

## THE EFFECT OF PRODUCT PLACEMENT ON PURCHASE INTENTION WITH BRAND AWARENESS AS A MEDIATION VARIABLE (STUDY ON CIMORY PRODUCTS IN YOUTUBE CONTENT)

Nanto Purnomo<sup>1</sup>

<sup>1</sup> Lamongan Islamic University, Jalan Veteran Number 53 A, Lamongan, Indonesia

[nantopurnomo@unisla.ac.id](mailto:nantopurnomo@unisla.ac.id), +6283134780412

### ABSTRACT

*One form of marketing communication strategy in the form of advertising that is currently rampant is product placement. Currently, YouTube is one of the most popular digital platforms for companies, both large and small, to advertise. Google's advertising resource update data shows that YouTube had 139.0 million users in Indonesia at the beginning of 2022. This figure means that the reach of YouTube 2022 ads is equivalent to 50.0 percent of Indonesia's total population at the beginning of the year. According to YouTube viewers, their propensity to buy doubles after seeing an item on YouTube. Over 70% of viewers said YouTube made them more acquainted with new brands. The YouTube platform is 4 times more likely to be used by consumers than other platforms to find information about a brand, product, or service. This study aims to analyze the effect of product placement on purchase intention with brand awareness as a mediating variable with a study on Cimory products on the YouTube channel. This type of research uses a quantitative descriptive approach using a sample of 112 respondents who have watched the Nihongo steady youtube channel. Data analysis using SmartPLS 3.0 software. The results of the evaluation test of the measurement model show that all indicators have met the discriminant validity and good reliability. Q2 value of 0.8496 is close to the value of 1, meaning that the structural model in this study is quite good. The R-square value shows that 62.4% of Brand Awareness (Z) is influenced by Product Placement (X). And Purchase Intention (Y) is influenced by Product Placement (X), and Brand Awareness (Z) variables by 60% ) 0.05. The results of Product Placement testing on Brand Awareness obtained t count (23.536) t table (1.984) and p-value (0.000) 0.05. Product Placement testing on Purchase Intention. obtained t count (6.848) t table (1.984) and p-value (0.028) 0.05. The results of the hypothesis that Brand Awareness affects bridging Product Placement on Purchase Intention show the indirect path coefficient value of 0.487 with t value (6.060) t table (1.984) and p-value (0.000) <0.05. Product Placement has a positive and significant effect on purchase intention, Product Placement has a positive and significant effect on brand awareness, brand awareness has a positive and significant effect on purchase intention, and Product Placement has a positive and significant effect on purchase intention mediated by brand awareness.*

**Keywords:** Product Placement, Purchase Intention, Brand Awareness, and Youtube

# 1 INTRODUCTION

Kotler & Keller in Arbani (2020) argue that marketing communication is a means by which companies try to inform, persuade, and remind consumers directly or indirectly, about the products and brands being sold. Marketing communication aims to achieve three stages of change that are shown to consumers. The first stage to be achieved from the marketing communication strategy is the stage of knowledge change, in this change, the consumer knows the existence of a product, the second stage is a change in attitude in consumer behavior, and the third stage is a change in behavior or conation.

Philip Kotler in arbani, (2020) reveals that advertising is all forms of non-personal presentation and promotion of ideas, goods, or services by a particular sponsor that requires financing. One form of marketing communication strategy in the form of advertising that is currently rife is product placement, Product placement is a way to increase the promotion of a product or service by displaying its products with the impression that the existence of the product seems to be part of the story of films and television shows (Belch and Belch in Arbani, 2020).

Currently, YouTube is one of the most popular digital platforms for companies, both large and small, such as MSMEs to advertise. Google's advertising resource update data shows that YouTube had 139.0 million users in Indonesia at the beginning of 2022. This figure means that the reach of YouTube 2022 ads is equivalent to 50.0 percent of Indonesia's total population at the beginning of the year. As an illustration, YouTube ads reached 67.9 percent of Indonesia's total internet user base (regardless of age) in January 2022. At that time, 46.9 percent of YouTube ad viewers in Indonesia were women, while 53.1 percent were men ( Dwiriyanto in Purnomo, 2022). According to YouTube viewers, their propensity to buy doubles after seeing an item on YouTube. Over 70% of viewers said YouTube made them more acquainted with new brands. The YouTube platform is 4 times more likely to be used by consumers than other platforms to find information about a brand, product, or service. ( [https://www.youtube.com/intl/ALL\\_id/ads/](https://www.youtube.com/intl/ALL_id/ads/), 2022). From these phenomena, this study aims to analyze the effect of product placement on purchase intention with brand awareness as a mediating variable with a study on Cimory products on the Ningoho Mantappu YouTube channel.

## A. Materials and methods

### • Product Placement

According to Blech & Blech, product placement is a method used to increase promotion for a product or service by displaying the product with the impression that the existence of the product is part of the film's story (Kristanto and Brahmana, 2016: 21).

Product Placement has three main dimensions that are usually applied in the use of product placement, these three dimensions are called Tripartite Typology or three constructive dimensions (Kristanto & Brahmana, 2016). Russell (1998) himself indicated that product placement has three dimensions, including:

1. Visuals or screen placements. A product is placed in the background of a scene, for example, a truck with the product logo placed on the side.

2. Auditory or verbal nature of the placement. The brand may not be mentioned at all in the story dialogue, it may be mentioned several times, it may be mentioned with emphasis, and so on.
3. Plot connection or congruent. The extent to which the placement is connected to the plot of the film. At one level, a brand can be a brand that is visible in a movie scene and not connected to the main part of the story. (Subianti & Hudrasyah, 2013).

- **Brand Awareness**

According to Aaker in Wasil (2017) brand awareness is the ability of a potential customer to recognize or recall that a brand is part of a particular product category.

Brand awareness is important in influencing consumer purchase intentions, the purpose of brand awareness is to distinguish a product or brand from other products. So that a product can have a value that can later be considered by consumers when they will make the process of purchasing a Suciningtyas product in Widayanti (2019).

The ability of consumers to measure brand awareness is seen from the level of measurement of brand awareness according to Aaker in widayanti (2019) as follows:

- a) Top of Mind is the brand that is first remembered and most remembered by consumers.
- b) Brand Recall is a reminder of the brand.
- c) Brand Recognition is brand recognition where the level of brand awareness by consumers is still very low, it still needs help by mentioning product characteristics to remember the product.
- d) Unware of Brand is the lowest level because in the brand awareness pyramid it is located at the very bottom, where consumers are not or are not aware of the existence of a brand.

- **Purchase Intention**

According to Kotler (2016: 200), purchase intention is the act of consumers thinking about a product they want to have and based on knowledge about a particular brand. So that intention is a tendency to take any action to immediately realize the actual buying activity

The dimensions of Purchase Intention according to Ferdinand in Yasmin (2019) include:

- a) Transactional interest is a person's tendency to buy a product. This means that consumers already have an interest in purchasing a particular product that they want.
- b) Referential interest is a person's tendency to refer to products to others. This means that a consumer who already has an interest in buying will advise his closest people to also buy the same product.
- c) Preferential interest is an interest that describes the behavior of someone who has a major preference for the product. This preference can only be overridden if something happens to the product of its preference.

- d) Exploratory interest is an interest that describes the behavior of someone who is always looking for information about the product he is interested in and looking for information to support the positive characteristics of the product.

## 2 MATERIALS AND METHODS

The research method used in this study is a quantitative descriptive research method. The sampling technique used was the purposive sampling technique, namely the technique of determining the sample with certain considerations (Sugiyono, 2016), where the sample used was 112 respondents who had watched the Nihongo steady channel. Test the validity of the research instrument using convergent validity by looking at the value of each factor loading indicator on the questionnaire item. Reliability testing by looking at Cronbach's alpha value of at least 0.6 (Ghozali, 2006). Data analysis using the help of SmartPLS 3.0 software. Measurement of the outer model is used to test the validity and reliability of the research instrument through four indicators, namely convergent validity, discriminant validity, Cronbach's alpha, and composite reliability. Convergent validity of the measurement model with the indicator reflective model is assessed based on the correlation between the outer loading calculated by PLS. The reflective measure is said to be high if it has a correlation of more than 0.7 with the construct to be measured. However, for early-stage research with the development of a measurement scale, a loading value of 0.5 to 0.6 is considered sufficient (Chin 1998) in (Ghozali & Latan, 2012). In testing reliability, the construct of composite reliability must be above 0.7 for confirmatory research, while for explanatory research it is worth 0.6 - 0.7 and Cronbach's alpha is above 0.6 (Hengky and Ghozali, 2012: 80).

## 3 RESULTS AND DISCUSSION

### • Convergent Validity

Convergent validity aims to determine the validity of each relationship between the question items used and their latent variables. The test results if the loading factor value is above 0.7, it is said to be ideal and valid. However, the loading factor value above 0.5 is also acceptable, but if the loading factor value is below 0.5 then the item used must be removed from the model. In this study, the critical value of 0.6 is used. From several indicators there are invalid question items, namely Z1.1, Z1.2, Z1.4, and Z1.6 whose loading factor value is below 0.5, they must be removed from the model and retested.

Table 2. Outer Loadings (Mean, STDEV, t-Values)

Indicator	Load Factor Value			Information
	PP	BA	PI	
X1.1	0.654			Valid
X1.2	0.771			Valid
X1.4	0.692			Valid
X1.5	0.750			Valid
X1.6	0.614			Valid
X1.7	0.681			Valid

X1.8	0.676			Valid
X1.9	0.711			Valid
X1.10	0.707			Valid
X1.11	0.773			Valid
X1.12	0.737			Valid
X1.13	0.770			Valid
X1.14	0.742			Valid
X1.15	0.630			Valid
X1.16	0.683			Valid
Z1.3		0.775		Valid
Z1.5		0.661		Valid
Z1.7		0.724		Valid
Z1.8		0.749		Valid
Z1.9		0.727		Valid
Z1.10		0.632		Valid
Z1.11		0.847		Valid
Z1.12		0.785		Valid
Z1.13		0.724		Valid
Z1.14		0.817		Valid
Z1.15		0.780		Valid
Y1.1			0.777	Valid
Y1.2			0.750	Valid
Y1.3			0.877	Valid
Y1.4			0.859	Valid
Y1.5			0.790	Valid

From this table, it is known that from the second test all the loading factor values of the Product Placement (X) and Brand Awareness (Y) and Purchase Intention (Z) indicators are greater than 0.60. This shows that the indicators are valid.

- **Discriminant Validity**

Discriminant Validity is to prove that the latent construct predicts the size of the constituent variables better than the size of the other variables. Discriminant Validity of the measurement model with reflexive indicators is assessed based on the cross-loading of the measurement with the construct.

Table 3. Cross Loading Value

Indicator	Cross Loading Value		
	PP	BA	PI
X1.1	<b>0.654</b>	0.534	0.416
X1.2	<b>0.771</b>	0.594	0.409
X1.4	<b>0.692</b>	0.397	0.315
X1.5	<b>0.75</b>	0.534	0.4
X1.6	<b>0.614</b>	0.573	0.442
X1.7	<b>0.681</b>	0.433	0.427
X1.8	<b>0.676</b>	0.478	0.5
X1.9	<b>0.711</b>	0.562	0.547
X1.10	<b>0.707</b>	0.582	0.448
X1.11	<b>0.773</b>	0.595	0.457
X1.12	<b>0.737</b>	0.602	0.457

X1.13	<b>0.77</b>	0.717	0.617
X1.14	<b>0.742</b>	0.565	0.439
X1.15	<b>0.63</b>	0.486	0.522
X1.16	<b>0.683</b>	0.612	0.552
Z1.3	0.639	<b>0.775</b>	0.529
Z1.5	0.504	<b>0.661</b>	0.471
Z1.7	0.516	<b>0.724</b>	0.517
Z1.8	0.561	<b>0.749</b>	0.587
Z1.9	0.591	<b>0.727</b>	0.571
Z1.10	0.572	<b>0.632</b>	0.479
Z1.11	0.659	<b>0.847</b>	0.643
Z1.12	0.611	<b>0.785</b>	0.662
Z1.13	0.577	<b>0.724</b>	0.622
Z1.14	0.643	<b>0.817</b>	0.584
Z1.15	0.598	<b>0.78</b>	0.613
Y1.1	0.462	0.564	<b>0.777</b>
Y1.2	0.47	0.521	<b>0.75</b>
Y1.3	0.63	0.702	<b>0.877</b>
Y1.4	0.609	0.645	<b>0.859</b>
Y1.5	0.55	0.653	<b>0.79</b>

Based on the cross-loading value, it can be seen that all the indicators that compose each variable in this study (the values in bold) have met discriminant validity because they have the largest outer loading value for the variables they form and not for other variables. Thus, all indicators in each variable in this study have met discriminant validity.

- **Model Evaluation**

The evaluation of the measurement model with the square root of average variance extracted is to compare the AVE root value with the correlation between constructs. If the AVE root value is higher than the correlation value between the constructs, then good discriminant validity is achieved. In addition, an AVE value greater than 0.5 is highly recommended. The construct is declared reliable if the composite reliability value and the Cronbach alpha value are above 0.70.

Table. ....

Construct	AVE	Composite Reliability	Cronbach's Alpha
X	0.502	0.938	0.929
Z	0.562	0.933	0.921
Y	0.659	0.906	0.870

The AVE value for the three constructs is greater than 0.5 so it can be concluded that the evaluation of the measurement model has good discriminant validity. In addition to the construct validity test, a construct reliability test was also carried out which was measured by the criteria test, namely composite reliability and Cronbach alpha from the indicator block that measured the construct. Constructs are declared reliable if the value

of composite reliability and Cronbach's alpha is above 0.70. So it can be concluded that the construct has good reliability.

- **Evaluation of the Structural Model (Inner Model)**

Testing of the inner model or structural model is carried out to see the relationship between the significance value construct and the R-square of the research model. The structural model was evaluated using R-square for the dependent construct of the t-test and the significance of the coefficients of the structural path parameters.

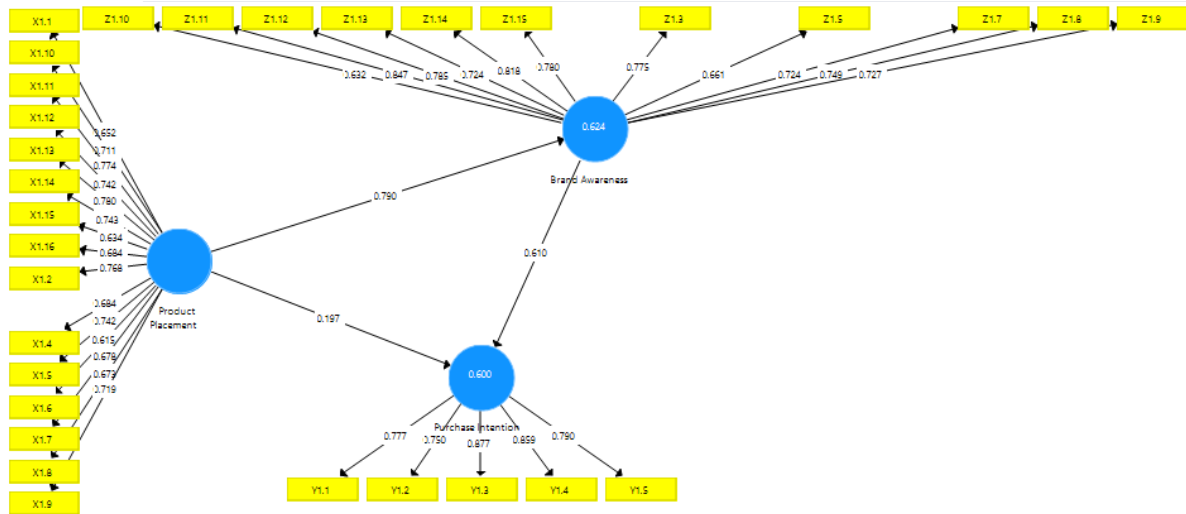


Figure 1. Structural Model (Inner Model)

- **Coefficient of Determination ( R<sup>2</sup> )**

Testing of the structural model is done by looking at the R-square value which is a goodness-fit test of the model.

Table ...R-Square. Value

Variable	R-Square
Z	0.624
Y	0.600

The table above shows the R-square value for the Brand Awareness variable, which is 0.624. The R-square value indicates that 62.4% of the Brand Awareness (Z) variable can be influenced by the Product Placement (X) variable. while the remaining 37.6% is influenced by other variables outside the studied. The table above shows the Purchase Intention R-square value of 0.600, indicating that the Purchase Intention (Y) variable is influenced by the Product Placement (X) variable, and the Brand Awareness (Z) variable by 60% while the remaining 40% is influenced by other variables outside the study.

- **Predictive Relevance (Q<sup>2</sup>)**

The goodness of the Fit Model is measured using R-square dependent latent variable with the same interpretation as regression, while Q-Square predictive relevance for structural models, predictive relevance is used to measure how well the conservation value generated by the model and its parameter estimates are. The magnitude of Q2 has a value with a range of 0 < Q2 < 1, where the closer to 1 means the better the model. The

quantity of Q2 is equivalent to the coefficient of total determination in path analysis. then the calculation of predictive relevance is as follows.

$$Q2 = 1 - (1 - R2) \times (1 - R2)$$

$$Q2 = 1 - (1 - 0.624) \times (1 - 0.600) = 0.8496$$

The value of Q2 is 0.8496, which means that the amount of data diversity from the research that can be explained by the designed structural model is 84.96%, while the remaining 15.04% is explained by other factors outside the model. Based on these results, it can be said that the structural model in this study is quite good because it is closer to the value of 1.

• **Research Hypothesis Testing**

Testing the research hypothesis uses the estimated significance value of the parameter to provide very useful information about the relationship between the research variables. In this case, the bootstrap method is carried out on the sample. Testing with bootstrap is also intended to minimize the problem of abnormal research data. The results of the bootstrapping test from the PLS analysis are as follows:

Table... Hypothesis Testing Results

Variable relationship	Estimated Coefficient	Standard Deviation	T count	p-value
X <del>Z</del>	0.790	0.034	23,536	0.000
X <del>Y</del>	0.197	0.089	2.211	0.000
Z <del>Y</del>	0.610	0.089	6,848	0.028

The structural equations obtained are:

$$Z = 0.790 X$$

$$Y = 0.197 X + 0.610 Z$$

Hypothesis testing can be done by comparing the t-count with the t-table. The t-table value is 1,984. However, if the p-value is used, the comparison value used is the error rate value ( $\alpha$ ) of 5%. The results of testing the research hypothesis are as follows:

**a) Hypothesis 1**

H1: Product Placement has a direct and significant effect on Purchase Intention.

The results of hypothesis testing obtained a path coefficient of 0.197 and t count of 2.211. Because the value of t count is greater than t table (1.984) or p (0.000) 0.05. Then the results obtained are H0 is rejected and H1 is accepted, so that Product Placement has a direct and significant influence on Purchase Intention. The results of this hypothesis test are in line with research conducted by Yasmin (2019), Muhammad (2022), Fahad(2019), and Priatni(2019).

**b) Hypothesis 2**

H1: Product Placement has a direct and significant influence on Brand Awareness.

The results of hypothesis testing obtained a path coefficient of 0.790 and t count of 23,536. Because the value of t count is greater than the t table (1.984) or p

(0.000) 0.05. Then the results obtained H0 is rejected and H1 is accepted, so that Product Placement has a direct and significant influence on Brand Awareness. The

results of this hypothesis test are in line with research conducted by Pancaningrum (2020), Arbani (2020) Yassmin (2019), and Widayanti (2019).

**c) Hypothesis 3**

H1: Brand Awareness has a direct and significant influence on Purchase Intention.

The results of hypothesis testing obtained a path coefficient of 0.610 and t count of 6.848. Because the value of t count is greater than t table (1.984) or p (0.028) 0.05. Then the results obtained are H0 is rejected and H1 is accepted, so that Product Placement has a direct and significant influence on Purchase Intention. The results of this hypothesis test are in line with research conducted by Yasmin (2019), Priraprianti (2018), and Permatasari (2021).

**d) Testing Brand Awareness as an Intervening Variable in Product Placement Relationship to Purchase Intentions**

H1 : Product Placement affects Purchase Intention through Brand Awareness.

Structural equation:

$$Y = PYX + (PYX \times PYZ)$$

Direct Effect (direct effect) Product Placement on Purchase Intention of 0.197

$$\begin{aligned} \text{Indirect Effect (IE)} &= PZX \times PYZ \\ &= 0.790 \times 0.610 = 0.4819 \end{aligned}$$

$$\begin{aligned} \text{Total Effect (TE)} &= PYX + (PZX \times PYZ) \\ &= 0.197 + 0.4819 = 0.6789 \end{aligned}$$

The effect of the indirect effect, and the total effect of the relationship between variables using the Sobel formula have been presented in a summary of the results below.

Table. Indirect Influence Recapitulation

Variable	Direct Coefficient		Standard error		Indirect Coefficient	Se Sobel	T Count	p-Value
X,Z,Y	0.790	0.610	0.034	0.089	0.487	6.565	6.060	0.000

The amount of indirect standard error or standard error is calculated using the Sobel formula, so that it is obtained as follows:

$$Sab = \sqrt{b^2 sa^2 + a^2 sb^2 + sa^2 sb^2}$$

$$Sab = \sqrt{(0.790)^2 \cdot (0.089)^2 + (0.610)^2 \cdot (0.034)^2 + (0.034)^2 \cdot (0.089)^2}$$

$$Sat = 0.0734$$

Thus, the t-test value is obtained as follows:

$$t = \frac{ab}{sab}$$

$$t = \frac{0.4819}{0.0734} = 6.5654$$

Based on the table above, the following indirect effects can be obtained:

**e) Hypothesis 4**

H1: Brand Awareness mediates the relationship between Product Placement and Purchase Intention.

The results of testing the fourth hypothesis indicate that the relationship between Product Placement and Purchase Intention (Y) variables through Brand Awareness shows an indirect path coefficient value of 0.487 with a t-statistic value of 6.565. The value of t count (6.565) is greater than t table (1.984) or  $p(0.000) < 0.05$ . These results mean that Brand Awareness has a significant influence in bridging Product Placement on Purchase Intention. The results of this hypothesis test are in line with research conducted by Pancaningrum (2020), Razak (2021), Muhamad (2022), Ghadani (2022), Permatasari (2021), and Priatni (2019)

Based on the explanation of the indirect effect on Purchase Intention, it is found that Product Placement has a direct influence on Purchase Intention. Besides that, Product Placement also has an indirect influence on Purchase Intention through Brand Awareness.

#### **4 CONCLUSION**

- a) Product Placement has a positive and significant effect on purchase intention on Cimory products in YouTube content. This means that product insertion in the content such as visual impressions, audio, and the connection with the storyline has a positive impact on the purchase intention of Cimory products.
- b) Product Placement has a positive and significant effect on brand awareness of Cimory products. This means that advertising or product insertion in content is directly proportional to the formation of positive brand awareness or awareness in the eyes of consumers.
- c) Brand awareness has a positive and significant effect on purchase intention on Cimory products. This means that brand awareness will lead to consumer buying intentions for Cimory products and will later be expected to influence consumer decisions in making purchases.
- d) Product Placement has a positive and significant effect on purchase intention mediated by brand awareness. This means that brand awareness can control as a mediation over product placement with purchase intention. Consumers who have good brand awareness of Cimory products can provide references, reviews, and share their positive experiences, thus forming purchase intentions for other parties.

#### **5 ACKNOWLEDGEMENTS**

We extend our deepest gratitude to the Islamic University of Lamongan for its support and as a funder through the Internal Research Grant. Do not forget to thank colleagues and respondents who have participated in helping indirectly in this research.

## REFERENCES

- Arbani, Agyl Krishna & Udung Noor Rosyad (2020). Tropicana Slim's Product Placement Relationship in the "Promise" Web Series with Brand Awareness. *Communications Management Proceedings*, 6(2), 287-291
- Fahad, Muhammad (2019). Analysis of the Effect of Placement Products and Brand Recall "Vivo V9" on Purchase Intentions in the 2018 Fifa World Cup Russia. *Seminar on Management, Business and Accounting Innovation*, 1, 1082-1092
- Ghadani, Amelia, et al.(2022). The influence of brand ambassadors and brand image on purchasing decisions at shopee by mediating brand awareness. *Insight Management Journal*, 2(3), 110-118.
- Kotler, Philip, & Keller, KL (2016). *Marketing Management (15th Edition)*. England: Pearson Education Limited.
- Kristanto, Harris and Ritzky Karina MR Brahmin. (2016). "The Effect of Product Placement on Indonesian Film on the Brand Awareness and Purchase Intention of the Surabaya Community", in the *Journal of Marketing Management*. Vol. 10 No. 1. (p. 21).
- Muhammad, Audeva Azhar & Muhammad Fikry Aransyah (2022). The Effect of Social Media Marketing on Brand Awareness and Brand Image to Increase Intention to Buy (Study on Audia Multibrand Muslim wear). *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(2), 14437-14453.
- Pancaningrum, E & T. Ulani, (2020). The Effect of Product Placement on Customer Interests in Mediation by Brand Awareness. *17th International Symposium on Management (INSYMA 2020) Advances in Economics, Business and Management Research*, 115, 177-182
- Permatasari, Luh Gede Indah, et al. (2021). The Role of Brand Awareness Mediates the Effect of Advertising Attractiveness to Purchase Intentions for Toyota Brand Cars. *Economic Studies Bulletin*, 26(1), 85-100
- Priatni, Supeni Budi et al, (2019). The Influence of Social Media Marketing on Purchase Intention with Brand Awareness as an Intervening Variable at Martha Tilaar Salon Day Spa. *Journal of Economics, Management, and Banking*, 5(3), 145-155
- Priraprianti, et al (2018). Brand Awareness In Retail Against Consumer Purchase Intention. *Journal of Management Science*, 1(1), 118-133

Purnomo, nanto. (2022). The Effect of Product Placement on Consumer Buying Interest A Case Study of Cimory Products on Youtube. National Seminar on Economic and Business Research.

Razak, Mashur, et al. (2021). The Effect of Video Advertising and Social Media Content Through Brand Awareness on Buying Interest in the Gofood Application in Makassar City. AKMEN. 18(1), 84-97

Subianti, T., & Hudrasyah, H. (2013). Analysis of movie product placement and its effect towards the audience case study: AyatAyat Cinta, Perahu Kertas, Habibie & Ainun movie. Journal of Business and Management, 2(2), 163-189.

Sugiyono. (2016). Quantitative, Qualitative, and R&D Research Methods. Bandung: PT Alfabet

Wasil, Mohammad. 2017. The Influence of Brand Loyalty and Perceived Quality on Purchase Satisfaction: University of Mulawarman Samarinda; Vol.19 No.1

Widayanti, Oktaviani Wahyu.(2019). The Effect of Product Placement on Brand Awareness of "Mie Sedaap Cup" Film "Cinta Brontosaurus" Among Youth in Surakarta. Common Journal, 3(2), 180-194.

Jasmine, Meaning of Hanida & Marheni Eka Saputri (2019). The Effect of Product Placement Pond's Age Miracle on Brand Awareness and Purchase Intention in the Viu Application (Case Study in Bandung City Society). e-Proceedings of Management, 6(2), 4454-4459.

Website :

[https://www.youtube.com/intl/ALL\\_id/ads/](https://www.youtube.com/intl/ALL_id/ads/)