



Original Article

The Effect of Product Placement on Brand Awareness of “Cleo” in Denny Sumargo's Youtube Videos Among Generation Z

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Abstract:

This study aims to analyze how the concept of product placement in Denny Sumargo's CURHAT BANG YouTube show affects CLEO's brand awareness, considering the many competing brands of drinking water on the market and the concept of product placement applied in the YouTube show, which is done alternately with various brands in each episode aired. This research is explanatory quantitative research. The population in this study are subscribers of the YouTube account CURHAT BANG Denny Sumargo. The sampling technique used in this study is non-probability sampling with purposive sampling technique. The sample size in this study is determined using a formula developed by Slovin. The number of samples in this study was 100 respondents. Data collection in this study used questionnaires distributed through Google Forms and measured using a Likert scale. The data analysis technique in this study used the IBM SPSS Statistics application with stages of validity testing, reliability testing, normality testing, regression testing, and model feasibility testing. The results of this study indicate that product placement has a significant effect on brand awareness in the YouTube show Curhat Bang Denny Sumargo among Gen Z. Product placement carried out strategically in the show, whether through visual display, audio mention of the brand, or relevance to the storyline, can increase consumer awareness of the brand. Of the three indicators tested, visual placement proved to be the most dominant aspect in shaping audience memory and brand recognition.

Keywords: Product Placement, Brand Awareness, YouTube Show Confessions of Bang Denny Sumargo, Gen



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Introduction

The development of digital technology has changed the media consumption patterns of society, especially among Generation Z, who are known as digital natives.

This generation spends more time on digital platforms such as YouTube than on conventional media. YouTube now functions not only as a means of entertainment, but also as a strategic medium for companies to promote their products through product placement strategies. This strategy is considered effective because it is able to convey promotional messages subtly without seeming pushy, thereby increasing brand awareness naturally.

One example of product placement that has attracted public attention is the show “Curhat Bang Denny Sumargo,” a program on YouTube that features casual conversations with various public figures. This show has a large audience and strong appeal among Gen Z because of its honest, emotional communication style that is relevant to everyday issues. In the show, the mineral water product “Cleo” often appears both visually and verbally, for example, placed on the host's table or mentioned in conversation, thereby indirectly implanting the brand image in the minds of viewers.

This phenomenon is interesting to study because the effectiveness of product placement in increasing brand awareness is still influenced by various factors. Several previous studies have shown mixed results regarding the influence of product placement on brand awareness, as stated by [\(Nitami & Asnawi, 2023; Nurfitria & Nurwahid, 2025; Rahmawati & Sudrajat, 2022; Sholikha & Soliha, 2024\)](#). Therefore, further research is needed to understand how product placement in the show “Curhat Bang Denny Sumargo” affects the level of brand awareness of “Cleo” products among Generation Z, which is the main target of today's digital market.

Research conducted by [Nurfitria and Nurwahid \(2025\)](#) reveals that the concept of product placement is often found in various television shows and films, and the application of this concept causes the audience's attention to focus on the products placed in the show indirectly. The concept of product placement is also one of the most effective marketing strategies and has advantages that have led many professionals and companies to get involved in its application [\(Kumar, 2017\)](#).

In a highly competitive business environment, many companies are striving to expand their market reach and increase brand awareness through advertising on various social media platforms such as Instagram, Facebook, TikTok, and YouTube. Social media has become a strategic communication channel because it is able to reach a wide audience quickly and interactively [\(Ethika et al., 2022\)](#). With the support of algorithms that tailor to user interests, companies can target advertisements specifically to relevant market segments, making promotional messages more targeted and effective in attracting consumers' attention. Advertising is an important part of Integrated Marketing Communication (IMC), which aims to convey brand messages consistently through various communication channels [\(Herawan & Erdiansyah, 2023\)](#).

This approach not only increases consumer knowledge of the product, but also builds an emotional bond between the audience and the brand. When advertising messages are presented in a creative, authentic, and relevant manner to the values and lifestyles of the target market, especially the younger generation such as Gen Z, these advertisements can foster a sense of closeness and trust, as well as strengthen brand loyalty. In a highly competitive business environment, many companies try to expand their market reach through advertising on various social media platforms such as Instagram, Facebook, TikTok, and YouTube. Advertising is part of Integrated Marketing Communication and has proven to be effective in influencing the emotional bond between the target audience and a brand [\(Steven & Sudrajat, 2019\)](#). Research

conducted by [Soelaiman and Puspitowati \(2019\)](#) on product placement explains that Indonesian viewers' attitudes toward branded products on YouTube are stronger than those toward branded products in films. Considering that many artists are currently pursuing careers on YouTube channels to monetize their vlogs and podcasts.

One study conducted by [Chan and Tresna \(2021\)](#) explains that product placement and brand awareness of Ellips products on the Indonesian YouTube channel Next Top Model have a strong and unidirectional relationship. However, another study conducted by [Sholikhah and Soliha \(2024\)](#) explains that although product placement on YouTube content has an impact on increasing brand awareness, there are other indicators that also have an impact on brand awareness itself, such as celebrity endorsements and electronic word of mouth.

In a survey conducted by the research institute Ipang Wahid Strategik in 2023, it was found that the podcast CURHAT BANG Denny Sumargo, owned by the actor and former basketball player, was the most popular podcast in Indonesia with a percentage of 39.69% ([Endra, 2023](#)).



Figure 1. Survey of the Most Popular Podcasts in Indonesia

The YouTube account CURHAT BANG Denny Sumargo provides podcast content about celebrities or sources related to current topics that are widely discussed. The content is in the form of video shows with an average duration of around 30 minutes to 1 hour. The YouTube channel CURHAT BANG Denny Sumargo has 6.67 million subscribers.



Figure 2. CURHAT BANG Denny Sumargo YouTube account

In Figure 2, it is evident that the YouTube account CURHAT BANG Denny Sumargo has many subscribers, proving that Denny Sumargo is able to attract viewers through the content he shares. As a result, he has received many offers for advertising

collaborations, one of which is with the water company CLEO, which collaborated with Denny Sumargo by implementing advertising with the concept of product placement.

In an article published on the KONTAN.CO.ID website entitled “Increasing Brand Awareness, CLEO Sets Highest Sales Record in the First Half of 2023,” the CLEO brand continues to strive to increase brand awareness among the public through marketing and educational programs. To achieve this goal, CLEO has partnered with Denny Sumargo to tackle the competition in Indonesia's bottled mineral water industry. The advertising campaign featuring product placement in the podcast CURHAT BANG Denny Sumargo is one of CLEO's innovations in enhancing its marketing efforts.

The novelty of this study lies in the content displayed on Denny Sumargo's YouTube account, CURHAT BANG, which uses the concept of product placement alternately in each video broadcast due to the many brands that collaborate with him. It should also be noted that there are currently three brands of bottled water competing fiercely in the market, namely Aqua, Le Minerale, and CLEO. With this research, it is hoped that we as consumers will understand how CLEO decided to apply the concept of product placement in a show that builds brand awareness in the community.

Based on this background, this study aims to analyze the relationship between the concept of product placement in CURHAT BANG Denny Sumargo's YouTube videos and CLEO's brand awareness, considering the many competing water brands on the market and the concept of product placement applied in these YouTube videos, which is done alternately with various brands in each episode aired.

Research Method

This study is an explanatory quantitative study. An explanatory quantitative study is a type of study conducted to find out why a phenomenon occurs, with the ultimate goal of identifying cause-and-effect relationships. This type of study was chosen because the researcher wanted to identify the cause-and-effect relationship between the application of the concept of product placement on the YouTube channel CURHAT BANG Denny Sumargo and audience awareness of the brand, or brand awareness.

In this study, there are two variables, namely the independent variable and the dependent variable. The independent variable in this study is CLEO. Meanwhile, the dependent variable is brand awareness among the audience, which consists of teenagers in Surakarta City.

The population in this study consists of subscribers to the YouTube account CURHAT BANG Denny Sumargo. The sampling technique used in this study is non-probability sampling with purposive sampling. This technique is used so that researchers can determine the sample criteria that are suitable and needed for this study. In the context of this study, samples were selected from the community of Surakarta City who met the following criteria:

1. Have watched YouTube videos on the CURHAT BANG Denny Sumargo channel
2. Are aged between 17 and 24 years old
3. Live in Surakarta City.

The sample size in this study was determined using a formula developed by Slovin. Based on the calculation results, the number of samples in this study was 100 respondents.

Data collection in this study used a questionnaire distributed through Google Forms and measured using a Likert scale. To develop a research instrument or questions in the questionnaire, indicators for each variable were needed. The following are the indicators for each variable in this study:

Table 1. Research Variable Indicators

Variable	Indicator	Description
Product Placement (X) Russel (Rahmawati & Sudrajat, 2022)	Visual Placement	Advertising content or display on screen.
	Auditory Placement	Content that mentions the brand.
	Plot Connection	Content that links the product or brand to the storyline of the advertisement.
Brand Awareness (Y) (Kotler & Keller, 2018)	Recall	Consumers know or remember the brand name when it is mentioned, and the brand has a clear meaning in consumers' minds. .
	Recognition	How well do consumers recognize spoken brands? .
	Purchase	To what extent do consumers include spoken brands in their shopping lists? .
	Consumption	To what extent do consumers remember the brand mentioned when using other brands? .

Data analysis was conducted using IBM SPSS Statistics through several stages: validity, reliability, normality, regression, and model suitability (Goodness of Fit) tests. Validity and reliability tests assess the accuracy and consistency of instruments, the normality test checks data distribution, the regression test analyzes variable influence, and the model suitability test evaluates how well the regression model explains variable relationships.

Result and Discussion

Data Analysis

In this study, data was collected using a questionnaire that had been tested for validity and reliability. The research instrument was distributed to 100 respondents, and the collected data was analyzed to test the quality of the measuring tool . The findings

from the analysis were then used as the basis for collecting the primary data needed in the study. The two main variables that were the focus of measurement were Product Placement and Brand Awareness..

Validity Test

A validity test serves to evaluate the accuracy of a measuring instrument in research, whether the tool actually measures what it is supposed to measure (Ghozali, 2019). A questionnaire is considered valid if each question accurately reflects the variables or constructs being measured. In practice, validity testing compares the Pearson correlation value of each item with the critical value in the r table. An item is deemed valid if its Pearson correlation value exceeds the r table value. The following table presents the validity test results generated using SPSS software.

Table 2. Results of the Validity Test of Product Placement and Brand Awareness

Variable	Category	Item	Pearson Corelation	R Table	Description
Product Placement (X)	<i>Visual Placement</i>	P1	0,495	0,183	Valid
		P2	0,731	0,183	Valid
		P3	0,475	0,183	Valid
		P4	0,680	0,183	Valid
	<i>Auditory Placement</i>	P1	0,456	0,183	Valid
		P2	0,582	0,183	Valid
		P3	0,429	0,183	Valid
		P4	0,631	0,183	Valid
	<i>Plot Connection</i>	P1	0,407	0,183	Valid
		P2	0,716	0,183	Valid
		P3	0,585	0,183	Valid
		P4	0,669	0,183	Valid
	<i>Recall</i>	P1	0,617	0,183	Valid
		P2	0,723	0,183	Valid
		P3	0,469	0,183	Valid
		P4	0,546	0,183	Valid
		P1	0,466	0,183	Valid
		P2	0,526	0,183	Valid
		P3	0,470	0,183	Valid
		P4	0,540	0,183	Valid
		P1	0,396	0,183	Valid
		P2	0,716	0,183	Valid
		P3	0,555	0,183	Valid
		P4	0,597	0,183	Valid
		P1	0,464	0,183	Valid
		P2	0,620	0,183	Valid
		P3	0,606	0,183	Valid
		P4	0,743	0,183	Valid

Source: Primary Data Processing, 2025

Based on the validity test results in Table 5 using Pearson Correlation values, all items in the Product Placement (X) and Brand Awareness (Y) variables were declared valid because they had correlation values greater than the table r (0.183). The

correlation values for the Product Placement variable ranged from 0.407 to 0.731, while those for the Brand Awareness variable ranged from 0.396 to 0.743. Thus, all items in the research instrument were deemed feasible and valid for use in data collection.

Reliability Test

In this study, reliability was measured using Cronbach's Alpha coefficient with a minimum required limit of 0.600. Each variable was considered reliable if the Cronbach's Alpha value obtained exceeded this standard.

Table 3. Reliability Test Results

Variable	Cronbach Alpha	Value Requirements	Description
Product Placement (X)	0,818	0,600	Reliable
Brand Awareness (Y)	0,862	0,600	Reliable

Source: Primary Data Processing, 2025

Based on the reliability test results in Table 6, both research variables, namely Product Placement (X) and Brand Awareness (Y), have Cronbach's Alpha values above the minimum limit of 0.600, at 0.818 and 0.862, respectively. Thus, the research instrument is declared reliable, indicating that the measuring instrument has good internal consistency and is reliable in data collection.

Classical Assumption Test

Normality Test

In this study, the Kolmogorov-Smirnov method was applied to test the normality of the data. The following table shows the results of the normality test using the Kolmogorov-Smirnov technique:

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		115
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	6.38631480
Most Extreme Differences	Absolute	.159
	Positive	.092
	Negative	-.159
Test Statistic		.159
Asymp. Sig. (2-tailed)		.186 ^c

Source: Primary Data Processing, 2025

Based on the results shown in Table 7, the Kolmogorov-Smirnov normality test produced a significance value of 0.186. This figure is higher than the standard significance threshold of 0.05. Thus, it can be concluded that the research data is

normally distributed. This condition meets the requirements for continuing the analysis using parametric statistical techniques in this study.

Multicollinearity Test

The multicollinearity test aims to detect correlations between independent variables in a regression model. In this study, the test was conducted by analyzing the Tolerance and Variance Inflation Factor (VIF) values. The following table presents the results of the multicollinearity test:

Table 5. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Placement	1.000	1.000

a. Dependent Variable: Brand Awareness

Source: Primary Data Processing, 2025

Table 8 shows that the independent variable Promotion does not exhibit significant multicollinearity. This condition is reflected in the large Tolerance value and low Variance Inflation Factor (VIF) value for each variable. The Product Placement (X) variable recorded a Tolerance value of 1.000 and a VIF of 1.000, confirming that there were no multicollinearity issues in the regression model.

Heteroscedasticity Test

The Heteroscedasticity Test aims to detect differences in the variance of residuals between observations in the regression model. The following are the test results:

Table 6. Heteroscedasticity Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	2.457	2.915		.843	.401
	Product Placement	.054	.059	.086	.919	.360

Source: Primary Data Processing, 2025

Referring to Table 9, it can be concluded that the Glejser test results for the independent variables in this study obtained a significance value of 0.360. Since this value is greater than the significance level of 0.05, it can be ascertained that the regression model is free from heteroscedasticity.

Linear Regression Analysis

Linear regression analysis was used to evaluate the role of internal control as an intermediary variable in the relationship between social media and product quality on

purchasing decisions. Based on the results of the statistical analysis, the following findings were obtained:

Table 7. Linear Regression Analysis Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.941	4.926		1.815	.072
	Product Placement	1.091	.099	.719	10.992	.000

Source: Primary Data Processing, 2025

The results of the linear regression analysis in Table 10 are as follows:

$$\text{Brand Awareness (Y)} = 8.941 + 1.091X + e$$

- The constant value of 8.941 illustrates that when the Product Placement variable remains constant, the Brand Awareness level will be 8.941.
- The regression coefficient of Product Placement of 1.091 indicates that every one unit increase in Product Placement will be followed by an increase in Brand Awareness of 1.091 units. These findings show a direct and positive relationship between Product Placement and Brand Awareness.

Coefficient of Determination (R²)

The analysis of the coefficient of determination (R²) aims to measure the magnitude of the influence of independent variables on dependent variables, expressed as a percentage. The following are the results of the coefficient of determination test:

Table 8. R Square Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin - Watson
1	.719 ^a	.517	.512	6.41451	1.626

Source: Primary Data Processing, 2025

Referring to Table 11, the coefficient of determination (R²) value obtained is 0.517, which means 51.7%. This indicates that the independent variable Product Placement is able to explain 51.7% of the variation in the dependent variable Brand Awareness, while the remaining 48.3% is explained by other factors outside this research model.

F Test

Simultaneous significance testing aims to analyze the combined effect of the independent variable Product Placement (X) on the dependent variable Brand Awareness (Y). The decision criteria are as follows: if the significance value is < 0.05,

then the alternative hypothesis (H_a) can be accepted; conversely, if the significance value is > 0.05 , then the alternative hypothesis (H_a) is rejected.

Table 9. F Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4971.239	1	4971.239	120.820	.000 ^b
	Residual	4649.492	113	41.146		
	Total	9620.730	114			

Source: Primary Data Processing, 2025

Based on the statistical calculations in Table 12, the calculated F value is 120.820. This figure shows that the calculated F is greater than the table F (120.820 > 3.92) with a significance value of 0.000, which is smaller than the alpha level of 0.05. Therefore, it can be concluded that together the independent variables have a significant effect on the dependent variable in this research model.

t-test

To determine how significant the effect of the independent variables on the dependent variable is individually or partially, a t-test is performed. The effect of X (Product Placement) on Y (Brand Awareness) :

Table 10. Partial t-test results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.941	4.926		1.815	.072
	Product Placement	1.091	.099	.719	10.99	.000
					2	

Source: Primary Data Processing, 2025

Based on the statistical test results in Table 13, the calculated t-value is 10.992. This figure shows that the calculated t-value is greater than the table t-value (10.992 > 1.980) with a significance value of 0.000, which is less than the alpha level of 0.05.

Therefore, it can be concluded that the variable Product Placement has a significant partial effect on Brand Awareness.

Discussion

Based on the results of the partial t-test, it can be concluded that Product Placement has a positive and significant effect on Brand Awareness. This is evidenced by a beta coefficient value of 1.091 and a t-value of 10.992, which is greater than the t-table value of 1.980. The significance value of 0.000, which is smaller than the alpha level of 0.05, further strengthens this finding. Thus, the research hypothesis concludes that H_1 is accepted and H_0 is rejected, confirming the significant influence of the independent variable on the dependent variable in this study. The magnitude of the influence of Product Placement on Brand Awareness is 51.7%.

This finding is in line with the theory of integrated marketing communications by [Belch and Belch \(2018\)](#), where product placement is an effective promotional strategy for building brand awareness through indirect exposure. This strategy allows

brands to be subtly inserted into entertainment contexts, such as movies, television shows, or digital content, so that promotional messages can be conveyed without causing resistance from the audience ([Rohma et al., 2023](#)).

In this way, audiences are unconsciously exposed to products or brands, which can then influence their perceptions, preferences, and purchasing decisions in the future. The integration of promotional messages into entertainment content also strengthens brand associations with certain values or characters portrayed in the media, making it a powerful tool for building brand image and loyalty in a sustainable manner ([Nurhasanah, 2024](#)).

This finding is also supported by brand awareness theory, which explains that brand awareness is formed through brand recognition (the ability to recognize a brand) and brand recall (the ability to remember a brand). Gen Z, as a generation that actively consumes and processes digital content visually and interactively, finds it easier to build brand recall when products are displayed naturally and repeatedly in shows they like. Repeated exposure in a relevant entertainment context helps strengthen brand memory, build emotional connections, and increase the likelihood of the brand becoming the top choice in purchasing decisions ([Lopies et al., 2021](#)).

These findings also support the findings [Wibowo et al \(2023\)](#) which states that product placement has a positive and significant effect on brand awareness. Other research by [Syarofi et al \(2022\)](#) that Kopiko's product placement in the drama Vincenzo had a positive and significant effect on audience brand awareness.

In the context of the Stimulus-Organism-Response (S-O-R) theory, product placement in the show Curhat Bang served as a stimulus that stimulated communication with the audience (organism), namely Gen Z YouTube viewers. The resulting response is an increase in brand awareness of CLEO. Visual stimuli such as product displays, striking logos, and the incorporation of brands into the storyline and dialogue have created a psychological and emotional impact on the audience. This response is in line with the S-O-R concept, which explains that the quality of the stimulus greatly determines how the organism responds to it, including in terms of remembering, recognizing, and choosing certain products such as CLEO.

More specifically, the success of product placement in the Curhat Bang show is also reinforced by visual and audio dimensions, as well as its connection to the storyline (plot connection). For example, visual placement, such as the prominent and repeated placement of CLEO bottles on screen, increases brand recognition. Auditory placement, such as the mention of the brand name in dialogue, also plays an important role in audience memory. Meanwhile, plot connection, which integrates the product into the storyline without disrupting the viewing experience, creates a natural and profound impression. These three elements together strengthen the audience's perception and engagement with the brand being displayed.

These results are also consistent with previous research findings by [Chan & Tresna \(2021\)](#) which explains that product placement in YouTube content has a strong correlation with increased brand awareness. In this study, CLEO is a clear example of how a brand can leverage the power of visual and verbal narratives to expand its reach among Gen Z. Consistency in inserting products into shows that are popular with young people is a very effective strategy in influencing consumer perceptions of the brand.

The results of this study are also in line with research conducted by [Steven &](#)

[Sudrajat \(2019\)](#) which states that product placement plays a role in increasing consumer brand awareness. In the context of this study, product placement on the YouTube show *Curhat Bang Denny Sumargo* has the potential to influence brand awareness of CLEO products, in addition to factors such as the popularity of the source, the quality of information presented in the show, the visual appeal of the content, and the level of engagement of Gen Z audiences in paying attention to strategically placed products.

Furthermore, the results of this study are reinforced by the Uses and Gratifications theory, which focuses on how individuals actively choose and use media to fulfill their psychological and social needs. According to this theory, audiences are not passive recipients of media messages, but active users who seek certain media to obtain specific gratifications or satisfaction, such as the need for entertainment, information, personal identity, and social interaction ([Lydda et al., 2023](#)). Gen Z accesses YouTube content not only for entertainment, but also to gain new information and experiences. When they feel connected to the content being shown, whether because of interesting sources, relevant storylines, or aesthetic visuals, they will be more receptive to the marketing messages within it ([Rahmawati & Sudrajat, 2022](#)). Thus, promotion through product placement is no longer seen as a distraction, but rather as part of an enjoyable viewing experience that influences brand awareness.

The results of this study show that product placement in *Bang Denny Sumargo's* YouTube show *Curhat* has proven effective in building CLEO brand awareness among Gen Z. This strategy is able to attract attention through a natural approach that does not interfere with the viewing experience. The power of visualization, verbal mentions, and product integration into the story is a combination that can create long-term brand recall ([Yuliana, 2024](#)).

Of the three components that make up the Product Placement variable, namely Visual Placement, Auditory Placement, and Plot Connection, the Visual Placement component shows the strongest relationship with Brand Awareness. This finding implies that consistent and attractive visual presence in broadcast content plays an important role in strengthening CLEO's brand memory and recognition among audiences. The results of this study confirm that clear and repeated visual exposure of a product is the most dominant factor in building brand recognition among Generation Z, surpassing the effectiveness of audio elements or integration with the storyline. In the context of the CLEO brand, clear and repeated visual exposure, such as logo displays, product packaging, or product placement in prominent scenes, strengthens the audience's ability to recognize and remember the brand. This is in line with the theory of visual marketing communication, which states that humans are more receptive to visual messages than auditory messages because visuals are easier for the brain to process and are stored longer in long-term memory.

Conclusion

Based on the results of this study, it can be concluded that product placement has a significant effect on brand awareness in the YouTube show *Curhat Bang Denny Sumargo* among Gen Z. Product placement that is carried out strategically in the show, whether through visual displays, audio mentions of the brand, or relevance to the storyline, is able to increase consumer awareness of the brand. Of the three indicators tested, visual placement proved to be the most dominant aspect in shaping audience memory and brand recognition. The show, which consistently featured CLEO

products, successfully attracted attention and built strong brand associations in the minds of viewers. These findings indicate that well-executed product placement strategies in digital content can be an effective marketing communication tool, especially in reaching young people who actively access platforms such as YouTube.

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