

ABSTRACT

The aim of this research is to determine the influence of product placement in movies towards brand awareness and its impact on viewers attitude in Palembang. The sample of this research are movie goers in Palembang that have met the criteria set by the researcher, sampling by using purposive sampling method. Total sample in this study were 100 respondents. Hypothesis testing using regression analysis using the program SPSS version 20.0, and sobel test was done to know if brand awareness is intervening variables. The results showed that three hypotheses have positive effect and significant, then all hypothesis is accepted, and can be concluded also that brand awareness variables mediating relationships between product placement towards viewers attitude.

Keyword : Product Placement, Brand Awareness, Viewers Attitude, Movie.