



TRENDS OF PLACING PRODUCT ADVERTISEMENTS ON ENTERTAINMENT AND INFORMATION SHOWING ON NATIONAL BROADCASTING TELEVISION

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Abstract

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Television is the most effective place in the world of advertising. Many formats or forms are currently developing in television shows, creating a new phenomenon about the number of advertisements that are made by advertisers in informative and entertainment television shows. The purpose of this study was to determine what kind of product advertisement placement advertisers tend to choose on entertainment programs on national broadcast television and what kind of product advertisement placements advertisers tend to choose on informative programs on national broadcast television. The method used in this research is content analysis . The instrument used is a coding sheet format with six product placement indicators , namely visual dimension, auditory dimension, plot connection dimension (PCD), implicit product placement, integrated explicit product placement, non-integrated explicit product placement . The results showed that in the iNews afternoon news program, there were three types of product placement integration that were chosen by advertisers and creative teams into their advertisements, namely visual dimensioning, Implicit product placement and Non-Integrated explicit product placement techniques. While in the soap opera Ikat Cinta, there are four types of placement product integration that are most chosen by advertisers and creative teams into their advertisements , namely visual dimensioning techniques, Auditory dimensions, Plot connection dimensions (PCD) and Non-Integrated explicit products. placements.

Keywords:

Informative Program, Entertainment, Product Placement

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INTRODUCTION

Television Commercial Advertisement (TVC) or better known as television commercials is a part that is now almost inseparable from our daily lives. Advertising or advertisement is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor (Kotler & Keller, 2009). Advertising is a form of communication to convey messages or communicate products or services offered by the advertiser or what can be referred to as a communicator to the communicant or target audience. Advertisers try to communicate messages related to their products by packaging their product or service advertisements in such a way that the message can be conveyed to the audience who aimed at.

Ads can not provide anything meaningful, both information and knowledge for the audience so that it is considered watching advertisements is just a waste of time. The duration of the ad which is considered too long is also one of the reasons why they don't want to watch the ad until it's finished. As a result, conventional advertisements or advertisements that show when an event or program breaks, usually lasting between 15 to 30 seconds for each product are considered less effective with phenomena or survey results. this.

This makes marketers have to rethink how to make a change in the delivery of advertising messages. Based on its purpose, broadly speaking, advertisements can be grouped into two, namely commercial advertisements and non-commercial advertisements.

The development of advertising is currently experiencing a very significant change which is marked by methods and media from natural to scientific, including through oral/direct communication, gestures /body language, and messages in the form of announcements. But with the times, the development of advertising has also undergone extraordinary changes. Various types of advertisements appear on television, Executive Director of Nielsen Media Hellen Katherina said that advertisers have now innovated a lot by integrating their advertisements into programs. shape range from running text to super impose . According to Hellen in a teleconference session , (Tuesday, 08/25/2020) it is quite interesting, where the types of integrated advertisements are increasingly evolving. There is, for example, an example in a sports program, the animation is pasted on the field. Then the ad can be pasted on the virtual billboard . There are several types of advertisements currently developing, namely: live action, animation, stop action, superimposed, program sponsor, running text, caption, backdrop, credit title, ad lib and promo ad.

The phenomenon of insert ads that appear when TV program shows are in progress seems to be something that is considered normal and can be found in various television shows, especially the type of TV program shows in the form of soap operas. Sinetron is a term for serial drama programs produced by Indonesia which are broadcast by television stations in Indonesia. According to Nunung Rodiyah as the Commissioner of KPI, 60% of Indonesian people still like watching soap operas¹. Various kinds of soap operas are broadcast on various Indonesian television stations, such as Love Story (SCTV), Dunia Tebalik (RCTI), Dari Jendela SMP (SCTV), and the most popular and has the highest rating is the soap opera with the title Ikatan Cinta (RCTI). According to Nielsen, Ikatan Cinta has the highest rating compared to other soap operas on January 13, 2021, which is 11.7%². From these achievements, according to the Director of Programs and Acquisitions of RCTI, Dini Putri, the Love Association has managed to occupy the highest achievement for the last 5 years of the Indonesian soap opera program (Budiarti et al., 2021). One of the soap opera shows that have quite a lot of insertion ad serving duration is soap operas "Love Bond" which is broadcast every day on RCTI at 19.30 WIB (Dwiyani, 2021).

The soap opera Ikatan Cinta, starring Amanda Manopo and Arya Saloka, has become a favorite show. This is supported by the results of research that the influence of sinetron shows a Ikatan Cinta has a significant effect on interest in watching among tannga housewives (Damanik, 2021). A citizen uploaded a list of advertisements listed on the soap opera Ikatan Cinta. For the broadcast period on February 19, 2021, there were 123 advertisements recorded in one episode

of the soap opera *Ikatan Cinta*. Starting from food advertisements, multivitamins, drugs, skin care, vehicles to e-commerce (Noviandi & Pangesti, 2021).

Quoted from Kapanlagi.com (2020), the soap opera "*Ikatan Cinta*" which premiered since October 19 continues to score amazing achievements. It was recorded that on Wednesday (11/25) this drama series produced by MNC Pictures won a rating of 10.4 and an audience share of 37.8%. This fantastic achievement has also made the Love Association managed to break the record for the highest rating since the last five years for drama series programs in Indonesia.

In addition to soap operas, there is a news program on RCTI station, namely *iNews* which has an audience share of 10.7% and 4.8%. If you look at the rating and share of the program directly, the "*Seputar iNews Siang*" program is not inferior to the "*Seputar Indonesia*" program and other competitor programs. Even in 2020 Regarding *iNews Siang* received an award at ITA, here is a news portrait from Legal in the picture;

Figure 1. Regarding *iNews Siang* received an award at ITA



Source: Okezone.com

Regarding *iNews*, it will have a very extraordinary impact, to support the needs of the public regarding news coverage in the country. In addition, *iNews* also launched the *iNews.id* news portal, to complement the *iNews* program. The portal will contain the latest information with national news and regional news with a strong network owned by *iNews* in the regions. As is known, *iNews TV* is a combination of more than 60 local TVs into 1 national TV, which broadcasts national and regional news with a wide coverage 90% nationally (Okayzone, 2017).

Based on the results of previous research descriptions and the results of observations, researchers can conclude that not all advertisements that appear will be liked and watched by the audience and depend on the content displayed by the advertisement. Audience behavior by age is also different because not all viewers have high knowledge of technology and also have different points of view. Many formats or forms are currently developing in television shows, making researchers interested in analyzing the formats or forms of advertisements that are widely accepted by advertisers in television shows in informative and entertainment programs. The aims of this research are:

1. To find out what product ad placements look like tend to be chosen by advertisers on entertainment programs on broadcast television national;
2. To find out what product ad placements look like tend to be chosen by advertisers on informative programs on broadcast television national.

LITERATURE REVIEW

Television

Television is one of the most popular media. Various kinds of programs are broadcast on television, be it news, soap operas, shows, comedy, children's animation and many others. The presence of mass media in modern society is undeniable, the whole world is now like a very big village. In this case, it is because of the presence of mass media which makes the very fast

boundaries of distance and time fade away (Vivian, 2003).

Television according to its function, as a means of information, entertainment and education through its programs, can be considered as a messenger, especially messages that can support the development of this country. However, because the target audience has different characteristics, the program must be made in such a way that the audience feels entertained and still gets alternative choices of events according to their interests. According to Effendy (2007: 24), television basically has three functions, namely the function of lighting, education and communication entertainment.

Meanwhile, McQuail (2002: 70-72) asserts that television does not only function for society but also for individuals. According to him, the function of television for society is:

1. As information (*to inform*), which presents events that occur in society as a correlation to explain, interpret, comment on the meaning of events and information as a continuity to express the dominant culture by acknowledging the existence of a special (*subculture*) and the development of a new culture.
2. To convince (*to persuade*), namely persuasion can come in many forms, including strengthening or strengthening attitudes, beliefs and values. somebody.
3. As entertainment (*to entertain*), namely presenting entertainment as a diversion and relaxation, as well as some mobilization to campaign for goals in all kinds of ways. culture.

Advertisement

According to the Big Indonesian Dictionary *online* , advertising is defined as news orders to encourage and persuade audiences to be interested in the goods and services offered. While the definition of advertising according to Hapsari (2010: 36) is all forms of messages about a product/service that are conveyed through a media, both print and electronic, which are addressed to some or all of the community. More specifically, advertising is basically a means of communication for products delivered through various media at the expense of the initiator so that people agree and follow the message in the advertisement (Pujiyanto, 2001:3-4). From the three definitions above, advertising has keywords, namely: message, communication, product, media, and persuasive elements.

Broadly speaking, based on the form of advertising media are classified into two namely: print and electronic media (Madjadikara, 2005:12-13). Print media is a collection of various information media in printed form, which in it contains text and often contains images so that it can be seen and read. Print media has the advantage that it can contain more detailed information, is easy to document, and is ideal for displaying products. Print media that are often used to advertise are newspapers, magazines, tabloids, *brochures*, *flyers* , and so on. In addition to its advantages, one of the disadvantages of this media is that it really requires an active audience to read so that the message can be conveyed properly.

Advertisement Television

Packaging the display of advertisements nicely will make the advertisements not only as a medium of information, but also entertainment (Pujiyanto, 2013: 23). The appeal of television advertising is supported by the packaging that proportional Among picture, voice, *jingles* , typography, color, as well as *endorse* . In addition, television advertisements have high coverage, reach, and repetition so that they display multimedia messages that can sharpen the mind (Suyanto, 2005:5).

Types of Ads Television

Based on the objectives, they can be broadly grouped into two, namely commercial advertisements and non-commercial advertisements. Meanwhile, according to Moriarty et al., (2011) in the book *Advertising* , television advertising can be divided into three forms, namely:

1. *Sponsorship* , advertisers are financially responsible for producing programs, and providing advertisements that are accompany it.
2. *Participation* , where the advertiser pays for 10, 15, 20, 30 or 60 seconds of advertising during one or more events. Advertisers can purchase time at any time provided. Advertising prices are based on the rating of the event. Advertising prices are also based on the division of the hour (*day part*) the appearance of the ad. The most expensive block of time is in prime time (prime time).
3. *Spot announcements* , are advertisements that appear paused between events, which are sold by local affiliates to advertisers who wish to show ads at a level local.

Based on the form of television advertising can be grouped into several types, namely:

1. Live Action; Advertising video clips that involve the elements of image, sound, and motion together.
2. Animation; Advertisements that are built based on cartoon images (both two- and three-dimensional) both hand-drawn cartoons and computer animations.
3. Stop Action; Television commercials in the form of a combination of live action and animation techniques so as to provide a dramatic advertising effect, where complex illustrations can be well and attractively described.
4. Advertising Via Music; Delivered through music as a medium for delivering messages. This means that the advertising message is packaged in a musical strain as the main strength of the advertising message
5. Superimposed; Television advertising in the form of advertising images shown on top of other images, in this case the images that appear are usually shown at the end of the screen while the television broadcast continues
6. Sponsor Program; Television advertising where the advertiser or sponsor finances a particular television program and in return he can convey the advertising message with more dominance.
7. Running Text; Television commercials where the message is shown popping in and out slowly moving from the right into the screen and then disappearing to the left of the screen
8. Caption; Television ads that resemble superimpose, only the message used is only in the form of writing. Usually used to support property endorsement ads.
9. Background; Television commercials in which the advertising message is shown in the background of the event being held
10. Credit Title; Television commercials where the advertising message is shown at the end when an event is finished
11. Ad lib; Television advertising where the message is conveyed and spoken by the broadcaster directly, either between one event and another or delivered by the host of a particular program.
12. Property Endorsement – This advertisement is in the form of sponsorship support that is shown on various things that are used as a complete broadcast property as well as various things worn by artists or broadcasters (soft campaign).
13. Promo ad; Advertisements carried out by television managers to promote their programs, with the hope that viewers will be interested in watching the programs that are broadcast, so that the program will get a large number of viewers.

According to Widyatama, (2007: 67) based on the area of space used, specifically for print media for newspapers, magazines and tabloids, advertisements in this media are recognized in three forms of advertising. The three forms of advertising are arranged based on the *space* (millimeter column area) used, namely:

1. Advertisement Line

This ad is called a classified ad because the message that is made only consists of a few lines of words/sentences and the fees charged are calculated per line. Usually this

classified ad is no more than 3-4 lines with an area of not more than one column. The goods advertised in classified ads are very diverse, including goods, services, thanksgiving, congratulations, finding a mate, and so on.etc.

2. Advertisement Column

Column ads are one column wide, but taller than classified ads. Usually the height of the ad is adjusted to the will of the advertiser. Generally, these ads are used by advertisers who want to convey quite a lot of messages so that they need more *space*. Because it has a wider *space*, in addition to written verbal messages, it is also possible for non-verbal messages as illustrations of images, symbols, symbols and other visual signs, although they are not too varied and very limited. The messages conveyed in column ads are very diverse, both carried out by individuals and organizations. Contents of messages that use column ads, such as advertisements for congratulations, condolences, offering goods and services, education, calls (to someone, auctions, etc.), warnings (trading patents, etc.), open invitations, and vacancies work.

3. Advertorials

Initially, this advertisement was created as the advertiser's desire so that the message made was not as impressive as an advertisement, but more impressive as a news story like news in newspapers or magazines in general. In Indonesian advertising manners, an advertising message that uses the *advertorial technique* is required to be labeled with the words "*advertorial*" or "advertisement" on the advertisement to distinguish it from news. The content of this advertorial message is very diverse, including advertisements for alternative medicine services, health, *event organizing services*, tourism, institutional services *advertising*, and so on. When installed by the government, it usually contains messages about tourism, regional development, natural potential, raising awareness of participating in development, education, social solidarity, being orderly and aware of the law, and so on.

4. Display Ads

Ads have a wider size than column ads. Because it has a wider size, this advertisement is able to *display* illustrations in the form of pictures, both photos and graphics in a larger size, in addition to written verbal messages. Because the *space* is quite wide, this ad can accommodate long *copies* (scripts) as in *copy heavy* ads (ads where the content of written verbal messages is dominated by the content). The content of display advertising messages can vary. Generally used by both business and social organizations. For example, advertisements for the sale of goods and services, congratulations, notices, apologies, trade warnings, and so on.

Product Placement

Product placement is a strategy for placing branded products in the form of packaging or goods in a film or other digital media. According to Belch & Belch (2007) *product placement* is a way to increase the promotion of a product or service by displaying its products with the impression that the existence of the product is as if it were part of a film story. Improved product placement strategies indicate that advertisers are using these techniques to influence behavior consumers *to the brand* being marketed.

Product placements can be very useful. In the end, *product placement*, between corporate entertainment, corporate brands, and all monetary institutions is encouraged, either directly or indirectly. At the very least, entertainment companies and independent production companies are hoping to reduce their budgets so that more dollars can be invested elsewhere. Goals include achieving audience exposure to prominence, visibility, attention, and interest, increasing brand awareness, improving consumer memory and recall, creating instant recognition in media vehicles and at the point of purchase, changing consumer attitudes or overall brand evaluation, changing buying behavior and intentions. audience, creating a favorable view of practitioners on

product placement, and promoting a brand to the audience (Williams, Petrosky & Hernandez, 2011).

Russell, (2002) categorizes product placement into three dimensions of product placement, namely as follows: following:

1. Visual dimension or screen placement, which is a dimension that refers to the appearance of the image or shape of the product brand in the storytelling display. film.
2. Auditory dimension or script placement is a product placement dimension by verbally mentioning brand products by players in the show film.
3. Plot connection dimension is a product placement dimension that refers to the brand's relationship with the storyline and scenes in the film that can build continuity in the storytelling and scenes in the film.

Meanwhile, *product placement* also consists of three types as proposed by Dastous & Cartier, (2000), namely:

1. Implicit product placement means a company or product that is displayed in a program or media without being formally emphasized, where a logo, brand or company name appears without displaying or demonstrating the benefits of the product.
2. Integrated explicit product placement means seeking to explicitly integrate where the brand or company name is formally mentioned and play an active role, and product attributes and benefits are also clearly displayed.
3. Non-Integrated explicit product placement means displaying a brand or company formally but not integrated in the program content or media, generally displayed at the beginning, at the end or in the media. program.

This product placement strategy pays great attention to the interest factor of the audience, because this strategy is considered an alternative or media to give the audience a tendency to accept brand promotion exposure of a product. Therefore many brand placements are involved in filmmaking projects for marketing communication purposes.

The advantages of *product placement according to Belch & Belch* (2012) are the advantages of product placement, that is:

1. Exposure is the potential exposure of a product placed in a very large film because with 75 million exposures the average film is estimated to have a lifespan of three and one and a half year
2. The frequency depends on how a product is used in the film, the greater the chance of this happening repetition
3. Support for other media is that product placement may be able to support other promotional tools, such as the internet and media other
4. Source association is when consumers see their favorite movie actor wearing an Oakleys, drinking Starbucks coffee, or driving a Mercedes, association this will driving to brand product which positive even can make them buy the products used in their favorite movies and actors.
5. Cost, in the form of advertising such as product placement can be very low, due to the high volume of exposure generated
6. Recall, that a study conducted by Pola Gupta and Kenneth Lord showed that product placement was able to cause severe brand recall strong.
7. Bypassing regulations, in some foreign countries, such as the United States, some products are not allowed to advertise on television or specific market segments. Product placement allows the cigarette and liquor industry to remain exposed without circumventing the rules the.
8. Acceptance, a study conducted by Pola Gupta and Stephen Gould indicates that audiences accept product placement and are generally perceived positively, with the exception of certain products (alcohol, pistols and alcohol). cigarette).

Meanwhile, the drawbacks of product placement proposed by Belch & Belch, (2012) are:

1. High absolute cost , a study conducted by The National Association of Advertisers indicates that 79% of advertisers believe that the costs incurred are too high. big.
2. Time of exposure , there is no guarantee that the product displayed will affect the audience .
3. Limited appeal , the appeal that is created in some form of this media is limited.
4. Lack of control , in many films, the advertiser does not have a stake, when and how often the product will be shown.
5. Public relations , many viewers are angry with the placement of the idea of the product shown in the film because it is considered bother
6. Competition , the attraction of product placement triggers increased competition to get a product's place in the attention viewer.
7. Negative placements , some products may appear in a movie scene that the audience doesn't like or creates a bad atmosphere pleasant.
8. Clutter , the rapid growth of binding product placements led to a large number of placements and display integrations in films previously noted, as they can lead to chaos.

RESEARCH METHODS

This study uses the method of content analysis (*content analysis*). Fraenkel & Wallen (2012) state that content analysis is a technique that researchers can use to examine human behavior indirectly through an analysis of their communication such as: textbooks, essays, newspapers, novels, magazine articles, songs, advertising images and all types of communication used. can be analyzed. The population in this study is the total number of advertisements that appear in the soap opera *Ikatan Cinta* and the *iNews* afternoon program on the RCTI television station .

Data collection techniques are a vital step in a study, because the main purpose of research is to obtain data. In this study, the data collection techniques used were documentation and observation. Documents in the form of writing, such as diaries, *life histories* , stories, biographies, policy regulations. So that in this study the author examines how advertising in the soap opera *Ikatan Cinta* and the *iNews program* is on television stations RCTI .

Data processing technique in this study uses the computational calculation of the SPSS (*Statistical Product and Service Solution*) version 22.0 *for windows program*. Because this program has quite high statistical analysis capabilities and a data management system in a graphical environment using descriptive menus and simple dialog boxes, making it easy to understand how to operate.

RESULTS AND DISCUSSION

Which are often referred to as PSA (*Public Service Announcements*), are advertisements that are used to convey information, persuade or educate audiences where the ultimate goal is not to gain economic benefits, but social benefits (Suyanto, 2004). The results of research conducted for 20 days obtained data as shown in the table below.

Table 1. Ad Type Analysis Unit Table

No	Ad type	Programs / Impressions		Amount
		Love Bond	About iNews Afternoon	
1	Commercial Ads	3.051	323	3762
2	Public service announcements	17	28	45
Total				3807

iNews Program Ad Analysis Afternoon

The division of advertisements into 6 criteria based on the research objective, namely analyzing the various *placement product advertisements* in the iNews Siang program. Researchers conducted an analysis during the iNews Siang program every day with a duration of 30 minutes for 20 days, while the results of the research conducted obtained data as shown in the table below this.

Table 2. Placement Ad Analysis Unit

No	Kind of Placement Ads	Amount	Percent %
1	Visual dimension	23	39.6
2	Auditory dimension	-	
3	Plot connection dimensions (PCD)	-	
4	Implicit product placement	16	27.5
5	Integrated explicit product placement	-	
6	Non-Integrated explicit product placement	19	32.7
Total		58	100

The advertisement above was chosen according to the results of the *coding sheet* that the researcher made to analyze a *placement product* that is part of the advertisement in the iNews Siang program, because the purpose of the research is to analyze various kinds of *placement advertisements* in informative programs, especially iNews Siang. The following is an example of a *product placement ad* in the table:

Table 3. Various Product Placements

Miscellaneous <i>product placement</i>	Display Example
<i>Implicit product placement</i>	

Visual dimensions



Non-Integrated explicit product placement



The criteria for visual synchronization of the advertised product are indeed one of the considerations where the advertisement can be accepted and even become the winner of the creative advertising competition. It can be proven that most of the advertisements are the winners of the competition. Each ad has a unit of analysis criteria with good clarity in visual synchronization of the product advertised.

Among the six advertising presentation techniques, visual dimensioning , Implicit product placement and Non-Integrated explicit product placement are the techniques most frequently used in the iNews afternoon news program according to research observations. Visual dimension is a dimension that refers to the appearance of the image or shape of the product brand in the film or news storytelling, taking a total percentage of 39.6%, where the advertising technique displays 23 ad impressions according to the results of the researcher's analysis. Here is one of the ad impressions in the iNews Afternoon news.

Figure 2. Ad Impression in the iNews Afternoon News



Source: Researcher Documentation

Next, implicit product placement is a product that is displayed in programs or media without being formally emphasized, where a logo, brand or company name appears without displaying or demonstrating the benefits of the product taking a total percentage of 27.5%, where advertising techniques display 16 ad impressions according to the analysis results. The following is one of the ad impressions in the iNews Afternoon news.

Figure 3. Implicit product placement technique drawing



Source: Researcher Documentation

While Non-Integrated explicit product placement is displaying a brand or company formally but not integrated in the program content or media, generally displayed at the beginning, at the end or in the program taking a total percentage of 32.7%, where the advertising technique displays 19 ad impressions according to the results. researcher analysis. This indicates that the visual dimensioning technique, Implicit product placement and Non-Integrated explicit product placement are indeed the most applicable and easy techniques to execute in a news program.

Bond Impression Ad Analysis in "Ikatan Cinta"

The division of advertisements into 6 criteria based on the research objective is to analyze various kinds of *placement product advertisements*. Researchers conducted an analysis during the show Ikatan Cinta every day with a duration of 2 hours for 20 days, while the results of the research conducted obtained data as shown in the table below.

Table 4. Placement Ad Analysis Unit

No	Kind of Placement Ads	Amount	Percent %
1	<i>Visual dimension</i>	60	15.8
2	<i>Auditory dimension</i>	63	16.6
3	<i>Plot connection dimensions (PCD)</i>	87	22.9
4	<i>Implicit product placement</i>	58	15.3
5	<i>Integrated explicit product placement</i>	49	12.9
6	<i>Non-Integrated explicit product placement</i>	62	16.3
Total		379	100

Based on the results of the analysis of the *coding sheet* that the researcher made to analyze a *placer product* that is part of the advertisement in the Ikatan Cinta show, because the purpose of the research is to analyze various kinds of *placement advertisements* in the soap opera program, especially the Ikatan Cinta program.

Creative messages from advertisements also cannot be separated from what is their attraction. Like the use of celebrities to support the interest of their target *audience* . Using an attraction that combines many elements, starting from the cast in the film, to the artist who is becoming the public's attention (*top artist*). Visual and audio synchronization of the advertised product is indeed one of the considerations where the advertisement can be accepted and even watched by all people even though it is not the target of the advertisement. Creative directors and advertisers can attest that most advertisements with clarity can be seen by all viewers.

Among the six advertising presentation techniques, *visual dimensioning* , *Auditory dimensioning*, *Plot connection dimension (PCD)* and *Non-Integrated explicit product placement* are the most commonly used techniques in *Ikatan Cinta* shows, according to research observations. *Visual* dimension is a dimension that refers to the appearance of the image or shape of the product brand in the film or news storytelling, taking a total percentage of 15.8%, where the advertising technique displays 60 ad impressions according to the results of the researcher's analysis. The following is one of the ad impressions in *Ikatan Cinta*.

Figure 4. *Plot connection dimension (PCD)* technical drawings



Source: Researcher Documentation

Next *auditory* dimension is the product placement dimension by verbally mentioning the brand product by the players in the film showing a total percentage of 16.6%, where the advertising technique displays 63 ad impressions according to the results of the researcher's analysis. *Plot connection dimension (PCD)* is a product placement dimension that refers to the brand's relationship with the story line and scenes in the film that can build the continuity of storytelling and the scenes in the film take a total percentage of 22.9%, where the advertising technique displays 87 ad impressions according to the results of the researcher's analysis.

Figure 5. *Plot connection dimension (PCD)* technical drawings



Source: Researcher Documentation

While *Non-Integrated explicit product placement* is displaying a brand or company formally but not integrated in the program content or media, generally displayed at the beginning, at the end or in the program taking a total percentage of 16.3%, where the advertising technique displays 62 ad impressions according to the results. researcher analysis. This indicates that the *visual*

dimension, Auditory dimension, Plot connection dimension (PCD) and Non-Integrated explicit product placement techniques are indeed the most applicable and easy techniques to do in sinteron shows to attract attention and influence viewers' perceptions and attitudes and are believed to be an important part. from integrated marketing efforts to boost sales and increase company/organization profits through advertisements inserted in events soap operas.

CONCLUSION

After conducting the analysis in chapter IV, it can be concluded from the results of the analysis of advertising content for 20 days, the period 5-25 November 2021. The focus of this research is on revealing the tendency of advertisements chosen by advertisers in informative and entertainment programs, namely the integration of placement products into the program. iNews news at noon with the soap opera bond of love. Based on the results of data processing and analysis, conclusions can be drawn as follows: following:

First, in the iNews afternoon news program, there are three types of product placement integration that are the choice of advertisers and creative teams into their advertisements, namely visual dimensioning techniques, Implicit product placement and Non - Integrated explicit product placement. This indicates that the integration of product placement with visual dimensioning techniques, Implicit product placement and Non-Integrated explicit product placement are indeed the most applicable and easy techniques to execute in a program. news.

Second, in the soap opera Bond of Love, there are four types of product placement integration that are the choice of advertisers and creative teams into their advertisements, namely visual dimensioning, Auditory dimensioning, Plot connection dimension (PCD) and Non-Integrated explicit product placement techniques. This indicates that the integration of product placement with visual dimensioning, Auditory dimensioning, Plot connection dimension (PCD) and Non - Integrated explicit product placement techniques is indeed the most applicable and easy technique to do in sinteron shows to attract attention and influence viewers' perceptions and attitudes and believed to be an important part of integrated marketing efforts to boost sales and increase company/organization profits through advertisements inserted in soap operas.

Third, there is a significant difference between the iNews afternoon news program and the soap opera bond of love in the application or integration of placement products that are the choice of advertisers and creative teams into advertisements. In all sinteron shows, all product placement techniques are used in the advertising process and the number of advertisers is very different, where in the afternoon iNews news program there are only 58 advertisements for brand placements, while in the sinetron the bond of love reaches 379 advertisements for 20 days.

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