



A Study of The Art of Advertising in Film: How The “Hyundai Ioniq 5” Use It

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ABSTRACT

This research aims to investigate the impact of product placement on brand awareness, the influence of product placement on brand image, and the relationship between brand awareness and brand image. The study employs an associative hypothesis approach with a quantitative research method to elucidate the effects and relationships among two or more variables. The population comprises residents of Kota Kupang aged ≥ 18 who have watched the film Spider-Man: No Way Home. The research sample consists of 107 respondents selected through purposive sampling, a non-probability sampling technique. Data collection is accomplished through the distribution of questionnaires via Google Forms. Data analysis is performed using SmartPLS 4.1.0.0 software. Hypothesis testing is conducted using significance level evaluation through t-table values and p-values. The results indicate that product placement positively influences brand awareness and brand image. Effective product placement enhances brand awareness and fosters a more positive image of Hyundai Ioniq 5. Furthermore, brand awareness demonstrates a positive relationship with brand image. Audience awareness of Hyundai Ioniq 5's presence in the film Spider-Man: No Way Home forms a favorable perspective towards Hyundai Ioniq 5. The research provides insights into the impact of product placement on brand awareness and brand image, as well as the relationship between these variables, particularly in the context of the film Spider-Man: No Way Home. The findings offer practical implications for marketers and advertisers regarding the effectiveness of product placement in enhancing brand awareness and shaping brand image. By examining the effects of product placement on brand awareness and image, particularly in relation to the movie Spider-Man: No Way Home, this study adds to the existing body of research.

INTRODUCTION

Today, the growth and advancement of technology have had a profound impact on the field of marketing. As Ngafifi (2014) states, in the current age of globalization, technological expertise symbolizes a country's status and advancement. This underscores the importance of mastering and developing technology, which is seen as a key strategy for creating impressions of progress and superiority. One of the widely adopted strategies is advertising. Advertising is ubiquitous in society, appearing on various media platforms such as television, radio, magazines, newspapers, and the internet (Iwanowska, 2022). Its pervasive presence across various communication channels, highlights its integral role in everyday life, reaching audiences through diverse mediums. TV advertisements play a vital role in business expansion, particularly in marketing, as television remains the most popular medium due to its combination of sound and visuals (Hassan & Daniyal, 2013). However, despite the significance of television advertising, the challenge lies in the declining television viewership trend. Iman Brotoseno, the CEO of the Indonesian Public Broadcasting Institute (LPP) TVRI, highlighted a concerning trend, stating that "every year, television viewership has decreased over the past 3 years, with a decrease of about 8% annually" (Aritonang, 2023). This indicates a waning interest among audiences in television content over the specified period.



Moreover, as Kato (2019) suggests, customers are increasingly exposed to a plethora of advertisements daily, leading to ad avoidance behaviors. Consequently, marketers have innovated by leveraging product placement as a means to overcome these challenges. Product placement, as defined by Steven & Sudrajat (2018), is a marketing tool used to promote products or services by integrating them into the storyline of various media, including television programs, music videos, or feature films. It serves as a strategic approach to enhance promotional efforts by seamlessly incorporating products into narratives, thereby creating a natural association between the product and the content. Furthermore, with the rising trend of cinema attendance in Indonesia, product placement has emerged as a fitting avenue for companies to introduce their products. The Indonesian Central Statistics Agency's (BPS) data indicate, cinema attendance in Indonesia reached 42,700,000 individuals in 2017, and this figure surged to 54,073,776 individuals in 2022 (Setiawan & Maullana, 2018; Oebaidillah, 2023).

Additionally, film genre preferences among Indonesian audiences, particularly the popularity of action films, as highlighted by Dhini (2022), further underscore the potential of product placement in films to reach and engage audiences effectively. One notable example of successful product placement is the prominent presence of Hyundai, particularly its Hyundai Ioniq 5 electric vehicle, in the blockbuster film "Spider-Man: No Way Home." This collaboration between Hyundai and Sony Pictures Entertainment strategically showcases the Hyundai Ioniq 5 in various scenes throughout the film, capitalizing on its innovative features and capabilities. Brand awareness and brand image play pivotal roles in shaping consumer perceptions and preferences. Brand awareness reflects the extent to which consumers can identify and recall a brand within a broader product or service category (Mahaputra & Saputra, 2021). On the other hand, brand image encompasses consumers' knowledge and beliefs about a brand's diverse products and non-product attributes (Lee et al., 2011). Previous studies, such as those conducted by Steven & Sudrajat (2018) and Widayanti (2019), have demonstrated the significant impact of product placement on brand awareness. However, this study aims to delve deeper into the interaction between product placement, the Hyundai Ioniq 5 product, brand awareness, and brand image within the context of the film "Spider-Man: No Way Home". Through this research, we aim to gain a comprehensive understanding of how product placement influences brand awareness and brand image, specifically in the context of the film industry. The findings of this study are expected to provide valuable insights for marketers and filmmakers in optimizing their marketing strategies to enhance brand awareness and the success of products or brands in media content such as films.

RESEARCH METHOD

The use of quantitative research. Sugiyono (2014) quantitative research is research related to the philosophy of positivism, used to investigate certain populations or samples, collect data through research instruments, analyze data statistically, with the aim of testing hypotheses that have been formulated. Furthermore, this research uses an associative hypothesis. According to Sugiyono (2014) the Associative Hypothesis is a temporary answer to an associative problem formulation, namely one that states the relationship between two or more variables. This research will explore the influence



and relationship between two variables or where the variables refer to the influence of product placement on brand awareness and brand image as well as the relationship between brand awareness and brand image.

Table 1. Literature associated with the topic of deterrents in product placement

No			
1	(Steven & Sudrajat, 2018)	Examine the impact of product placement on brand awareness of BMW.	accurately measuring the specific impact of product placement on brand awareness, Influence of other marketing strategies or factors on brand awareness may confound results
2	(Widayanti, 2019)	To investigate the influence of product placement on brand awareness of Mie Sedaap Cup.	Differences in receptivity to product placement among different demographic groups, Perceived credibility or authenticity of product placement may vary among viewers
3	(Aji & Gita, 2020)	Analyze the strategies employed by Le Minerale to increase brand awareness during the pandemic.	Limitations in physical distribution channels due to lockdowns or restrictions
4	(Nitami & Asnawi, 2023)	Assess the effect of MS Glow skincare product placement on purchase intention and brand awareness.	Difficulty in distinguishing the direct impact of product placement from other marketing efforts targeting the same audience.
5	(Ordelia et al., 2023)	Explore the influence of product placement in Reborn Rich and packaging on Scarlett Whitening's brand image.	Confounding effects of other factors such as pricing, product quality, or consumer experiences on brand image perception.

This study employed a sample of 107 respondents who were administered questionnaires targeting individuals who had watched the film Spider-Man: No Way Home. The sampling technique utilized in this research was purposive sampling. Purposive sampling is a method of sample selection based on specific considerations (Sugiyono, 2014). The criteria for inclusion in this study were as follows:

- Individuals who had watched Spider-Man: No Way Home either in theaters or through online platforms. One of the online platforms accessible is Amazon Prime Video, available for download on the Play Store or App Store.
- Respondents aged a minimum of 18 years old. According to Jannah et al. (2021), early adulthood begins at around 18 years old and extends to approximately age 40. At this age, individuals are considered adults and possess the capacity to observe and evaluate things effectively.

Data measurement in this research was conducted using the Likert scale, where respondents were asked to provide ratings on a scale ranging from 1 to 5. According to Desselle (2005), Likert-type scales, also known as "attitude scales," are derived from a scaling procedure developed by Rensis Likert, designed to collect interval-level data.

Additionally, "The questionnaire is designed as a 5-point Likert scale, where 1=strongly disagree with the concept, 2=disagree with the concept, 3=undecided about the concept, 4=agree with the concept, and 5=strongly agree with the concept" (Al-Zaidiyeen et al., 2010), (Petrillo et al., 2011). The data analysis technique utilized in this study was Structural Equation Modeling - Partial Least Square (SEM-PLS), testing both the outer and inner models, with data processing conducted using SmartPLS 4.1.0.0 software. Hypothesis testing was performed using significance level evaluation through t-table values and p-values. Data collection was executed by distributing questionnaires through Google Forms.

RESULTS AND DISCUSSION

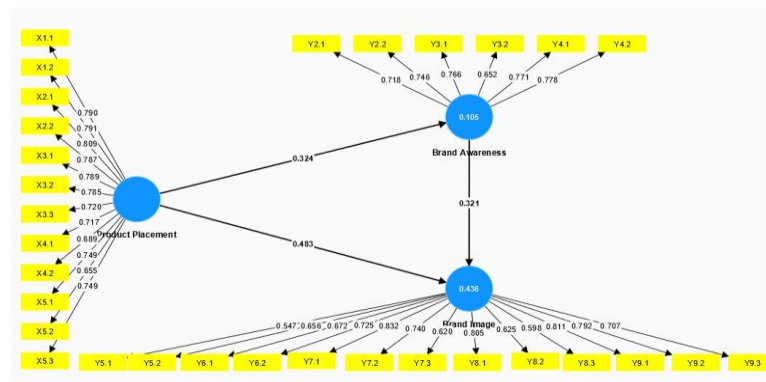


Figure 1. SEM-PLS analysis

Outer Model

Three types of data analysis techniques were employed with SmartPLS to assess the measurement model (outer model), namely Convergent Validity, Discriminant Validity, and reliability testing. Reliability testing comprises two methods: utilizing Cronbach's Alpha and Composite Reliability. The rule of thumb for evaluating construct reliability is that the Composite Reliability value should be > 0.70 (Ghozali & Latan, 2015).

1. Convergent Validity

In the convergent validity test, the evaluation of loading factor values was conducted and compared against the rule of thumb (> 0.60). Additionally, the average variance extracted (AVE) values were assessed and compared against the rule of thumb (> 0.50) (Hamid & Anwar, 2019). The construct of Product Placement was measured using several items. The outer loading values for these items ranged from 0.655 to 0.809. Each item exceeded the minimum threshold of 0.50, indicating that they are valid indicators of the Product Placement construct. Specifically, the items demonstrated strong loading values, supporting their inclusion in the model. Brand Awareness was evaluated through multiple items, each demonstrating outer loading values between 0.652 and 0.778. The items all surpassed the threshold of 0.50, confirming their validity as measures of the Brand Awareness construct. This indicates a robust representation of the construct by these items. The construct of Brand Image included items with outer loading values ranging from 0.547 to 0.832. The items all met or exceeded the 0.50 threshold. This validates their role as reliable indicators of Brand Image, ensuring the construct is well-represented in the model. Overall, the results of the convergent validity test indicate that all evaluated items for Product Placement,



Brand Awareness, and Brand Image are valid measures of their respective constructs. The outer loading values consistently exceeded the acceptable threshold, affirming the robustness and reliability of the measurement model.

2. Discriminant Validity

Discriminant validity aims to assess whether an indicator of a construct variable is valid or not. The assessment of discriminant validity using reflective indicators involves evaluating cross-loading values. The following are the cross-loading values, including:

Table 2. Cross Loading Value Results

Items	Brand Awareness	Brand Image	Product Placement
X1.1	0.249	0.415	0.790
X1.2	0.206	0.536	0.791
X2.1	0.336	0.494	0.809
X2.2	0.260	0.363	0.787
X3.1	0.308	0.465	0.789
X3.2	0.290	0.426	0.785
X3.3	0.141	0.389	0.720
X4.1	0.106	0.351	0.717
X4.2	0.270	0.446	0.689
X5.1	0.184	0.476	0.749
X5.2	0.267	0.445	0.655
X5.3	0.238	0.437	0.749
Y2.1	0.718	0.273	0.110
Y2.2	0.746	0.366	0.370
Y3.1	0.766	0.340	0.229
Y3.2	0.652	0.239	0.077
Y4.1	0.771	0.321	0.248
Y4.2	0.778	0.484	0.271
Y5.1	0.352	0.547	0.220
Y5.2	0.235	0.656	0.441
Y6.1	0.315	0.672	0.434
Y6.2	0.391	0.725	0.404
Y7.1	0.452	0.832	0.528
Y7.2	0.326	0.740	0.473
Y7.3	0.135	0.620	0.256
Y8.1	0.327	0.805	0.432
Y8.2	0.259	0.625	0.505
Y8.3	0.324	0.598	0.357



Y9.1	0.412	0.811	0.464
Y9.2	0.388	0.792	0.399
Y9.3	0.380	0.707	0.345

Furthermore, if the square root of the Average Variance Extracted (AVE) is greater than the highest correlation value between that variable and other variables, then the variable is considered to have good discriminant validity or validity. The analysis results indicate that the AVE value is greater than the correlation value, demonstrating that the variable has valid discriminant validity (Siagian & Khair, 2018). The following are the results of the AVE square root and correlations between constructs, including:

Table 3. Cross Loading Value Results

	Product Placement	Brand Awareness	Brand Image
Product Placement	0.740		
Brand Awareness	0.477	0.708	
Brand Image	0.324	0.587	0.754

From the data processing results in Tables 2 and 3, it is observed that all indicators have correlation coefficients higher with each respective variable than the correlation coefficients of the indicators with themselves. Consequently, it can be inferred that each indicator within the block serves as a constituent element forming the variable or construct in that column.

3. Uji Reabilitas

Reliability testing, as stated by Ghozali & Latan (2015:75), is utilized to demonstrate the accuracy, consistency, and precision of the instrument in measuring constructs. Furthermore, assessing the reliability of a construct can be done through two methods, namely using Cronbach's Alpha and Composite Reliability. The rule of thumb for evaluating construct reliability is that the Composite Reliability value should be > 0.70 ; once this threshold is reached, it can be considered that all constructs in this study have good reliability. The results of the testing are as follows:

Table 4. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Composite Reliability value limits	Decision
Brand Awareness	0.840	0.860	0.7	Reliable
Brand Image	0.915	0.923	0.7	Reliable
Product Placement	0.931	0.934	0.7	Reliable

Based on Table 4, it can be concluded that all variables exhibit composite reliability values > 0.7 , indicating high stability of the instruments used. It can be inferred that all constructs in this study have become well-fitted measurement tools and possess good reliability. Furthermore, the extent of variability in manifest variables owned by latent constructs, with a standard figure of 0.5, signifies good convergent validity, which can also be interpreted as the average being above the variance of its indicators. It is recommended that the Average Variance Extracted (AVE) value be greater than 0.50,



indicating that at least 50% of the indicators' variance can be explained. The AVE test's findings, which demonstrate that each variable has well-constructed constructs, are as follows:

Table 5. AVE Value Test Results

Variable	AVE value	AVE Value Limit	Decision
Brand Awareness	0.547	0.5	Fulfilled
Brand Image	0.501	0.5	Fulfilled
Product Placement	0.568	0.5	Fulfilled

Inner Model

There are five types of data analysis techniques used with SmartPLS to assess measurement models (inner models), including:

1. R Square

According to Ghozali & Latan (2015:82), R-Square values of 0.75, 0.50, and 0.25 respectively indicate strong, moderate, and weak models. The R-Square values obtained in this study are as follows:

Table 6. R Square Value Test Results

	<i>R Square</i>	<i>R Square Adjusted</i>
Brand Awareness	0.105	0.096
Brand Image	0.436	0.426

Based on Table 6, the R Square values reveal the following:

- The R Square value for Brand Awareness is 0.105, indicating that 10.5% of the variability in Brand Awareness construct can be explained by the variability in other constructs, specifically Brand Image, while the remainder is explained by variables not included in this study. The influence of Brand Awareness is considered weak (Ghozali & Latan, 2015:82).
- The R Square value for Brand Image is 0.436, suggesting that 43.6% of the variability in Brand Image construct can be explained by the variability in other constructs, particularly Brand Awareness, while the remaining variability is explained by variables not included in this study. The influence of Brand Image is classified as moderate (Ghozali & Latan, 2015:82).

2. f square

The following are the results of the f square value test, including:

Table 7. F Square Value Test Results

	Brand Awareness	Brand Image	Product placement
Brand Awareness		0.164	



Brand Image			
Product Placement	0.117	0.370	

From the results in Table 7, the following findings are evident:

- The effect size (f square) of Product Placement on Brand Awareness is 0.117, indicating a small effect.
- The effect size (f square) of Product Placement on Brand Image is 0.370, indicating a large effect.
- The effect size (f square) of Brand Awareness on Brand Image is 0.164, indicating a moderate effect.

3. Q Square

The following is the Q square value (predictive relevance) obtained using the following formula: (Parashakti & Putriawati, 2020)

$$Q^2 = 1 - (1 - R1)(1 - R2)$$

$$Q^2 = 1 - (1 - R1)(1 - R2)$$

$$Q^2 = 1 - (1 - 0.105)(1 - 0.436)$$

$$Q^2 = 1 - (0.895)(0.564)$$

$$Q^2 = 1 - 0.50568$$

$$Q^2 = 0.49432 \rightarrow 0.495$$

Therefore, the obtained result is 0.495, indicating predictive relevance and aligning with the Rule of Thumb for Q2. It can be concluded that Q2 in this study is strong.

4. GoF (Goodness of Fit) Index

To assess the performance of the PLS model, the focus is placed on predicting the overall model performance. For this purpose, the GoF index is calculated from the square root of the average communality index and average R-squares values as follows (Ghozali & Latan, 2015:82):

$$GoF = \sqrt{\frac{Average AVE \times Average R Square}{Average AVE \times Average R Square}}$$

$$GoF = \sqrt{0.146}$$

$$GoF = 0.382 \rightarrow 0.39$$

Therefore, the obtained result is 0.39, indicating a significant GoF.

5. Evaluation of Significance Value

The significance of the statistical coefficients of the path is evaluated to determine whether the relationships between variables are significant or not. The significance values used (two-tailed) are t-values of 1.65 (significance level = 10%), 1.96 (significance level = 5%), and 2.58 (significance level = 1%) (Ghozali & Latan, 2015:81). The table below illustrates the estimation output for testing the structural model:



Table 8. Hypothesis Testing based on Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Product Placement → Brand Awareness	0.324	0.345	0.087	3.702	0.000
Product Placement → Brand Image	0.587	0.602	0.102	5.770	0.000
Brand Awareness → Brand Image	0.321	0.324	0.081	3.988	0.000

Table 8 presents the hypothesis testing results using the t-statistic or t-value. The researcher obtained the critical t-value from the t-table, which is 1.96 (significance level = 5%). When using the p-value, the comparison value used is the significance level (α) of 5% or 0.05. The hypothesis testing results of the study are as follows:

Hypothesis 1

The hypothesis testing results for the variable Product Placement on Brand Awareness, as shown in Table 8, yielded a path coefficient of 0.324 and a t-value of 3.702. Since the calculated t-value is greater than the critical t-value (1.960) at the 0.05 significance level, or $(0.000) \leq 0.05$, the result of H1 is accepted. Therefore, Product Placement of Hyundai Ioniq 5 in the film Spider-Man: No Way Home has a positive effect on Brand Awareness.

According to Putri et al. (2023), once a brand achieves a certain level of awareness, the more positive the attitude toward product placement, the stronger the effect on recall rate, attitude, and purchasing intention. In the case of the Hyundai Ioniq 5 product placement in the film Spider-Man: No Way Home, it is prominently featured, with actors driving the car and it being highlighted in line with the plot's dimensions, considering the action-packed nature of the film. This clear depiction of the Hyundai Ioniq 5 in the movie can undoubtedly enhance brand awareness among Spider-Man: No Way Home viewers.

Advertisements play a significant role in influencing customers' purchase intention, as highlighted by Varshney & Aulia (2017). Product placements in films like Spider-Man: No Way Home not only aim to boost brand awareness but also intend to influence purchasing decisions among viewers. Moreover, Novansa & Ali (2017) assert that the higher consumer awareness of a brand will influence purchase decisions. Increased awareness among Spider-Man: No Way Home viewers regarding the Hyundai Ioniq 5 would likely lead to a desire to purchase the car and ultimately result in actual purchase decisions.

This assertion is supported by Sivaram et al. (2019), who found that brand awareness has a significant effect on purchasing decisions, indicating a strong relationship between brand awareness and purchasing decisions.

Hypothesis 2

The hypothesis testing results for the variable Product Placement on Brand Image, as shown in Table 8, yielded a path coefficient of 0.587 and a t-value of 5.770. Since the calculated t-value exceeds the critical t-value (1.960) or $(0.000) \leq 0.05$, the result indicates that H2 is accepted. Thus, it can be concluded that Product Placement of



Hyundai Ioniq 5 in the film Spider-Man: No Way Home has a positive effect on Brand Image.

Product placement becomes part of the narrative of the film, which visually that can affect the mindset of viewers (Tarmawan, 2014). Product placement in films goes beyond merely inserting products into scenes; rather, the products become an integral part of the story or narrative of the film. Hyundai Ioniq 5's presence in the narrative of Spider-Man: No Way Home seizes the opportunity to build and reinforce the brand image of Hyundai. By being integrated into the storyline of Spider-Man: No Way Home, Hyundai Ioniq 5 is not just seen as an advertising prop but also serves as a crucial element in shaping a positive brand image for Hyundai. Moreover, actors utilizing Hyundai Ioniq 5 create a sense of closeness and connection between the audience and the Hyundai brand. This fosters a positive perception of the brand and influences the brand image in the minds of viewers while watching Spider-Man: No Way Home, aiding in building or strengthening the desired brand image.

Research presented by Waworuntu & Hasan (2021) states that consumers who are satisfied with a brand's image, which includes attitudes expressed through beliefs and preferences, are more likely to be. The brand image acquired by Hyundai Ioniq 5 in Spider-Man: No Way Home is evidenced in research findings, which in turn leads to product purchases and consumer loyalty to the Hyundai brand.

This is supported by a study titled "Purchase Decision Model: Analysis of Brand Image, Brand Awareness, and Price (Case Study SMECO Indonesia SME products)" by Novansa & Ali (2017), which indicates that "a good brand image will affect the buying decision of one person to the product". A positive brand image will influence an individual's purchase decision regarding the product.

- Hypothesis 3

The hypothesis testing for the variable Product Placement on Brand Image, as presented in Table 8, yielded a path coefficient of 0.321 and a calculated t-value of 3.988. Since the calculated t-value is greater than the critical t-value (1.960) or $(0.000) \leq 0.05$, the result of H3 is accepted. Thus, it can be concluded that Brand Awareness has a positive relationship with Brand Image of Hyundai Ioniq 5 in the film Spider-Man: No Way Home.

Brand awareness, defined as the buyer's capacity to recognize or recall a brand within a specific product category, plays a crucial role in shaping perceptions, influencing attitudes, guiding brand choices, and effectively enhancing brand loyalty (Eslami, 2020). Brand awareness lays the foundation for brand image as consumers must be able to recognize or recall the brand within a product category. With increased brand awareness, consumers tend to develop more positive perceptions of the brand.

Before the release of Spider-Man: No Way Home, the Hyundai brand was already known to a significant portion of the audience. However, product placement within the film served to further enhance brand awareness. Viewers became more aware of the presence and identity of the Hyundai Ioniq 5. The strategic product placement within the storyline of Spider-Man: No Way Home contributed to the formation of a positive brand image.



Theoretical and/or Practical Contribution

Theoretical Contribution

- This research adds to the existing body of knowledge on the impact of product placement by specifically examining its effects within the context of a blockbuster film, "Spider-Man: No Way Home". Previous studies have focused on different media or products, but this study provides new insights into how product placement in a high-grossing film influences brand awareness and brand image.
- The findings support and validate existing theories regarding the positive relationship between product placement and brand awareness, as well as the link between brand awareness and brand image. This contributes to the robustness of these theoretical frameworks.
- By using a quantitative research method and employing tools like SmartPLS, the study provides statistically significant data that reinforces the understanding of the relationships between product placement, brand awareness, and brand image. This methodological approach enhances the theoretical rigor of studies in marketing and advertising.

Practical Contribution

- The study offers practical insights for marketers and advertisers on the effectiveness of product placement as a strategy to enhance brand awareness and shape brand image. Companies can use these findings to justify investments in product placements within popular films.
- For brands like Hyundai, this research provides empirical evidence on how their products, such as the Hyundai Ioniq 5, can benefit from being featured in films. This can inform future decisions regarding collaborations and placements in media content to boost brand visibility and reputation.
- Filmmakers and production companies can leverage these findings to attract brand partnerships, showcasing how films can serve as effective platforms for product marketing. This can lead to mutually beneficial relationships between the film industry and brands.
- The research provides a deeper understanding of how audiences perceive and react to product placements in films. This can help marketers design more effective product placements that resonate well with target demographics, leading to better audience engagement and brand recall.
- Companies can use the insights from this study to strategically plan their product placement activities, ensuring that they are aligning with popular and high-impact films to maximize the return on investment in their marketing campaigns.

In summary, this research contributes to both theory and practice by enhancing the understanding of product placement's impact on brand awareness and brand image and providing actionable insights for marketing professionals and filmmakers.

CONCLUSION

This study aimed to analyze the influence of product placement on brand awareness and brand image of the "Hyundai Ioniq 5" in the film Spider-Man: No Way Home. A total of 107 respondents who had watched Spider-Man: No Way Home



participated in the study. Based on the respondents' opinions, the following conclusions can be drawn:

- The study concludes that product placement in blockbuster films like "Spider-Man: No Way Home" is an effective marketing strategy to enhance brand awareness. The significant positive relationship between product placement and brand awareness indicates that audiences remember and recognize brands that are featured in high-profile movies.
- The findings reveal a significant positive impact of brand awareness on brand image. This implies that as consumers become more aware of a brand through its placement in popular films, their perception and image of the brand improve. This suggests that product placement not only makes the brand more recognizable but also enhances its overall image in the minds of consumers.
- For marketers, the research highlights the importance of selecting appropriate media channels for product placement. Given the success observed in the context of a blockbuster film, marketers should consider investing in high-impact films that attract large audiences to maximize the benefits of product placement.
- While the study provides valuable insights, it acknowledges certain limitations, such as the focus on a single film and brand. Future research could expand the scope by including multiple films and brands to generalize the findings better. Additionally, incorporating qualitative methods could offer deeper insights into consumer perceptions and attitudes towards product placements.

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