

ABSTRAK

**Universitas Muhammadiyah Yogyakarta
Fakultas Ilmu Sosial dan Ilmu Politik
Jurusan Ilmu Komunikasi
Konsentrasi Advertising**

**Ayu Wahyuning
20130530165**

Analisis Isi *Product Placement* AirAsia dalam 16 Episode Drama Korea *On the Way to the Airport*

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Penonton kini mulai menganggap iklan mengganggu dan memilih mengganti *channel* televisi (*zapping*) untuk menghindari iklan televisi. Iklan televisi Indonesia yang kini tidak lagi efektif menjadikan pengiklan harus pintar dalam memilih strategi dan media yang tepat. Salah satu cara yang dapat dilakukan pengiklan adalah dengan menggunakan strategi *product placement* yang dapat menjangkau khalayak luas dan membentuk *brand recall* (pengingatan kembali terhadap suatu merek) pada konsumen.

Metode yang digunakan dalam penelitian ini adalah analisis isi. Data penelitian berupa 16 episode drama Korea *On the Way to the Airport* yang dikumpulkan melalui teknik *coding sheet* dan dokumentasi. Drama Korea *On the Way to the Airport* ditayangkan oleh stasiun televisi KBS2 pada tanggal 21 September 2016. Drama yang mengangkat tema perselingkuhan awak kabin pesawat ini disponsori oleh maskapai asal Malaysia, AirAsia yang bekerjasama dengan *Tourism Malaysia*.

Hasil penelian ini menunjukkan *product placement* yang dilakukan AirAsia sebanyak 165 *scene* dari total keseluruhan 374 *scene* dengan tujuh unit pencatatan yaitu Logo, Nama Sponsor, Seragam, *Crew*, *ID Card*, Pesawat, dan Miniatur Pesawat. *Product placement* AirAsia dalam drama Korea *On the Way to the Airport* disisipkan dalam adegan yang dilakukan sehari-hari. Dalam drama Korea *On the Way to the Airport*, penerapan *product placement* mengalami penurunan sejak episode pertengahan, dan kategori yang paling sering diterapkan adalah *Implicit Product Placement*.

Kata kunci : Product Placement, AirAsia, Drama Korea On the Way to the Airport.

ABSTRACT

**Universitas Muhammadiyah Yogyakarta
Faculty of Social and Politic Sciences
Departement of Communication Science
Advertising Concentration**

**Ayu Wahyuning
20130530165**

Content Analysis of AirAsia Product Placement in the 16 Episodes of Korean Drama On the Way to the Airport

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TV viewers consider TV commercials as annoying, so they change TV channel (zapping) in order to avoid them. Indonesian TV commercials are no longer effective, so advertisers must be smart to use appropriate strategies and media. One of the ways is by using product placement strategy than can be widely accessed and making brand recall to customers.

The method used in this research is content analysis. The data of the research consist of 16 episodes of Korean drama entitled On the Way to the Airport. The data were collected through coding sheet technique and documentation. The Korean drama entitled On the Way to the Airport was aired on KBS2 TV on September 21, 2016. The drama, which is about love affairs between airline crews, is sponsored by a Malaysian airline, AirAsia in cooperation with Tourism Malaysia.

The research result shows that product placement made by AirAsia consist of 165 scenes with the total of 374 scenes which involves recording units such as Logo, Sponsor Name, Uniform, Crew, ID Card, Airplane, and Airplane Miniature. AirAsia product placement in the Korean drama On the Way to the Airport is inserted in the daily scenes. In the Korean drama On the Way to the Airport, the application of product placement has declined since the mid-episode, and the most frequently applied category is the Implicit Product Placement.

Keywords : Product Placement, AirAsia, Korean Drama On the Way to the Airport.