

CHAPTER 5 CONCLUSION AND SUGGESTION

5.1. Conclusion

Product placement in a tv program or film is a way for producers to market their products. The Laneige products appear in the *Descendant of The Sun*, *Weightlifting Fairy Kim Bok-joo*, and *About Time*. In the first drama *Descendant of The Sun* episode 1, the Laneige products are the lipstick named Two Tone Lip Bar and BB Cushion Pore Control. In *Weightlifting Fairy Kim Bok-joo*, the products that appear are lipstick Two Tone Lip Bar in episode 7 and Water Bank Moisturizer in episode 13. In *About Time*, the products that appear are Water Sleeping mask and Stained-Glass stick lipstick. Showing these beauty products in the drama is one of the marketing strategies producers can adopt

Marketing is used to introduce a brand or product to the public through product placements. Theoretically, product placement has three types: 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*. Explicit brand placement and non-integrated brand placement cannot be found in all of the dramas studied. Implicit brand placement occurs when the brand or the product logo appears without any detailed explanation.

In marketing, there are several classifications of product placement in film. The product placement can be divided into a three-dimensional framework covering; visual or screen placement, auditory placement, and plot connection dimension. Plot connection dimension 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.

The display of Laneige product placement in the drama indirectly makes the audience focus on the brand that is aired as part of the storyline. The storyline and genre are also adjusted to the product that will be used as product placement as an advertising medium. Products that are promoted using product placement look natural and not aggressive, then the audience will be aware of the product or brand by seeing how the product is displayed and used by the artist.

To sum up, product placement is part of the marketing strategy. Implementing product placement as a medium of advertising is very effective in film/ television programs. Promotion of a product using product placement, will get attention from the audience, so that the public will get exposure to a particular brand or product.

5.2. Suggestion

The writer expects that this research can be used as a reference for analysing product placement in films. Other media in advertising audio-visual such as music video clips and short films can be considered in further research. Video clips or short films can be also effective in studying product placement.