

**ANALYSIS OF SOFT SELLING THROUGH SCARLETT WHITENING'S
PRODUCT PLACEMENT IN THE KOREAN DRAMA "REBORN RICH" ON
PURCHASE INTENTION
(Survey on Instagram Followers @hallyu.smi)**

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Abstract

This study aims to analyze the effect of soft selling through product placement Scarlett Whitening in the Korean drama "Reborn Rich" on purchase intention on Instagram followers @hallyu.smi. The phenomenon of the rise of Korean culture in Indonesia is utilized by various brands to carry out effective marketing strategies, one of which is through product placement in Korean dramas. The method used in this research is a quantitative approach with an associative research type. Data was collected through distributing questionnaires to 135 Instagram followers @hallyu.smi who have watched the Korean drama "Reborn Rich". Data was obtained through a research questionnaire distributed containing 27 questions regarding soft selling variables, product placement variables and purchase intention variables. Furthermore, the data obtained will be carried out various tests such as validity and reliability tests using the help of smartPLS 3.0 software. The results showed that the soft selling variable on purchase intention, the product placement variable on purchase intention, the soft selling variable on product placement and the product placement variable mediated effectively in the relationship between the soft selling variable and the purchase intention variable.

Keywords: Soft Selling, Product Placement, Purchase Intention, SmartPLS 3.0, Scarlett Whitening, Korea Drama.

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh soft selling melalui product placement Scarlett Whitening dalam drama Korea "Reborn Rich" terhadap purchase intention (minat beli) pada followers Instagram @hallyu.smi. Fenomena maraknya budaya Korea di Indonesia dimanfaatkan oleh berbagai merek untuk melakukan strategi pemasaran yang efektif, salah satunya melalui product placement di drama Korea. Metode yang digunakan dalam penelitian ini adalah pendekatan kuantitatif dengan jenis penelitian asosiatif. Data dikumpulkan melalui penyebaran kuesioner kepada 135 followers Instagram @hallyu.smi yang pernah menonton drama Korea "Reborn Rich". Data diperoleh melalui kuesioner penelitian yang disebarkan berisi 27 pertanyaan mengenai variabel soft selling, variabel product placement dan variabel purchase intention. Selanjutnya data yang diperoleh akan dilakukan berbagai pengujian seperti uji validitas dan realibilitas menggunakan bantuan software smartPLS 3.0. Hasil penelitian menunjukkan variabel soft selling terhadap purchase intention, variabel product placement terhadap purchase intention, variabel soft selling terhadap product placement dan variabel product placement memediasi secara efektif dalam hubungan variabel soft selling terhadap variabel purchase intention.

Kata kunci: Soft Selling, Product Placement, Purchase Intention, SmartPLS 3.0, Scarlett Whitening, Drama Korea.



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INTRODUCTION

The world of advertising is currently evolving and growing, requiring marketers within companies to be more selective when advertising to boost sales (Amelia and Rosyad, 2020). Market competition drives companies to innovate with more effective marketing strategies to ensure their products remain trendy and in demand.

One phenomenon that has captured attention is the growing popularity of Korean culture, or Hallyu, which has had a significant impact on lifestyles worldwide, including in Indonesia. The popularity of Korean dramas continues to grow rapidly in various parts of the world, in line with current technological advances, thanks to their engaging storylines. Korean dramas have become one of the most sought-after products across various groups.

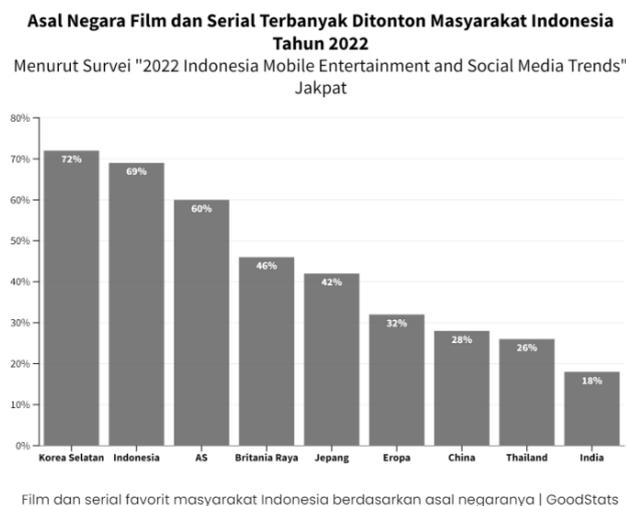


Figure 1. Country of Origin of the Most-Watched Films and Series by Indonesians in 2022

Source: Goodstats.id

Based on data released in the Jakpat survey "2022 Indonesia Mobile Entertainment & Social Media Trends" (goodstat.id, 2023), throughout 2022, South Korean films and series remained the favorite choice for Indonesians on OTT (Over the Top) services. Korean drama series received a percentage of 72% as the main choice for Indonesians on OTT services. Meanwhile, local films ranked second with a percentage of 69%. The third to fifth positions were occupied by films from other developed countries, such as the United States (60%), the United Kingdom (46%), and Japan (42%). This was followed by films from Europe (32%), China (28%), Thailand (26%), and India (18%). The survey involved 2,435 respondents and showed a tolerance level of error below 3%.

The Korean drama "Reborn Rich" has become a popular series among Indonesian audiences due to its engaging storyline and the popularity of its actors. This creates an opportunity for brands to utilize the medium as an effective advertising tool. One frequently used marketing

strategy is soft selling through product placement, which involves subtly inserting products into drama scenes to create a natural, non-forced impression. Scarlett Whitening, a well-known local skincare brand in Indonesia, utilizes soft selling through product placement as part of its marketing strategy. This is evident in the trending topic of Scarlett Whitening and Reborn Rich, which achieved the highest ratings throughout 2022, with a score of 26.9% (kompas.com, 2022). This significantly contributes to the maximum results of Scarlett Whitening's advertising efforts, which were broadcast in episodes 14 and 16 of the Korean drama "Reborn Rich."

Marketing strategies and consumer purchasing interest have a unidirectional relationship. If a company implements the right strategy, consumers can develop feelings and purchasing interest that can be followed by purchases. According to a study by Farhandi Saputra¹, purchasing interest refers to behavior where consumers have a desire to choose, consume, and utilize the products offered. Therefore, to increase purchasing interest, a clear understanding of consumer desires and awareness of the brand and/or product offered is needed. The use of product placement in Korean dramas allows Scarlett Whitening to reach a wider audience and influence the purchasing intention of Indonesian consumers. As stated by Iqlima & Saraswati, product placement in Korean dramas can be an effective method to increase purchasing intention. Reported (anakmarketing.com, 2024). Rolex Product Placement in the James Bond films has succeeded in creating high brand value from year to year, reaching 10 trillion USD in 2023. The success of this product placement is also supported by the consistent use of Rolex in various James Bond films, thereby increasing Rolex Purchase Intention.

This marketing technique is known as soft selling. According to a study by Wijayanto et al.,² soft selling refers to a sales method that subtly convinces consumers without applying pressure, emphasizing emotional storytelling and compelling visuals in product placement. This aims to generate a positive affective response and encourage purchase intention.

Although many brands invest in product placement in Korean dramas, there is a gap in previous research regarding the effectiveness of this strategy on the purchase intention of Indonesian consumers. As in the research conducted by AL Kurniawati³ there is a significant influence between soft selling on the purchase intention of Base skincare products, in the research of Fajarrizka⁴ found that soft selling content on Instagram can significantly increase the purchase

¹ Farhan Saputra and M. R. Mahaputra, "Relationship of Purchase Interest, Price and Purchase Decisions to IMEI Policy (Literature Review Study)," *Journal of Law, Politic and Humanities*, 2022, 66–75.

² Gatot Wijayanto and J. Aulia, "Soft Selling Marketing Communication Strategy Through Instagram Social Media to Achieve Millennials Market Share," *Eduvest: Journal of Universal Studies*, 2022, 2194–205.

³ A. L. Kurniawati, "Pengaruh Pesan Soft Selling Skincare Base Terhadap Minat Beli Produk (Survei Pada Followers Instagram @Itsmybase)," *The Commercium*, 2022, 85–94.

⁴ K. E. Fajarrizka, "Pengaruh Terpaan Konten Soft Selling Instagram @Pigijo_ Terhadap Minat Beli Followers," *ARIMA: Jurnal Sosial Dan Humaniora*, 2024, 1–5.

intention of followers, research by NN Afifah⁵ found that soft selling on TikTok significantly increases consumer interest in products offered by @tenuedeattire. In the research of Rudy Vernando Silalahi and Yuvi Angel⁶ there is a significant influence between product placement on purchase intention, In the research of Sugara⁷ proved that Product placement in the Korean drama "Little Woman" significantly affects the Purchase Intention of Kopiko Coffee Candy Blister Pack, research by N. Purnomo⁸ found that product placement has a significant effect on purchase intention, but in the research of S Syaqlira et al.,⁹ proved that product placement has no significant effect on purchase intention. Because many studies discuss the effectiveness of product placement in general, but are still limited to focusing on how soft selling through product placement in foreign media such as in Korean dramas can specifically influence the purchase intention of local consumers.

This study aims to fill the gap in the literature and provide a more comprehensive understanding in analyzing how soft selling through Scarlett Whitening's product placement in the Korean drama Reborn Rich influences purchase intention among followers of the Instagram account @hallyu.smi, which is a community of Korean drama fans in Indonesia.

Based on the phenomena and explanations that have been presented, the researcher is interested in conducting research with the title "ANALYSIS OF SOFT SELLING THROUGH PRODUCT PLACEMENT SCARLETT WHITENING IN THE KOREAN DRAMA REBORN RICH ON PURCHASE INTENTION (Survey on Instagram Followers @hallyu.smi)"

The formulation of the problem in this study is how does Soft Selling Scarlett Whitening in the Korean drama "Reborn Rich" influence Purchase Intention among Instagram followers @hallyu.smi, how does Product Placement Scarlett Whitening in the Korean drama "Reborn Rich" influence Purchase Intention among Instagram followers @hallyu.smi, how does Soft Selling through Product Placement Scarlett Whitening in the Korean drama "Reborn Rich" influence in increasing Purchase Intention of Indonesian consumers.

⁵ N. N. Afifah, "Pengaruh Soft Selling TikTok @TenueDeAttire Terhadap Minat Beli Konsumen Dengan Brand Awareness Sebagai Variabel Moderator" (Perpustakaan Untidar: Repositori Mahasiswa Untidar, 2024).

⁶ R. V. Angel, "Pengaruh Product Placement Terhadap Purchase Intention Dengan Brand Awareness Sebagai Variabel Mediasi (Studi Empiris Restoran Goobne Dalam Drama Korea 'Business Proposal')," 2023, 393.

⁷ Restu Pramesti Sugara and R. T. Tanuwijaya, "Pengaruh Product Placement Dalam Drakor Little Women Dan Product Quality Terhadap Purchase Intention (Studi Kasus Kopiko Coffee Candy Blister Pack)," *Jurnal Riset Rumpun Ilmu Ekonomi (JURRIE)*, 2023, 36–48.

⁸ N. Purnomo, "The Effect of Product Placement on Purchase Intention with Brand Awareness as a Mediation Variable (Study on Cimory Products in YouTube Content)," 2022, 417–28.

⁹ Z. A. Syaqlira, "Product Placement 'Goobne' Dan Drama Korea 'Business Proposal,'" *Jurnal Pendidikan Tambusai*, 2023, 2200–2205.

The purpose of this study is to determine the effect of Soft Selling Scarlett Whitening in the Korean drama Reborn Rich on Purchase Intention among followers of the Instagram account @hallyu.smi, to determine the effect of Product Placement Scarlett Whitening in the Korean drama Reborn Rich on Purchase Intention among followers of the Instagram account @Hallyu.smi, and to determine Soft Selling through Product placement Scarlett Whitening in the Korean drama Reborn Rich in increasing Purchase Intention of Indonesian consumers.

RESEARCH METHODS

This study has research objects that include independent variables, namely Soft Selling (X), mediating variables, namely Product Placement (M), and dependent variables, namely Purchase Intention (Y). This study aims to analyze the effect of soft selling on purchase intention of Scarlett Whitening products through product placement as a mediating variable. The method used in this study uses associative research with a quantitative approach. According to Hardani¹⁰, quantitative research is a structured scientific study of phenomena and their relationships. According to Hamali, S et al.,¹¹ quantitative research is a type of research that focuses on collecting and analyzing data in the form of numbers or statistics to measure, test, and explain phenomena. The population in this study were 10,100 Instagram followers of @hallyu.com who had watched the Korean drama "Reborn Rich" on the Viu streaming platform, using a non-probability sampling technique with a purposive sampling type. Non-probability sampling is a sampling technique that does not provide equal opportunities or chances for each element or member of the population to be selected as a sample.¹² Meanwhile, Sugiyono¹³ purposive sampling technique is sampling using certain considerations with the desired criteria to determine the number of samples to be studied.

In this study, the sample size was taken using the formula of Hair et al.,¹⁴ with the number of samples calculated based on the number of indicators multiplied by 5 to 10 ($27 \times 5 = 135$) the number of samples to be studied was 135 people.

The data collection technique used in this study was a questionnaire. A questionnaire is a data collection technique carried out by providing a set of written questions or statements to

¹⁰ Hardani and Nur Hikmatul Auliya, *Metode Penelitian Kualitatif Dan Kuantitatif* (CV. Pustaka Ilmu, 2020).

¹¹ Arif Yusuf Hamali and Sambudi, *Metodologi Penelitian Manajemen: Pedoman Praktis Untuk Penelitian Dan Penulisan Karya Ilmiah Ilmu Manajemen* (PT. Sonpedia Publishing Indonesia, 2023).

¹² Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D* (Alfabeta, 2022), 84.

¹³ Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*, 136.

¹⁴ J. F. Hair Jr., "Assessing Measurement Model Quality in PLS-SEM Using Confirmatory Composite Analysis," *Journal of Business Research*, 2020, 101–10.

respondents to answer,¹⁵ and distributed via Google Form to Instagram followers @hallyu.smi using the Semantic Differential Scale method.

RESULTS AND DISCUSSION

The respondents in this study were followers of the Instagram account hallyu.smi. A total of 135 people participated in this study. The research questionnaire was distributed online via Instagram in the form of a Google Form to the followers of the hallyu.smi Instagram account.

The results of a questionnaire distributed to Instagram followers of hallyu.smi who have watched the Korean drama "Reborn Rich" show a variety of responses from each respondent, as shown in the table below:

Table 1 Respondent Characteristics

Characteristics	Amount	Percentage (%)
Age		
< 17 Years	31	23%
17 – 25 Years	72	53.3%
26 – 29 Years	29	21.5%
30 – 35 Years	3	2.2%
> 35 Years	-	-
Have you ever watched the Korean drama Reborn Rich?		
Yes	135	100%
No	-	-
Is the streaming platform you use the Viu application?		
Yes	135	100%
No	-	-
Are you a user of Scarlett Whitening products?		
Yes	-	-
No	135	100%

Source: Processed by the author, 2025

Based on the results of distributing questionnaires to 135 respondents who follow the hallyu.smi Instagram account, it was found that the majority of respondents with the largest age range, namely 17-25 years, were 72 people or 53.3%, indicating that viewers of the Korean drama "Reborn Rich" on the Viu streaming platform and did not use Scarlett Whitening products were dominated by the younger generation.

¹⁵ T. Sudrartono, "Pengaruh Strategi Bauran Pemasaran Terhadap Perkembangan UKM Di Dinas Koperasi Usaha Kecil Dan Menengah Kabupaten Bandung," *Eco-Iqtishodi: Jurnal Ilmiah Ekonomi Dan Keuangan Syariah* 2, no. 1 (2020).

MEASUREMENT MODEL EVALUATION (Outer Model)

Validity Test and Reliability Test

Convergent Validity

Convergent validity is assessed by examining the relationship between statement items and variables, which can be measured by the loading factor values for each construct indicator. The rule of thumb used is outer loading > 0.7 , communality > 0.5 , and Average Variance Extracted (AVE) > 0.5 . Discriminant validity is measured by comparing the root of the AVE of a construct, which must be higher than the correlation between latent variables or by looking at the cross-loading score.¹⁶

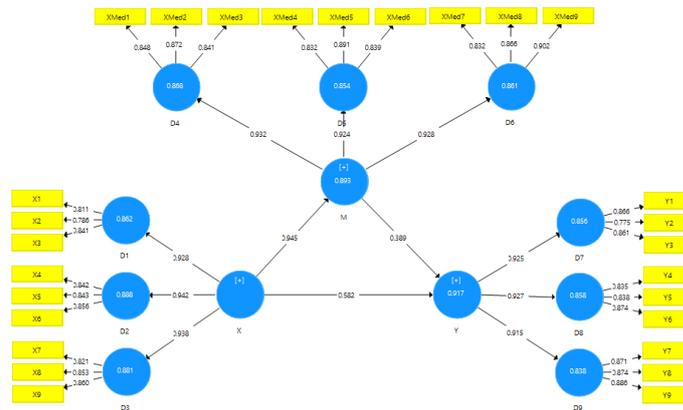


Figure 2 Path Diagram of PLS Model

Source: Processed by the author 2025

The results of the convergent validity test using SmartPLS software can be seen in the following loading factor values:

Table 2 Loading Factor Value Results

Latent Variables	Dimensions	Loading Factor	Indicator	Loading Factor	Information
Soft Selling	Image	0.862	X1 Indicator	0.811	Valid
			X2 Indicator	0.786	Valid
			X3 Indicator	0.841	Valid
	Duration Exposure	0.888	X4 Indicator	0.842	Valid
			X5 Indicator	0.843	Valid
			X6 Indicator	0.856	Valid
			X7 Indicator	0.821	Valid
	Implicit	0.881	X8 Indicator	0.853	Valid
			IndicatorX9	0.860	Valid
Product Placement	Plot connection	0.868	M1 Indicator	0.848	Valid
			M2 Indicator	0.872	Valid
			M3 Indicator	0.841	Valid
			M4 Indicator	0.832	Valid
	Visual	0.854	M5 Indicator	0.891	Valid

¹⁶ W. Abdillah and Jogiyanto, *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) Dalam Penelitian Bisnis* (Andi, 2015).

			M6 Indicator	0.839	Valid
			M7 Indicator	0.832	Valid
	Script placement	0.861	M8 Indicator	0.866	Valid
			M9 Indicator	0.902	Valid
<i>Purchase Intention</i>	Transactional interest	0.856	Y1 Indicator	0.866	Valid
			Y2 Indicator	0.775	Valid
	Interested to try	0.858	Y3 Indicator	0.861	Valid
			Y4 Indicator	0.835	Valid
	Action		Y5 Indicator	0.838	Valid
		0.838	Y6 Indicator	0.874	Valid
			Y7 Indicator	0.871	Valid
			Y8 Indicator	0.874	Valid
			Y9 Indicator	0.886	Valid

Source: Processed by the author 2025

Based on Table 2 above, almost all Loading Factor results have values above 0.7. Acceptable loading factor values are considered ideal if they have values > 0.7 and can be said to be very ideal and valid as indicators that measure the construct. Furthermore, to test the convergent validity of a model, the Average Variance Extracted (AVE) criterion is used. The following is the AVE table described in this study.

Table 3 Results of AVE Analysis Values

Variable	Average Variance Extracted (AVE)
<i>Soft Selling</i>	0.611
<i>Product Placement</i>	0.634
<i>Purchase Intention</i>	0.620

Source: Processed by the author 2025

Based on table 3, it can be seen that the results of the AVE test in this study show that all variables have values above 0.5, so it can be said that all variables in this study are acceptable.

Cronbach's alpha and Composite reliability

Reliability testing in SmartPLS can use two methods: Cronbach's alpha and composite reliability. Cronbach's alpha measures the lower limit of a construct's reliability, while composite reliability measures the actual reliability of a construct. The alpha or composite reliability value must be greater than 0.7, although 0.6 is still acceptable.¹⁷

Table 4 Results of Reliability Test Values

Variables	Composite reliability	Cronbach's alpha	Information
<i>Soft Selling</i>	0.934	0.920	Reliable
<i>Product Placement</i>	0.940	0.928	Reliable
<i>Purchase Intention</i>	0.936	0.923	Reliable

¹⁷ Abdillah and Jogiyanto, *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) Dalam Penelitian Bisnis*.

Source: Processed by the author 2025

Based on table 4 above, it is known that the Cronbach's Alpha value for each variable is above 0.7 and for the Composite Reliability value for each variable is above 0.7. Based on these values, it can be concluded that all indicators in the variables in this study are acceptable and have good reliability because they have a Cronbach's Alpha value > 0.7 and Composite Reliability > 0.6 which is the threshold value.

STRUCTURAL MODEL EVALUATION (Inner Model)

Coefficient of determination (R-square)

The R-square (R) test is conducted to measure the level of variation in changes in the independent variable against the dependent variable. A higher R value means a better predictive model of the proposed research model. R-square assessments are 0.75 (strong), 0.50 (moderate), and 0.25 (weak).¹⁸

Table 5 R-square Values

Variables	R-Square	Information
<i>Product Placement</i>	0.893	Strong
<i>Purchase Intention</i>	0.917	Strong

Source: Processed by the author 2025

Based on Table 5, the R-square value (coefficient of determination) for Product Placement (the mediating variable) is 0.893, which can be categorized as a strong variance. The R-square value for Purchase Intention (the dependent variable) is 0.917, which can be categorized as a strong variance. Therefore, the higher the R-square value, the better the predictive model of the research model.

Effect size(f-square)

f-Square Test The F-squared value is calculated as the absolute value of the individual contribution of each latent predictor variable to the R-squared value of the criterion variable. The F-squared value is 0.02 (weak), 0.15 (medium), and 0.35 (large).

Table 6 Effect Size Results

Variables	X	M	Y
<i>Soft Selling</i>		8,362	0.437
<i>Product Placement</i>			0.195
<i>Purchase Intention</i>			

Source: Processed by the author 2025

¹⁸ Abdillah and Jogiyanto, *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) Dalam Penelitian Bisnis*.

Based on Table 6, the results of the effect size (f-square) calculation show that the influence of Soft Selling on Product Placement with a value of 8.362 can be included in the large category and the influence of Soft Selling on Purchase Intention with a value of 0.437 can be included in the large category. Meanwhile, the influence of Product Placement on Purchase Intention with a value of 0.195 can be included in the medium category.

Influence Summary Matrix

The conclusions from all influence values are arranged in a single matrix, making it easier for researchers to analyze the relationships between latent variables. The following is a summary of the influences between variables in this study:

Table 7 Summary Matrix of Influence

Variables	T-Statistics Path Coefficient	P-Value	Influence direct	Influence Indirect	Total Influence	Hypothesis Results
<i>Soft Selling</i> -> <i>Purchase Intention</i>	4,989	0.000	0.582	0.000	0.582	Accepted
<i>Product Placement</i> -> <i>Purchase Intention</i>	3,325	0.001	0.389	0.001	0.390	Accepted
<i>Soft Selling</i> -> <i>Product Placement</i>	125,003	0.000	0.945	0.000	0.945	Accepted
<i>Soft Selling</i> -> <i>Product Placement</i> -> <i>Purchase Intention</i>	3,305	0.001	0.367	0.001	0.368	Accepted

Source: Processed by the author 2025

Based on table 7 above, it is known thatThe direct influence between the soft selling, product placement, and purchase intention variables is significant. To determine whether it is significant or not, it can be seen in the table with the p-value where the results obtained are as follows:

Hypothesis testing can be seen in Table 7, which shows a t-statistic value of 4.989 in the hypothesis testing between the soft selling variable and purchase intention, showing a value of 4.989 > 1.96 and a P-value of 0.000 < 0.05. Based on the results of the hypothesis testing, it shows a significant influence between soft selling and purchase intention. This is in line with the research

conducted AL Kurniawati¹⁹ which shows that soft selling has a significant effect on purchase intention.

H1: Analysis of soft selling on purchase intention

Hypothesis testing can be seen in Table 7, where the t-statistic value of 3.325 in the hypothesis test between the product placement variable and purchase intention shows a value of $3.325 > 1.96$ and P-. Based on the results of the hypothesis test, it shows a significant influence between product placement and purchase intention. This is in line with the research conducted Sugara & Tobing²⁰ which shows that product placement has a significant influence on purchase intention.

H2: product placement analysis of purchase intention

Hypothesis testing can be seen in table 7 that the t-statistic value is $3.305 > 1.96$. Based on the results of the hypothesis testing, it shows that there is a significant influence between soft selling on purchase intention through product placement. This indicates that the influence that occurs is not only direct, but also occurs through a mediation mechanism involving product placement. This means that the soft selling applied not only builds purchase interest directly, but also indirectly through the effectiveness of product placement perceived by consumers. In other words, the better the application of soft selling by Scarlett Whitening in the Korean drama "Reborn Rich", the more optimal the product placement is conveyed, and ultimately this will further strengthen the purchase intention of Instagram followers @hallyu.smi towards Scarlett Whitening products.

H3: Product placement mediates the relationship between soft selling and purchase intention.

CONCLUSION

Based on the results of research on Soft Selling in increasing Purchase Intention with Product Placement as a Mediating Variable, it can be concluded that Soft Selling Scarlett Whitening in the Korean drama "Reborn Rich" has a significant influence on Purchase Intention of Instagram followers @hallyu.smi. This means that the more subtle the promotional approach taken by Scarlett Whitening in the Korean drama "Reborn Rich", it can increase the sense of purchasing interest of Instagram followers @hallyu.smi to buy the product. Furthermore, Product Placement Scarlett Whitening in the Korean drama "Reborn Rich" has a significant influence on Purchase Intention of Instagram followers @hallyu.smi. This means that Product Placement of Scarlett Whitening products shown in the Korean drama "Reborn Rich" can increase the sense of purchasing interest of Instagram followers @hallyu.smi. Thus, Product Placement Scarlett Whitening in the Korean

¹⁹ Kurniawati, "Pengaruh Pesan Soft Selling Skincare Base Terhadap Minat Beli Produk (Survei Pada Followers Instagram @Itsmybase)."

²⁰ Sugara and Tanuwijaya, "Pengaruh Product Placement Dalam Drakor Little Women Dan Product Quality Terhadap Purchase Intention (Studi Kasus Kopiko Coffee Candy Blister Pack)."

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drama "Reborn Rich" can mediate the relationship between Soft Selling and Purchase Intention. This means that Product Placement can bridge the relationship between Soft Selling and Purchase Intention. Because indirectly, the existence of Product Placement from a good Soft Selling strategy in the Korean drama "Reborn Rich" can increase the purchasing interest of Instagram followers @hallyu.smi.

SUGGESTION and RECOMMENDATIONS

The researchers hope that this study can contribute to a deeper understanding of the effectiveness of soft selling and product placement in the context of digital marketing, particularly in the entertainment industry and streaming platforms. This study can also serve as a reference for further research that will develop a more comprehensive marketing model by considering other factors that influence purchase intention, such as brand awareness, consumer loyalty, product quality perception, or brand image. Furthermore, for Scarlett Whitening, the results of this study can serve as a basis for continuously optimizing their marketing strategy by utilizing soft selling and product placement effectively. By maximizing these two strategies, brands can increase interaction and engagement with customers, as well as encourage more positive purchasing intentions. Regular evaluation of the effectiveness of these strategies is also important to adapt to consumer trends and preferences.

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