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The Effectiveness of Kopiko Sugar Free Advertisement in Korean Drama My Demon in East Java Society

Efektivitas Iklan *Product Placement* Kopiko Sugar Free dalam Drama My Demon pada Masyarakat Jawa Timur

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ABSTRACT

In December 2023, Kopiko appeared with a new variant, namely sugar free and did product placement in the drama My Demon. The purpose of this study is to determine the effectiveness of Kopiko Sugar Free product placement advertising in Korean drama My Demon on East Java. In this study, the effectiveness will be measured by customer response index, which uses the indicator stages of awareness, comprehend, interest, intention and action. This research approach is quantitative descriptive. The technique used is non-probability sampling and purposive sampling with a sample size of 100 respondents. The result of this research is that the Kopiko Sugar free product placement advertisement is in the effective stage as evidenced by the final result of the CRI multiplication of 58%. This is due to the utilization of the three dimensions of product placement done simultaneously, namely visual, audio and plot connection dimention

Keywords: *Product Placement; advertising effectivity; customer response index; My Demon; Kopiko Sugar free.*

INTRODUCTION

Marketing public relations is a PR function carried out by the Company to achieve marketing goals. Marketing public relations is the process of designing programs to encourage consumers to take action through credible information communication by adjusting to market needs to attract the attention of the target audience, according to Thomas L. Harris (1993). According to Thomas L. Harris, there are three strategies in MPR: push, pull, and pass strategy. One way in the pull strategy used to attract consumers' attention is advertising.

According to Armstrong & Kotler (2016), advertising is any form of presentation and promotion of ideas, goods, or services paid for by sponsors through print media, broadcasting,

networks, electronics, and exhibitions. Advertising plays a role in building public awareness so that a product has a unique differentiation among other products. Therefore, the creation of advertisements needs to be measured to assess the effectiveness of an advertisement .

One of the methods used for measuring advertising effectiveness is the hierarchy of effects. According to Belch & Belch (2021, p.157), the hierarchy of effects explains the effects caused by advertising, occurring gradually over a certain period and not directly. Customer response index is one method of measuring advertising effectiveness developed by Roger Best ¹ as a tool to measure advertising effectiveness using audience responses who watch ¹ the advertisement (Best, 2012). According to Durianto in (Ernestivita, 2017), CRI is an advertising measurement method that multiplies awareness, comprehension, interest, intention, and action.

Product placement become one of the strategies in marketing public relations that enhance brand awareness and product exposure in order to persuade consumer to make an action for the products. This also highlighting how product placement strategy is being done in a drama or film to increase products awareness dan exposure(Williams et al., 2011). Product placement is a form of advertising where a company creates content that integrates the product into the content of a film or drama. Belch & Belch (2021) also state that ² product placement is a way to enhance the promotion of a product or service by featuring the product as if it is part of the storyline of a movie, television show, or other moving media. According to Bernadin and Russel (1998), product placement is divided into three main dimensions to build a tripartite typology: visual dimension, auditory dimension, and plot connection dimension. Product placement has become an option for advertisers to market their products, especially when combined with Korean dramas.

Product placement has become a key strategy for advertisers to market their products. According to the Minister of Cooperatives and Small and Medium Enterprises, Teten Masduki, domestic products are currently at a disadvantage compared to imported goods (Faqir, 2023). Therefore, there is a need to enhance the competitiveness of local products through improvements in quality, efficiency, and marketing strategies. One approach to increasing competitiveness is the use of creative and innovative communication methods to effectively convey the product's message to the entire target market.

Product placement itself has become one of the options for creative and innovative communication. The development of the film industry has also driven the utilization of product placement in movies. One genre with a high number of enthusiasts is Korean films, commonly referred to as Korean dramas. Korean pop culture was first introduced in Southeast Asia in the early 2000s. The rise of social media and digital technology has significantly increased the exposure of Korean culture among Indonesian society. A popular term for Korean culture is Hallyu, a loanword from the Chinese term "Han Liu," which means the wave of Korean culture. A prominent aspect of the Korean cultural wave in Indonesia is Korean dramas. These dramas have become a popular entertainment choice among Indonesian viewers. According to Tempo.com, 72% of viewers opt to watch Korean dramas on digital streaming platforms (Javier, n.d.).

One local product that has utilized advertising through product placement in Korean dramas is Kopiko. Kopiko itself is a product from Indonesia produced by PT Mayora Indah Tbk. Kopiko is a well-known candy brand in Indonesian society, particularly with the slogan 'gantinya ngopi' (the coffee substitute). Kopiko is introduced as a candy made from real coffee beans. Kopiko is one of the national brands that has a high intensity in using product placement in Korean dramas. Kopiko has appeared in several Korean dramas such as Vincenzo, Taxi Driver, Hometown Cha-Cha-Cha, The Little Women, Yumi's Cells, and Mine."

At the end of 2023, Kopiko began promoting one of its latest variants, Kopiko Sugar Free. This was highlighted through several pieces of content about Kopiko Sugar Free in December 2024. Simultaneously, Kopiko engaged in product placement in the drama "My Demon," featuring the Kopiko Sugar Free variant. As previously mentioned, Kopiko is a national brand that has frequently appeared in product placements in Korean dramas. However, traditionally, Kopiko has used its regular product variant in blister packs. Starting in 2023, specifically in the second half of the year, Kopiko showcased Kopiko Sugar Free in "My Demon."

Kopiko sugar-free appeared in three episodes of My Demon: episodes 4, 6, and 10. In episode 4, Kopiko sugar-free made its first appearance, showing Do Do Hee investigating her grandmother's death. Feeling tired and sleepy after investigating from morning until evening, Do Do Hee consumes Kopiko sugar-free and feels refreshed to continue her investigation. In episode 6, Kopiko sugar-free appears with a supporting character in the drama. In a similar setting, this scene shows one of the characters in the drama searching for data and information

late into the night. To keep the character, awake, he takes Kopiko sugar-free as a coffee substitute and feel more awake than before. In episode 10, Kopiko also appears in My Demon, where Kopiko sugar-free is placed in storage to boost energy or vitality. One character, who plays an office employee, takes Kopiko to help them feel more "awake."

The phenomenon generated by the product placement of Kopiko Sugar Free has attracted attention from several netizens with both positive and negative responses. Some people responded for being proud about the appearance of local products; Kopiko Sugar Free in the drama, while others found the placement unappealing because it was too conspicuous. Nevertheless, during its airing period, My Demon attracted a lot of attention, as evidenced by its popularity, ranking in the top 3 global dramas on Netflix.

Surveys show that Korean dramas are favoured by Gen Z and millennials, with a dominance of 22% by those aged 20-24 years (Angelia, 2022). Additionally, another survey indicates that the percentage of active viewers of Korean dramas in East Java is 27.4%, making East Java the region with the highest number of active Korean drama viewers (Azasya, 2020). Therefore, in this study, the researchers distributed data to individuals aged 18-42 years residing in East Java. Previous research indicates that product placement may be ineffective due to a lack of audio placement (Subijanto, 2023). On the other hand, research results also show that product placement is effective, with visual placement being the most influential in driving viewers' purchase interest in a brand (Michelle, 2018). Nafisah (2021) also mentions that product placement can influence consumers' brand image of a brand.

Based on the above data, the researchers will conduct further research to discuss the extent of the effectiveness of Kopiko Sugar Free's product placement advertising in the Korean drama My Demon. The results of this research can serve as a reference for practitioners who will carry out product placement, especially using Korean dramas.

LITERATURE REVIEW

Marketing Public Relations

Marketing public relations is a concept that began to appear in the vocabulary of marketing and public relations in the mid-1980s (Kitchen, Philip J., 2014). Kotler himself defines marketing

public relations as a concept born from two main theories: marketing and public relations. MPR not only plays a role in conveying messages to the minds and hearts of the target audience but also comes with more effective message delivery.

Within MPR implementation process, MPR has adapted the perspective of traditional public relations, advertisement, marketing and research. Thus, Harris claimed that MPR can be defined detailly since it has relevancy to assist companies or organizations in reaching marketing goals. Thus, Thomas L Harris (in Wiraditi & Sudiby, 2020) defined marketing public relations as a process of creating and evaluating programs which enhance customer action and satisfaction through informative and credible information communication. As described, marketing public relations is a part of public relations that is being done by companies to support marketing goals.

Advertisement

One of the strategies in the three ways marketing of MPR is the pull strategy using advertising. As stated by Belch & Belch (2021), advertising is a paid non-personal medium for promoting an idea, organization, product, or service. Advertisement message need right media so as to communication message is delivered well and right on place. (Christian & Hidayat, 2022) explained that choosing right media for advertising campaign to make costumer comprehend, create behaviour to action is very crucial steps to make in advertisement campaign. Audio-visual media is a considered effective in delivering message since it looks 'real' instead only having one aspect such as audio or visual only (Mulyadi, Febry Fahreza, 2018).

Customer Response Index

One of hierarchy of effects model to measure advertisement effectivity is CRI (Customer Response Index). Customer Response Index (CRI) is a research method developed by Roger Best ¹ as a tool to measure advertising effectiveness using the responses of the audience who watch the advertisement (Best,2012). According to Durianto in (Ernestivita, 2017), CRI is an advertising measurement method that multiplies awareness, comprehension, interest, intention, and action. ¹ The hierarchy of the customer response index (CRI) according to (Best, 2012) is:

Product Placement

According to George E. Belch & Michael A. Belch (2021), product placement is a method to enhance product promotion by featuring the product and creating the impression that it is part of the storyline in films or television shows. Product placement can be defined as a type of advertisement that is a combination of publicity and advertising. Belch also explains that product placement advertising has the same concept as general advertising but with a different form of delivery.

Product placement itself is classified by Bernadin & Russel (1998) into three main dimensions to build a tripartite typology:

- a. Visual Dimension/Screen placement, when a company's logo, product, or service is shown in the background or program of a television show or film, this element can be referred to as visual product placement (Russel, 2019).
- c. Auditory Dimension/Script placement, the auditory dimension is a form of placement where actors mention or have conversations related to the product. In this dimension, the product does not appear directly.
- d. Plot Connection Dimension (PCD), Plot connection is a product placement technique often used in Hollywood films (Anthony Puspanathan et al., 2022). The plot dimension directly connects product placement with the storyline of a particular film.

METHODOLOGY

This study is descriptive research design with a quantitative approach. Based on Sugiyono (2017), descriptive quantitative research is aimed to providing factual, systematic and accurate depiction of a phenomenon, event and symptom. This study involved the use of survey method, conducted through google form and distributed via several social media channels. The respondents' criteria are males and females aged 18-42 years, residing in East Java who have watched My Demon, specifically episodes 4,6, and 10.

The steps utilized by the researcher are;

1. Disseminating questionnaire in the form of google form to several social media channels
2. The first 30 respondents are tested for validity and reliability. Researcher continue the distribution to 100 respondents after data tested is valid and reliable.

In this study, researcher analyse product placement effectivity by utilized CRI model. CRI model is used to measure each stage of awareness, comprehend, interest, intention and action of respondents for Kopiko Sugar Free product placement. After getting 100 of respondents, data will be analysed using scalogram or Guttman scale with excel. The Guttman questionnaire is question that answered by only yes or no.

All the 'yes' respondents will be coded as 1 while 'no' coded as 0. After being coded, all the answers will be formulated and resulted the percentage of each stage of CRI. Through these results, it will be determined whether respondents are aware, not aware, comprehend, not comprehend, interested, not interested, intend, not intend, act, or not act. The final calculation will reveal the extent to which Kopiko Sugar Free's product placement has been effective among the people of East Java.

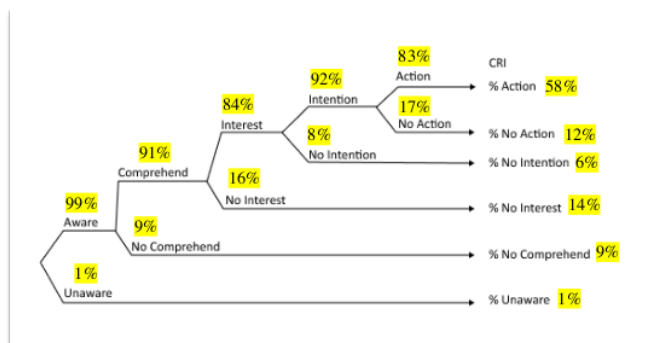
RESULTS AND DISCUSSION

Data Analysis

The researcher measures the effectiveness of the Kopiko Sugar Free product placement advertisement in the Korean drama My Demon among the people of East Java by counting the number of respondents who reach each stage in the customer response index (CRI). The results obtained are as follows:

Data Findings

Table 1.1 Table of CRI Stages



Source: research report, 2024

Analysis and Interpretation

The findings of this study is to determine the effectivity of kopiko sugar free product placement in Korea drama My Demon. Using the CRI model for measurement, it is concluded that the product placement is proven effective to east java respondents. The multiplied data reveals a result of 58% of CRI, falling withing the range of 50-100%, thereby confirming its effectiveness. Furthermore, each indicator demonstrates a percentage of <50% range, signifying each stage of CRI is effective.

Awareness

In the awareness stage, 99% of respondents reported being aware of Kopiko Sugar Free in the drama "My Demon." According to Keller (1993), strong brand awareness can enhance consumer trust, credibility, and preference. Therefore, a consistent media presence is crucial for effectively communicating a product's value and creating positive perceptions (Aprilia, 2023). Product placement is beneficial for increasing products brand awareness and brand recall. (Steven & Sudrajat, 2019). Kopiko, a coffee-flavored candy, has been introduced in Indonesia since 1982, almost 42 years ago (Imad, 2023). Kopiko has not only become a popular and legendary candy in Indonesia but is also known in various countries around the world. This contributes to the 99% of respondents who recognized the Kopiko Sugar Free advertisement.

To complement the research data, the researcher used additional methods to gather more comprehensive data on the three dimensions of product placement. In this study, 17.5% of respondents reported recognizing the product placement of Kopiko Sugar Free after seeing the product in a close-up shot and observing the characters consuming the sugar-free product to regain energy when tired.

According to a study titled "Close-up vs. Long-shot Images," researchers explained that close-up shots can increase viewers' visual attention (Ladeira & de Oliveira Santini, 2023). Close-up visuals in advertisements can enhance the level of visual attention from viewers. This is evident from the 15-second product placement of Kopiko Sugar Free, where the first 7-8 seconds are used to showcase the product in a close-up shot, highlighting both the packaging and the product itself.

On the other hand, plot connection by placing the product in a natural setting can improve consumer attitudes toward the commercialized brand (Fitch, 2009). Plot connection positively impacts viewers' awareness by seamlessly integrating Kopiko Sugar Free into the storyline. A

study on product placement explained that the plot connection dimension could trigger viewer awareness by incorporating the brand smoothly into the narrative (Yusri, 2020). According to Amanda Gelgel et al., (2022), product placement shown alongside the main protagonist will influence how the audience responds to a brand. Previous research on Kopiko's brand awareness in the drama "Vincenzo" indicated that Kopiko's product placement in Korean dramas successfully increased brand awareness by 7.8% (Herawan & Erdiansyah, 2022).

In the awareness stage, there was one respondent who was unaware of Kopiko Sugar Free for specific reasons. This respondent did not recognize the presence of Kopiko Sugar Free either because they were unaware of the product placement or because the product was not identified by the viewer. One of the drawbacks of product placement is that companies cannot control how the product is displayed, which can lead to some respondents not recognizing the product placement.

Comprehend

In the comprehension stage, 91% of respondents stated that they understood the presence of Kopiko Sugar Free in "My Demon." According to Gupta & Lord (1998), well-executed product placements trigger viewer memory, aiding in better comprehension of the advertised product. In this context, Kopiko communicated several messages about Kopiko Sugar Free through various dimensions of product placement.

In this drama, Kopiko utilized three dimensions of product placement. Among these dimensions, the highest point of respondent understanding about Kopiko Sugar Free was the product's small size. This aligns with Gupta & Lord's (1998) assertion that visual dimensions in product placement, when properly utilized, can enhance viewers' understanding by boosting their memory of the product. Zluhan et al. (2021) also explained that visual placement, supported by associating the product with the story, aids respondents' comprehension of the product.

Among the nine respondents who did not understand Kopiko Sugar Free in the Korean drama, there were at least two underlying reasons for their answers. Three respondents stated that the elements in "My Demon" did not highlight the advantages of Kopiko. Six respondents indicated that they were focused on the storyline of "My Demon" rather than the products featured in the drama. Therefore, these respondents did not fully comprehend that Kopiko had

a sugar-free variant in "My Demon." According to Yang & Roskos-Ewoldsen (2007), a drawback of the product placement advertising technique is the lack of control over respondents' attention. Their research explains that respondents may become more focused on and attempt to understand the plot of the drama or film rather than the products within it. This explains why nine respondents did not fully understand Kopiko Sugar Free.

Interest

In the interest stage, 84% of respondents expressed interest in Kopiko Sugar Free in "My Demon." Despite a significant percentage drop, this level of interest is still considered effective. Audience familiarity and comprehension with a brand can deepen interest (Mutia & Nurani, 2023). Previous studies examining Kopiko's placement in the drama "Vincenzo" have shown that product placement in dramas can stimulate viewer interest in the product (Sitorus et al., 2023). Furthermore, it has been explained that product placement effectively enhances product interest through brand awareness (Pancaningrum & Ulani, 2020).

Creatively packaged advertisements that explain the benefits and characteristics of a product can capture the attention of the audience and target market (Sama, 2019). This is evident in Kopiko's advertising strategy, which utilizes product placement to highlight issues of fatigue and position Kopiko Sugar Free as a solution to these issues.

The highest frequency, with 76 occurrences and a percentage of 17.3%, shows that respondents were interested in consuming the product after seeing it consumed by characters in "My Demon." The hierarchy of interest itself encompasses various factors that can make viewers interested in a product (Ernestivita, 2017). Russel (1998) explains that extensive plot connections can influence how viewers react to a product, thus determining whether they become interested in the commercialized product. Additionally, Choi (2007) mentions that a high plot connection combined with audio connection can build interest among viewers and consumers.

Among the 14 respondents who answered negatively, 2 respondents, accounting for 25%, stated that they did not like coffee. Twelve respondents, comprising 75%, indicated that they were not interested in Kopiko Sugar Free. Ten out of these 12 respondents who were not interested in Kopiko Sugar Free were female, while 2 were male. Research indicates that women generally prefer and seek sweet foods more than men (Hallama et al., 2016). This data

is consistent with the preference of Indonesians for products containing sugar over sugar-free products (The Sweet Escape: Indonesia's Growing Obsession with Sugar, 2022).

These findings illustrate how Indonesian society still maintains a preference for products or foods containing sugar, which may explain why some respondents did not like or were not interested in Kopiko Sugar Free. This can also be explained through the lens of product placement by Gupta and Stephen (2007), who highlight the weaknesses of product placement such as limited appeal, where detailed product benefits cannot be discussed, and lack of control over how the advertisement is portrayed. These factors may contribute to the reduced interest among viewers in Kopiko Sugar Free.

Intention

In the intention stage, 92% of respondents indicated an intention to consume or purchase Kopiko Sugar Free. This reflects an increase from the interest stage, highlighting effective product placement in influencing consumer intent through brand awareness and recall (Ong et al., 2022). Product placement has a significant impact on brand recall and consumer interest in the product (Gamage et al., 2023). Furthermore, it is further explained that product placement can positively impact consumer interest, mediated by consumer brand trust (Ying & Fu Ming, 2022).

Close-up screen capture techniques can trigger high viewer attention (Ladeira & de Oliveira Santini, 2023). Previous research has also shown that close-up filming techniques can change consumer emotions by increasing brand awareness, creating positive attitudes, and shaping purchase intent, especially when product placement is seamlessly integrated into the storyline (Ming-Tiem, 2007).

The plot connection dimension plays a crucial role in enhancing consumer intent (L. Yang, 2018), potentially influenced by health awareness prompting interest in sugar-free products (Jung et al., 2020). Kopiko Sugar Free establishes a plot connection by featuring its product with the main protagonist (good guy). Particularly in episode 4, Kopiko placed its product with the main protagonist in "My Demon," Do Do Hee (Kim Yoo Jung). Additionally, in episodes featuring Kopiko Sugar Free, the product is consistently associated with the protagonist or good guy role. Using Kopiko with a protagonist or good guy can enhance positive image and

associations, thereby building respondent interest in trying or consuming Kopiko Sugar Free (Cacioppo et al., 1986).

Six respondents who answered negatively provided two main reasons. Four respondents stated that Kopiko products in general are not a necessity for them. Additionally, two respondents mentioned that the product variety available did not match their interests. According to L. Yang (2018), marketers and advertisers must carefully consider plot connection because they cannot target specific audiences. Therefore, viewers come from various ages and social classes. Moreover, data indicating that Indonesia is the third-largest importer of sugar suggests that many consumers still prefer sugar-containing products over sugar-free ones (The Sweet Escape: Indonesia's Growing Obsession with Sugar, 2022).

Action

In the final stage, action, 83% of respondents indicated they would consume Kopiko Sugar Free. According to Ying & Fu Ming (2022), product placement can effectively drive awareness, interest, and action towards specific products. Consumer trust and their perception of a brand strongly influence their actions (Kit & P'ng, 2014).

In the action hierarchy, the primary reason for intending to consume Kopiko Sugar Free was seeing the product being consumed by the actors, with the highest response among all statements at 58 respondents, accounting for 17.7%. Research findings suggest that advertisements featuring actors can trigger imitation behaviors among viewers (Awasthi & Choraria, 2015). Further studies explain that while watching television, viewers consciously and unconsciously mimic activities depicted on TV (Hsee et al., 1990).

Kopiko Sugar Free, placed within the storyline of My Demon, was integrated with the plot where actors portrayed tiredness or drowsiness while performing tasks or missions. Subsequently, the actors consumed Kopiko Sugar Free as a solution to their fatigue. They then displayed a refreshed expression after consuming Kopiko Sugar Free. Through combined visual and audio placement, the plot connection of Kopiko Sugar Free effectively persuaded respondents to take action towards the product, specifically to consume Kopiko Sugar Free.

Regarding reasons for not intending to consume Kopiko Sugar Free, respondents were provided three options to supplement their responses: 1) Difficulty in acquiring the product, 2) Already

owning similar products, 3) Unaffordable price, and 4) Other (open-ended response). Ten respondents who answered negatively cited difficulties in acquiring the product. As noted by the researcher, Kopiko Sugar Free began posting on Instagram in late 2023. Additionally, there has been limited detailed coverage or press releases about Kopiko Sugar Free. Kopiko Sugar Free itself has not been widely distributed and available in various stores across East Java markets, although some online platforms like Tokopedia have started selling various Kopiko Sugar Free candies. Thus, the distribution of Kopiko Sugar Free variants remains unevenly spread.

Kopiko Sugar Free Effectivity In My Demon

Product placement is one of the marketing public relations activities conducted by Kopiko Sugar Free to carry out one of the publicity activities in MPR. According to Kotler and Keller (2007), one of the activities in marketing public relations is publicity, where Kopiko Sugar Free entrusts product expansion based on material publicity to influence and attract the targeted buyers. According to Harris (1993), marketing public relations is believed to enhance the credibility of a product or organization. This is evident in how Kopiko makes efforts to associate Kopiko Sugar Free with positive emotions and image

According to Russell (1988), a precise combination of these tripartite dimensions is necessary to create an effective product placement advertisement. Previous research on the effectiveness of Scarlett Whitening in the drama Reborn Rich indicated that the product placement activities were not effective. According to the researcher, this ineffectiveness was attributed to the lack of dimensions, especially in the audio dimension (Subijanto, 2023). In this case, Kopiko maximizes these three dimensions effectively, resulting in successful outcomes. Although some audiences expressed disturbance on social media due to overt advertising, research indicates that prominently visible product placement contributes to its success (Lehu & Bressoud, 2009).

This study found that the visual dimension and plot connection dimension received the highest scores, supporting the effectiveness of Kopiko Sugar Free. Close-up shots allowed respondents to see the size and form of Kopiko Sugar Free, aiding their understanding of how the product was presented. Furthermore, connecting the product to the storyline encouraged respondents to develop interest or intent towards the product, as Kopiko Sugar Free was portrayed as a solution

to tiredness or drowsiness experienced by characters in the drama, creating positive associations with Kopiko Sugar Free.

In this preliminary research, the researcher found that Kopiko had not extensively publicized Kopiko Sugar Free. This was evidenced by searches across various Kopiko social media platforms, where the only publication began on Instagram at the end of December during the airing of My Demon. Thus, the media utilized by Kopiko Sugar Free to communicate the product was through a Korean drama. According to Best (2012), a high level of knowledge in product placement demonstrates the accuracy in using media. Therefore, based on the data obtained in this research, Korean drama media proved to be suitable for this audience or respondents.

CONCLUSION

This research aimed to assess the effectiveness of the product placement advertisement for Kopiko Sugar Free in the drama My Demon among the East Javanese community. Based on the analysis conducted, it can be concluded that the product placement advertisement for Kopiko Sugar Free in My Demon is effective among the East Javanese community. This conclusion is influenced by various factors, particularly with effective outcomes in the stages of awareness, comprehend, interest, intention, and action.

The research results indicate effectiveness, with the highest percentage found in the awareness indicator. Among the five stages of the Customer Response Index (CRI), the highest percentage was obtained in the awareness stage. 99% of respondents agreed that they had seen and were aware of Kopiko Sugar Free in the Korean drama My Demon. This can be attributed to factors in product placement, particularly the visual dimension where Kopiko utilized close-up visual techniques. The plot connection dimension employed by Kopiko linked the product to the storyline, where Kopiko Sugar Free was portrayed as a solution to the fatigue or drowsiness experienced by the characters. Establishing this connection effectively enhanced audience awareness of Kopiko Sugar Free.

The multiplication results using the CRI measurement method yielded an overall score of 58% up to the action stage. However, in each stage of the research findings, the researcher noted that respondents did not fully grasp the message regarding the effects of Kopiko Sugar Free.

This may be due to factors such as Kopiko's branding as a well-known coffee candy in Indonesia and insufficient publicity about Kopiko Sugar Free. This understanding addresses how the advertisement achieved effectiveness despite some distortion in the message about the product's effects. Looking forward, to ensure message reception is complete, it is recommended that future advertisements highlight Kopiko Sugar Free's new feature of being sugar-free prominently.

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