

**PENGARUH *PRODUCT PLACEMENT* MINISO PADA K-DRAMA  
GOBLIN “*THE LONELY AND THE GREAT GOD*” TERHADAP  
PERILAKU KONSUMEN**

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**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis pengaruh *product placement* Miniso pada serial K-drama Goblin dari aspek perilaku konsumen dan *Brand Awareness*. Pendekatan penelitian menggunakan metode kualitatif deskriptif. Pengumpulan data menggunakan observasi, wawancara dan dokumentasi. Data tersebut kemudian dianalisis melalui serangkaian reduksi data dan validasi data menggunakan triangulasi sumber dan triangulasi metode kemudian ditarik suatu kesimpulan. Penelitian ini diangkat dari fenomena drama Korea yang semakin memiliki potensi besar sebagai media promosi produk karena saat ini menjadi trend setter industri film. Salah satu perusahaan besar yang memanfaatkan potensi tersebut adalah Miniso. Hal tersebut terjadi karena alur cerita Goblin yang lucu dan menyenangkan, sesuai dan menggambarkan brand value dari miniso yaitu “*Life is For Fun*”. Hasil dalam penelitian ini mengungkapkan bahwa *product placement* miniso pada K-Drama Goblin memiliki peranan penting dalam menentukan perilaku konsumen dengan memberikan *product knowledge* berupa fungsi dan nilai dari produk melalui alur cerita serta berhasil menciptakan Involvement atau rasa keterlibatan melalui ikatan emosional dengan para pemain film Goblin. *Product placement* Miniso pada K-Drama Goblin juga berkontribusi terhadap penguatan *Brand Awareness* melalui dimensi visual *placement*, *auditory placement* dan *plot connection*.

**Kata Kunci:** *Product Placement*, Miniso, K-Drama Goblin, Perilaku Konsumen, *Brand Awareness*



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# ***THE EFFECT OF PRODUCT PLACEMENT MINISO ON THE GOBLIN “THE LONELY AND THE GREAT GOD” K-DRAMA ON CONSUMER BEHAVIOR***

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## ***ABSTRACT***

*This study aims to analyze the effect of Miniso's product placement on the Goblin K-drama series from the aspect of consumer behavior and Brand Awareness. The research approach uses descriptive qualitative methods. Collecting data using observation, interviews and documentation. The data is then analyzed through a series of data reduction and data validation using source triangulation and method triangulation and then a conclusion is drawn. This research is based on the phenomenon of Korean drama, which increasingly has great potential as a media for product promotion because it is currently a trend setter for the film industry. One of the big companies that take advantage of this potential is Miniso. This happens because the Goblin storyline is funny and fun, fits and describes the brand value of miniso, namely "Life is For Fun". The results in this study reveal that miniso product placement in K-Drama Goblin has an important role in determining consumer behavior by providing product knowledge in the form of the function and value of the product through the storyline and successfully creating involvement or a sense of involvement through emotional bonds with the Goblin film players. Miniso's product placement in K-Drama Goblin also contributed to strengthening Brand Awareness through the dimensions of visual placement, auditory placement and plot connection.*

***Keywords:*** *Product Placement, Miniso, K-Drama Goblin, Consumer Behavior, Brand Awareness*



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