

## CHAPTER 1 INTRODUCTION

### 1.1. Background of the Study

The term "Korean Wave" refers to the phenomena of South Korean cultural products that spreading across Asia, Europe, and America. The Korean Wave is introduced through films, music, and entertainment such as television dramas, which represent South Korean culture that combines traditional and modern culture (Suryani, 2015).

Sari & Ahmad (1981) mentioned that Korean Wave called as *Hallyu* because a journalist in *China saw* saw the news about K-Drama and K-Pop that dominated newspapers and magazines in China in 1998. According to Sook (2000 as cited in Kim, 2010), The Beijing Youth Daily media in China, mentioned *Hallyu* for the first time when news of the success achieved by the K-Pop idol group at a concert in Beijing in November 1999. Since then, *Hallyu* has been used to describe the global popularity of South Korean culture. (p.3). *Hallyu* exports South Korean culture through films, television drama (K-Drama), music (K-Pop), and K-Fashion. In several Asian countries such as Indonesia, Japan, China, and Malaysia, K-Drama and K-Pop have become successful, influencing the increasing global interest in South Korean products (Sari & Ahmad, 1981).

The development of the entertainment industry in Korea has progressed rapidly which was proven by The Korean Wave which continues to be popular around the world. One of the impacts of the Korean Wave is the popularity of Korean dramas (Ardia, 2014). The spread of *Hallyu* in Indonesia began in 2000 with the appearance of *Winter Sonata*, *Jewel in The Palace*, *Princess Hours*, *Autumn in My Heart*. Korean dramas (K-Dramas) have a huge opportunity to be accepted by audiences (Latifah, 2018).

Huat (2010 as cited in Nur, 2017), explained that each episode can attract the audience because the audience feels positive emotions about the storyline and characters in the drama (p.3). Korean dramas have captured the hearts of viewers globally, with short series films that are aired for several weeks. Stories featured in Korean dramas are based on romantic stories, historical facts depicting true stories in the past, family dramas, and comedies (Ardia, 2014).

Kim (2006) explained that there are three causing factors of Korean drama popularity. The first is that it presents a romantic story with a storyline that is easy to accept. The second is that it portrays the social status of those from middle-class society. The third is that the story combines elements of traditional and modern lives. In this regard, many audiences, especially teenagers, are interested in following the storyline presented in the K-drama (as cited in Sari & Ahmad, 1981, p.4).

The Korean Wave also has an impact on the Korean lifestyle, such as focusing on beauty and cosmetics, health, food, and entertainment. Therefore, the marketing of local cosmetics products is carried out through a strategy of placing the product in dramas or films (Jun, 2017 p. 155-156). Due to its popularity, Korean dramas have been used as marketing for product placement. The consumer's products can generate interest when it is displayed in the drama (H'ng & Yazdanifard, 2014, p.188).

Korean dramas make market observers and consumers pay more careful attention to the product placement presented in the drama. One of the successful examples of product placement in K-drama is in the *Descendants of the Sun's* drama, it is reported that the sale of Laneige cosmetics has increased after the products are displayed in the drama. The increased sales of the products are influenced by the popularity of Korean Drama. In general, the consumer's products can be more popular when they are displayed in the product of Korean Wave, K-Pop, and K-Drama Television series (Jun, 2017, p.2).

According to Shalehah et al. (2019, p. 155), as much as 61 percent of export commodities are related to the Korean Wave. Korean beauty products have been accepted because they have an affordable price, are famous for their various innovations such as flawless results, and are easy to get.

Based on the above discussion, in this study, the writer wants to know the kinds of product placement of Laneige applied in Korean Dramas and as mentioned in a theoretically integrated marketing communication approach according to Belch and Belch (2012). Integrated marketing communication (IMC) is an approach in planning marketing and promotion programs, coordinating the communication function to understand the role of advertising and promotion in business, and finding ways for a company to use promotional tools as communication to customers (Belch & Belch, 2012).

### **1.2. Field of the Study**

The field of study is the creative industry in business

### **1.3. Research Question**

1. What types of Laneige products appear in the dramas?
2. What kinds of product placement are applied for Laneige cosmetics in Korean dramas?

### **1.4. Objectives of the Study**

1. To find out the types of Laneige products that appear in Korean dramas.

2. To find out the kinds of product placement are applied for Laneige cosmetics in Korean dramas.

### **1.5. Significance of the Study**

The results of this study are expected to provide information about Laneige product cosmetics that appeared and used in Korean dramas. Product placement is an advertising technique that does not interrupt the program broadcast. The result of the study is also expected to provide information and insights into the innovation of marketing communication strategies; that is using product placement to provide the kind of product placement applied in all of the Korean dramas studied.

### **1.6. Scope of the Study**

This research focuses on the creative industry in the product placement used in Korean dramas.

### **1.7. Definition of Terms**

#### **1. Product Placement**

Belch and Belch (2007 as cited in Tandiono et al., 2013, p2) explain that 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.

#### **2. Laneige**

Laneige was launched in 1994 and established by the Amorepacific group. The large group's subsidiary companies are Amorepacific Cosmetics, Laneige, Innisfree, Etude House, Hera, Sulwhasoo, etc. Amorepacific launched LANEIGE for a massive global marketing campaign throughout Asia, "Sparkling Beauty" and successfully positioned itself as a global entry prestige beauty brand leader (Amorepacific Group Sustainability Report, 2016, p.10).

### **3. Korean Drama**

The term *Hallyu* (Korean wave) was introduced by Beijing journalists in mid-1999 as the beginning of the growing popularity of Korean entertainment and culture in China. The Korean Wave has led to the development of the entertainment industry, for example, Korean drama. Korean dramas are made in the format of short series.