Applying the Concept of "Product Placement" to Build Mutualism Between Brands and Film For The Production in the Short Film KALA

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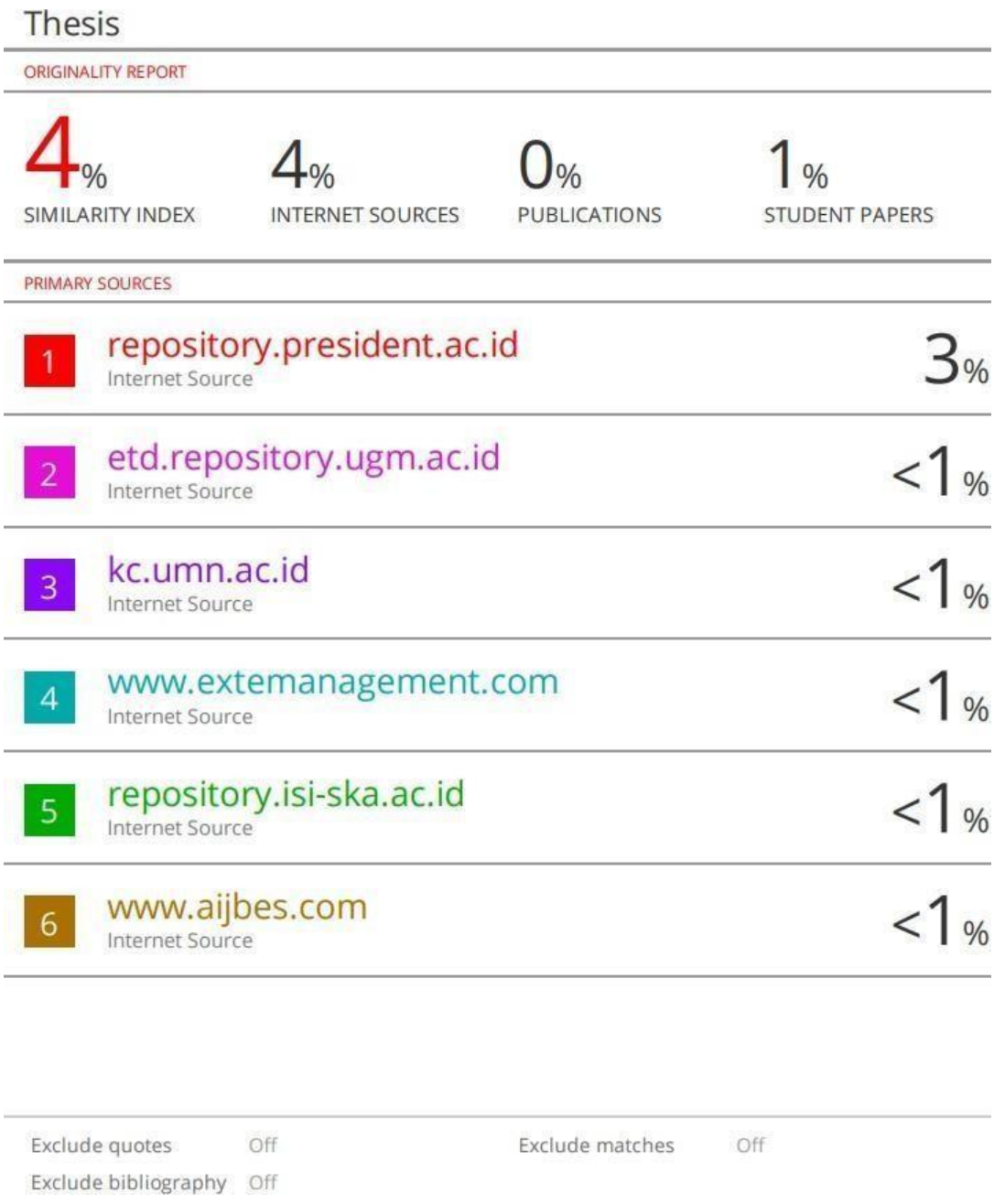

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ABSTRACT

Currently, there are many ways to promote a product. One of them is through Product Placement. Product Placement is a marketing strategy that involves placing a product or brand in a film, television show, or other media. This strategy can be used as a way to promote a product or brand, especially in the film industry. In product placement, the product or brand is placed in some scenes of the film. This aims to grab the viewer's attention without seeming like an overly intrusive ad. Product placement not only benefits the advertised brand but can also benefit films that work with that brand. This thesis was made with the aim of building mutualism between brands and films.

Keywords: Product Placement, film, strategy

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