

## **ABSTRACT**

**University of Muhammadiyah Yogyakarta**

**Faculty of Social Science and Political Science**

**Department of Communication Studies**

**Concentration Advertising**

**Aulia Rahman Jati**

**Consumer Perception Of Brand Chevrolet Camaro In Transformers Movie**

**1, 2, 3, and 4 (Descriptive Study Qualitative Consumer Perceptions**

**Regarding Against Brand Chevrolet Camaro The In Place In Transformers**

**Movie 1, 2, 3, and 4)**

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Some manufacturers market their goods through the movie. They chose the movie as a media to advertise, because the placement of product placement in films is quite effective in marketing a certain brand. There are many types of products that are in the movie. One of them brand is Chevrolet. Brand Chevrolet put its brand in the movie Transformers 1, 2, 3 and 4. The brand is making its products as the leading role in the film. The researcher saw there interest in the film. The interest of researchers brought researchers to seek to know about the perception of the brand when Brand Chevrolet Camaro that were placed in the Transformers movie turns into a robot.

The method used in this research is qualitative descriptive and research sites located in Yogyakarta. espondents were interviewed ten respondents and has a Chevrolet Brand. Techniques of data collection by interview. The conversation was is done by the two parties, namely the interviewer (interviewer) who asked questions and interviewed (interviewee), which provides an answer to that question. Then the technique using the member checking the validity of the data.

Based on interviews with 10 respondents, this research shows that the Camaro is a sports car that is powerful, sophisticated, and elegant. Researchers could conclude this matter based on the results of interviews with respondents. By doing placement, Chevrolet Camaro feels luxurious, powerful and elegant. This is all because depicted in the movie transformers 1, 2, 3 and 4 that the Chevrolet Camaro is a car that is powerful, sophisticated, and elegant. Robotic impression of the Chevrolet Camaro still feels because basically this sports car is designed with advanced. Respondents argued that returning to the portion that is the Chevrolet Camaro sports car in general. Chevrolet Camaro car that distinguishes the brand's competitors is packed in a film that has the robotic the movie genre.

**Keywords: chevrolecamaro, brand, placement, perception**

## ABSTRAK

Universitas Muhammadiyah Yogyakarta

Fakultas Ilmu Sosial Dan Ilmu Politik

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Persepsi Konsumen Terhadap Brand Chevrolet Camaro Pada Film

Transformers 1, 2, 3, Dan 4 (Studi Deskriptif Kualitatif Mengenai Persepsi

Konsumen Terhadap Brand Chevrolet Camaro Yang Di Tempatkan Pada

Film Transformers 1,2,3, Dan 4)

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Beberapa produsen memasarkan *brand* melalui film. Film dipilih sebagai media beriklan, karna penempatan *product placement* melalui film cukup efektif dalam pemasaran suatu *brand* tertentu. Ada banyak jenis produk yang ada di film. Salah satu *brand* nya adalah Chevrolet. *Brand* Chevrolet menempatkan *brand* nya di film Transformers 1, 2, 3 dan 4. *Brand* tersebut menjadikan produknya sebagai peran utama dalam film tersebut. Peneliti melihat ada yang menarik dalam film tersebut. Ketertarikan peneliti membawa peneliti untuk mencari tau tentang persepsi pengguna *brand* ini ketika *Brand* Chevrolet Camaro yang di tempatkan di film Transformers berubah menjadi robot.

Metode yang di pakai dalam penelitian ini adalah Deskriptif Kualitatif dan lokasi penelitian bertempat di Yogyakarta. informan yang di *interview* sebanyak sepuluh informan dan memiliki *brand* Chevrolet. Teknik pengambilan data dengan cara wawancara. Kemudian teknik validitas data menggunakan *member checking*.

Berdasarkan hasil *interview* dengan 10 informan, penelitian ini menunjukkan bahwa Camaro adalah mobil sport yang mewah, kuat, canggih, dan elegan. Peneliti bisa menyimpulkan masalah ini berdasarkan hasil *interview* dengan informan. Dengan melakukan *placement*, Chevrolet Camaro terasa mewah, kuat, canggih dan elegan. Ini semua karena di gambarkan dalam film transformers 1, 2, 3 dan 4 bahwa Chevrolet Camaro ini adalah mobil yang mewah, kuat, canggih dan elegan. Kesan *robotic* dalam Chevrolet Camaro tetap terasa karena pada dasarnya mobil sport ini di desain dengan canggih. Informan berpandangan bahwa kembali kepada porsinya bahwa mobil Chevrolet Camaro adalah mobil sport pada umumnya. Yang membedakannya mobil Chevrolet Camaro dengan kompetitornya adalah *brand* ini di kemas di sebuah film yang mempunyai genre film *robotic*.

**Kata Kunci:** chevrolecamaro, brand, placement, persepsi