

**Pengaruh *Product Placement* pada Sinetron “Ikatan Cinta”
terhadap Minat beli yang dimoderasi Sikap Konsumen**

ABSTRAK Oleh:

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Penelitian ini bertujuan untuk (1) mengetahui serta memaparkan pengaruh *product placement* terhadap minat beli, (2) mengetahui serta memaparkan pengaruh *product placement* terhadap minat beli yang dimoderasi oleh sikap konsumen pada produk mie Lemonilo dalam tayangan sinetron “Ikatan Cinta”. Metode penelitian yang digunakan adalah verifikatif, dengan *explanatory research* yang bertujuan untuk menguji hipotesis guna menjelaskan kedudukan antar variabel. Variabel yang diteliti yakni *product placement*, sikap konsumen dan minat beli. Responden yang digunakan sebanyak 100 orang dengan menyebarkan kuesioner kepada masyarakat yang pernah menonton sinetron “Ikatan Cinta” dan mengetahui penempatan produk di sinetron “Ikatan Cinta”. Berdasarkan analisis dapat disimpulkan bahwa *product placement* berpengaruh terhadap minat beli, dan sikap tidak memoderasi hubungan antara *product placement* dengan minat beli. Hasil pengujian koefisien determinasi menunjukkan tingkat kontribusi *product placement* dan sikap terhadap minat beli sebanyak 52,5% dan sisanya sebesar 47,5% dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata kunci: *Product Placement, Sikap Konsumen, Minat Beli*

***The Effect of Product Placement on the soap opera Bond of Love
towards buying interest moderated by consumer attitudes***

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This study aims to (1) find out and explain the effect of product placement on buying interest, (2) find out and explain the effect of product placement on buying interest which is moderated by consumer attitudes towards Lemonilo noodle products in the soap opera Ikatan Cinta. The research method used is verification, with explanatory research which aims to test hypotheses in order to explain the position between variables. The variables studied were product placement, consumer attitudes and buying interest. The respondents used were 100 people by distributing questionnaires to the public who had watched the soap opera Ikatan Cinta and knew product placement in the soap opera Ikatan Cinta. Based on the analysis, it can be concluded that product placement has an effect on buying interest, and attitudes do not moderate the relationship between product placement and buying interest. The results of the coefficient of determination test show that the contribution level of product placement and attitude towards buying interest is 52.5% and the remaining 47.5% is influenced by other factors not examined in this study.

Keywords: Product Placement, Consumer Attitude, Buying Interes