

## **PRODUCT PLACEMENT STRATEGY ANALYSIS OF PT. MAYORA INDAH'S KOPIKO CANDY IN THE KOREAN DRAMA "DOCTOR SLUMP"**

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### **ABSTRACT**

Indonesia is one of the largest producers of coffee beans in the world after Brazil, Vietnam and Colombia. Indonesia's coffee plantation area reaches 1.24 hectares, 933 hectares of robusta plantation and 307 hectares of arabica plantation. This is what makes coffee closely related to the lives of Indonesian people. The purpose of this research is to find out how Kopiko candy product placement strategy affects consumer buying interest after successfully entering the South Korean market through Korean dramas, especially the Korean drama "Doctor Slump". The product placement strategy, especially the Implicit Product Placement of PT Mayora Indah, succeeded in attracting buyers' interest until many people began to realize the presence of Kopiko candy. Not only South Koreans, but all Korean drama lovers from various countries began to be interested in the presence of Kopiko candy and made Kopiko as the coffee candy of choice to be consumed when tired. The conclusion of this research is that the integration of product placement in the Korean drama "Doctor Slump" related to Kopiko candy by PT Mayora Indah has succeeded in increasing brand awareness and consumer preference in buying the product. In this way, effective product placement in Korean dramas, namely Implicit Product Placement, has the potential to become a PPL marketing strategy that is able to reach and influence target consumers.

**Keywords :** *Marketing strategy, Product placement Kopiko candy, Implicit product placement, PPL Korean drama, Kopiko candy*

### **INTRODUCTION**

Indonesia is one of the largest producers of coffee beans in the world after Brazil, Vietnam, and Colombia. According to the Central Statistics Agency (BPS) report in 2022, Indonesia's coffee production reached 749.8 thousand tons, which increased by 1.1% compared to the previous year. Meanwhile, Indonesia's coffee plantation area reached 1.24 hectares, 933 hectares of robusta plantations and 307 hectares of arabica plantations. This is what makes coffee closely related to the lives of Indonesian people. Kopiko candy is a production of PT Mayora Indah Tbk and has spread to 100 countries, including Korea, Singapore, the Philippines, Taiwan, Australia, Italy, Portugal, Spain,

Germany (Maulida, 2021). Quoted from (Kusumo, 2021). The export of Kopiko products runs effectively with the export value of Kopiko candy amounting to 30% of the overall Mayora turnover. The stability in the export of Kopiko candy abroad is still related to the use of promotional strategies that are carried out. This research will discuss how PT Mayora Indah markets Kopiko Candy products through product placement in the South Korean drama "Doctor Slump". The product placement strategy used by PT Mayora Indah is Implicit Product Placement. Placing a product or brand in media works such as films, television shows, or music videos with the aim of increasing product awareness and influencing consumer behavior without making the part too conspicuous from the narrative and content (D'Astous & Natalie, 1998). The product placement strategy carried out by PT Mayora Indah is an effective marketing strategy to enter the South Korean market.

Mayora planned the right marketing strategy through the South Korean drama industry. PT Mayora Indah's product sales consistently experienced a 9.3% surge in the I-2022 period from the same period in the previous year amounting to IDR 14.37 trillion. Based on the company's 2021 report, during the first six months of 2021, PT Mayora Indah's export sales increased to IDR 5.4 trillion, compared to IDR 4.2 trillion in the first half of 2020. Meanwhile, with PT Mayora Indah's product placement strategy in Korean dramas, PT Mayora Indah's share price also increased by 1.16 percent to IDR 2,620 per share with a capitalization level of IDR 58.58 trillion. How does Product Placement Strategy in Korean Drama Increase Public Interest in Kopiko Candy? The purpose of this research is to find out how the product placement strategy of Kopiko candy products has an impact on consumer buying interest in Kopiko candy after successfully penetrating the South Korean market through Korean dramas, especially the Korean Drama "Doctor Slump."

## LITERATURE REVIEW

Based on research (Diah, 2021) Product Placement and Brand Awareness have a significant effect on buying interest because an advertisement can make consumers aware of a brand, it will generate interest in buying, in his journal entitled, "The Effect of Product Placement and Brand Awareness of Kopiko in Vincenzo's Korean Drama on Buying Interest in Surabaya" has the aim of knowing and analyzing the effect of Product Placement and Brand Awareness of Kopiko in Vincenzo's Korean drama on Buying Interest in Surabaya. The reason Kopiko candy was chosen in this Korean drama is to maintain and strengthen the Kopiko brand globally (Kusumo, 2021). In line with research conducted by (Galingging & Budiman, 2022) related to product placement, explaining that the product placement of Kopiko candy in the Korean drama Doctor Slump is included in the type of brand advertising. Other research on the effect of PPL on Brand Awareness was also conducted by Oktaviani Wahyu Widayanti in her research entitled "The Effect of Product Placement on Brand Awareness of Mie Sedaap Cup Film 'Cinta Brontosaurus' among Surakarta Teenagers" it can be concluded that people's reluctance to own a product is also caused by Brand Awareness, so producers are willing to spend more to influence consumers through product placement strategies. An

effective PPL strategy in movies can influence consumer perceptions of products and increase Brand Awareness (Widayanti, 2019). Product placement in television shows or dramas is a growing trend in many countries. The hope is that product placement in a drama or television show will make the audience aware of the product or brand featured in the storyline or scene.

## METHODS

### Marketing strategy

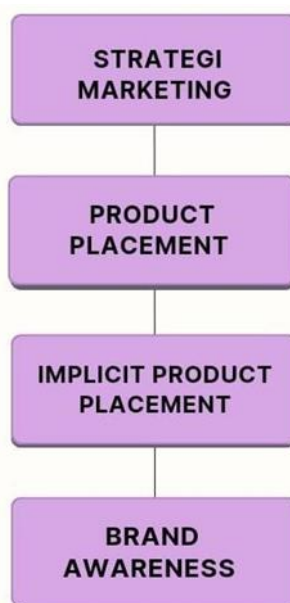
Marketing strategy is an essential tool created by the company to fulfill the objectives of the company which also develops an interconnected relationship through the intended market and the marketing plan used in that market to serve target consumers (Tull & Kahle, 1990). The objectives of marketing strategy include: Introducing products to a wider market reach, presenting products as attractive as possible and presenting attractive products, different from others.

### Product Placement

Product Placement is a type of strategy that many businesses use to show how a product is part of a television show or movie (Hill, 2007). Product Placement is a technique where a certain product, brand, product packaging, or logo is featured in a movie. With the attractiveness of the artists involved, product placement in popular dramas can arouse consumer curiosity to find out more about the products displayed (Andina, 2021). Product placement strategy is a marketing strategy by placing a product or brand in media works such as films, television shows, or music videos with the aim of increasing product awareness and influencing consumer behavior without making the piece too conspicuous from the narrative and content. Product Placement (PPL) strategy according to D'Astous & Natalie (1998) has 3 types: 1. Implicit Product Placement: This type of PPL only displays a brand, product, or company name without formally mentioning the product in a movie or drama, so the product appears without explaining what the advantages and benefits of the product are. 2. Integrated Explicit Product Placement: When a brand, product or company name appears in a movie or drama. The product will be described formally but without mentioning the advantages and benefits of the product. The nature of this type of PPL is active. 3. Non-Integrated Explicit Product Placement: In this type a brand, product, or company name will be formally mentioned but, not integrated into the movie or drama. The name of the advertised product can appear at the beginning, end or even the middle of the show. The name of the product will be a sponsor that appears at the end of the movie or drama.

## Brand Awareness

Brand Awareness or can be called consumer awareness of a brand and where consumers can remember and recognize brands in certain product categories. There are four indicators of brand awareness according to Rangkuti (2002): namely Brand Awareness, Brand Recognition, Brand Memorability, and Making the Brand the Main Choice. An important goal of marketing communication is brand awareness itself. Brand awareness targeting consumers can create positive associatives and encourage them to make purchases which will increase further interaction with a product. Brand awareness is successful when consumers can easily remember and choose the mentioned product when they need the same product.



The synthesis of thoughts that can be compiled by the author, the author will explain how the marketing strategy implemented by a company, especially the product placement strategy in Korean dramas, which is focused on one type of product placement strategy theory, namely Implicit Product Placement, can affect consumer buying interest or Brand Awareness. Implicit Product Placement itself is a product, brand, or company that appears in a film or program without being formally mentioned. This research uses descriptive research methods. This method was chosen in order to obtain the widest possible data related to the phenomenon being studied and to find out in depth about the object of research. This descriptive research is intended to be able to explain in detail with the stages of research, namely, by collecting data by documentation, then taking a good look at the Korean drama Doctor Slump, as well as literacy and reading related journals and news in order to connect with various existing phenomena.

The scope of the research on "Analysis of PT Mayora Indah Kopiko Candy Product Placement Strategy in the Korean Drama Doctor Slump" is 2021 - 2024. This research time span was chosen in relation to the release of the Korean drama that we chose as research material. Primary data, is data found when the author descends to carry out

empirical research. The forms of data used are Digital Ethnography data, in the form of consumer responses in understanding the product placement strategy of Kopiko candy in Korean dramas, especially Doctor Slump. Secondary Data, is data obtained or collected from various existing sources obtained from reading and analyzing documents related to Kopiko's product placement strategy in Korean dramas. Various documents that support research in the form of books, articles, journals, papers and, previous research.

The type of method used by the author is qualitative. This method is used to collect data that is useful as a support for the topic studied by the author, the reason the author uses qualitative methods is to provide explanatory explanations related to the research results found. Qualitative methods are also used as a reference in finding data, both primary and secondary data. Secondary data used by the author is data from related official websites, and secondary data comes from previous journals. The purpose of this research is to find out how the product placement strategy of Kopiko candy products can increase consumer buying interest after successfully penetrating the South Korean market through Korean dramas, especially in the drama Doctor Slump. The results of the data obtained by this research will be explained descriptively through qualitative methods.

The reason why Korean Drama is chosen as Kopiko's new market, of course, is inseparable from the surge of Drakor (Korean Drama) enthusiasts. Not only in Indonesia but in all over the world, Drakor is in every interesting spectacle recommendation, so this makes PT Mayora Indah decided to try to enter the Korean Drama market through a type of marketing strategy, namely "Implicit Product Placement". This type of product placement strategy used is a type of PPL where the product will appear in the Korean drama scene without being formally mentioned. Kopiko candy product promotion in a natural way in the drama scenario consumed by the actors. As coffee is generally consumed to relieve drowsiness and fatigue, Kopiko candy appears to replace coffee consumption. By eating Kopiko candy, the actors no longer need to bother brewing coffee to relieve fatigue and sleepiness, because the content of coffee extract in Kopiko candy is the same as coffee in general, only in a more practical form. The presence of PPL Kopiko candy in Korean dramas, especially "Doctor Slump", is a special attraction for consumers. Product placement and brand awareness have a significant impact on consumer buying interest in Kopiko candy.

## **RESULT AND DISCUSSION**

### **Ppl Marketing Strategy To Korean Drama "Doctor Slump"**

Until now Kopiko has been known to foreign countries and has become the first local coffee candy product to successfully use product placement strategies in South Korean dramas, especially in the Korean drama Doctor Slump. The marketing strategy applied by PT Mayora in Kopiko Candy products received a positive response from the audience and also the market in South Korea. The high enthusiasm for Korean dramas is the

reason why PT. Mayora made Korean dramas a focal point in the Kopiko candy marketing strategy.

PT Mayora uses the Implicit Product Placement strategy in their efforts to penetrate the Korean Drama market. Implicit Product Placement allows a product to appear in a drama or movie formally, but without mentioning clearly what the advantages and benefits of the product are. After Kopiko made its first appearance in the Korean drama Vincenzo, many people were interested in Kopiko candy. Not stopping there after appearing in Vincenzo, Kopiko has appeared in many other dramas in South Korea, the latest being the drama Doctor Slump. Kopiko candy appeared in the drama Doctor Slump 3 times, namely in episode 12, episode 14, and episode 16. In each episode Kopiko is packaged nicely to blend with the drama, the actors naturally show Kopiko and consume it as a substitute for coffee.



**Picture 1.1. PPL Kopiko Doctor Slump Episod 12**



**Picture 1.2. PPL Kopiko Doctor Slump Episod 14**





**Picture 1.3. PPL Kopiko Doctor Slump Episod 16**

### **The Influence Of Marketing Strategy Ppl Kopiko Candy On Consumer Buying Interest**

Purchase interest can be influenced by product placement marketing strategies, one of which is in the Korean drama Doctor Slump, although with not much intensity, but the audience can be aware and know the Kopiko candy brand in the drama is an influence. Where the buying interest of the younger generation is influenced by PPL in Korean dramas, besides that it is not the first time Kopiko candy has used this strategy in a drama which can increase consumer buying interest because consumers have remembered or recognized a product. The habit of South Koreans who often consume coffee almost every time, makes Kopiko candy adaptable there in a short time. This is the reason why Kopiko is easily accepted besides its strong coffee flavor, Kopiko can be easily consumed and also saves time. In addition, audiences are always curious and want to try what their favorite actors consume, and it can be seen in ethnography (social media) that the reaction of audiences who want to try Kopiko candy is the result of a smart and attractive PPL strategy. In addition, Korean dramas have played an important role in increasing Kopiko's popularity in various countries.

This shows that PT Mayora Indah's product placement has succeeded in attracting buying interest so that many people began to realize the existence of Kopiko candy. Not only South Koreans, but all people who enjoy Korean dramas from various countries are also interested in the existence of Kopiko candy and make Kopiko as the candy of choice for consumption. In this case, PT Mayora Indah itself conducts a marketing strategy and product placement on the scenes shown in the drama, this method focuses on making the audience get an increase in realism and also integration where naturally the scenes shown in the drama plot can be processed by the audience and affect purchasing behavior which is when the audience who watches the drama has more enthusiasm when they see Kopiko products being promoted in the market. Like when traveling to the nearest minimarket or shopping facility.

This strategy is also a means of PT Mayora Indah where most audiences will ignore advertisements by passing by or in this day and age with the rise of ad blocking and streaming services the audience will not be interested in advertisements that are just passing by, but with this strategy Kopiko indirectly instills buying intentions in the

audience, which is well packaged from scene to scene that is aired and indirectly explains and makes it more difficult for the audience to avoid or may be more well received and generate greater buying intentions.



## CONCLUSION

The conclusion of this study shows that the integration of product placement strategies in the drama Doctor Slump on kopiko candy by PT Mayora Indah has succeeded in increasing brand awareness and consumer preference. Product placement according to Implicit Product Placement which is used in displaying products in the middle of relevant and interesting storylines but not overtly and tends to involve emotional and psychological with the product. This is very effective due to the creation of a strong bond between a brand and the audience, the non-frontal appearance of the product influences their perception of the product or even encourages them to make a purchase and try the product. Thus effective product exposure in Korean dramas has the potential to be a powerful marketing tool in reaching and influencing the targeted market. The above emphasizes the importance of choosing the right context and subtle integration between roles and storylines to achieve maximum effectiveness in product placement strategies.

Suggestions for future research regarding a more in-depth analysis of the various factors that influence the effectiveness of product placement, especially on the psychological and emotional aspects experienced by the audience. More in-depth research on what psychological factors can help understand how audience perceptions, attitudes, and motivations can be formed in responding to product placement and how the emotional aspects arising from the integration of strategies in the context of the story also provide



new insights into the influence on consumer behavior. Alternatively, further research could be conducted on further case studies of product placement in other Korean dramas to broaden the understanding of trends and strategies that are successfully implemented. It is no less important to further research in order to understand in detail the benefits and costs of the Kopiko candy product placement strategy in the Korean drama Doctor Slump, namely regarding ROI measurement, which also needs to be further analyzed.

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