

CHAPTER 4

DATA ANALYSIS

In this chapter, the writer presents the findings and the analysis of the data. It contains the products of Laneige displayed and product placement of Laneige's cosmetics in Korean Drama *Descendant of the Sun*, *Weightlifting Fairy Kim Bok-joo*, and *About Time*. At this stage, the writer will show the Laneige products that appear in the drama. The result could be described as follows.

4.1. The Laneige Products that appear in Korean Dramas

In order to answer the objectives of the study, the writer analyzes the products of Laneige that appear in three dramas *Descendants of The Sun*, *Weightlifting Fairy Kim Bok-joo*, and *About Time*. A detailed explanation of Laneige products in the dramas is discussed below.

1. Laneige Two Tone Lip Bar Lipstick

Laneige's product that appears in the drama *Descendant of The Sun* and is used by doctor Kang before she goes on a date with Juicy Pop shades the two-tone lip bar lipstick. The lipstick has two colors, pink and orange. The lipstick combines high glossy lip balm and semi-matte lipstick. It gives a glamorous shimmer (Laneige, 2016).

Figure 4.1
Two tone lip bar lipstick



Source: Laneige catalogue

2. Laneige BB Cushion Pore Control

Another product that appears on episode 1 *Descendant of The Sun* is BB Cushion Pore Control. The product appears after doctor Kang applies the lipstick to finish her makeup. A BB cushion is a Korean Beauty invention that involves a BB formula soaked into a sponge that comes in its own compact. BB, -known as blemish balm or blemish base, provides sheer coverage and is best used to conceal the blemish. The product is described to be able to make the skin look bright and feel smooth so that the face looks fresh. The writer encloses the picture of the Laneige BB Cushion as the illustration. (Laneige, 2017, p.2).

Figure 4.2
Laneige BB Cushion Pore Control



Source: Laneige catalogue

3. Laneige Two-Tone Lip Bar Shades Milk Blurring

In *Weightlifting Fairy Kim Bok-joo* episode 7, the product appears after Kim Bok-joo receives a gift of two-tone lip bar lipstick with milk blurring shade. The lipstick has two colors: pink and white. The product description of the Two-Tone Lip Bar also combines high glossy lip balm and semi-matte lipstick. The lipstick gives a glamorous shimmer. The writer encloses the picture of the Laneige two tone lip bar as the illustration (Laneige, 2016).

Figure 4.3 Laneige
Two tone lip bar shades milk blurring



Source: Laneige catalogue

4. Laneige Water bank Moisturizer

In *Weightlifting Fairy Kim Bok-joo* episode 13, the product that appears through the product placement is water bank moisturizer cream. In a detailed product explanation, Laneige water bank explained as a moisturizer which is a rich moisturizing cream formulated with mineral-rich vegetable extracts to help strengthen the skin's barrier for a hydrated, balanced complexion. Skin becomes hydrated and refreshed all day long with Water Zipper technology. Here is the picture of illustration Laneige Water bank moisturizer (Laneige, 2017c).

Figure 4.4
Laneige water bank moisturizer



Source: Laneige catalogue

5. Laneige Water Sleeping Mask

In *About Time* episode 12, the product that appears is a water sleeping mask. The product is only used at night. The product is displayed and used by Michaela and Mrs. Oh. Laneige Water Sleeping Mask is described as a mask with lightweight and gel-like consistency that is rich and super hydrating. It leaves the skin hydrated, refreshed, and radiant. The Water Sleeping Mask helps skin to look clear, bright, and well-rested after a night's sleep. The writer encloses the picture of the Laneige water sleeping mask as the illustration (Laneige, 2017d).

Figure 4.5
Laneige water sleeping mask



Source: Laneige catalogue

6. Laneige Stained Glass stick

Another Laneige product in *About Time* is the different types of lipstick. The lipstick that appears in *About Time* episode 14 is Laneige stained glass stick. The lipstick has a transparent tube as packaging. Laneige Stained Glasstick has 10 color variants. The stained-glass stick has a glossy finish that creates the impression of healthy and plumpy lips. The writer encloses the picture of the Laneige stained glass stick as an illustration (Laneige, 2017b).

Figure 4.6
Laneige stained glass stick.



Source: Laneige catalogue

4.1.1. Types of Product Placement

Product placement is a way to increase the promotion of a product or service and display it in a film as if it is integrated with the story in the film or television show. There are three types of product placement: implicit brand placement, explicit brand placement, and non-integrated brand placement. Implicit brand placement can be found in three dramas *Descendant of The Sun*, *Weightlifting Fairy Kim Bok-joo* and *About Time*, while explicit brand placement and non-integrated brand placement cannot be found in all of the dramas

studied. A detailed explanation of the types of product placement in the dramas is discussed below.

A. Implicit Brand Placement

As mentioned previously in the theory of product placement, implicit brand placement occurs when the brand or the product logo appears without any detailed explanation. In the *Descendant of The Sun*, the implicit brand placement is shown when Kang Mo-yeon, played by Song Hye-Kyo, a doctor at a hospital, meets Yoo Shi-jin (Song Jong-ki) a soldier in the Korean army. In this scene, Dr. Kang Mo Yeon is on a date with Captain Yoo. Dr. Kang Mo Yeon is preparing to touch up her makeup using two products from Laneige cosmetics, lipstick and cushion. In the scene, doctor Kang applies Laneige's lipstick as part of the story without giving the description of the product (Lee & Baek, 2016, 52:07).

Figure 4.7
Dr. Kang applies Laneige lipstick



Source: *Descendant of The Sun*
(Lee & Baek 2016, 52:07)

Figure 4.8
Advertisement of Laneige Lipstick



Source: Pinterest

For additional information, the writer puts the advertisement of Laneige lipstick found in Pinterest. It presents the scene when doctor Kang applies the lipstick accompanied with the picture of Laneige lipstick product.

Another example of implicit brand placement found in the scene of *Descendant of The Sun* is when doctor Kang applies a BB cushion after she applies lipstick before going on the date. It is an implicit brand placement because doctor Kang applies the BB cushion without telling the audience the details of the product she is using. Only when the audience zooms in on the product can they see the product's details. The picture below is the scene (Lee & Baek, 2016, 02:15) when doctor Kang applies a BB cushion as the finishing touch of her makeup.

Figure 4.9
Doctor Kang applies Laneige powder



Source: *Descendant of The Sun*
(Lee & Baek, 2016, 02.15)

Implicit brand placement can be found in the second drama, *Weightlifting Fairy Kim Bok-joo*, too. Two episodes, episode 7 and episode 13, apply implicit brand placement. An implicit brand placement means showing a product without explanation. In this scene, the product that appears is Laneige lipstick. It shows when Kim Bok-joo, receives a gift from her father (Oh, 2018, 51:00).

Figure 4.10
Kim Bok-joo receives a gift from her father



Source: *Weightlifting Fairy Kim Bok-joo* (Oh, 2018, 51:00).

As described above, after receiving a gift of lipstick from her father, Kim Bok-joo applies the lipstick. The product is shown without a detailed explanation. However, the product is zoomed in by the director so the product can be seen by the audience. The lipstick has two colors; white and pink. Kim Bok-joo mentions that the lipstick has pretty colors. This scene also explains that the lipstick is the latest product and is currently popular among women. The product is not explained verbally, but the product is displayed following the storyline. Here is the scene when Kim Bok-joo applies the lipstick (Oh, 2018, 51:00).

Figure 4.11
Kim Bok-joo applies lipstick



Source: *Weightlifting Fairy Kim Bok-joo* (Oh, 2018, 51:00).

On episode 13 of *Weightlifting Fairy Kim Bok-joo*, implicit brand placement appears when Kim Bok-joo dates a swimmer. Before going on the date, Kim Bok-joo uses moisturizer and lipstick products from Laneige. In this scene, the product is not explained verbally but is displayed by zooming in the object, so that the product brand and product type—Laneige Water Bank Moisturizer Cream—can be read by the audience. The scene below shows Kim Bok-joo using Laneige moisturizer (Oh, 2018, 03:02).

Figure 4.12
Kim Bok-joo when using moisturizer



Source: *Weightlifting Fairy Kim Bok-joo*
(Oh, 2018, 03:02).

After applying the moisturizer, then Kim Bok-joo applies the lipstick. The lipstick is zoomed in by the director, so the details can be seen by the audience. The lipstick has two colors:,- white and pink. The lipstick appears without a detailed explanation. Below is the scene when Kim Bok-joo applies Laneige lipstick (Oh, 2018, 03:16).

Figure 4.13
Kim Bok-joo applies Laneige lipstick



Source: *Weightlifting Fairy Kim Bok-joo*
(Oh, 2018, 03:16)

Figure 4.8 shows the scene sequence of Kim Bok-joo applying moisturizer and lipstick before going on a date. The product placement is attached in the storyline.

Figure 4.14
The scenes of *Weightlifting Fairy Kim Bok-joo* eps 13.



Source: *Weightlifting Fairy Kim Bok-joo*
(Oh, 2018, 03:16)

Implicit brand placement can also be found in the last drama, *About Time*. In this drama, implicit brand placement appears in two episodes, namely, the first in episode 12 and then the second in episode 14. *About Time* drama is about a musical actress Choi Michaela (Lee Sung Kyung) who has a special ability. She is able to see other people's lifetimes and her own lifetime. In *About Time* episode 12, the product that appears is Laneige sleeping mask. The implicit brand placement of Laneige sleeping mask occurs when Choi Michaela visits Mrs. Oh who is Michaela's best friend. Michaela stays in the hospital with Mrs. Oh. Before going to bed, both of them do night skincare. "Laneige water sleeping mask" is displayed by zooming it in so that the name and the brand of the product can be seen by the audience (Kim & Park, 2019, 00:03)

Figure 4.15
The zoom scene of Laneige water sleeping mask



Source: *About Time*
(Kim & Park, 2019, 26:02)

After being zoomed in, the product benefit is mentioned in their conversation.

“Michaela asks Mrs. Oh if the mask is good. Mrs. Oh then replies that the mask is soothing and moisturizing”. Michaela explains to Mrs. Oh if the mask makes her skin get better the next day when she wakes up.

The writer also puts the scenes sequence when Michaela and Mrs. Oh do the night skincare.

Figure 4.16
The scenes when Michaela doing night skincare with Mrs. Oh



Source: *About Time*
(Kim & Park, 2019, 26:02)

In the next episode of *About Time*, implicit brand placement occurs when the product appears in the scene before Michaela goes to a music rehearsal. It is when she uses lipstick. The product displayed is not explained in detail. The product brand appears only

when she wants to apply it. For the detailed scenes of the product display, the writer put the scenes sequence of Michaela applying lipstick following the storyline (Kim & Park, 2019, 26:02).

Figure 4.17
The scenes before Michaela applies the lipstick.



Source: *About Time*

4.1.2. Dimension of Product Placement

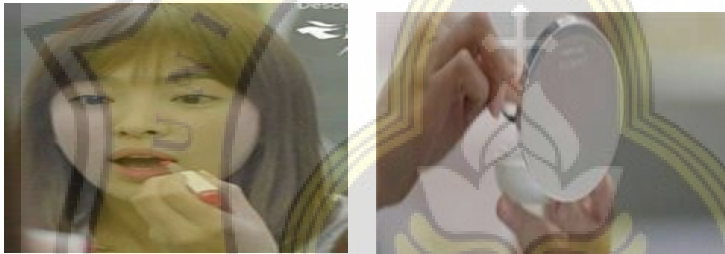
In marketing, there are several classifications of product placements in film. The characteristic of product placement is divided into a three-dimensional framework. They ; are visual or screen placement, auditory placement, and plot connection dimension. Plot connection dimension (PCD) can be found in the three dramas *Descendant of The Sun*, *Weightlifting Fairy Kim Bok-joo*, and *About Time*. Meanwhile, visual placement and auditory placement cannot be found in all dramas studied. A detailed explanation of the dimension of product placement in the dramas is discussed below.

A. Plot Connection Dimension

The plot connection dimension is the dimension when the placement is connected with the plot of the film or closely connected to the nature of the character. The products that appear are not only visually or verbally but also tied to the storyline. In *Descendant of The Sun*, plot connection dimension occurs when doctor Kang is preparing herself for dating. She applies lipstick and

powder. Lipstick and cushion can be seen by the audience because the director zooms in the product. There are no conversations or detailed product explanations, but the products are communicated through the storyline and used by the artist. Here is the first scene when doctor Kang applies the lipstick. The director zooms in the lipstick product closely. In addition, the writer presents the scene when the product of Laneige lipstick and cushion are zoomed in by the director and can be seen on the screen.

Figure 4.18
Doctor Kang applies lipstick



Source *Descendant of The Sun*

Plot connection dimension is inserted in the second drama, *Weightlifting Fairy Kim Bok-joo*. In this drama, plot connection dimension occurs in two episodes, namely; episode 7 and episode 13. In episode 7, the product that appears is lipstick. Kim Bok-joo's father gives her lipstick as a gift. Then, Kim Bok-joo applies-the lipstick. The product is zoomed in by the director and the product can be seen on the screen. Figure 4.14 is the scene of the lipstick that is closely shot on the screen. Kim Bok-joo applies the lipstick

without telling the product details, but only shown how the product displayed and used by the artist through the storyline.

Figure 4.19
Laneige lipstick can be seen on the screen



Source: *Weightlifting Fairy Kim Bok-joo*

Another episode that shows the Laneige product is on episode 13 when Kim Bok-joo does skincare before going on a date with a swimmer. The product that appears is Laneige water bank moisturizer. Plot connection dimension in this scene occurs when Kim Bok-joo applies the moisturizer. The director zooms in the detail of the product so that the product brand, “Laneige” and “Water Bank Moisturizer” can be seen by the audience. The product displayed follows the storyline. Here is the scene displaying the product and how the product is used.

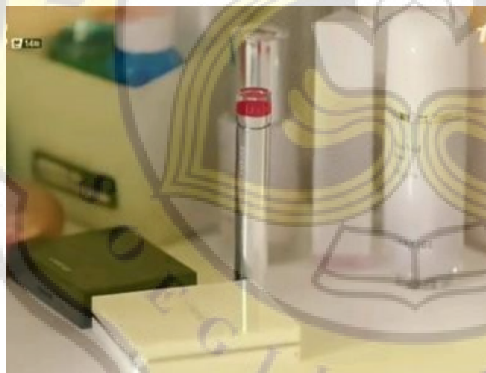
Figure 4.20
The product is seen on the screen.



Source: *Weightlifting Fairy Kim Bok-joo*

The last drama, *About Time*, also make use of plot connection dimension. On episode 14, Laneige lipstick product appears. In this scene, Michaela is preparing herself to go to a music rehearsal. Before leaving, she wears lipstick. Here, a plot connection dimension occurs. The product is zoomed in so that the product brand can be seen clearly. The product displayed is not explained in the detailed product information, but it is only shown when the product is applied by Michaela. The product displayed following the storyline. In addition, when the product is zoomed in, several other Laneige products are caught by the camera. Here is the scene when the product is displayed on the screen.

Figure 4.21
Laneige lipstick is seen on the screen

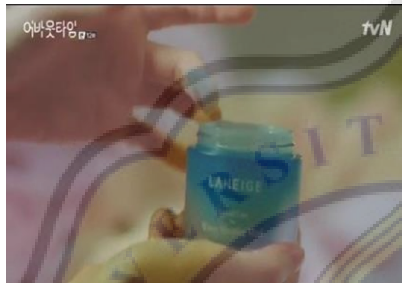


Source: *About Time*

The dimension inserted in *About Time* episode 12 is the PCD. In episode 12, the Laneige product, a water sleeping mask, appears. The plot connection dimension in this scene occurs when Michaela wants to apply a sleeping mask. Before it is used by Michaela, the product is visually zoomed. The product

brand, “Laneige”, and the type of the product “water sleeping mask” can be seen on the screen. The product benefit is mentioned verbally by Michaela following the storyline. Here is the scene when the product “Laneige water sleeping mask” is zoomed in on the screen.

Figure 4.22
The product is closely seen on the screen.



Source: *About Time*

Showing beauty products in Korean drama is a way to make product placement work. This way can also make consumers notice or realize the details of the company's product and motivate viewers to buy and use the products offered.