

## ABSTRAK

Fitri Rohimah, 10080011079, “*Product Placement* Elzatta di Sinetron”; pembimbing: Endri Listiani, S.IP.,M.Si, 2015, 133 halaman, 15 pustaka (2010-2015)

Elzatta adalah salah satu *brand* pakaian muslim Indonesia yang menggunakan berbagai kegiatan promosi untuk menginformasikan produk kepada khalayak. *Product placement* di sinetron salah satu kegiatan promosi yang dilakukan Elzatta. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana *product placement* Elzatta di sinetron. Dalam hal *product placement* sebagai media promosi, pertimbangan Elzatta dalam penerapan *product placement* di sinetron TBNH *The Series*, peran Elzatta dalam pengemasan isi pesan *product placement* di sinetron TBNH *The Series*, manfaat *product placement* di sinetron TBNH *The Series*.

Teori yang digunakan pada penelitian ini yaitu *marketing mix*, komunikasi pemasaran, komunikasi pemasaran terpadu, *product placement* yang terdiri dari tiga dimensi yaitu; *visual dimension*, *auditory dimension*, dan *plot connection dimension*.

Metode yang digunakan penulis yaitu metode studi kasus kualitatif. Subjek penelitian ini adalah Elzatta, yaitu perusahaan pakaian muslim. Pihak yang menjadi sumber data yaitu bagian GM *head of corporate communication & brand strategy* Bezaya group, *stylish* Elzatta, *stylish* Sinemart, penonton dan konsumen.

Hasil penelitian diketahui bahwa hal-hal yang menjadi pertimbangan Elzatta dalam melakukan kegiatan *product placement* di sinetron TBNH *The Series* adalah *product placement* sebagai promosi yang terintegrasi, *product placement* sinetron berbeda dengan *product placement* acara TV lain, menjalin kerjasama dengan *relationship*, *product placement* sinetron media yang potensial, Elzatta tidak berperan dalam pengemasan isi pesan, penempatan produk di *credit title*, semua pemain menggunakan produk Elzatta, dalam penempatan produk di sinetron *Tukang Bubur Naik Haji The Series* Elzatta terlihat menggunakan dimensi visual (*screen placement*) dengan tipe *implicit product placement dan plot connection dimension* (PCD) dengan tipe *non integrated explicit product placement*, manfaat cepat dikenal, eksis terus di TV, *brand image* naik, meningkatkan pengetahuan akan merek (*brand knowledge*)

**Kata Kunci : *Product Placement*, Elzatta, dan Sinetron**

## ABSTRACT

Fitri Rohimah, 10080011079, "Product Placement Elzatta in Television Drama"; supervisor: Endri Listiani, S.IP., M.Si, 2015, 133 pages, 15 references (2010-2015)

Elzatta is one of the Indonesian muslim clothing brand that uses a variety of promotional activities to inform the product to public. Product placement in television drama is part of activities by Elzatta. The aim of this study was to determine how product placement Elzatta in television drama. In the case of product placement as media promotion, Elzatta consideration to application of product placement in television drama *Tukang Bubur Naik Haji The Series* (TBNH), Elzatta role in the packaging of the message content of product placement in TBNH *The Series*, benefits of product placement in television drama TBNH *The Series*.

The theory used in this study is marketing mix, marketing communications, integrated marketing communications, product placement consisting of three dimensions; visual dimension, auditory dimension, and plot connection dimension.

The method used by writer is a qualitative case study method. The subjects of this research is Elzatta, that muslim clothing company. Parties to the data source that is section of GM's head of corporate communications and brand strategy Bezaya group, stylish Elzatta, stylish Sinemart, spectators and consumers.

The survey results revealed that things are taken into consideration Elzatta in conducting product placement activity in television drama TBNH *The Series* is the product placement as integrated promotion, product placement in television drama is different with product placement in another TV show, formed a partnership with the relationship, product placement television drama is potential media, Elzatta no role in packaging of the message content, product placement in the credit title, all player using Elzatta product, in product placement in television drama *Tukang Bubur Naik Haji The Series* Elzatta seen using visual dimension (screen placement) with the type of implicit product placement and plot connection dimension (PCD) with the type of non-integrated explicit product placement, the benefits quickly became known, continued to exist on TV, brand image rises, increasing the knowledge of the brand (brand knowledge)

**Keywords: Product Placement, Elzatta, and Television Drama**