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Holistic Manifestation of Product Placement in Cinema in the Advertising Clutter Era

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Abstract:
This study aims to analyze and examine the Holistic Manifestation of Product Placement in Cinema in the Advertising Clutter Era. Researchers use a constructivist paradigm because researchers want to develop an understanding that helps the process of interpreting an event, in this case, the event that the researcher wants to examine is product placement, using films as the research subject. The type of research that the writer uses is descriptive research, namely analyzing and presenting data systematically, so that it is easier to understand and conclude. The research subjects that the author adopts are the appearance of several brands in the film which the researchers analyzed as observants related to their function as advertisers in the film Fast And Furious 8 in increasing brand image in automotive products while the object of research is the documentation of the film Fast and Furious 8.

Product placement presents how to promote a brand in a natural, non-aggressive, and non-persuasive way. Audience is exposed to a brand in the most natural way possible by seeing how the product looks, is mentioned or used by the actor / actress, without any persuasion to use the product. This research found that the product placement of automotive brands in the film Fast And Furious 8 can be said to be successful, as evidenced by the data obtained, through this product placement Automotive brands that advertise through the film Fast And Furious 8 have successfully increased their product sales figures. Based on the results and discussion above, this research can conclude on the holistic manifestation of product placement advertising in cinema / film media used by automotive brands in the advertising clutter era to communicate or convey messages and intentions from producers or advertisers to reach the audience.

Keywords: Holistic manifestation, product placement, cinema, advertising clutter, brand loyalty

1. Introduction

Public discourse space and circulating contemporary literature bring people today to live in a connected world. A situation triggered by technological developments, especially in the field of communication and information technology, characterized by three directions of development: convergence, portability, personalization. The connection between the world's inhabitants is the internet (Kurniullah, 2017). Internet (interconnection-networking) is a global communication network that connects billions of computer networks openly using the global transmission control protocol / internet protocol suite (TCP / IP) standard system. The internet and its digital simulation technology, have brought world civilization to a global revolution that facilitates the discovery of new high-speed communication and information technology which is currently known as the industrial revolution 4.0 (Alex, S, Nitisemito, 2005).

In the era of the industrial revolution 4.0, the development of the need for communication science and information technology is getting faster and more sophisticated so that the roots of communication science are not studied much so they tend to be forgotten. In fact, the basic concepts of thought developed by experts when they establish a new branch of science, namely the science of communication, need to be studied seriously because the character and identity of this science appears in the debate when this science will be born or at an early stage of its development. The concept and philosophy of communication and information media in industrial society 4.0 has now evolved from an internal (inward-looking) orientation to an external (outward-looking) orientation. Internal orientation is reflected in the concept of message production and distribution, while external orientation is reflected in the concept of media capitalism and its monetization. However, each concept has its own uniqueness and application context.

Along with rapid technological changes, it also has an impact on the phenomenon of advertising clutter or the density of advertisements in one media, both print and electronic, which are still a challenge for the advertising creative ranks to this day(Belch, George E, 2004). The number of advertisements makes the space or space available for new advertisements thinning. Advertising can be described as communication between producers and consumers, between sellers and potential buyers. In the communication process, advertisements convey a 'message'. Thus, it creates the impression that advertising intends to provide information whose most important purpose is to introduce a product or service (Balasubramanian, Siva K., Karrh, James A., andPatwardhan, Hemant, 2006). Although many people do not really like advertising interruptions, advertisements can attract attention and have enough influence on consumer behavior so

that they also affect buyers' decisions. People tend to feel proud to use products advertised compared to products that have never been seen in advertisements (Babin, L.A., and Carder, S.T, 1996).

Advertising is a form of mass communication through various mass media paid for by business companies, non-profit organizations and individuals identified in advertising messages with the intention of providing information or influencing viewers and certain groups in the form of writing, pictures, films, or a combination of all these elements(Gupta, Pola B., andLord, Kenneth,1998).The ranks of creative advertising and media try to formulate a unique advertising message so that it has appeal and also seek to find loopholes in ad placement so that it can penetrate and stick messages in the minds of consumers. In the last few years, there is an advertising strategy that has been deemed effective in increasing awareness and brand image in the minds of consumers. When compared with conventional advertising strategies, advertising experts conclude this method is more effective and efficient. This advertising strategy is called product placement

Some time ago automotives brand collaborated with the film director Fast and Furious 8 to participate in their film through product placement. A product placement in a film occurs with an agreement between the advertiser company and the film producer. Product placement in a film is a mutual symbiotic relationship between the film producer and the advertising company. It is said to be a symbiotic mutualism because product placement provides benefits for both parties involved in it, namely the filmmakers and companies wishing to advertise through product placement.

For filmmakers, one of the reasons for product placement in the films they make is that product placement can increase the reality of the film, so that viewers will be more easily swept away and believe in the reality of the film. In addition, with this product placement, the filmmaker will get additional capital for his film production from the company that will advertise the film (Boy, Aris, 2015). So the company pays the filmmaker as compensation for using the film as an advertising medium. As for advertisers, there are several advantages to using product placement in films. These advantages include the integration of the brand into the film occupied by the brand, product placement does not disturb the audience compared to advertising using classic media, has a wide reach, and product placement costs are lower than advertising using classic media.

Product placement is the process of placing advertisements, in which a brand, product or service is placed in a context that is usually free from advertisements, such as films, music videos, or storylines from television programs. Product placement itself is not disclosed when the product or brand is displayed. So, it looks like a hidden advertisement or promotion. Product placement itself according to one advertising expert is defined as a way to increase the promotion of a product or service by presenting the product with the impression that the existence of the product seems to be part of a film and television show story.

Product placement is also very varied, adjusted to the scene in the film or TV program concerned or it can also be adjusted to the target audience. There are products that are displayed accompanied by dialogues from movie players, so that it looks like a promotion, but there are also those that appear at first glance without realizing it is an advertisement. There are also brands that are featured in many scenes in a film so often that the audience wonders whether this film is deliberately advertising that product or not.

The purpose of advertising through film media or often said by product placement is to increase consumer awareness of the existence of the brand from the brand image that has been built through other marketing strategies so that the company will know the performance of the brand in the market. This advertising media is considered more effective because the form of product placement in film media is the inclusion of a product or product brand in the film scene, whether it is a setting known as screen placement, the mention of product brands by actors known as verbal placement and the inclusion of products in the plot or plot. the story from the film which is referred to as the plot placement.

A product placement must be smoothly integrated into the media. For example in the case of the James Bond film which is very synonymous with Aston Martin. The director and brand owner both felt that they both benefited from the product placement in the film, and the audience was not bothered by the brand either. Aston Martin consumers are looking forward to seeing the new Aston Martin to be used in the next James Bond film.

A good film is expected to be able to stimulate high attention from the audience who watches the film. High attention to the film is expected to encourage awareness and high brand image of a product that is featured in the film. Films that are successful or what we usually refer to as box office films usually have a very long 'lifestyle' (you, 2004), starting from film screenings in cinemas, the circulation of videos in the form of VCD, DVD or Blueray, to their screenings on television. can happen over and over again. This makes the products advertised using the product placement method visible to a large enough audience and repetition occurs more than once, so that the resulting exposure will be very large and is expected to have considerable effectiveness in generating awareness and brand image. of a product or brand (brand).The choice of research topic this time was based on the symptoms that the author realized had been developing in recent times. Problems began to arise when there were more and more different types of advertising strategies that were deemed ineffective, so that the basic decision of making films no longer rests with the producer but with the advertiser producers who are more concerned with how their products can be seen in films related to the interests of producers to advertise and the interests of producers to get support. funds for the filming process. The research focus that the writer wants to adopt is 'How is the Holistic Manifestation of Product Placement in Cinema in the Advertising Clutter Era?' Based on the background and research focus, this study aims to analyze and examine the Holistic Manifestation of Product Placement in Cinema in the Advertising Clutter Era.

1.1. The Holistic Manifestation of Marketing

The definition of manifestation is an idea, concept, or thought to make something happen as a whole. The definition of manifestation is an act that clearly shows or manifests something abstract or theoretical. Meanwhile, holistic marketing is a comprehensive marketing concept, which is a concept where marketers try to increase awareness of a consumer's need in order to obtain a more complete and cohesive approach so that it exceeds the traditional application of marketing concepts. This concept is based on the development, design, and implementation of marketing programs, processes, and activities that recognize interdependence. The concept of holistic marketing is the delivery of value to consumers or customers and communicating that value to customers. The core activities of marketing as a whole are represented by four important components, namely:

- Integrated marketing is a combination of activities and programs from marketing or marketing that are intended to create, communicate, and deliver value to customers.
- Internal marketing is the marketing activities carried out within a company or organization that is related to other departments and top management. Such as the relationship with employee procurement, training, and motivating employees.
- Relationship marketing is a marketing activity where fostering relationships with divisions, organizations, or others, whether connected directly or indirectly, which contribute to achieving good goals within the organization, especially in the marketing department.
- Social responsibility marketing is marketing where it deals with the community, both the community and society at large, ethics in carrying out marketing activities, legal or illegal from a legal perspective. Overall marketing activities in marketing social responsibility, related to these things. These four components make up the overall marketing activity so that it is said to be overall marketing or holistic marketing

1.2. Product Placement

Product placement is a way to increase the promotion of a product or service by presenting the product with the impression that the existence of the product is as if it were part of a film and television show story.Product placement is used to increase brand knowledge among consumers in every advertising media used. It is also stated that the uniqueness of a medium can be seen from the process of appearance and harmonizing / adjusting the presence of a brand or product in a story or media used. There is no competition for exposure in the same medium and time, so it is very different from advertising through television and newspapers.

According to Balasubramanian, product placement is a combination of advertising and publicity. Marketers will pay for message display so that the content and format of the message is controlled by the marketer, but the marketer's identity is hidden. Thus, the commercial messages displayed can be trusted by the public. In utilizing the product placement strategy, Babin and Carder mentioned three important elements that must be considered, namely

- The insertion of the brand is done correctly
- The efforts of the marketer or producer so that the brand can be recognized by viewers
- Real brand placement, so that it looks real

Laurie A. Babin and Sheri T. Carder examined the effect of product placement by showing a film inserted by several brands to experimental participants, then compared to participants who did not see the film in terms of brand salience and brand evaluation (attitude toward brands). . The result, product placement can have an effect on increasing brand salience but not necessarily influencing an increase in brand evaluation.

Product placement is more effective than advertising in terms of brand association, attitude toward commercial messages, attitude toward brands, except on brand recall. In product placement, brand recall is higher than advertisements, but the results are not too different. Brand association in product placement is stronger than advertising and attitudes towards commercial messages in the form of product placement are more positive than advertisements. The same is true of attitudes toward brands. The intention to buy a brand in a product placement is higher than advertising. In addition, belief perseverance also occurs because the initial attitude is the same as the final attitude and the initial intention is the same as the final intention. This condition is very important because it can deepen the level of brand knowledge. The improvement in product placement strategy indicates that advertisers are using this technique to influence consumer brand attitude.

1.3. Film

Etymologically, film means moving image or moving image. Initially, films were born as part of technological developments. Film was founded on the development of the principles of photography and projectors. It was Thomas Alfa Edison who developed a moving image camera for the first time in 1888, when he made a 15-second film in which one of his assistants was sneezing.

1.4. Advertising Clutter

Some of you must have been bombarded by so many ads when opening a website? This is called clutter ads, which is too many ads displayed on a website page, so it is likely that visitors will not pay attention to these ads because each ad is scrambling to attract attention. This is consistent with a study conducted by Burst Media in 2008 that ad clutter not only reduces the effectiveness of an ad, but also has a negative impact on its brand and image.

In addition, ads not only compete with fellow ads to attract the attention of visitors, but also compete with other visual elements on the website. For example, if a visitor leaves the website before the entire page has been successfully displayed, they will not see the existing ads.

2. Method

The paradigm used in this research is the constructivist paradigm. The constructivist paradigm is a paradigm that places observation and objectivity in discovering a reality or science. This paradigm views social science as a systematic analysis of socially meaningful action through direct and detailed observation of the social behavior concerned with creating and maintaining or managing their social world. Researchers use a constructivist paradigm because researchers want to develop an understanding that helps the process of interpreting an event, in this case, the event that the researcher wants to examine is product placement, using films as the research subject. The type of research that the writer uses is descriptive research, namely analyzing and presenting data systematically, so that it is easier to understand and conclude. This type of research emphasizes the process of thinking deductively and inductively which is related to the dynamics of the relationship between observed phenomena, and always uses scientific logic. This type of research also emphasizes the depth of formal thinking of the researcher in answering the problems at hand.

This study used a qualitative content analysis research method. Content analysis is a method for studying and analyzing communication in a systematic, objective, and quantitative way to visible messages (Berelson& Kerlinger). Meanwhile, according to Budd, content analysis is a systematic technique for analyzing message content or a tool to observe and analyze the content of open communication behavior of the selected communicator. Content analysis is a research method that does not use humans as research objects. Content analysis uses symbols or text in certain media, then the symbols or text are processed and analyzed. The research subjects that the writer adopted were all brands that appeared in the film which the researchers analyzed as observants related to their function as advertisers in the film Fast and Furious 8, while the object of research was the documentation of the film Fast and Furious 8. Data Collection Techniques

2.1. Primary Data

Primary data, is data obtained directly from the original source (not using intermediaries), primary data is specifically collected by the researcher to answer the researcher's questions. The primary data in this study were the documentary files for the film Fast And Furious 8 and the researchers themselves were observants.

2.2. Secondary Data

Secondary data, is data obtained by researchers indirectly through intermediary media. Secondary data here is obtained by researchers from literature, literature and other written sources. The authors also obtained secondary data from the results of interviews from several parties which according to the authors were competent in this field.

This research is a descriptive study, with more descriptive characteristics than the observant observations of the film documentation. The data that has been obtained will be analyzed qualitatively and described in descriptive form. According to Patton (Moleong, 2001: 103), data analysis is 'the process of arranging data sequences, organizing them into a pattern, category and basic description'. This definition provides an overview of the importance of the position of data analysis in terms of research objectives. The main principle of qualitative research is finding theory from data.The data analysis technique used in this research is to use the steps as proposed by Burhan Bungin (2003: 70), namely as follows:

2.3. Data Collection (Data Collection)

Data collection is an integral part of data analysis activities. Data collection activities in this study were to use interviews and documentation studies.

2.4. Data Reduction

Data reduction, defined as the selection process, focuses on simplifying and transforming raw data that emerge from written records in the field. Reduction is carried out since data collection begins by making a summary, coding, searching for themes, creating clusters, writing memos and so on with the intention of setting aside irrelevant data / information.

2.5. Data Display

Display data is a description of a set of structured information that provides the possibility of drawing conclusions and taking action. Presentation of qualitative data is presented in a narrative form. The presentation can also be in the form of matrices, diagrams, tables and charts.

2.6. Verification and Confirmation of Conclusions (Conclusion Drawing and Verification)

Is the final activity of data analysis drawing conclusions in the form of interpretation activities, namely finding the meaning of the data that has been presented? Between data display and drawing conclusions there are existing data analysis activities. In this sense qualitative data analysis is a continuous, iterative and continuous effort. The problem of data reduction, data presentation and drawing conclusions / verification becomes a description of success sequentially as a series of related analysis activities. Furthermore, the data that has been analyzed, explained and interpreted in the form of words to describe facts in the field, meaning or to answer questions research which is then taken the essence only.

Based on the information above, each stage in the process is carried out to obtain the validity of the data by examining all available data from various sources that have been obtained from the field and personal documents, official documents, pictures, photos and so on through the interview method supported by documentation study. Data validity can be achieved by appropriate data collection processes. In conducting research, data wetness is an important thing to do in order to test the research results so that they do not become invalid research and do not match the results with reality. According to Moleong (2007: 320), data validity is the concept of validity (validity) and reliability (reliability) according to the positivism version and adapted to the demands of knowledge, criteria and paradigm itself.

3. Results and Discussion

A product placement in a film occurs with an agreement between the advertiser company and the film producer. Product placement in a film is a mutual symbiotic relationship between the film producer and the advertising company. It is said to be a symbiotic mutualism because product placement provides benefits for both parties involved in it, namely the filmmakers and companies wishing to advertise through product placement.For filmmakers, one of the reasons for product placement in the films they make is that product placement can increase the reality of the film, so that viewers will be more easily swept away and believe in the reality of the film.In addition, with this product placement, the filmmaker will get additional capital for his film production from the company that will advertise the film. So the company pays the filmmaker as compensation for using the film as an advertising medium. Meanwhile, for advertiser companies, there are several advantages in using product placement in films. These advantages include the integration of the brand into the film occupied by the brand, product placement does not disturb the audience compared to advertising using classic media, has a wide reach, and product placement costs are lower than advertising using classic media.

According to editorial data from well-known survey media in America, the film Fast And Furious 8 is currently the only film that has the most product placement in the history of world cinema. The total income from the product placement of this film is able to cover nearly three-quarters of the costs incurred to produce this film which amounted to US $ 160 million.The results of the research on product placement using the film Fast And Furious 8 as the object of this study, the researchers found 9 brands of premium class automotive brands and super sports cars that appear as product placements in this film. These include: Nissan Skyline GT-R R34, Ferrari 458 Italia, Maserati Ghibli, Bugatti Veyron, Dodge Charger R / T (1970), Plymouth Barracuda (1970), Jeep Wrangler, Subaru Impreza WRX Sti and Lykan Hypersport. Based on the findings and exposure to the research results mentioned above, if you look at the elements of the existing product placement, these automotive brands complement the 3 elements in their product placements, namely:

- Correct insertion of brands.
- The efforts of marketers or producers so that the brand can be recognized by viewers.
- Real brand placement, so that it looks real.

From the results of this study, data shows that these automotive brands are holistically displayed in a screen placement and plot placement where automotive brands become a complementary part of the story. Vin Diesel, who is an important actor in this film in the plot or story plot, automotive brands then take advantage of this storyline to insert their brand. The strong appearance of product placement for automotive brands in Fast And Furious 8 can be seen from their placement, where automotive brands are placed in the scene from the beginning to the end of the film. This is strongly related to someone's first impression at the beginning of the film. Placement in the early scenes will make the audience's focus deeper, because it has not been distracted by the storyline which will become more complex, this is because the film Fast and Furious 8 is a type of film that uses a deductive plot. Placement in the initial scene is also related to the Halo Effect theory, where one can see this film as being positive or negative at the beginning of the story. The affirmation of a good or positive impression will determine the audience's focus on this film. The excellent packaging in terms of graphics, plot settings, etc. in this film makes the audience unable to take their eyes off to follow. This is in accordance with the marketing mix theory which consists of product, price, place, promotion (4P). This is why the strategy for placing automotive brands on the film scene has a very good impact on the formation of brand image through product placement.

In the product placement of automotive products in the film Fast And Furious 8, it can also be seen how the forms of marketing communication proposed by Shrimp (2003), for example: automotive brands in terms of personal selling and advertising, how automotive brands as products communicate that their products are very high quality by placing the scene in the form of showing the features and utilities of the automotive brand. This adds value to the quality of the product. This scene also increases the brand equity (brand equity) of automotive brands, enhanced by packaging that creates brand awareness (brand awareness) and increases associations that are fun, solid, and increase profit, strength, and are embedded in the consumer's memory of features. image clarity, focus of image results, glow, maximum aperture.In this placement, the aspect of publicity is also shown well by automotive brands. Without having to pay an excessive amount of time compared to advertisements on television and the existing media, film viewing looks more effective and economical. According to Balasubramanian, product placement for automotive brands combines advertising and publicity. This 'hidden advertisement' proved to be highly correlated in terms of the role of the actor who carried the product and the setting of the selection scene. It can be seen that the content and format of the messages are controlled by automotive brands, but the marketer's identity is hidden, and without compelling force that the product placement is deliberately placed. Automotive brands fill the plot lines and stories in the Fast And Furious 8 film series itself.

According to Babin and Carder, there are three important elements that are displayed by automotive brands in this product placement. When viewed according to D'astous& Seguin you can see how the Integrated Explicit Product Placement is displayed. Explicitly where the brand or company name is formally mentioned in the appearance of the brand on the scene, and also automotive brands adorn the story line. Automotive brands choose Fast And Furious 8 as a form of

product placement, seeing the success history of previous Fast And Furious 8 films and the growing number of Fast And Furious 8 fans from time to time. The success of Fast And Furious 8 can also be found in other media, starting from radio broadcasts, television programs, video games and finally being filmed to make the Fast And Furious 8 characters known to the public. The Fast And Furious 8 film became one of the most successful action film pioneers of its time, and until now there have been 8 titles of Fast And Furious 8 films in production, which are still playing on several cable TV stations and even private TV stations in Indonesia. Based on this data, it is known that the level of popularity and profit of the Fast and Furious films from time to time is always increasing. This strengthens D'astous and Seguin theory, why these automotive brands choose product placement on. automotive brands are aware that watching a film takes a high level of attention and involves activity. Presenting automotive brands in a film to the Fast and Furious 8 audience who are very addict to the automotive world and paying attention to them can produce a very high brand image. The product placement strategy model in a film is a Visual only model, by placing the product logo and characteristics of luxury and speed on the vehicles of these automotive brands. Based on the theory of Belch and Belch in this film, you can see the advantages (advantages) of product placement, namely:

3.1. Exposure

The number of profits that Fast and Furious films get from time to time has increased by almost 100%. The most recent data shows that the profits generated by the 2006 Fast and Furious film amounted to US $ 374 million, while the profits obtained by its sequel in 2013, namely Fast and Furious 8, were US $ 667 million. This also had an impact on the sales of automotive brands, which exceeded 60% of their total production in the previous year.

3.2. Frequency

Even though it only appeared in two scenes. Automotive brands are able to direct the Fast and Furious addicts or their fans to watch their favorite movies over and over again. This value is the direction of automotive brands in placing their brands in this film.

3.3. Support for Other Media

Product placement in this film is related to the use of camera media by a journalist, where the legality of the news covered by a journalist will be more credible if it is equipped with picture evidence, not just stories.

3.4. Source Association

Automotive brands hope that when consumers see a journalist in a film using an automotive brand, the association that is formed can spur the creation of a product image. With the hope that journalistic associations will use automotive brands in their media business.

3.5. Cost

To place their products in the film Fast and Furious 8, these automotive brands spent nearly US $ 20 million, in this case being one of the biggest budget donors in the making of this film. But by spending that much money, automotive brands also get immeasurable results from sales of their products after film screenings.

3.6. Recall

It is hoped that with this product placement, automotive brands will display their products again in another Fast and Furious 8 sequel.

3.7. Acceptance

A study by Gupta and Stephen indicates that viewers receive a product placement and generally have a positive rating, although some products such as alcohol, firearms and cigarettes are less acceptable.

If you look at the many films that contain product placement, some are suitable, some even provoke ridicule. There are actually several types of products that can look natural when placed in many story situations in the film. The audience can immediately recognize the product or brand shown without feeling annoyed or awkward, because, naturally, the products shown in the film are not much different from those seen in everyday life. In the product placement of automotive brands in this film, this placement is deemed quite right on target. In addition to automotive brands that choose to place brands in this film, the following has also summarized the most reasonable product placement into four types. Of course, provided that the setting of the place and time must still make sense.

3.8. Electronic Goods

In films with modern settings such as Fast and Furious 8, the use of electronic goods is clearly common. Moreover, each electronic item has its brand or logo clearly attached, so it is often difficult to disguise it. So, the product placement of these electronic goods is one of the most potential and the most reasonable. Automotive brands as vehicles with high features and utilities that are placed in the film by means of product placement are able to liven up the story and at the same time advertise without having to disturb the audience or destroy the storyline

3.9. Car

Cars are difficult to hide as a sales product. Apart from the large size and distinctive design of the car, car logos and brands are generally displayed at the front, rear and inside the car, especially on the steering wheel. All of a size large enough. As a result, all of that is easily exposed to the camera, sometimes it is even difficult to avoid it, even though it is not intended as a product placement.

3.10. Restaurants, Supermarkets, Boutiques, Department Stores and Other Shops

Business establishments, such as restaurants, supermarkets, mini markets, boutiques, department stores, and so on are quite often featured in films that want to show the daily lives of the characters. One thing about these places, especially the franchise ones, is that the brand logo is scattered all over the interior and exterior, including on plastic bags, cups, food wrapping paper, or employee uniforms. In the Fast and Furious 8 film, there are also restaurants and franchises that are part of the product placement, namely IHOP and Sears.

3.11. Bottled Drinks

Bottled drinks are also the most potential and easily integrated into the film as a product placement without having to destroy the story and the aesthetics of the film. First, bottled drinks can be present anywhere and anytime. Second, even though the product brand is covered or not displayed on the screen (including when out-of-focus), bottled beverage products can still be easily recognized because they have a distinctive color and shape design. Brand labels can be replaced or covered, but the shape of the bottle cannot lie. In Fast and Furious 8, the Budweiser bottled drink appears and is seamlessly integrated into the film.

From the researcher's observations, the product placement of automotive brands is proven to appear as natural as possible and present in the right scene, even being able to blend with the audience's emotions, the impact is definitely extraordinary. The benefits that can be obtained from product placement include strengthening brand recall and brand recognition. Products that are often seen or brands that are often read and spoken of will stick in the minds of consumers for a longer time than those that are not. Therefore, when doing product placement, you must also pay attention to the level of the audience present. The second benefit of product placement is that it is less likely not to be seen. Compared to advertising in conventional media such as TVC or print media, people tend to simply skip advertisements. The proof, many of us when watching a favorite soap opera, once there is an advertisement we move TV channels right? And, the third benefit is that it easily affects the youth segment. According to one of WPP Group's research results in America, consumers from the youth segment often consider buying products they see in films. This is because this segment is an emotional buyer.

Despite its advantages, it turns out that product placement also has several drawbacks, including the cost of absolute product placement which tends to be expensive. Then, advertisers cannot determine when and how often their products will appear. And finally, when the product appears and is seen, there may be a minority of the audience who say that this form of communication is unethical. We already know the pros and cons of product placement. What is clear, this promotional activity is quite effective in raising awareness and is still often done by brand owners. Product placement, as long as it appears as natural as possible and is present in the right scene, even blends with the audience's emotions, the impact will be extraordinary. So, everyone returns to their respective strategies in determining the film or program that is roughly appropriate and in accordance with the character of the product. So, choose the right placement.

Product placement is a strategy for placing branded products in the form of packaging or goods in a film or other digital media. According to Belch and Belch (2007), product placement is a way to increase the promotion of a product or service by displaying the product with the impression that the existence of the product is as if it were part of a film story. The improvement in product placement strategies indicates that advertisers are using this technique to influence consumer behavior towards the brands being marketed. Product placement is an activity to show or display the brand's brand verbally or visually that is inserted in the story section of the film (Ducan, 2008).

Based on the results and discussion above, this research can conclude on the holistic manifestation of product placement advertising in cinema / film media used by automotive brands in the advertising clutter era to communicate or convey messages and intentions from producers or advertisers to reach the audience. . Based on the results of the validity and reliability tests, this shows that advertising is no longer effective in television media. In penetrating the world of cinema, advertising is now done by placing products in stories or what is often called product placement, which deliberately displays the brand of a product in the elements of the story or film scene.

4. Conclusions

Watching a film takes a high level of attention and involves activity. Showing a product placement in a film to an audience who is very concerned about it can increase the image of the advertised brand. Product placement presents how to promote a brand in a natural, non-aggressive, and non-persuasive way. Audience is exposed to a brand in the most natural way possible by seeing how the product looks, is mentioned or used by the actor / actress, without any persuasion to use the product. Another advantage of using this product placement is that the film's very long life cycle is very beneficial for the advertised product, even when it is vulnerable to last for years after its premiere. Therefore, when viewed from the cost per viewer, product placement in a film will be very profitable.In communicating the brand, automotive brands are able to emphasize the function and uniqueness of a brand, the function and uniqueness is clearly illustrated in a scene where the product becomes part of the story, without even bothering the audience, even if the point is advertising. On the other hand, this research concludes that the product placement of automotive brands in the film Fast

And Furious 8 can be said to be successful, as evidenced by the data obtained, through this product placement Automotive brands advertising through the film Fast And Furious 8 have successfully increased their product sales figures.

After doing this research, the writer tries to provide input and suggestions academically and practically, with the hope that it will be useful for readers. The research conducted by the author only examines the symbols of product placement in the film Fast And Furious 8 in enhancing the brand image of the Ford Mustang, so it is hoped that in the future further research will be conducted to deepen the results of this research in terms of effectiveness using quantitative methods. The hope is that the results of this research are used as a comparison and more research in the semi-progress of science. The number of advertisers out there is expected to be able to place their products strategically in advertising, especially in using product placement, hopefully this research can help them how to place the right ad without It must disturb the audience, and for young filmmakers, it is hoped that this research will be able to inspire new films in terms of funding.

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