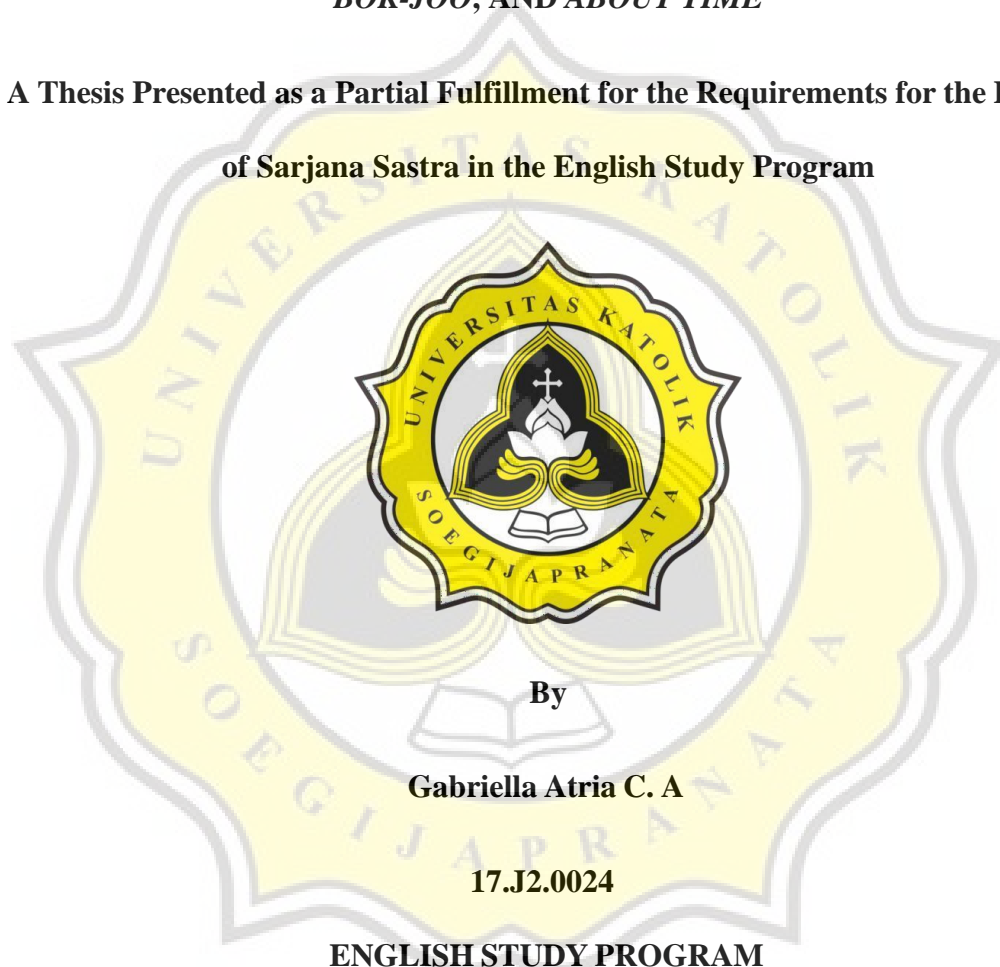


**PRODUCT PLACEMENT OF LANEIGE'S COSMETICS IN KOREAN
DRAMAS: *DESCENDANT OF THE SUN, WEIGHTLIFTING FAIRY KIM
BOK-JOO, AND ABOUT TIME***

**A Thesis Presented as a Partial Fulfillment for the Requirements for the Degree
of Sarjana Sastra in the English Study Program**



By

Gabriella Atria C. A

17.J2.0024

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

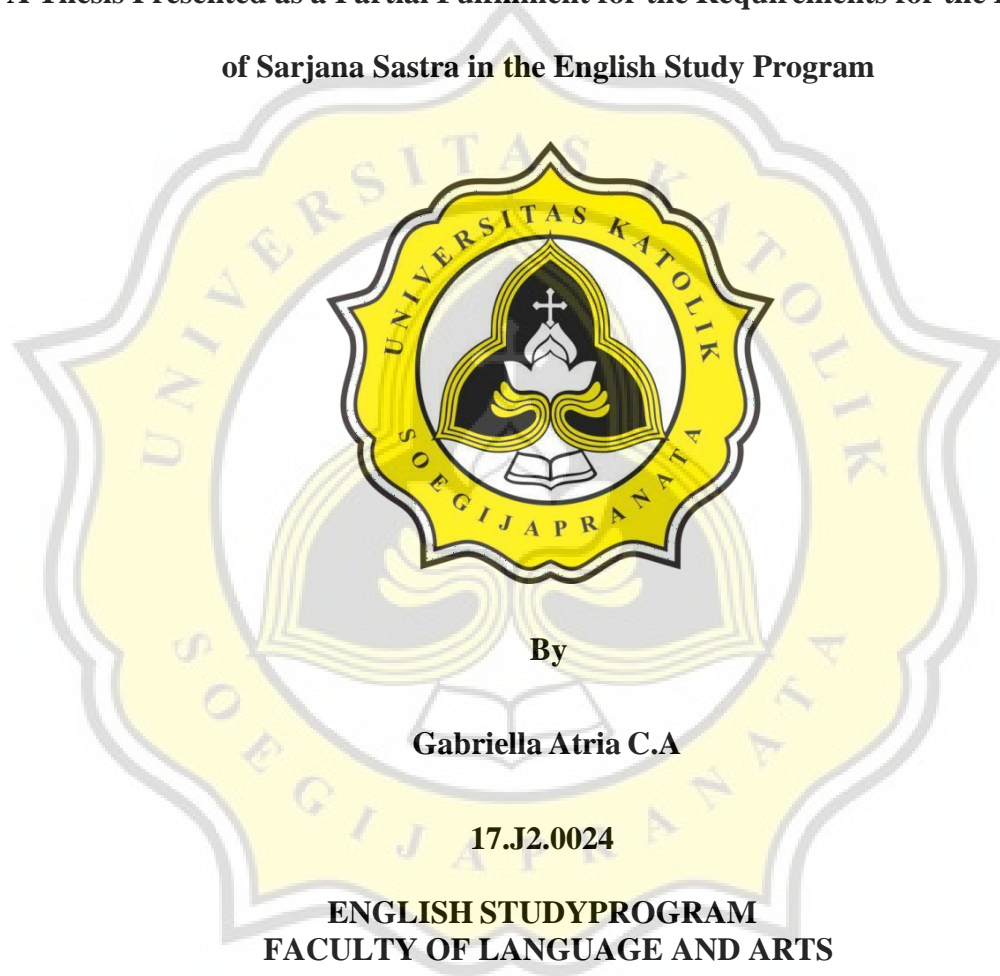
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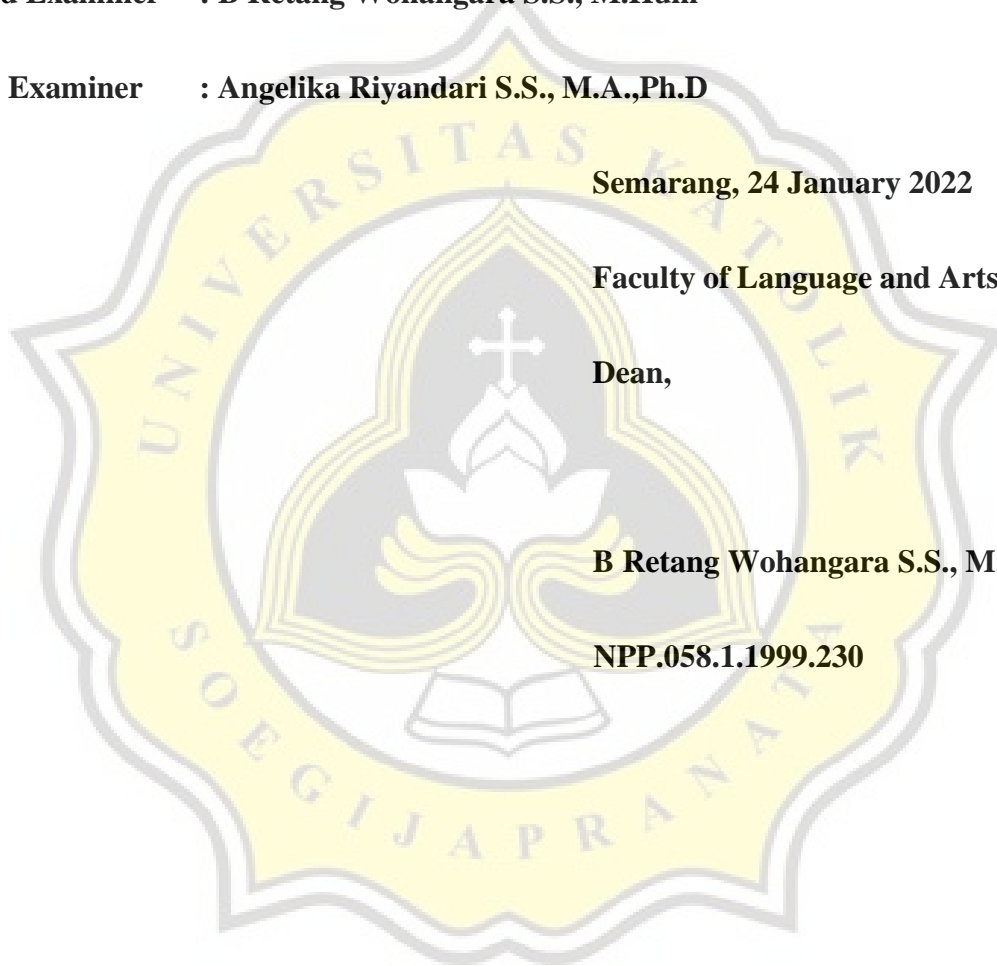
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ACKNOWLEDGEMENT

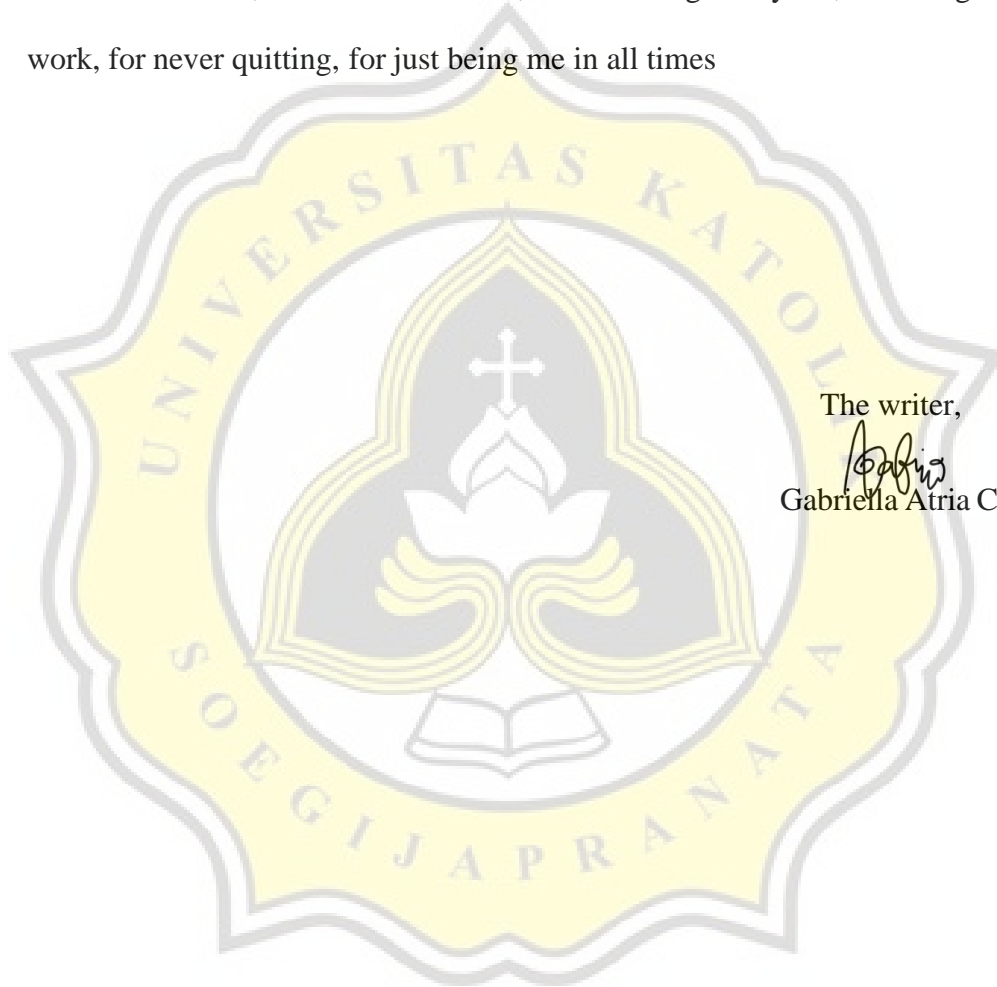
In the making of this thesis entitled “Product Placement of Laneige’s Cosmetics in Korean Dramas: *Descendant of the Sun*, *Weightlifting Fairy Kim Bok-joo*, and *About Time*,” the writer has got a lot of advice and support. Thus, on this opportunity, the writer would like to express her profound gratitude and appreciation to:

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The writer,
Gabriella Atria C
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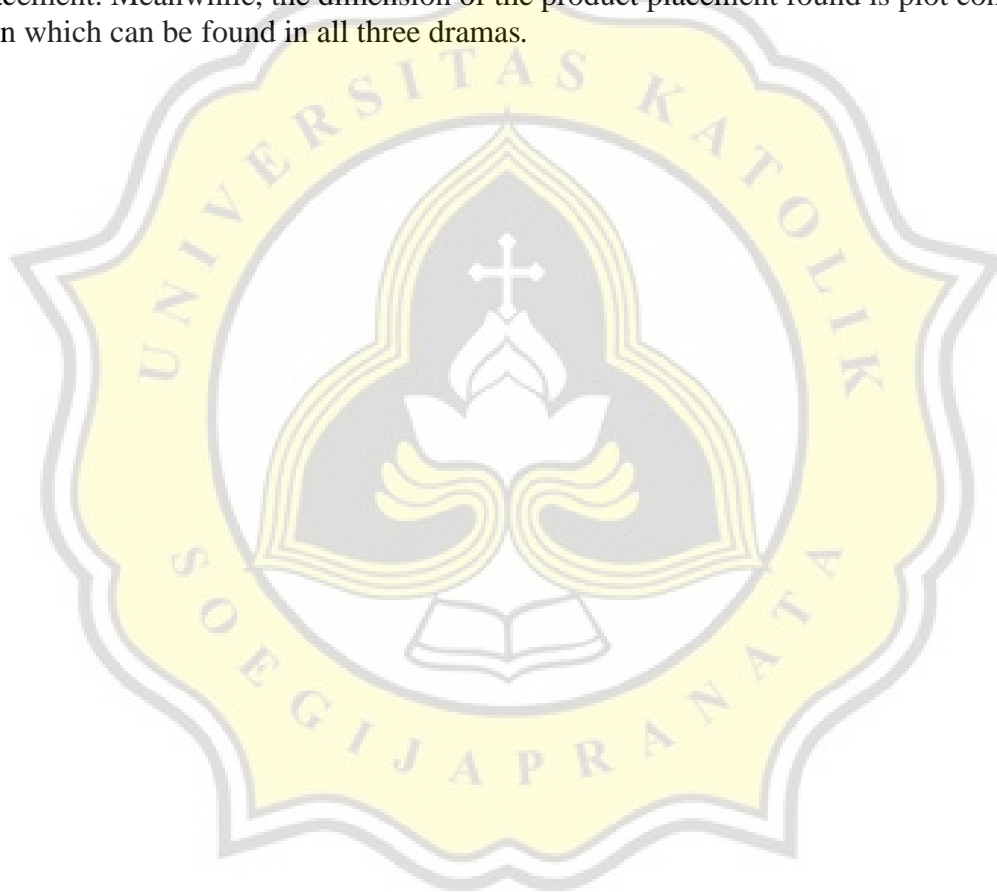


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ABSTRACT

The phenomenon of the Korean wave or *Hallyu* has caused a huge impact on the popularity of Korean Drama. Korean Drama is used as a marketing place in the form of product placement. Product placement is a way to increase the promotion of a product or service by showing the product in a film story or television program. In this research, the writer wants to examine Laneige product placement in three Korean dramas *Descendants of The Sun*, *Weightlifting fairy Kim Bok-joo* and *About Time*. This research used the theory of Integrated Marketing Communication approach by George Belch and Michael Belch (2012). The research method that is used was the qualitative content analysis method. The writer presents the results descriptively. The results of the study show that the product placement found in the three dramas is implicit brand placement. Meanwhile, the dimension of the product placement found is plot connection dimension which can be found in all three dramas.



ABSTRAK

Fenomena “Gelombang Korea” atau *Hallyu* berdampak besar terhadap kepopuleran drama Korea. Drama Korea dimanfaatkan sebagai tempat pemasaran dalam bentuk penempatan produk. Penempatan produk adalah cara meningkatkan promosi sebuah produk atau jasa dengan menampilkan produk tersebut dalam cerita film atau televisi program. Dalam penelitian ini, penulis ingin mengetahui penempatan produk Laneige dalam tiga drama Korea; *Descendants of The Sun*, *Weightlifting fairy Kim Bok-joo* and *About Time*. Penelitian ini menggunakan teori pendekatan Integrasi Komunikasi Pemasaran George Belch dan Michael Belch. Metode penelitian yang digunakan adalah analisis isi secara kualitatif dan hasil analisis ditampilkan secara deskriptif. Hasil penelitian menunjukkan bahwa penempatan produk yang ditemukan di ketiga drama adalah penempatan merek secara implisit. Sementara itu, dimensi penempatan produk adalah dimensi hubungan alur cerita. Dimensi hubungan alur cerita dapat ditemukan di ketiga drama.

