

ABSTRAK

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HUBUNGAN EFEKTIVITAS *PRODUCT PLACEMENT* GRAB DI YOUTUBE INDONESIA IDOL 2018 DENGAN SIKAP AUDIENS

(xvi + 122 halaman: 53 gambar, 19 tabel, 3 lampiran)

Kata Kunci: Komunikasi, Media Baru, Media Sosial, *Product Placement*, Promosi

Setelah vakum beberapa tahun dari dunia hiburan, Indonesian Idol 2018 kembali hadir dengan aktifnya aktivitas promosi salah satunya melalui media sosial Youtube. Sebagai media sosial paling diminati di Indonesia tahun 2018, Grab, sebagai salah satu sponsor terbesar di Indonesian Idol 2018 melakukan *product placement* di Youtube Indonesian Idol 2018. Hal ini menimbulkan sebuah pertanyaan mengenai seberapa besar keefektivitasan *product placement* Grab pada Youtube Indonesian Idol 2018?

Penelitian ini adalah penelitian kuantitatif. Pengumpulan data dilakukan dengan survei dan studi literature, melalui penyebaran kuisioner kepada sampel dari populasi yaitu *subscribers* Youtube Indonesian Idol 2018. Penelitian ini dianalisis dengan analisis regresi linear berganda dan analisis deskriptif untuk dapat mengetahui besar hubungan efektivitas dari *product placement* Grab di Youtube Indonesian Idol 2018.

Hasil dari penelitian ini ditunjukkan bahwa kontribusi hubungan antara *product placement* Grab dan Youtube Indonesian Idol 2018 sebesar 0,300. Namun untuk mengukur keefektivitasan suatu *product placement* perlu juga diperhatikan dimensi-dimensi *product placement* yang memiliki besar hubungan berbeda-beda terhadap Youtube Indonesian Idol 2018. Hubungan terbesar yaitu *attention* sebesar 0,596; diikuti dengan hubungan berbanding terbalik dari *acceptance* sebesar 0,037; dan hubungan sangat lemah dari *reference* dan *ethics & regulation* sebesar 0,036.

Referensi: 44 (1991-2018)

ABSTRACT

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RELATION OF EFFECTIVENESS GRAB PRODUCT PLACEMENT ON YOUTUBE INDONESIAN IDOL 2018 TOWARDS ITS AUDIENCE

(xvi + 122 pages: 53 pictures, 19 tables, 3 attachments)

Key Words: Communication, New Media, Product Placement, Promotion, Social Media

After a few years of vacuum from the entertainment world, Indonesian Idol 2018 returned with the active promotion through Youtube social media. As the most popular social media in Indonesia in 2018, Youtube was chosen by Grab, as one of the biggest sponsors in Indonesian Idol 2018, as their product placement on Youtube Indonesian Idol 2018. This form a question about how big is the effectiveness of product placement Grab on Youtube Indonesian Idol 2018?

This research is a quantitative research. Data collection was conducted by survey and literature study, through the distribution of questionnaires to a sample of the population, subscribers Youtube Indonesian Idol 2018. This study was analyzed by multiple linear regression analysis and descriptive analysis to be able to determine the effectiveness of product placement Grab on Youtube Indonesian Indonesian Idol 2018.

The results of this study indicate that the contribution of the relationship between product placement Grab and Youtube Indonesian Idol 2018 is 0.300. However, to measure the effectiveness of a product placement, it is also necessary to has a concern to the dimensions of product placement which have a different large number of the relationships with Youtube Indonesian Idol 2018. The biggest relationship is attention of 0.596; followed by inversely proportional relationships with acceptance of 0.037; and the very weak relationship of reference and ethics & regulation is 0.036.

Reference: 44 (1991-2018)