

ABSTRAK

Skripsi dengan judul “Pengaruh *Korean Wave* dan *Product Placement* Merek Lokal Indonesia dalam Drama Korea terhadap *Brand Awareness* dan *Purchase Intention* (Studi pada Masyarakat di Kabupaten Tulungagung)”, ditulis oleh Era Sheli Silfana, NIM. 126405202147, Program Studi Manajemen Bisnis Syariah, Fakultas Ekonomi dan Bisnis Islam, Universitas Sayyid Ali Rahmatullah Tulungagung, pembimbing Dr. Ahmad Supriyadi, M.Pd.I.

Fenomena *Korean Wave* (*Hallyu*) telah menjadi tren global yang menyebar ke berbagai belahan dunia, termasuk Indonesia. Salah satu aspek penting dari *Korean Wave* adalah drama Korea, dimana tren *Korean Wave* yang meningkat di Indonesia membuat drama Korea menjadi sangat populer, sehingga menciptakan peluang bagi merek-merek lokal untuk memanfaatkan *product placement* dalam drama Korea sebagai strategi periklanan. Oleh karena itu, *product placement* merek lokal Indonesia dalam drama Korea tersebut menjadi strategi periklanan yang menarik untuk dianalisis. Sehingga, penelitian ini bertujuan untuk menganalisis pengaruh fenomena *Korean Wave* dan praktik *product placement* merek lokal Indonesia dalam drama Korea terhadap tingkat *brand awareness* dan *purchase intention* di kalangan masyarakat Kabupaten Tulungagung.

Penelitian ini menggunakan metode kuantitatif dengan menggunakan jenis penelitian asosiatif. Penelitian ini juga dikategorikan dalam penelitian *survey* karena teknik pengumpulan data menggunakan instrumen kuesioner. Sampel pada penelitian ini sebesar 100 responden. Teknik pengambilan sampel yang digunakan adalah *non-probability sampling*, dengan jenis *purposive sampling*. Sumber data yang digunakan dalam penelitian ini adalah data primer yang diperoleh melalui kuesioner *online*, serta data skunder yang diambil dari buku, jurnal, internet, dan sumber lain yang berkaitan dengan tema penelitian. Teknik analisis data dalam penelitian ini menggunakan SEM-PLS, yaitu *Structural Equation Model* (SEM) berbasis *Partial Least Square* (PLS).

Hasil penelitian menunjukkan bahwa variabel *Korean Wave* (X1) berpengaruh secara parsial terhadap *Brand Awareness* (Y1). Variabel *Korean Wave* (X1) berpengaruh secara parsial terhadap *Purchase Intention* (Y2). Variabel *Product Placement* (X2) berpengaruh secara parsial terhadap *Brand Awareness* (Y1). Variabel *Product Placement* (X2) berpengaruh secara parsial terhadap *Purchase Intention* (Y2). Kemudian, pada hubungan simultan, variabel *Korean Wave* (X1) dan *Product Placement* (X2) berpengaruh secara simultan terhadap *Brand Awareness* (Y1) serta variabel *Korean Wave* (X1) dan *Product Placement* (X2) berpengaruh secara simultan terhadap *Purchase Intention* (Y2).

Kata Kunci: *Korean Wave*, *Product Placement*, *Brand Awareness*, *Purchase Intention*, Drama Korea (K-Drama)

ABSTRACT

The thesis entitled "The Influence of the Korean Wave and Product Placement of Indonesian Local Brands in Korean Dramas on Brand Awareness and Purchase Intention (A Study on the Community in Tulungagung Regency)", was written by Era Sheli Silfana, NIM. 126405202147, Islamic Business Management Study Program, Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah University Tulungagung, under the guidance of Dr. Ahmad Supriyadi, M.Pd.I.

The Korean Wave (Hallyu) phenomenon has become a global trend, spreading across various regions of the world, including Indonesia. One important aspect of the Korean Wave is Korean dramas, where the increasing Korean Wave trend in Indonesia has made Korean dramas highly popular, thus creating opportunities for local brands to utilize product placement in Korean dramas as a marketing strategy. Therefore, the product placement of local Indonesian brands in Korean dramas has become an interesting advertising strategy to analyze. Consequently, this research aims to analyze the influence of the Korean Wave phenomenon and the practice of product placement of local Indonesian brands in Korean dramas on brand awareness and purchase intention among the people of Tulungagung Regency.

This research employs a quantitative method using an associative research type. It is also categorized as a survey research because the data collection technique uses a questionnaire instrument. The sample size for this research is 100 respondents. The sampling technique used is non-probability sampling, with purposive sampling. The data sources used in this research are primary data obtained through online questionnaires and secondary data taken from books, journals, the internet, and other sources related to the research theme. The data analysis technique in this research uses SEM-PLS, which stands for Structural Equation Model (SEM) based on Partial Least Square (PLS).

The research results indicate that the Korean Wave variable (X1) partially influences Brand Awareness (Y1). The Korean Wave variable (X1) partially influences Purchase Intention (Y2). The Product Placement variable (X2) partially influences Brand Awareness (Y1). The Product Placement variable (X2) partially influences Purchase Intention (Y2). Furthermore, in the simultaneous relationship, the Korean Wave (X1) and Product Placement (X2) variables simultaneously influence Brand Awareness (Y1), and the Korean Wave (X1) and Product Placement (X2) variables simultaneously influence Purchase Intention (Y2).

Keywords: *Korean Wave, Product Placement, Brand Awareness, Purchase Intention, Korean Dramas (K-Dramas)*