

ABSTRACT

Today's lifestyle requires a person to pay more attention to self appearance, so beauty products continue to develop into various types that are tailored to consumer needs. In 2021, Indonesia's people trusted local products for their body care products, namely Scarlett Whitening. A large number of beauty brands in Indonesia means that companies must have the right strategy as the main guideline for their marketing activities. Many companies use their marketing strategy through product placement in Korean dramas. Product placement can increase brand awareness of a product which the buying process will follow. Scarlett Whitening beauty products also use this strategy by advertising its products in a Korean drama entitled Today's Webtoon. This study aimed to analyze the effect of Scarlett Whitening's product placement in the drama "Today's Webtoon" on buying interest with brand awareness as an intervening variable. This research utilizes a quantitative method with explanatory research. The sampling procedure employed is non-probability sampling using purposive sampling technique. The study was conducted on 272 respondents who had watched the drama Today's Webtoon and used Scarlett Whitening products. This research uses primary data and the survey collects data through Google Forms. The type of research used is the quantitative method and explanatory research with the path analysis method. Hypotheses are tested using T-Test and Sobel Test. The results of this study indicate that product placement has a positive and significant effect on purchase intention with brand awareness as the intervening variable.

Keywords: product placement, purchase intention, brand awareness