

The Influence Of Influencer Marketing And Product Placement On Teh Botol Sosro's Brand Awareness

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Abstrak

Industri *Fast Moving Consumer Goods* (FMCG) khususnya di industri minuman teh dalam kemasan siap minum mengalami perkembangan dari tahun ke tahun. Berkembangnya industri ini ditandai oleh meningkatkan volume konsumsi dan juga banyaknya merek yang bersaing di industri ini. Salah satu merek yang bersaing dalam pasar ini adalah Teh Botol Sosro. Teh Botol Sosro yang bersaing ketat dengan merek lainnya melakukan berbagai upaya untuk meningkatkan *brand awareness* di tengah persaingan yang ketat ini. Upaya yang dilakukan oleh Teh Botol Sosro adalah dengan menggunakan *influencer marketing* dengan memilih Nex Carlos sebagai partnernya, sekaligus mengimplementasikan promosi melalui *product placement* pada konten Nex Carlos yang diunggah di berbagai platform. Penelitian ini bertujuan untuk mengetahui pengaruh *influencer marketing* dan *product placement* terhadap *brand awareness* Teh Botol Sosro. Objek penelitian ini adalah *influencer marketing* dan *product placement* sebagai variabel dependen. Teknik pengambilan sampel dilakukan dengan *non-probability sampling*, yaitu *purposive sampling*. Sampel pada penelitian ini berjumlah 100 responden dengan kriteria yaitu pernah menonton konten Nex Carlos yang di dalamnya memuat produk Teh Botol Sosro. Penelitian ini menggunakan analisis regresi linier berganda. Hasil penelitian ini mengungkapkan bahwa terdapat pengaruh antara *influencer marketing* dan *product placement* terhadap *brand awareness* baik secara simultan maupun parsial.

Keywords: *influencer marketing, product placement, brand awareness, teh dalam kemasan siap minum*

Abstract

The *Fast Moving Consumer Goods* (FMCG) industry, especially the ready-to-drink packaged tea beverage industry, has experienced development from year to year. The development of this industry is marked by an increase in consumption volume and also the number of brands competing in this industry. One of the competing brands in this market is Teh Botol Sosro. Teh Botol Sosro, which competes fiercely with other brands, is making various efforts to increase brand awareness amidst this intense competition. The efforts made by Teh Botol Sosro are using *influencer marketing* by choosing Nex Carlos as its partner, as well as implementing promotions through *product placement* on Nex Carlos content that was uploaded on various platforms. This research aims to determine the influence of *influencer marketing* and *product placement* on brand awareness of Teh Botol Sosro. The object of this research is *influencer marketing* and *product placement* as dependent variables. The sampling technique used in this research is *non-probability sampling*, namely *purposive sampling*. The sample in this study consisted of 100 respondents with the criteria being that they had watched Nex Carlos content which included the Teh Botol Sosro product on the content. This research uses multiple linear regression analysis. The results of this research reveal that there is an influence between *influencer marketing* and *product placement* on brand awareness, both simultaneously and partially.

Keywords: *influencer marketing, product placement, brand awareness, ready-to-drink packaged tea*

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INTRODUCTION

Fast Moving Consumer Goods (FMCG) is an industry where products are sold quickly at relatively low prices and in large quantities. This industry is described as an industry in which products or goods require relatively low cost of production, but has a turnover that tends to be fast. Fast Moving Consumer Goods (FMCG) has developed very rapidly. As a country with a population of 275 million people (the fourth largest in the world), the Indonesian people's need for basic necessities products, one of which is Fast Moving Consumer Goods (FMCG), is also high (Maulana, 2022). Therefore, the FMCG industry in Indonesia is considered very promising.

One industry that is growing rapidly is the soft product industry drinks / soft drinks. This is indicated by the large number of producers entering the soft drink market. In addition, the volume of soft drink consumption in Indonesia tends to increase from year to year with a consumption volume of 10.4 billion liters in 2023 (Statista, 2023) . The volume of soft drink consumption in Indonesia continues to increase, one of which is due to the variety of types of soft drinks on the market. One example of a type of soft drink that is circulating and popular in Indonesia is tea drinks in ready-to-drink packages. In line with the increase in the volume of soft drink consumption in Indonesia, the volume of consumption of tea drinks in ready-to-drink packaging also shows the same trend, namely increasing from year to year. The volume of consumption of ready-to-drink (RTD) tea drinks in Indonesia in 2023 will be 882.9 million liters (Statista, 2023) .

The increasing volume of ready-to-drink tea consumption is indicated by the number of brands competing in similar product categories. One of the products in this product category is Teh Botol Sosro. Teh Botol Sosro is a ready-to-drink packaged tea product produced by PT Sinar Sosro and launched in 1969 (Sinar Sosro, 2018). The Teh Botol Sosro product still survives and has become one of the most popular ready-to-drink packaged tea brands in Indonesia. Currently, Teh Botol Sosro is competing fiercely with several other brands in this product category. Competition can be seen from the Top Brand awards received. Top Brand is an award given to the best brands chosen by customers through a survey conducted by Frontier Research (Top Brand Award, 2022) . The Top Brand Award uses the Top Brand Index as the unit to determine the Top Brand. The Top Brand Index is measured some parameters, those three parameters are top of mind, last usage, and future intentions (Top Brand Award, 2022) . The award only will be given to a brand that has a minimum TBI of 10% and occupies top three position in that product category according to the survey result in that period.

Based on data released by Frontier Research, for the last four years, Teh Botol Sosro has received the title of Top Brand Award. During this period, Teh Botol Sosro had a Top Brand Index of more than 10% and was in third place in the ready-to-drink packaged tea product category. However, a problem still occurs. Teh Botol Sosro, which is established brand in the ready-to-drink packaged tea category, is increasingly being squeezed due to the presence of one of its competitors, namely Teh Pucuk Harum. Teh Pucuk Harum, which began production in 2011, is considered a new player when compared to Teh Botol Sosro, which has been produced since 1969. Teh Pucuk Harum, which is a relatively new brand, is disrupting the market and can improve the brand. the awareness it had was able to enter the Top Brand Award index in 2015 and overtake Teh Botol Sosro as the first Top Brand Award for this

category in 2018, and since then Teh Pucuk Harum has continued to remain the Top Brand in this category until 2024 (Top Brand Award 2024) .

The conditions that occur require Teh Botol Sosro to carry out various methods to increase awareness so that it can shorten the gap or overtake Teh Pucuk Harum in terms of the Top Brand Index. One effort that can increase awareness is by carrying out promotions. Teh Botol Sosro has carried out various types of promotions to improve its brand awareness. In general, the promotions that Teh Botol Sosro often carries out are promotions through advertising. Usually, the advertisements carried out by Teh Botol Sosro are advertisements during breaks in the advertising of a television program. However, according to Shimp & Andrews (2017) in the current era, advertising on television is no longer considered effective because television viewers will change the channel they are watching while the ad is running. According to Media Partner Asia (MPA) (2023), in a release regarding the video industry in Indonesia, it is explained that currently the TV market share has fallen by 8% from 56% to 48% because currently the video industry is starting to move towards online videos such as videos on social media. media, premium video-on-demand including freemium and SVOD (subscription video on demand) services. The decline in TV market share means that TV advertising will experience a decline in 2022-2023. The decline in market share causes TV audiences to decrease which makes companies that increase budgets on TV smaller than companies that increase promotional budgets in digital media with only 19% of companies admitting they will increase TV advertising budgets and 48% of companies that increase advertising budgets via digital media (Hidayatullah, 2020).

Apart from the decline in TV market share, there is avoidance of advertising avoidance often occurs. Advertising avoidance (ads avoidance) are all the actions that media users take differently to reduce their acknowledgment to all types of advertising content. They will avoid advertising in cognitive ways, affective ways, and behavioral ways. When consumer can avoid advertising in traditional media, many choose to avoid, ignore, and took their focus on other stuff (Kim & Seo, 2017). The problem of avoiding advertising or ads avoidance can be overcome with two strategies, namely influencer marketing and product placement.

Teh Botol Sosro carries out different marketing activities. The marketing activities carried out are by collaborating with an influencer and content creator named Nex Carlos to promote Teh Botol Sosro products. Teh Botol Sosro has been collaborating with Nex Carlos since May 2022. Nex Carlos has created content related to Teh Botol Sosro on his Instagram @nexcarlos with the Instagram Reels format, and on his YouTube channel, namely the channel called Nex Carlos with a full-length video format that includes Sosro bottle tea inside. The number of viewers that Nex Carlos managed to achieve for every Instagram Reels content he created reached more than 200 thousand viewers for every Reels he uploaded. Then, each video on Nex Carlos' YouTube channel gets an average of 711 thousand views (number of views/clicks) (Noxinfluencer, 2024).

Influencer marketing is generally used by companies to improve marketing in the digital era, this cannot be separated from the ability of influencers to attract many target audiences , especially fans or enthusiasts, to follow what they do (Lou & Yuan, 2019). Companies that work with influencers can reach their fans or enthusiasts. Influencers who have credibility will increase their followers ' interest in the products they advertise, this will certainly benefit the company, especially when influencer marketing has relatively more effective results in marketing products (Alhariry, 2019).

Furthermore, product placement has differences when compared to conventional advertising. The method of product placement is to place/insert the brand when the program is broadcast. Using this method allows consumers to still see the brand in certain scenes and not miss this promotion because the product placement is a part of the program that consumers tend to be sorry to skip. Therefore, the use of product placement is considered more effective than the use of conventional advertising that is attached to ads avoidance.

This research aims to determine and study: (1) the influence of influencer marketing on brand awareness, (2) the influence of product placement on brand awareness, and (3) influencer marketing and product placement influence brand awareness simultaneously. Specifically, from the practices carried out by Teh Botol Sosro through Nex Carlos which were explained to the audience of Nex Carlos. Apart from that, this research aims to provide an overview of the benefits of using influencer marketing and product placement on brand awareness. Practically, the results of this research are expected to be useful for manager level actors in companies operating in the FMCG industry, especially for the ready-to-drink packaged tea product category, to utilize the influencer strategy. marketing and product placement.

Theoretical Studies

Influencer marketing is a strategy using someone (such as bloggers , celebrities, topic experts, and opinion leaders) who can influence other people to do and decide something, often helping to determine specifications in the information provided (Keller & Swaminathan, 2020). Wiedmann & von Mettenheim (2021) explain that there are three dimensions in influencer marketing, including: (1) attractiveness, (2) trustworthiness, (3) expertise.

According to Shimp & Andrews (2017) Product placement is a marketing strategy in which advertisers place a product in the context of the chosen medium, for example television programs, films or gaming programs . Usually a brand will place its logo or product in appropriate media and target audiences to increase awareness . Shimp & Andrews (2017) , explains that there are three dimensions in categorizing product placement, including: (1) visual dimension, (2) auditory placement, and (3) plot connection.

Brand awareness is related to the strength of a brand in the minds of consumers which can be used as an illustration of consumers' ability to identify a brand based on various brand elements such as brand name, symbols, characters, logos, packaging and slogans under different conditions (Keller & Swaminathan, 2020). Keller & Swaminathan (2020) explain that there are two dimensions to brand awareness, those are: (1) brand recognition, and (2) brand recall.

Influencer marketing can be effective in improving a brand awareness for large companies (Ferina et al., 2021). Influencer marketing is a significant strategy to reduce the costs used for promoting a brand and is effective for improving the brand awareness of these consumers Hariyanti & Wirapraja (2018) .

There is strong potential for a placement to create an easy-to-remember association to change consumers' memories by recognizing and recalling a brand and becoming a possible choice over other brands (competitive (Shimp & Andrews, 2017). Furthermore, product placement / placement of Realfood Jelly products on a Variety Show on YouTube with the title "Mantul House" has a positive effect on brand awareness of Realfood Jelly (Ramadhini & Nurfebriani, 2023) . Fatmasari & Kuswibowo (2020) showed that from several product placements in YouTube videos observed, all of them generated further interest in the form of increasing awareness of the audience regarding the products carried out by the product placement strategy.

There is research that examines the influence of influencer marketing and product placement on brand awareness. Lydda et al (2023) revealed that product placement and influencer marketing simultaneously have a positive impact on brand improvement awareness to increase engagement with future customers/potential customers.

METHODOLOGY

This research uses quantitative research methods. The quantitative research method is a method in research that based on the positivism philosophy which is used to examine samples in certain populations, where data collection is carried out using instruments in research, and quantitative/artistic data analysis, with the target of testing predetermined

hypotheses (Sugiyono, 2021). The type for this research is the descriptive and verification method. By using this method, significant relationships between the variables studied will be known so that conclusions will clarify the picture of the object being studied.

This research is research using a direct survey in the field, namely assessing the phenomenon from the answers of respondents who are viewers of Nex Carlos content. Survey research is broad-scale research that aims to collect data in the amount required by the researcher by using a questionnaire as a research instrument, namely by asking questions or statements to a sample of a population (Arikunto, 2019). This research consists of two data sources, those data are primary data and secondary data. The primary data obtained were the results of a questionnaire that was distributed to respondents who were viewers of Nex Carlos. Respondents answered with a likert scale. Furthermore, secondary data from this research are library books, theses, journals, and documents related to the influencer marketing research process product placement and brand awareness

The population in this research is all viewers of Nex Carlos content. The number of this population cannot be known and this population can be categorized as an infinite population. The sample in this research was 100 samples who were viewers of Nex Carlos content which contained the Teh Botol Sosro product in it. The sample size calculation was carried out using the Lemeshow formula. In this research, the technique used in collecting samples was purposive technique sampling. Purposive technique Sampling is used because this technique discovers certain criteria or considerations that must be met by the samples used in this research. The sample chosen was viewers who had at least watched content from Nex Carlos on the YouTube/Instagram/TikTok platform which contained/displayed Teh Botol Sosro products at least once.

Data analysis was carried out using multiple linear regression. To fulfill the regression analysis, classical assumption tests are required which include normality tests, multicollinearity tests, and heteroscedasticity tests. Next, a hypothesis test is carried out which includes a simultaneous test (F test) and a partial test (t test). Then, the coefficient of determination (R²) test was carried out. The application used to process data is SPSS 25.

RESULTS AND DISCUSSION

This research uses multiple linear regression to determine the value of the dependent variable by considering the independent variables. This analysis is used to see the extent of the influence of influencer marketing and product placement on brand awareness of Teh Botol Sosro. This analysis is needed to find the multiple linear regression equation, namely: $Y = a + \beta_1X_1 + \beta_2X_2 + e$. A more detailed analysis can be seen in Table 1.

Table 1. Multiple Linear Regression Test Results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,220	1,899		3,276	0.001
	Influencer Marketing (X1)	0.381	0.091	0.478	4,173	0,000
	Product Placement (X2)	0.205	0.081	0.291	2,540	0.013
a. Dependent Variable: Brand Awareness (Y)						

Source: Processed by researchers (2024)

$$Y = 6.220 + 0.381X_1 + 0.205X_2 + e$$

Based on the multiple linear regression equation, it is known that influencer marketing (X1), and product placement (X2) have positive regression coefficients, where the higher the influencer marketing (X1) and product placement (X2) it is predicted that the brand will increase awareness (Y). Statistically, the values in the regression equation above can be explained as follows: (1) The constant of 6.220 (α) suggests the score value for brand awareness (Y) if influencer marketing (X1), and product placement (X2) is 0 (zero). (2) The regression coefficient for influencer marketing (X1) is 0.381 indicating that every time there is an increase in one score in influencer marketing (X1), it is predicted to increase the brand awareness score (Y) by 0.381. (3) The regression coefficient for product placement (X2) is 0.205 indicating that every time there is an increase in one score in product placement (X2), it is predicted to increase the brand awareness score (Y) by 0.205. These findings enhance understanding of factors influencing brand awareness.

Based on the results of Table 1, information is obtained that the t-values of the influencer marketing variable (X1) are 4.174, and the product placement variable (X2) t-values are 2.540, respectively, all exceeding the critical t-table value of 1.984. All independent variable has a significance below 0.05 which confirms the significant impact of these variables on brand awareness. In conclusion, influencer marketing (x1) partially significantly influences brand awareness, and product placement (x2) also partially significantly influences brand awareness.

Table 2 F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	997,131	2,000	498,566	56,020	,000 ^b
	Residual	863,275	97,000	8,900		
	Total	1860,407	99,000			
a. Dependent Variable: Brand Awareness (Y)						
b. Predictors: (Constant), Product Placement (X2), Influencer Marketing (X1)						

Source: Processed by researchers (2024)

Based on the calculation results listed in Table 2, information was obtained that the F-value is 56.020 which is bigger than the F-table (3.089). Furthermore, the value of the significance level is 0.000 which is less than 0.05. That finding means that there is a simultaneous influence between influencer marketing and product placement on brand awareness. This means that influencer marketing and product placement in Nex Carlos collectively have a significant effect on Teh Botol Sosro's brand awareness for viewers of Nex Carlos content.

Table 3 Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,732 ^a	,536	,526	2.983244
a. Predictors: (Constant), Product Placement (X2), Influencer Marketing (X1)				

Source: Processed by researchers (2024)

Based on the calculation results obtained in Table 3, information was obtained that the multiple correlation value (R Square) between influencer marketing and product placement

on brand awareness was 53.6%. This means that more than half of the influence can be attributed to those two variables, or in other words, influencer marketing and product placement simultaneously contribute an influence of 53.6% to brand awareness. However, approximately 46,4% may be affected by other factors that are not considered in this research. This finding means that some factors can affect brand awareness and stimulate further research to understand this variability.

The first findings show that there is an influence between influencer marketing on brand awareness with a positive relationship direction. In other words, the greater the suitability of Nex Carlos with its attractiveness, trustworthiness and expertise, the greater the consumer's involvement with the brand, in this case the increase in brand awareness of Teh Botol Sosro. This is in line with several previous studies, research conducted by Febriani et al., (2022) which states that the attractiveness, trustworthiness and high expertise of an influencer will tend to be considered credible and positively influence consumers' attitudes towards trusting the influencer in carrying out persuasion efforts. for Fortivit products. Furthermore, research from Mohsen et al., (2022) states that influencers who have high levels of attractiveness, trustworthiness and expertise have succeeded in changing consumer behavior to always be aware of the brands they see being used or promoted by an influencer.

The findings further show that there is an influence between product placement on brand awareness with a positive relationship direction. In other words, the more effective product placement is implemented in Nex Carlos content, the more audience awareness of the Teh Botol Sosro brand/product will increase. These findings are in line with several previous studies, such as research conducted by Ramadhini & Nurfebiaraning, (2023) which stated that the product placement variable had a positive and significant influence on Realfood Jelly brand awareness among 100 variety viewers. show Mantul House. These results are also in line with research conducted by Syarofi M et al., (2022) which explains that visual dimension, auditory placement, and plot connection which are part of the product placement raise awareness of the Kopiko brand from Vincenzo's audience.

The findings further show that there is an influence between influencer marketing and product placement simultaneously/collectively on brand awareness with a positive relationship direction. In other words, the more active and effective the use of influencer marketing and product placement implemented by Teh Botol Sosro in Nex Carlos content, the more brand awareness the Nex Carlos audience will have regarding Teh Botol Sosro products. Lydda et al., (2023) conducted research on the influence of influencer marketing and product placement on brand awareness, it was found that there was a positive and significant influence. This shows that influencer marketing and product placement can simultaneously increase brand awareness.

CONCLUSION

Based on the results of research that has been carried out in order to analyze the influence of influencer marketing and product placement on brand awareness of Teh Botol Sosro among Nex Carlos content viewers, conclusions can be drawn. Partial test results show that influencer marketing from Nex Carlos has an influence on the brand awareness of Teh Botol Sosro in a positive way. This means, the higher the value of the influencer marketing, the more the brand awareness of Teh Botol Sosro for Nex Carlos content viewers. Furthermore, partial test results show that product Teh Botol Sosro's placement in Nex Carlos content has an influence on the brand awareness of Teh Botol Sosro in a positive way. This means the higher the product adoption placement in Nex Carlos content, the higher the brand will be awareness of Teh Botol Sosro for Nex Carlos content viewers. Then, influencer marketing and product placement carried out by Teh Botol Sosro on individuals and Nex Carlos content collectively/simultaneously has an influence on the brand awareness of the audience of Nex Carlos content and the influence relationship that occurs is positive. This means that the higher

the value of the influencer marketing and product placement is carried out, the higher the brand will be audience awareness of Teh Botol Sosro.

This research has shown that the implementation of influencer marketing and product placement can influence the brand awareness. This proves how important influencer are marketing and product placement to be implemented as a form of promotion to increase awareness of the brand/product. Therefore, companies need to maintain an influencer strategy marketing and product placement. It is hoped that these findings can contribute to the development of more effective advertising and promotion processes for marketers.

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