

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

In recent years, the trends of product placement strategies through movies and dramas have been widely used by companies to expand their international market. Movies was chosen as a media for product promotion because it was considered effective for conveying various things, even though sometimes the advertisements that appeared in the film only lasted a few seconds, but on closer inspection it ssactually made someone who paid attention to be curious or could have been disturbed by the ad insert. Product placement is defined as the intentional incorporation of promotional material into noncommercial preferences, which means a product connect generated through the integration of advertising and entertainment (Ginosar and Levi-Faur, 2010). Product placement is an approach to marketing in promotion and advertising in which a brand name, product, package, signage, or other trademark merchandise is placed into utilized specifically in a movie, television, or other media vehicle for commercial purposes. It is also known as product brand placement, in-program sponsoring, branded entertainment, or product integration. The involved audience is exposed to the brands and products through the natural process of the movie, television program, or content vehicle in product placement. Panda (2004) and Cebrzynski (2006).

The product placement strategy is used by brands to carry out global branding of their products. Global branding is a marketing strategy in which the brand or brand of a product or service is widely known throughout the world. According to Philip Kotler (1986), Global branding is an effort to promote a brand consistently throughout the world, with the aim of building a strong and widely recognized brand image. The fundamental stage of global branding of organizations was to stretch out their domestic showcasing systems to global business sectors. Global branding emerged from standardized branding as businesses expanded.

Nowadays, many brands use Korean Drama as the outlet of promotion to target global market (Kembuan, 2021). Korean Drama were chosen because Korea recently been very popular in various circles, especially Gen Z, which the majority of teenagers nowadays, and Korean Drama have always had a huge market potential globally. As Korean Drama going global, in a study performed in 2022 across 26 nations, around 36% of participants said that Korean dramas were extremely popular in their country that year. Approximately 66% of respondents in total said that K-dramas were usually well-liked, even outside of devoted fan communities. Older K-dramas remain to be highly regarded by foreign viewers. The international trade of entertainment has had a considerable impact from this surge in interest; K-drama exports have grown by more than 72% in recent years. In that regard, product placement in Korean drama can be seen as a marketing strategy for brand to expand their market global.

There are various ways of insertion are done as mentioned in the dialogue, or shown implicitly. An example is the Korean drama *Penthouse* where the

characters use the Samsung galaxy x flip 3 as their daily smartphone use. During a total of 3 seasons of Penthouse with each season having a total of almost 16 episodes, the Samsung Galaxy x Flip 3 seems to be used by almost all the characters that appear in the story.



Figure 1: *Samsung Galaxy X Flip 3 in Penthouse Kdrama*

Kopiko itself is a brand from Indonesia produced by PT. Mayora Indah, Tbk. The Director of Global Marketing Mayora Indah Ricky Afrianto explained Kopiko's candy product promotion strategy to make Kopiko a global brand, where he said "The market has been opened, Kopiko's brand strategy ensures products are available in various distribution channels. The opening of the market after the pandemic has made us ensure products are available to our consumers globally." Where PT Mayora has a target to export their product, Kopiko to more than 80 countries around the world. In the last two years Kopiko started marketing products to Korea by using product placement strategies in Korean dramas. First appeared in the drama Vincenzo, which is one of the most popular dramas because it stars Song

Jong Ki. The appearance of Kopiko in Vincenzo made many people lively, and became the subject of conversation. Not only in Vincenzo, Kopiko also appeared in the drama Hometown Cha Cha Cha, Today's Webtoon, Adamas, Little Women, and most recently Taxi Driver 2.

Product placement in Korean dramas has essentially become commonplace. However, the appearance of Kopiko candy in the Korean drama Vincenzo for the first time became a phenomenon and trending topic in national and international. This is because Kopiko candy became the pioneer of Indonesian products appearing in Korean dramas. Indonesian products that appeared in Korean dramas, and supported by the popularity of the Vincenzo drama which reached a high rating of 14.6% and 16.2% (Maulida, 2021). Reporting from ccnIndonesia.com, the Korean drama Vincenzo occupied the sixth position in the history of the television station TvN. sixth in the history of TvN television stations with all-time high ratings.





Figure 2: *Insertion of Kopiko products in the drama “Little Women”*

The strategy undertaken by PT Mayora to do advertisements in Korean dramas had a positive impact on MYOR's financial performance. Until semester I/2021, MYOR issued an advertising and promotion budget of IDR 1.57 trillion. The advertising costs for the Korean drama scene are estimated at 200 million won or Rp. 2.5 billion. Based on the company's financial reports, during the first 6 months of this year sales through MYOR exports reached IDR 5.4 trillion, up from the first half of 2020 of IDR 4.2 trillion. It could be proven that the strategy of Kopiko marketing strategies through Korean Drama is success. Kopiko has spread to several countries, including Korea, Singapore, the Philippines, Taiwan, Australia, Italy, Portugal, Spain, Germany (Maulida, 2021). Quoted from (Kusumo, 2021), the export of Kopiko products is running effectively with the export value of Kopiko candy amounting to 30% of the total Mayora turnover. The DNVB investigation team also discovered that applying a product placement strategy increased Kopiko sales to 14.37% from the previous 9.3%. Kopiko is currently

available for purchase in over one hundred countries. With the strategy of Kopiko used, this study is interested to see such branding strategy for building the global brands.

Kopiko and several local brands are expanding globally through product placement in K-dramas, such as Tropicana Slim. The presence of some of these brands in K-dramas was organized by Adlink Sinemedia, which is already accustomed to handling advertisements for brands that want to go global. Adlink Sinemedia itself is a pioneer in 'BUILT-INS PRODUCT PLACEMENTS & CONTENT INTEGRATION' content media in Indonesia. Adlink Sinemedia was established in 2014 that has cooperated with over 20 K-dramas, including *Marry My Husband*, *Taxi Driver 2*, *My Demon*, and others.

Nevertheless, product placement strategy has not always posited positive outputs on branding (Reijmersdal, Smit, & Neijens, P, 2012). Previous studies showed that product placement has potential backlash on the branding process such as the application of product placement in movies or television shows renders the brand invisible or unnoticeable, particularly when the placement occurs in situations that the audience finds unpleasant (Rumam, 2008), also there is a concern among individuals over the potential of product placement to have a subconscious influence on their preferences without their conscious consent mostly due to the challenge of unambiguously discerning it as a kind of advertising (D'Astous and Chartier, 2000). Product placement in *Superman: Man of Steel* was criticized for their heavy used of product placement (Alicı and Aydınlioğlu, 2017). The movie prominently showcased various brands and items, a trait that was perceived by the

audience as being distracting and interrupting the overall coherence of the plot. The movie raised negative perception of overcommercialization, as it prominently featured different brands, such as International House of Pancakes (IHOP) and Sears, which gained excessive exposure and screen time, seemed more like an advertisement than a natural part of the film's plot. Certain critics have posited that Superman, as a character, embodies the principles of idealism, truth, and justice. The film's underlying notions were thought to be in conflict with the abundant product placements, which appeared to prioritize materialism and consumerism over the fundamental themes of the film.

Based on the description above, whilst product placement in popular K-drama has positive potential for the process of global branding, yet also is embedded with potential risk of overcommercialization. Therefore this study is interested in delving more deeply such emergence within the description of Kopiko's brand presence in K-drama.

1.2 Research Problem

Brands are adopting a number of marketing communication strategies to strengthen their brand image globally and to reach wider target market in their efforts to expand to global market (Cavusgil, 2002). In this vein, product placement in Korean dramas is increasingly being used by brands to perform such strategy (Kembuan, 2021). Product placement in K-dramas has the power to attract viewers' attention, increase brand recognition among consumers, and have an impact on how they behave while making purchases (Sharma & Nayak, 2015). The case of Kopiko's product placement in several K-drama is an interesting case since Kopiko

has been presented in several popular K-drama such as, Vincenzo (2021), Yumi's Cell (2021), Hometown Cha-Cha Cha (2021), Mine (2021), Today's Webtoon (2022), Little Women (2022), Adamas (2022), and Taxi Driver 2 (2022).

However, whilst product placement in K-drama may can expand the brand presence in the global market, such product placement strategy are often posit negative impact due to their lack of authenticity and transparency. Ideally, product placement is a form of product adoption into entertainment content, such as films, dramas without being too forced or intrusive. Product placement should occur naturally within the context of the story or scene without being obvious that it is promoting a product, and relevant to the surrounding situation without breaking the storyline. However, individuals are concerned about the possibility for product placement to have a subconscious impact on their choices without their conscious agreement, owing to the difficulty in distinguishing it as a type of advertising (D'Astous & Chartier, 2000). In that regard, consumers' negative perceptions of the brand may cause a decline in trust and credibility (Darke and Ritchie, 2007)

Thus, this research describe the consumer perception of Kopiko's global branding strategy using product placement in famous Korean dramas, by questioning "How do consumers perceive Kopiko's global branding strategy in Kdrama?"

1.3 Research Objective

The purpose of this study is to describe consumer's perception of global branding using product placement strategy in Korean Drama.

1.4 Research Significances

Practical Significances

This study provides insight on the perception of the consumer towards product placement as the tools of the global branding strategy on Korean drama, specifically among the related work.

Social Significances

This study has the potential to expand our comprehension of the process by which items originating from one culture are assimilated into the narratives shown in the media of another culture. This has the potential to facilitate enhanced cross-cultural communication and collaboration across global corporations and entertainment industries.

Academical Significances

This study has the potential to provide empirical evidence supporting theories within the discipline of communication science that investigate the examination of global branding cases through the use of product placement methods in Korean dramas, with a specific focus on their impact on consumer perceptions. The findings of this research are anticipated to make a valuable contribution to the field of Communication Science, particularly to other studies that focus on a similar topic.

1.5 Theoretical Framework

1.5.1 Research Paradigm

This study adopts the constructivist paradigm by employing the qualitative approach. This refers to the factors that influence the perceptions, and how they use of product placement in the drama (Lather, 2006). Constructivism is a philosophical paradigm that emphasises the active construction of individual concepts of reality through cognition (Lincoln and Guba, 1985; Schwandt, 1997). Constructivism is a philosophical paradigm that posits individuals as active agents in constructing their own understanding and knowledge of the world through the process of discovery and reflection upon their experiences (Honebein, 1996). Descriptive qualitative also be used in this research. The descriptive qualitative approach is a practical and flexible method that prioritizes understanding the world and our position in it (Elliott and Timulak, 2005). They propose for an innovative and adaptable approach to research, moving from conventional regulations that restrict the investigation and understanding of complex phenomena. This method is defined by its open-ended and exploratory research inquiries, the gathering of nonnumerical and open-ended vocally expressed experiences or observations, and a dedication to the careful and systematic examination of all relevant information and observations.

1.5.2 State of the art

Previous literature review is an attempt undertaken by scholars to identify connections and subsequently derive fresh insights for future research. Moreover, earlier studies aid in situating the current research within the broader academic

landscape, while also highlighting its originality, and demonstrate the novelty of the study. Within this section, scholars incorporate a range of prior research findings that are pertinent to the forthcoming study endeavour. Subsequently, they provide a concise overview of both published and unpublished research. The subsequent studies presented herein remain pertinent to the subject matter under investigation by the author.

Research conducted by Ashaffa Rizky Meidianti, Rah Utami Nugrahani (2022) with the title "**The Effect of Kopiko's Product Placement in the Korean Drama Vincenzo on Audience Response**" aims to examine the effect of Kopiko's advertisements in Korean dramas using quantitative research methods. The conclusion of this study is that there is an effect of Kopiko's product placement in the Korean drama Vincenzo on the audience's response.

Research conducted by Alain d'Astous and Nathalie SeAguin (1998) with the title "**Consumer reactions to product placement strategies in television sponsorship**". The aim of this research is to examine consumer reactions to various forms of product placement strategies in the context of television sponsorship using an experimental methodology. The conclusion of this study shows that the product placement strategy has a different influence on consumer evaluation and assessment.

Research conducted by Viktor Petterson and Markus Svensson (2010) with the title "**Stealth Marketing: The Art of Deceiving Consumers**" The purpose of this study is to create an understanding for the importance of ethical aspects when new methods are developed or as known as stealth marketing which based on not disclosing or revealing the true relationship to a marketing message.

Research conducted by Martin Roll (2015) with the title “**Asian Brand Strategy**” Explores the significance of branding within the Asian market context. According to him, Asian firms are increasingly recognizing the significance of branding beyond mere identification and symbol, and are integrating it into their strategic plans. Roll forecasts that the upcoming cohort of Asian corporate brand executives will emerge as dominant worldwide forces. In addition, he discusses the difficulties encountered by Asian corporations in establishing robust brands, including a tendency to prioritize physical assets over intangible ones and the reliance on pricing strategies to stimulate sales, which may compromise brand coherence and the perception of quality. Roll recounts his firsthand experiences collaborating with prominent Asian organizations and offers valuable insights into the strategic elements of branding in Asia, encompassing the influence of culture and corporate framework. The book's objective is to assist Asian organizations in enhancing their competitiveness by implementing effective branding strategies, ultimately leading to improved shareholder value

Research conducted by Robert Azuayi (2016) with the title “**International Branding Strategies of Global Companies: A Case Study of Sony Ericson).**” The goal of this study is to discover the branding tactics used by the most prosperous multinational corporations so that new or prospective multinational corporations may utilize them as a guide to successfully sell their goods and services.

The researches listed above constructed a number of key findings that were significant to this study, including the significance and tactic of product placement as the medium of Kopiko's international branding strategy. This study offers

valuable insights on the efficacy of product placement in the aforementioned movies, thereby illuminating the audience's response to such integrations and the potential influence on their perceptions of both the products and the films as a whole. These researches enhances comprehension of the interplay between media content, advertising, and audience reactions within the specific framework of movie. These researches, however, did not examine how consumers perceived Kopiko's worldwide branding approach with regard to Korean drama, of which, this study is focusing upon.

1.5.3 Theoretical Approach

In the contemporary globalised society, brands have beyond territorial limitations and evolved into universally recognised representations of identity, excellence, and cultural significance. The concept of global branding has become a vital strategy as organisations strive to develop a global presence and effectively connect with varied consumers. In the contemporary era of worldwide connectivity facilitated by media platforms, the utilisation of product placement has emerged as a potent tool in the implementation of global branding initiatives. Product placement facilitates the connection between companies and worldwide audiences by integrating brand narratives into the media productions that individuals consumers.

1.5.4 Global Branding

A brand refers to a name, term, symbol, or design, or a mix of these elements, that is used to identify and distinguish the products or services of a particular seller or group of sellers from those of competitors (Keller, 1993). The majority of brands are associated with specific language situation. Their ability to create emotions is based upon the language used in the country and marketplace where they were originally released. Nevertheless, specific brands were introduced originally for their ability to effectively communicate across different cultures and languages (Wilsher, 1992). Brands are directly derived from the concepts of market segmentation and product differentiation. The term "branding" refers to more than just giving a product or service a name and communicating to the public that it has a certain company's logo and imprint. Branding involves changing the product category; it calls for a sustained corporate commitment, significant resources, and a high level of expertise (Kapferer, 2004).

Several businesses are increasing their exposure to international markets in today's globalized and competitive economy in an effort to grow in size, improve performance, and ensure survival as a result of the heightened competition in their respective home markets (Cavusgil, Ghauri, & Akcal 2012). In order to transcend cultural divides in the global marketplace (Sherry, 2000). Global branding is includes the strategic and process of developing and maintaining brands in order to effectively compete on a worldwide level. It requires the integration of branding strategy with corporate business plan, offering value, and consumer experiences, and enabling employees to establish and maintain significant global brands (Rolls, 2015). It involves understanding local demands and adapting brand elements to meet them without compromising the brand's integrity (Kapferer, 2003). According

to Steenkamp, Batra, and Alden (2003), there has been a notable trend among multinational companies to make modifications to their brand portfolios in order to strengthen their worldwide brands. A local brand, in contrast, is described as a brand that is only present in a small geographic area or in a single nation (Wolfe 1991).

In order to be recognized as a true global brand, it is crucial for the brand to maintain consistency not only in its name, but also in its positioning and the products or services it provides (Roberts, 2009). The consistency of global brands can be explained through operational factors such as cost savings, efficiency, and synergies across markets. The significance of consistency is also reasonable from an information processing perspective (Roberts and Cayla, 2009). Consumers value global brands and that are certain characteristics of global brands that they specifically value.

Creating a balance between the desires of local objectives and an international objectives is crucial for achieving a successful global brand (Roll, 2015). This includes managing competition, reorganizing the variety of brands, and using brand “glocalization” strategies to increase the global brand presence. Successful management of a global brand involves their capacity to modify and be flexible, ensuring a balance between maintaining consistent brand guidelines and having the freedom to adapt to local needs and take advantage of current possibilities. Moreover, it is necessary for company to distribute brand promotion resources on a global scale, create international collaboration, and adapt their strategies to suit each location, all while upholding their unique identity and values. In order to reach this such of balance, company should establish explicit brand standards that identify the basic principles, communication strategies, and visual components,

guaranteeing uniformity in logo utilization, color palettes, and tone of expression across all platforms. To sustain the recognition, the brand should also adopt a strategy of progressive progression rather than sudden and drastic changes (Roll, 2015).

Roll (2015) highlights the significance of giving unique value and consumer experiences in order to be part of the social cultural framework. Roll (2015) argues that brands enable companies to improve their competitiveness and performance in many aspects by prioritising the enhancement of shareholder value, producing competitive returns, and operating as a catalyst for an improved leadership.

Cultural sensitivity also important as a characteristic of a global brand (Roll, 2015). Roll (2015) emphasises the importance of global brands to be culturally sensitive and appealing to the broad global consumer. Hence, it is important for the brands to recognise and honour the cultural aspects and desires of other markets, and consequently customise their branding marketing approaches. Cultural sensitivity is crucial for global brands to successfully engage with consumers in different countries and marketplaces, and to establish positive brand reputation (Roll, 2015).

Roll (2015) also highlights that establishing worldwide recognition is a fundamental attribute of a global brand. This includes the creation of a consistent brand identity that connects with various consumers in global markets. In order to gain global recognition, companies must provide exceptional value, generate memorable consuming experiences, and offer a significant symbolic value to customers (Roll, 2015). This may consist of providing a wide variety of lifestyle options. By deliberately developing these specific brand attributes, brands may

establish worldwide acknowledgment, which is crucial for achieving success in the global marketplace (Roll, 2015).

1.5.5 Korean Drama as Advertising Tools

Korean Wave, often known as Hallyu', is the fashion appearance of Korean Popular Culture (KPC). It was created in the late 1990s by Chinese observers to describe the growing popularity of South Korean TV shows, musical arts, and films. KPC begins with Korean pop music, television dramas, shows, fashion, fads, and movies that are influenced by Korean celebrities. Korean Wave has been a widespread phenomena in the Asian market during the last decade. The prevalence of such a tendency, for example, has been noticed in major countries such as Southeast Asia, as well as Taiwan, China, Japan, and Hong Kong (Hong and Kim, 2013).

Dramas, music, games, meals, clothing, and movies are some of the products associated with the Korean wave (Li, 2005). Hogart (2013) found that modern imagery and beauty of the actress, romanticism, great narratives, and other factors may impact the audience's intention to watch Korean dramas. Extensive research has been conducted on the effects of the Korean wave on the global market. According to Lee (2015), the Korean star traits can impact the Korean drama audience. The Korean wave, led by the beauty of the Korean star, drew fans to watch Korean dramas. 2013 (Hogarth) According to Bardia (2011), the attractiveness of an endorsement or performer influences an individual's first impression. Consumers would see superstars on Korean dramas promoting the

brand for as long as the storyline of the drama lasted. For example, in Korean drama, the drama actors were picked based on their attractiveness, which can impact pleasure and also serve as promotional tools to the audience.

1.5.6 Product Placement in Drama

Multiple companies encounter fierce competition in the marketplace, compelling them to generate innovative concepts as a means to effectively contend with competitors and increase consumer demand for their offerings. Given the current expansion of the film business, marketers perceive this as a favorable circumstance to promote their products (Sharma & Bumb, 2020). However, at this time many people ignore products that still use local marketing media and become a challenge for companies to reach global target consumers. Good product placement is needed so that a product can reach the level of global branding.

The product placement plan is a type of branding strategy that is effective since it has a nature that the audience cannot avoid. Product placement, according to Belk and Russell W. (2017), is the purposeful and paid placement of a certain product in the media with the goal of influencing the audience or readers in a less overt fashion. In practice, product placement can be an effective marketing tactic, particularly when the product appears in a popular film or television show with a huge audience that is relevant to the product's target market.

This strategy involves inserting a brand or product that you want to promote into the storyline of a film or television program. Belch (2004) defined product placement as a sort of advertising and promotion in which products are included in television programs and/or motion pictures in order to attract viewers' attention.

According to Hackley and Tiwsakul (2006) in Nappolini (2008), product placement is also referred to as brand placement and entertainment marketing in the United States.

Lehu (2007:4-9) posits that product placement inside films encompasses various forms, including logos, brand names, products, and packaging. The effective execution of product placement necessitates skill and creativity to ensure that the advertisement does not disrupt or elude the intended audience. The utilisation of product placement can be correlated with the level of exposure in order to achieve a particular objective

Product placement encompasses both advantages and downsides. The utilisation of product placement has several advantages, including enhanced brand awareness, improved product perception, and financial profitability. Nevertheless, there are certain disadvantages that may cause dissatisfaction among consumers or negatively impact the product's standing among consumers. The advantages and disadvantages of product placement are listed below.

1.5.6.1 Advantages of Product Placement

Product placement can increase brand awareness by exposing the brand to a large and diverse audience (Cebrzynski, 2006). When a product is placed in a popular movie or TV show, it can potentially reach millions of viewers, leading to increased brand recognition and awareness. According to Tsai, Liang, and Liu's (2007), better brand awareness is associated with higher recall rates, positive sentiments, and stronger purchase intentions.

The advantages of good product placement will increase the probability that the product will be recognized by individuals. Brand image is an association of all information that is currently known regarding the aforementioned brand's companies, goods, and services (Kotler and Keller, 2016). Brand image is connected to attitudes, such as beliefs and brand preferences. Customers are more inclined to make purchases when they have a favorable perception of a brand.

Product placement has been shown to have a considerable impact on recall (Panda, 2004). For example, when the visual/auditory modality and plot relationship are consistent, memory increases (Russell, 2002). Furthermore, showcasing the brand early and frequently with at least one verbal reference improves brand recall (Romaniuk, 2009). Product placement helps people recognize products because of their recollection and recall of the brand.

1.5.6.2 Disadvantages of Product Placement

In product placement, brands are relying on the producers and directors of movies or TV shows to showcase their products in the best light possible. If product placement is too obvious or forced, it can be perceived as intrusive and have a negative impact on the brand. Viewers may feel like they are being sold to rather than entertained.

Measuring the effectiveness of product placement can be difficult, making it challenging to justify the investment. While it may increase brand awareness and recognition, it can be challenging to measure its impact on sales. Product placement

needs to be relevant to the target audience to be effective. If the placement is in a media that is not relevant to the target audience, it may not have the desired effect.

1.5.7 Perception

Consumer perceptions are thought to influence consumer satisfaction and the purchasing decisions made by these consumers. Perception is a process of thought through which we overcome the stimuli offered to us and seek to develop an organized and meaningful understanding of the situation at present (Fieldman, 1999). Morgan (1987) defined perception as the process by which we interpret and make sense of the sensory information we get from our surroundings, including visual, auditory, tactile, taste, and smell signals. Perception can be described as the whole of a person's subjective experiences.

Consumer perception refers to the way of thinking by which individuals acquire, attend to, and comprehend information (Mowen et al, 2015). Perception, as defined by Munnukka (2008), is the first impression formed by an individual, which is subsequently analyzed and interpreted using existing knowledge to develop a comprehensive understanding of the surroundings. Consumer satisfaction and the purchasing decisions made by these consumers.

1.6 Conceptual Operationalization

This study aims to understand consumer perceptions of Kopiko's global branding in Korean dramas, including how consumers perceive, evaluate, and

respond (Putithanarak, 2020) to Kopiko's product placement in the context of Korean dramas as a global branding strategy (Alammar & Pauleen, 2016). consumer perceptions of Kopiko becoming a global brand, with aspects referring to brand recognition, unique value and consumer experiences, brand consistency, and create balance between local and international objectives (Rolls, 2015) of Kopiko itself, and its product placement in Korean dramas. Consumers' attitudes, knowledge, and emotional responses to the brand's efforts in global branding through product placement are all included in this study (Salam, 2023)

Global branding allows Kopiko to expand its presence and reach a wider audience. By building a strong global brand, Kopiko can increase brand recognition and create awareness among consumers in different countries. (Kapferer, 2012) explains that brand Identity is the basis for consumers recognizing and distinguishing a brand from brands owned by competitors. This can increase sales and market share. Global branding ensures that Kopiko maintains consistency in its brand message across different markets. This helps build a strong and unified brand image, which can resonate with consumers around the world and strengthen brand loyalty. With a strong global brand, Kopiko can gain a competitive advantage over local and international competitors in the coffee and candy industries.

A recognized and trusted brand can attract consumers and give Kopiko an advantage in capturing market share in various countries. Building a strong brand with high equity provides many benefits for the company that owns the brand (Keller, 2008). Global branding also allows Kopiko to customize its products and marketing strategies to suit local cultural preferences and nuances. Global companies

are always faced with two concepts: local adaptation and global standardization (Mooij, 2013). While maintaining a consistent brand identity, Kopiko can customize its offerings to meet the tastes and preferences of specific consumers in different regions, making its products more appealing and relevant. By expanding globally and establishing a strong brand presence, Kopiko can utilize economies of scale in production, marketing, and distribution. This can result in better cost efficiency and profitability for the company.

1.7 Research Methods

1.7.1 Research Approach

This study will use qualitative research methods adopting a descriptive qualitative method. According to Bogdan and Taylor in Moleong (2007: 4), qualitative research is a method of research that provides descriptive data in the form of written or spoken words from individuals and the observed behavior of phenomena. The study “Consumers’ Perception of Global Branding: Kopiko’s Product Placement in Korean Drama” employed a descriptive qualitative approach. This method involved capturing and explaining the consumers’ perceptions and experiences about what they thought of the Kopiko in Korean drama. According to Lambert (2012), descriptive qualitative research refers to a study that involves a thorough description, using ordinary language, of specific occurrences that individuals or groups of individuals have encountered. Essentially, a descriptive study aims to thoroughly and comprehensively analyze a sample by applying a descriptive theory that has been clearly defined. This approach allows those who

possess the knowledge and familiarity with the topic being studied to effectively communicate their thoughts and insights, so enabling the researcher to gain a deeper understanding of the situation.

1.7.2 Research Subjects

The study aims to comprehend the perspectives from international consumers, who watch Korean dramas with Kopiko product placement, which emphasize to understand their thoughts on global branding and how product placement in Korean dramas affects their impression of the Kopiko brand.

Inclusion criteria:

- A. Age: Respondents should be between 18-25 years old.
- B. International Background: Respondents should come from diverse international backgrounds, representing different countries, cultures, and languages.
- C. Korean Drama Viewers: Respondents should watch Korean dramas that feature Kopiko's product placement.

1.7.3 Data Collection Method

The study's data was collected using in-depth interviews, which were conducted with greater independence than organized interviews. The goal of this form of interview is to identify consumers and the parties invited to the interview are asked for their thoughts and views. In-depth interviews, according to Patton (2002), can give profound insight into the respondent's views, opinions, and beliefs. In-depth interviews enable researchers to delve into deeper levels of participants' experiences

and viewpoints that might otherwise go unnoticed by conventional data gathering methods.

1.7.4 Sources and Types of Data

A. Primary data:

Primary data for this study will be obtained through in-depth interviews. According to Lincoln and Guba (1985), interviews can construct people, events, organizations, feelings, motivations, demands, concerns, and so on. besides that interviews can also verify, change, and expand information obtained from other sources

B. Secondary data:

Secondary data is information gathered for reasons other than solving the situation at hand. Secondary data sources in this study included literature, journal papers, and internet sites connected to the research being conducted.

1.7.5 Data processing techniques

According to Patton in Moleong (2000:103), data processing techniques include processes of structuring data sequences, integrating them into a sequence, classification, and fundamental descriptive units. Researchers employ the descriptive qualitative approach for data analysis. This is related to the use of qualitative approaches. The purpose of qualitative descriptive research is to describe current data in order to gain actual forms from respondents, making it simpler to comprehend researchers or other individuals who are interested in the findings of the study. Data description is accomplished by combining and categorizing existing data in order to present a true image of the respondents. This

study analyzes Miles and Huberman (1994) data using a qualitative data analysis approach that contains three components:

A. Data Reduction

Huberman and Miles (1994) suggest that the process of data reduction involves the researcher making deliberate choices in terms of selecting a conceptual framework, research questions, instances, and instruments, which ultimately narrows down the potential data that will be utilized in the study. The process of data reduction will be employed within the framework of this research, which aims to investigate the perceptions of customers about Kopiko as a global brand within the context of Korean drama. The researcher will engage in a data compression procedure by identifying and simplifying essential information. The selection of data for the reduction procedure will involve the researcher's choice of utilizing information obtained through interviews. It is imperative to bear in mind that the process of data reduction is ongoing, commencing with data collection and persisting throughout data analysis, since it is a crucial aspect of the entire study endeavor.

B. Data Display

Data might be provided in the shape of concise explanations, infographics, or correlations between categories. A display refers to a structured and condensed presentation of information that enables the forming of conclusions and subsequent action (Miles and Huberman, 1994). The presentation of data for qualitative research is frequently done with negative language. The goal of providing data is to help people comprehend what happened and plan future work based on what they've

learned. In this study, data is presented in the form of narrative descriptions that are altered based on the kind of data acquired during the data collecting process, beginning with observations with informants, in-depth interview, and documentation. This data's presentation is the product of previous data reduction, which made the data more systematic or organized.

C. Verification

In order to arrive at conclusions, it is necessary to articulate conclusions that are grounded in the analysis and evaluation of one's interpretations and evaluation of the data. This procedure furthermore involves the determination of the data's relevance and its following explanation. The initial conclusions drawn are provisional and subject to revision in the event that robust and corroborating evidence is uncovered in the following stages of data collection. The conclusions are derived from the findings obtained after conducting study and engaging in research discussions.

1.7.6 Goodness Criteria

Lincoln and Guba (1985) established four credibility criteria, known as credibility, dependability, confirmability and transferability. These four criteria illustrate how qualitative research may be appraised based on the study findings' dependability, consistency, and reliability.

A. Trust (Credibility):

- Internal Validity: The objective of this study is to ensure the accuracy of research findings in capturing the opinions and experiences of customers regarding the product placement of Kopiko in Korean dramas.

- External Validity: achieving conformity between research findings and practical considerations and being able to precisely explain consumer perceptions of global branding .

B. Reliability (Dependability):

- Consistency: Ensure that data collection and analysis procedures are consistently applied and clearly documented to achieve consistency in data gathering and analysis.
- Researcher Reliability: Considers the reliability of the researcher's interpretation and analysis of the data, which helps to guarantee that the results of this study will be applicable to practical applications. .

C. Validity (Confirmability):

- Reflexivity: This study seeks to clarify the role of the researcher within the research process and the degree to which the researcher's influence extends to the interpretation of the findings. It is imperative to guarantee that the researcher's personal opinions or beliefs do not exert any impact on the interpretation of the data.
- Triangulation: According to Denzin (1970), triangulation is defined as the process of integrating many data sources or researchers. In this study, the research methodology will involve the integration of interviews with an analysis of Korean drama content, as well as the inclusion of third-party assessments. This approach aims to enhance the credibility and relevance of the research findings.

D. Transferability

This research study provides a comprehensive and scholarly analysis of consumer attitudes regarding global branding, focusing specifically on the

placement of Kopiko products in Korean dramas. The study provides a thorough backdrop, highlighting the key elements of Kopiko product placement and offering a broader understanding of the global brand environment. The provision of contextual information ensures that the research findings can be consistently interpreted and applied in additional studies conducted within the same environment. In order to satisfy the requirement of transferability, the researchers effectively conveyed the outcomes of the study in a manner that was comprehensible to the reader. By effectively communicating the study findings in a concise and transparent manner, individuals are empowered to make informed decisions regarding the utilization of the research findings for various purposes.