

BAB 4

SIMPULAN

4.1. Simpulan

Product placement dapat dibagi dalam tiga jenis yaitu:

1. *Implicit Product Placement*
2. *Integrated Explicit Product Placement*
3. *Non Integrated Explicit Product Placement*

Product placement dapat dibagi menjadi tiga dimensi yaitu:

1. *Visual Dimention*
2. *Auditory Dimention*
3. *Plot Connection Dimention (PCD)*

Ada beberapa hal yang harus diperhatikan oleh pemasar sebelum melakukan *product placement* dalam hal ini penggunaan *brand cameo* yaitu:

1. Jenis penggunaan strategi *product placement* dalam konteks sebuah film dapat dilakukan melalui tiga cara:
 - a. Menyajikan tampilan yang jelas atas produk dan nama merek produk.
 - b. Penggunaan produk atau merek dalam adegan film.
 - c. Digunakan dan dibicarakan dalam dialog film oleh pemeran utama.
2. Pemirsa akan melihat kualitas sebuah merek berdasarkan kualitas karakter pengguna dalam film. Untuk itu pemasar harus selektif dan berhati – hati di dalam menempatkan merek atau produknya di dalam sebuah film.
3. Strategi penempatan merek harus dilakukan secara hati – hati dengan mempertimbangkan kejelasan tampilan dalam film dan

mengintegrasikannya dengan alur cerita dari sebuah film sehingga dapat memperkaya tema dan karakter dari film yang bersangkutan.

Penerapan strategi *product placement* tidak harus melalui penempatan merek, simbol, logo, ataupun *tagline* produk dalam sebuah film. Ada banyak media alternatif lain yang dapat digunakan untuk melakukan penempatan merek dengan efektif.

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