builds narratives and myths around modern lifestyles and practical and efficient coffee consumption.

Keywords: *korean drama, product placement, semiotics.*