

CHAPTER 5

CLOSING

This chapter presents a summary of the research findings, recommendations derived from the research, and the implications of the research in practical, social, and academic aspects. The study aims will be discussed in the conclusions, which will demonstrate how consumer's perception towards Kopiko global branding in K-drama.

5.1 Conclusion

The primary objectives of this study are to explain “how do consumers perceive Kopiko's global branding strategy in K-drama?”. The research's overall conclusions provide summary of the perception of consumers towards Kopiko's global branding strategy in K-drama. This study can determine that:

Consumers have good recognition of the Kopiko brand, they can say what is unique about Kopiko based on their own perceptions. Based on the findings, the exposure generated by the Kopiko strategy in K-drama was quite significant, the informant also had good experience with the Kopiko brand.

The most interesting findings are to characterize three types of consumer perceptions of brand product placement in K-drama, the first one is the perception of Kopiko as a global brand, which is formed by brand recognition, where consumers can easily recognize the Kopiko brand, then personal consumer experience where Kopiko is found in several countries which is easy to find, then another aspect is brand consistency, where Kopiko is successful in how Kopiko delivers the message and what the brand promises, namely easy to carry anywhere.

The second one is the perception of Kopiko as a Korean brand, this aspect is supported by consumer perceptions in terms of the uniqueness of Kopiko which according to consumers is the appearance of Kopiko in K-drama, this strengthens a person's perception of Kopiko as a Korean brand, then cultural sensitivity also supports one's perception of Kopiko as a Korean brand, because Korean culture is used to drinking coffee every day, and is combined with "ppali-ppali culture" which is a Korean culture that requires everything to be fast and efficient.

And the last one is the perception of Kopiko as a Non-Korean Brand in terms of local brand. The elements that support this aspect are the recognition of someone who already knows where Kopiko comes from, and also in terms of Kopiko's inconsistency in what is promised and what is delivered in K-drama, where Kopiko says that "Kopiko is made from real coffee beans" which where this scene is not highlighted in K-drama, the last element that makes consumers perceive Kopiko as a non-Korean brand is in terms of packaging which is different from Korean candy brands in general.

5.2 Recommendation

The author recognizes that this study has a lot of limitations based on the findings. Nonetheless, it is anticipated that this study will help to clarify how consumers perceived Kopiko's global branding using product placement in K-dramas, as follows:

1. Practical

The study's findings indicate that Kopiko's global branding strategy in K-drama has successfully improved brand recognition and enhanced consumer experience. The significant exposure gained by this method, together with the favorable experiences shared by consumers. Nevertheless, the result also emphasizes areas that need improvement, namely in relation to maintaining brand consistency and effectively conveying promised messaging. Kopiko would gain an advantage by clearly emphasizing its distinctive selling characteristics, such as its inclusion of genuine coffee beans, in order to align with its brand identity and meet consumer expectations.

2. Social

The results of the study highlight the importance of cultural sensitivity in global branding strategy. The association of Kopiko with Korean culture is mostly shaped by its frequent appearance in K-dramas, aligning with the popular coffee consumption habits of Korean society. Nevertheless, the study also revealed a discrepancy in how Kopiko is perceived as a brand that is not of Korean origin, including in relation to its packaging and the communication of promised messaging. This indicates a requirement for Kopiko to enhance its local brand identity while yet maintaining its global appeal.

3. Academical

The theory used in this research is global branding theory from Martin Roll, the global branding theory used in this research provides insight into how brand recognition, unique value and consumer experiences, brand consistency,

create balance between local and international objectives, and cultural sensitivity are aspects that are important to make a brand a global brand. These aspects then become consumers' perceptions of a brand. Future research could investigate further into the processes consumer perceptions of brand placement in media content and explore how these perceptions influence brand attitudes and purchase intentions.