

ABSTRACT

This study aims to analyze and determine the influence of the plot connection and brand prominence in product placement towards the brand recall, brand recognition, and brand attitude. The method of this study is experimental study which is giving a treatment for the participants, then collecting the data afterwards. The number of the participants is 227 people divided into 4 groups according to the web series for the treatment. The collection of the data using questionnaire, was given after the participants watched the web series. The data was analyzed with independent t-test. The findings indicated that in high plot connection web series, there is a positive influence of brand prominence towards brand recall, plot connection has a positive influence for brand recognition, plot connection has a positive influence for brand attitude, and in subtle brand prominence web series, there is a positive influence of plot connection towards the brand attitude.

Keywords: *Product placement, plot connection, brand prominence, brand recall, brand recognition, brand attitude*