

THE ROLE OF PRODUCT PLACEMENT, CELEBRITY ENDORSER, & PRODUCT INNOVATION IN BRAND AWARENESS WALL'S POPCORNETTO



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Abstract

This study analyzes the role of product placement, celebrity endorsers, and product innovation in enhancing the brand awareness of Wall's PopCornetto. Marketing strategies play a crucial role in enhancing brand awareness, particularly in the highly competitive ice cream industry. As one of Unilever Indonesia's innovative products, Wall's PopCornetto applies these strategies to strengthen its brand presence among consumers. The rapid expansion of digital media, especially YouTube and Instagram, presents new opportunities for brands to increase visibility and consumer engagement through creative marketing approaches. This research uses a quantitative associative approach with purposive sampling of 100 respondents. The respondents are Instagram followers of Wall's Cornetto, have watched Wall's PopCornetto advertisements on the *Iqbaal* program on the VINDES YouTube channel, recognize Refal Hady as a celebrity endorser, and know Wall's PopCornetto product. Data collection was carried out through a questionnaire using a Likert scale, and the analysis was conducted using SPSS 25 with validity and reliability tests, multiple linear regression, and hypothesis testing. The results showed that product placement, celebrity endorsement, and product innovation significantly affect brand awareness, both partially and simultaneously. Among these variables, celebrity endorsers had the highest influence on brand awareness, indicating that a well-known and credible public figure can effectively attract consumer attention and reinforce product recall.

Keywords: Product Placement, Celebrity endorser, Product Innovation, Brand Awareness, Wall's PopCornetto

INTRODUCTION

Marketing is a series of activities carried out by individuals or groups to be able to distribute goods or services to the general public. Marketing is a process of preparing integrated communication that has the aim of providing information about products, where a good marketing process is a process that satisfies audience preferences and desires (Supandi & Johan, 2022). In practice, marketing has developed marked by the process of market digitalization which is often found in various lines of business. This is also supported by the massive development of technology, especially in some companies that often utilize the internet as a business tool. The process of technological development has occurred in various parts of the world, without exception Indonesia.

Indonesia is a country where the total number of internet users continues to increase every year. In 2024, the number of internet users reached 221.5 million out of a total population of 278.6 million. 79.5% of the total population, an increase of 1.4% compared to the previous period (AJPII, 2024). The internet now plays an important role as a marketing strategy in expanding market reach to compete effectively in an increasingly digitized business world.

Marketing strategy can be interpreted as all the rules as well as guidelines for various business lines in responding to a competitive market (Yuliana & Ardansyah, 2022). Of course, an effective marketing strategy must also pay attention to various aspects of the marketing mix so that it can have a good impact on the company's business. The marketing mix itself includes various aspects, without exception product and promotion.

Product includes various aspects in the marketing mix including quantity, quality, shape, and branding by having good quality and quantity so that the product can be accepted according to market desires and demands (Syarifuddin et al., 2022). On the other hand, branding is also an important part in giving the public a good image of the company's products. In conveying a good image of a product, companies often make various efforts so that information can be distributed optimally through a promotional activity. Promotion itself can be defined as the company's process of communicating information about products to audiences (Kotler and Keller, 2019). In this case, promotion plays a vital role in creating good brand awareness for the company's products so that they are more easily remembered by the audience.

Brand awareness is basically how well consumers can recognize or remember a particular product. A high level of brand awareness makes it easier for consumers to remember products in the midst of fierce market competition. According to Rosmayanti (2023) in Rachmanu et al. (2024) brand awareness is an indicator in estimating the extent to which consumers can recognize and remember a brand. The ability of consumers to recognize or remember a product brand is strongly influenced by communication or consumer perceptions of the products offered (Firmansyah, 2022). According to research conducted by Ethika et al., (2022) brand awareness can be influenced by various factors, one of which is product placement.

Product placement has developed along with changes in mass communication media, including audio-visual media such as YouTube content, movies, web series, and other digital platforms (Nurhasanah, 2024). According to Guolla et al., (2017) in Ethika et al., (2022) product placement can be interpreted as a form or method of advertising carried out by displaying brand names, logos, or product visuals. This can help in breaking through the ever-

increasing advertising noise by using YouTube content creation. With this strategy, ads are subtly inserted in the content, making product placement an effective way for brands to grab the attention of the audience without having to skip the ads. By featuring products in YouTube content, product placement can positively increase brand awareness (Nadeak & Setiawan, 2024). One of the implementations of marketing strategies in the form of product placement advertising can be seen in the content of the “Iqbaal” event program on the VINDES YouTube channel.

Another factor that can have a positive impact on brand awareness is celebrity endorsers (Dewi & Prabowo, 2023). According to Mardiyono & Soesanto (2023) celebrity endorsers are a marketing strategy in which companies use famous people who have social influence to promote products. Celebrity endorsers are believed to have a significant impact on building brand awareness by becoming a role model that can be emulated by the audience (Murtdlo & Azizah, 2019). Therefore, the selection of celebrities needs to be carefully considered because of their credibility in conveying information about the product. The following is the implementation of the celebrity endorser marketing strategy by utilizing the popularity of the public figure Refal Hady.

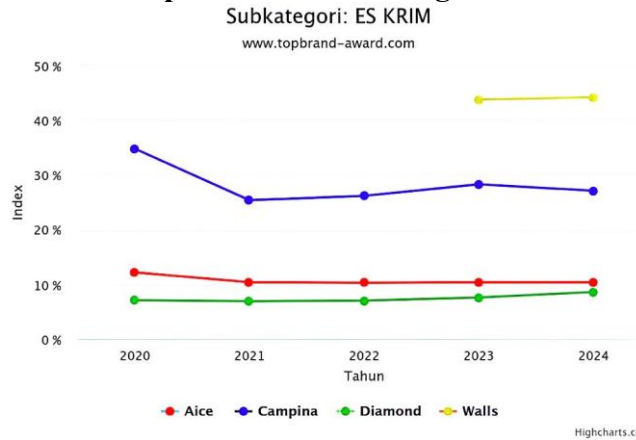
In addition to the two factors above, product innovation is also a supporting factor in the process of creating, developing, or improving products to influence the formation of brand awareness (Putra, 2023). This is supported by the understanding put forward by Widjaja & Wildan (2023) that product innovation is the design of previous products through the creation of new ideas that provide innovative products to satisfy consumers in order to attract attention amid intense competition. This causes companies to need to innovate to improve product quality and develop new features that can be sold as new products (Rachmadhian & Chaerudin, 2021). Product innovation is also believed to be able to make it easier to attract audience attention, especially in the face of increasingly fierce competition.

One company that faces intense competition in attracting audience attention is the food and beverage industry, especially in the ice cream sector, without exception PT Unilever Indonesia. The company is one of the leading companies in the Indonesian ice cream sector, with its headquarters located in BSD City, Tangerang. The company has an ice cream brand called Wall's which entered Indonesia in 1992. Wall's offers a wide selection of products such as Cornetto, Magnum, Paddle Pop, and Feast. Among these products, Wall's Cornetto attracts the attention of consumers with interesting and unique flavor innovations. One of the latest innovations is Wall's PopCornetto, which is a combination of buttercream popcorn flavor and caramel sauce and was launched in 2023.

Wall's Cornetto's success in launching Wall's PopCornetto shows the company's commitment to following the changing trends in the ice cream industry and attracting the attention of its target market. Wall's not only focuses on product innovation, but also implements creative marketing strategies to maintain its position as the market leader of the ice cream industry in Indonesia. Based on data from the Top Brand Award, Wall's Cornetto managed to occupy the top position among the top four ice cream brands in 2023 with 43.38%. This position is followed by Campina 28.30% and Aice 10.40%. In 2024, Wall's Cornetto again ranked first with an increase to 44.20%. With marketing strategies that follow

trends, Wall's Cornetto continues to maintain its position in an increasingly competitive market.

Figure 1.
Ice Cream Top Brand Award Diagram 2020 – 2024



The phenomenon of Wall's Cornetto's consistent placement at the top of the Top Brand Award shows the company's success in strengthening brand awareness among consumers. One of Wall's strategies to strengthen brand awareness is to use social media in its digital marketing strategy to reach a wider audience. Wall's Cornetto has several social media as its marketing strategy, namely Instagram, YouTube, Tiktok, and Twitter.

Table 1.
Social Media Wall's PopCornetto

Social Media Wall's Cornetto	Followers
YouTube	102K <i>Followers</i>
Instagram	71,2K <i>Subscriber</i>
Tiktok	4.3K <i>Followers</i>
Twitter	46,1K <i>Followers</i>

Based on the table above, Instagram Wall's Cornetto (@Cornetto_idn) has 71,200 followers, YouTube Wall's Cornetto (@Cornetto_IDN) has 102,000 subscribers, Tiktok Wall's Cornetto (@Cornetto.idn) has 4,367 followers, and Twitter Wall's Cornetto (@CornettoID) has 46,100 followers. Therefore, Instagram social media was chosen because of the second largest number of followers and the highest level of user activeness compared to other social media.

In line with this, Supriyantony & Jayadi (2021) argued that competition in the Indonesian ice cream sector has now increased significantly, for example with the presence of new brands such as Aice, Joyday, Glico, and Nestle. The emergence of new companies has increased competition in this sector. This research is useful given the increasing competition in the ice cream industry, especially among those who are active in digital media. Therefore, this research provides a new perspective because it focuses on the effectiveness of the company's marketing strategy in building brand awareness by covering product placement, celebrity endorsers, and product innovation through Instagram social media and

supported by external marketing strategies through YouTube social media to attract the attention of people who are active in digital media.

REVIEW OF LITERATURE

Product Placement

Product placement is basically a marketing strategy that places products or brands into non-promotional media content to influence consumer attitudes or behavior. The term product placement according to Koo (2023) refers to marketing activities in which products are placed in media content without explicitly stating their commercial purpose. On the other hand, according to Cokki et al. (2023) product placement as paid advertising that displays products covertly or unobtrusively through digital media. According to Kembuan et al. (2021) product placement has three dimensions where each dimension has indicators in it, namely :

1. Visual / Screen Placement

The visual display of brands or products on the screen is accompanied by three main indicators that need to be considered in product placement: clarity of product display, duration of display, and frequency

2. Auditory / Script Placement

The mention of the brand in the dialog in the content video is accompanied by the presence of several indicators, including: context of product mention and frequency of mention

3. Plot Connection

Integration of brands or products into the storyline in a show. Therefore, in this dimension there are also indicators that can be considered including: product relationship with the story ,visual & auditory combination, and product position in the storyline

Celebrity Endorser

Celebrity endorser is a marketing approach that leverages the popularity of well-known individuals to strengthen a brand image and increase product memorability among consumers. Mardiyono & Soesanto (2023) describe celebrity endorser as a promotional strategy where companies collaborate with famous personalities to advertise their products. Shimp (2014) in Dwisyahputra & Sicily (2024) there are five indicators of celebrity endorsers impact on audience response. These five indicators are collectively known as TEARS, namely :

1. Trustworthiness

Consumers tend to trust information from celebrities who have a good reputation.

2. Expertise

Celebrity endorser expertise involves knowledge or experience relevant to the product being advertised.

3. Attractiveness:

The attractiveness of a celebrity endorser includes various aspects, including physical appearance, personality, and pleasant nature.

4. Likeability

This factor is closely related to the attractiveness and personality compatibility between the celebrity and the audience.

5. Similarity

The similarity between the celebrity endorser and the audience is an important factor in forming an emotional connection.

Product Innovation

According to Kotler and Armstrong in Nofa et al. (2024), define product innovation as the process of developing new products launched by companies to improve existing ones, either by making modifications or creating entirely new products developed internally. Additionally, Kotler and Armstrong (2010), in Rozak (2024), identify three indicators of product innovation: product features, product design, and product quality.

Brand Awareness

According to Rosmayanti (2023), in Rachmanu et al. (2024), defines brand awareness as the extent to which an audience can recognize and recall a brand. Meanwhile, Amrita et al., (2024) identify four indicators of brand awareness: recall, recognition, purchase, and consumption.

Based on the explanation of product placement, celebrity endorsers, product innovation, and brand awareness, the following research hypothesis can be formulated :

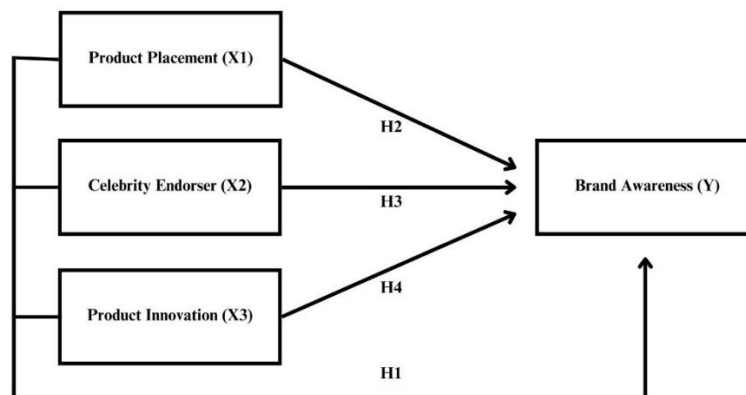
H1: Product Placement, Celebrity Endorser, and Product Innovation simultaneously affect Wall's PopCornetto Brand Awareness.

H2: Product Placement has a partial effect on Brand Awareness Wall's PopCornetto.

H3: Celebrity Endorser has a partial effect on Brand Awareness Wall's PopCornetto.

H4: Product Innovation has a partial effect on Brand Awareness Wall's PopCornetto.

Figure 2.
Conceptual Framework



RESEARCH METHOD

This study employs an associative research with a quantitative approach. As stated by Djollong (2014) in Prakoso et al. (2024), the quantitative method involves the utilization of numerical data, measurements, and statistical analysis to answer research inquiries and validate hypotheses. Furthermore, according to Hamid (2014) in Hutagaol & Safrin (2022), explains that associative research seeks to explore the connections between different variable. This study uses both primary and secondary data sources. The primary data was collected through a questionnaire distributed to Instagram followers of Wall's Cornetto who have

watched Wall's PopCornetto advertisements on the "Iqbaal" show program on the VINDES YouTube channel, were familiar with the Wall's PopCornetto, and recognized Refal Hady as a Wall's PopCornetto celebrity endorser. The study employed a non-probability sampling method with a purposive sampling technique, determining a sample of 100 respondents using the Slovin formula. Meanwhile, secondary data consisted of relevant published materials, including journals and books.

The tool used for data collection in this research was a questionnaire with a Likert scale. According to Sugiyono (2017) in Utami & Askiah (2021) the Likert scale serves as a tool for assessing the opinions, perspective, and beliefs of individuals or groups concerning social phenomena. Likert scale measurement using scoring from one to five in measuring the respondent's level of agreement with statements related to product placement, celebrity endorsers, product innovation, and brand awareness. This research data analysis uses the help of the SPSS 25 program. The stages of data analysis used are by conducting the Classical Assumption Test, Multiple Linear Regression Analysis Test, and Hypothesis Testing.

RESULTS AND DISCUSSION

Validity and Reliability Test

Table 2.
Validity Test Result

Variable	Statement	R _{count}	R _{table}	Description
Product Placement (X1)	X1.1	0.421	0.195	Valid
	X1.2	0.674	0.195	Valid
	X1.3	0.418	0.195	Valid
	X1.4	0.494	0.195	Valid
	X1.5	0.507	0.195	Valid
Celebrity Endorser (X2)	X2.1	0.652	0.195	Valid
	X2.2	0.656	0.195	Valid
	X2.3	0.625	0.195	Valid
	X2.4	0.524	0.195	Valid
	X2.5	0.535	0.195	Valid
Product Innovation (X3)	X3.1	0.652	0.195	Valid
	X3.2	0.674	0.195	Valid
	X3.3	0.341	0.195	Valid
	X3.4	0.652	0.195	Valid
	X3.5	0.535	0.195	Valid
Brand Awareness (Y)	Y.1	0.652	0.195	Valid
	Y.2	0.656	0.195	Valid
	Y.3	0.625	0.195	Valid
	Y.4	0.601	0.195	Valid
	Y.5	0.674	0.195	Valid

As presented in the table above, the results obtained for all indicators meet validity criteria, as the probability value (Sig.) for each is smaller than 0.05 (alpha), and the Rcount value surpasses the Rtable threshold of 0.195.

Reliability testing is important to assess the consistent level of statement results when measured repeatedly in measuring the same symptoms. Using the

Cronbach's alpha method, a variable is categorized as reliable if the Cronbach's alpha value exceeds 0.60. Based on the results of data processing using the SPSS 25 program, the reliability test results are as follows:

Table 3.
Reliability Test Result

Variabel	Cronbach's Alpha Value	Limit Value	Description
Product Placement (X1)	0.662	0.60	Reliabel
Celebrity Endorser (X2)	0.644	0.60	Reliabel
Product Innovation (X3)	0.617	0.60	Reliabel
Brand Awareness (Y)	0.703	0.60	Reliabel

Referring to the table above, it is evident that each variable demonstrates acceptable reliability. This is evident from the Cronbach's alpha values for the Product Placement, Celebrity Endorser, Product Innovation, & Brand Awareness, all of which have a value of more than 0,60.

Classical Assumption Test

The evaluation of classical assumptions is deemed valid if the analysis results satisfy the BLUE (*Best Linear Unbiased Estimator*) criteria with no indications of multicollinearity, autocorrelation, heteroscedasticity, and ensuring normality. The results of the classic assumption evaluation are presented as follows :

Multicollinearity Test

Table 4.
Multicollinearity Test Result

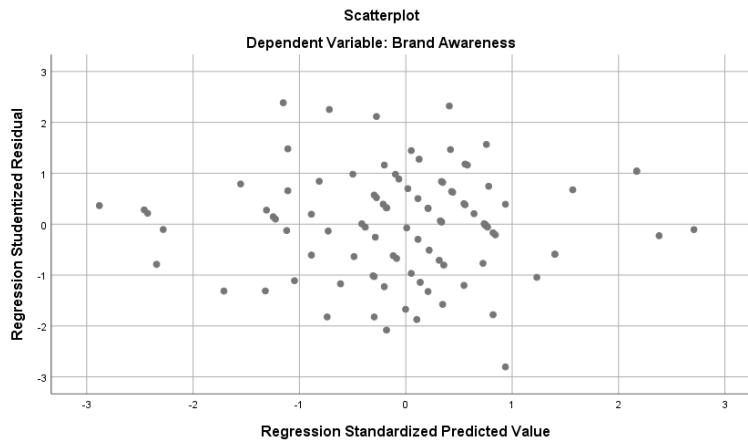
Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Product Placement (X1)	.680	1.471
	Celebrity Endorser (X2)	.237	4.212
	Product Innovation (X3)	.245	4.078

a. Dependent Variable: Brand Awareness (Y)

Table 4. presents the findings of the multicollinearity test using tolerance values and VIF. The analysis indicates that the VIF is less than 10 while tolerance value exceeds 0,1. Therefore, it can be inferred that the three independent variables in this study are free from multicollinearity symptoms.

Heteroscedasticity Test

Figure 3.
Heteroscedasticity Test Result



As presented in Figure 3, the points appear to be randomly distributed across the Y axis, both above and below 0, without forming a discernible pattern. This suggests the absence of heteroscedasticity in the regression model intended for hypothesis testing.

Autocorrelation Test

Table 4.
Autocorrelation Test Result

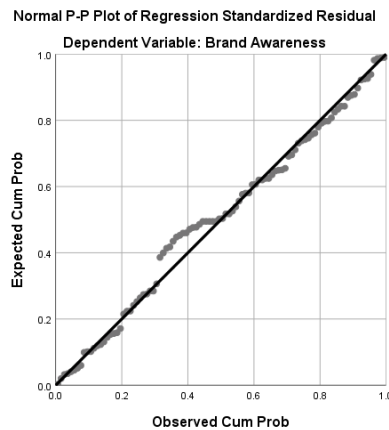
Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.902 ^a	.814	.808	1.267	1.915
a. Predictors: (Constant), <i>Product Innovation</i> , <i>Celebrity Endorser</i> , <i>Product Placement</i>					
b. Dependent Variable: <i>Brand Awareness</i>					

Referring to the table above, the result of the autocorrelation test indicate a value of 1.915. This refers to the Durbin Watson decision-making rules, with N= 100, the DW value is in the range of -2 to +2, namely $-2 < 1.915 < +2$. This study does not have autocorrelation symptoms. Additionally, the R² value of 0.814 suggests that 81,4% of Wall’s PopCornetto brand awareness can be explained by these three factors, while the remaining 18,6% is influenced by other external variables.

Normality Test

The assessment of normality is analyzed using the normal P-P plot graph, where the dataset is considered to follow a normal distribution if the plotted points are dispersed around the diagonal line. The normality test results are as follows:

Figure 4.
Normality Test Result



As illustrated in Figure 4, the plotted points are dispersed around the diagonal line and align with its overall pattern. Given these test outcomes, it can be inferred that the results in this research follows a normal distribution.

Multiple Linear Regression Analysis Test

Table 5.
Multiple Linear Regression Analysis Results

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	-1.423	1.030		-1.381	.171		
	Product Placement (X1)	.247	.058	.229	4.286	.000	.680	1.471
	Celebrity Endorser (X2)	.550	.094	.530	5.857	.000	.237	4.212
	Product Innovation (X3)	.275	.100	.245	2.755	.007	.245	4.078

a. Dependent Variable: Brand Awareness (Y)

It can be seen from the table above that the coefficient value is obtained on the Product Placement, Celebrity Endorser, & Product Innovation variables. The multiple linear regression model can be represented as follows:

$$Y = -1.423 + 0.247X1 + 0.550X2 + .275X3$$

- 1) The constant value in multiple linear analysis is -1.423. This means that if the variable Product Placement, Celebrity Endorser, & Product Innovation is 0, then the amount of Brand Awareness will be 3,709.
- 2) The coefficient value of multiple linear analysis for the Product Placement variable of 0.247 indicates that if the Product Placement variable increases by one point, it will affect the increase in Brand Awareness by 0.247, assuming other variables remain the same.
- 3) The regression coefficient for the Celebrity Endorser variable of 0.550 indicates that if the Celebrity Endorser variable increases by one point, it will affect the

increase in Brand Awareness by 0.550, assuming other variables remain the same.

- 4) The multiple linear analysis coefficient value for the Product Innovation variable of 0.275 suggests that an increase in the Product Innovation variable by one point will affect the increase in Brand Awareness by 0.275, assuming other variables remain the same.

Hypothesis Test

The results of simultaneous hypothesis testing (F test) can be seen in the following table :

Table 6.
F Test Results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	672.387	3	224.129	139.606	.000 ^b
	Residual	154.123	96	1.605		
	Total	826.510	99			

a. Dependent Variable: Brand Awareness
b. Predictors: (Constant), Product Innovation (X3), Celebrity Endorser (X2), Product Placement (X1)

Referring to the results of the F test presented in the table, it is evident that the effect of X1, X2, and X3 simultaneous on Y is reflected in an F_{count} of 224.129 with an F_{table} value of 2.699. Since $F_{count} > F_{table}$ ($224.129 > 2.699$) and the significance level (Sig.) is $0.000 < 0.05$, this confirms that the Product Placement, Celebrity Endorser, & Product Innovation collectively influence the Brand Awareness of Wall's PopCornetto. The conclusions of hypothesis testing (t test) are partially evident in the table below :

Table 7.
t Test Results

Coefficients ^a								
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.423	1.030		-1.381	.171		
	Product Placement (X1)	.247	.058	.229	4.286	.000	.680	1.471
	Celebrity Endorser (X2)	.550	.094	.530	5.857	.000	.237	4.212
	Product Innovation (X3)	.275	.100	.245	2.755	.007	.245	4.0778

a. Dependent Variable: *Brand Awareness* (Y)

Referring to the table above, the significance value for Product Placement, Celebrity Endorser, & Product Innovation exceeds 0.05, while the t_{count} value surpasses the t_{table} . Therefore, it can be inferred that each variable partially has a significant effect on *Brand Awareness*.

Discussion

Product Placement partially has a significant effect on Wall's PopCornetto Brand Awareness

Based on the partial test results (t test) on the Product Placement variable, the result show that $t_{count} > t_{table}$, meaning $4.286 > 1.985$ with a significance value of $0.000 < 0.05$. This suggest that the Product Placement partially exerts a notable impact on Brand Awareness Wall's PopCornetto. This is supported by the researct of Suryani et al., (2024) which highlights that Product Placement partially contributes to enhancing Brand Awareness in meaningful way.

Celebrity Endorser partially has a significant effect on Wall's PopCornetto Brand Awareness

According to the findings from the partial test (t test) on the Celebrity Endorser variable, the result show that $t_{count} > t_{table}$, meaning $5.857 > 1.985$ with a significance value of $0.000 < 0.05$. This indicates that the Celebrity Endorser has a notable partial impact on Wall's PopCornetto Brand Awareness. The combination of attractiveness and effective delivery of promotional messages makes Refal Hady a key figure in strengthening Brand Awareness. These findings are consistent with Kusuma (2024) which highlights that Celebrity Endorsers play a significant influence role in Brand Awareness.

Product Innovation partially has a significant effect on Wall's PopCornetto Brand Awareness

According to the findings from the partial test (t test) on the Product Innovation variable, the result show that $t_{count} > t_{table}$, meaning $2.755 > 1.985$ with a significance value of $0.007 < 0.05$. This indicates that the Product Innovation partially contributes significantly to Wall's PopCornetto Brand Awareness. The combination of flavor innovation and attractive packaging design for Wall's PopCornetto products effectively captures attention and strengthens brand awareness. Thes findings align with the research conducted by Rachmadhian & Chaerudin (2021), which states that innovation plays a crucial role in marketing strategies to enchance Brand Awareness.

Product Placement , Celebrity Endorser, & Product Innovation simultaneously have a significant effect on Brand Awareness

The analysis of simultaneous testing (F test) on the Product Placement , Celebrity Endorser, & Product Innovation variable, it shows that $F_{count} > F_{tabel}$ or $224.129 > 2.699$ and the significance level (Sig.) $0.000 < 0.05$. That means Product Placement, Celebrity Endorser, & Product Innovation simultaneously affect Wall's PopCornetto Brand Awareness. Additionally, the summary model shows the R^2 value of 0.735, indicating that 81.4% of Wall's PopCornetto Brand Awareness is explained by Product Placement, Celebrity Endorser, and Product Innovation. Meanwhile, the remaining 18.6% is attributed to other external factors beyond the scope of this study.

CONCLUSION

The results of simultaneous testing (F test) state that Product Placement, Celebrity Endorser, and Product Innovation have a significant effect on Wall's PopCornetto Brand Awareness. The partial test results (t-test) further confirm that each variable significantly influences Wall's PopCornetto Brand Awareness. Product Placement enhances consumer recall by integrating the brands into media content. Celebrity Endorser also has a significant impact, as the credibility and popularity of a public figure help attract consumer attention and reinforce brand recognition. Meanwhile, Product Innovation plays a crucial role in strengthening brand awareness by introducing new and unique variations that sustain consumer interest and engagement. These findings highlight the importance of a comprehensive marketing approach that combines strategic product placement, influential celebrity endorser, and continuous product innovation to enhance brand awareness. The results indicate that Wall's PopCornetto has successfully implemented these strategies to maintain a strong brand presence in the competitive ice cream industry.

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