

# CHAPTER I

## INTRODUCTION

### 1.1 Background

The development of technology is felt to continue to increase from time to time. Many people seek information from the internet and get information through television, radio and magazines. Therefore, marketers can use this opportunity to promote and communicate their products. Advertising is the main choice in communicating the products offered by the company.

In television programs there are messages and persuasion that are often not realized. And it's not in a commercial commercial break. When watching television shows, the audience is invited to drag on a path that is sad or that can invite laughter. However, without realizing it, there is a message or persuasion inserted in television soap operas. The audience does not realize it because in its placement, the persuasion is inserted as smoothly as possible so that the audience will not feel that they have been persuaded.

The zipping and zapping system or better known as TV channel transfer, as well as technological developments so that viewers can record, pause and repeat TV broadcasts, it shows that advertising is no longer effective and efficient as a means of product promotion and communication (Belch, 2015). In addition, advertising has become less desirable because of technological developments such as the existence of Netflix which can exceed advertising (Chen and Wang, 2016).

The product marketing strategy through product placement is expected to be able to overcome the tendency of saturation and ineffectiveness of advertising in television mass media by the audience, because product placement carries out promotional activities only by placing the product as an item or property in the film. indicated by the brand awareness of a product.

Brand awareness plays a role in influencing the consideration of purchasing decisions by consumers (Suciningtyas, 2012). Buying interest will arise if consumers are interested in the products offered, then it will encourage consumers

to make decisions in purchasing (Eriza, 2017). So producers make efforts in the form of describing experiences so that consumers can be influenced and attracted by certain brands. Mass media is a forum used to carry out marketing communication activities.

Purchase intention is an activity carried out when an individual decides to buy a certain brand after several considerations (Ajzen, 1991; Koenig-Lewis and Palmer, 2014). Purchase intentions tend to be formed as a result of the evaluation stage. A person has the intention to buy a product that is considered appropriate to his needs (Das, 2014; Vijaranakorn and Shannon, 2017). In making a purchase, intention is closely related to the purchase motive. The purchase motive of each consumer is different depending on the circumstances (Coelho et al 2013; Defranc et al, 2008; Rudyanto, 2018). Purchase intentions are not the same as actual purchases because there are still several considerations such as when to buy the product before the individual makes the actual purchase which causes a delay from the purchase intention to the actual purchase (Belch and Belch, 2015).

Based on the background described above, due to the widespread use of product placement in Indonesian electronic cinema, a research will be conducted on "Effect of Product Placement and Brand Awareness in Electronic Cinema (Sinetron) on Prime Time Show on Indonesian Private Television Channels on The Customer Purchase Intention (Case Study of Consumers at Bengkalis District)"

## **1.2 Formulation of the Problem**

Formulation of the Problem Based on the above background, the writer will identify the problems as follows:

1. How does the effect of Product Placement in electronic cinema during prime time on Indonesian private television channels on the purchase intention of the Bengkalis community?
2. How does brand awareness affect the purchase intention of the Bengkalis community through electronic cinema during prime time on Indonesian private television channels?

3. How do product placement and brand awareness affect the purchase intention of the Bengkalis community through electronic cinema during prime time on Indonesian private television channels?

### **1.3 Purpose of the Study**

Based on the formulation of the problem above, the following research objective can be determined :

1. To find out the effect of product placement in electronic cinema during prime time on Indonesian private television channels on the purchase intention of the Bengkalis community.
2. To find out the effect of brand awareness affects the purchase intention of the Bengkalis community through electronic cinema during prime time on Indonesian private television channels.
3. To find out the effect of product placement and brand awareness affect the purchase intention of the Bengkalis community through electronic cinema during prime time on Indonesian private television channels.

### **1.4 Significance of the Study**

This research is expected to function and have benefits for several parties, including other :

- 1, Benefits for Company  
To get awareness of the existence of product placement as another alternative to expose the characteristics of a product through electronic cinema.
2. Benefits for community  
This research is expected to provide insight in the form of final project that can be used to broaden knowledge in conducting research Product placement.
3. Benefit to researches  
To add insight and knowledge about product placement so as to train researches to apply theories obtained from lecturers. As well as being one of

the requirements for completing education. And as reference for further research.

### **1.5 Scope and Limitation of the Problem**

Based on the background of the various problems that have been described, the author can identify the scope and limitations of this research problem, namely how a product is placed on the sidelines of electronic cinema.

### **1.6 Writing System**

In order for the writing of this thesis report to be systematic and neatly structured, a systematic report writing is required. The following is the systematics of thesis report writing :

#### **CHAPTER 1 : INTRODUCTION**

This chapter explains the background of the research, the formulation of the problem, the research objectives, the benefits of research and the systematics of writing research reports

#### **CHAPTER 2 : LITERATURE REVIEW**

In this chapter, the writing describes previous research taken from previous journals, as well as theories that are in accordance with the subject of this research.

#### **CHAPTER 3 : RESEARCH METHODOLOGY**

In this chapter, the author explains various research methodologies consisting of the location and time of the study, research objects, types and sources of data, population and samples, sampling techniques, data collection techniques, and measurement scales. data measurement techniques, data analysis techniques, types of research. hypotheses, concept definitions, and operational definitions.

#### **CHAPTER 4: RESULTS AND DISCUSSION**

In this chapter the author will explain the results of the research that has been done based on the data obtained from filling out the questionnaire.

#### **CHAPTER 5: CONCLUSION AND SUGGESTIONS**

In this chapter the author will describe the conclusions obtained from the discussion of the fiber suggestions that will be conveyed by the author.

