



The Analysis of Product Placement on Brand Awareness and Brand Attitude of Kopiko Candy in Season 2 of Taxi Driver Korean Drama

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ABSTRACT

This research is conducted to analyze brand awareness and brand attitude of Kopiko candy affected by product placement of Kopiko product in the second season of Taxi Driver. There are three variables used in this research. Product placement was used as independent variable, while brand awareness and brand attitude acted as dependent variables. 181 respondents were chosen by purposive sampling method using specific criteria. Questionnaire as data collecting tools was filled by respondents from google form link sent by researcher. Data analysis method used was Structural Equation Modeling (SEM) with AMOS 24 as the tools. Results show that product placement of Kopiko candy impacts significantly towards both brand awareness and brand attitude of Kopiko brand. Meanwhile, brand awareness does not give significant effect towards brand attitude, hence it fails to act as mediator variable in this research.

INTRODUCTION

Increasingly tight competition in all industries forces companies to be more creative in developing marketing strategies. A good marketing strategy must adapt to developing trends in society. Because no matter how good the product is, if the company fails to market its product, then there will be no income to sustain the company's business. Therefore, it is important for companies to implement the right strategy, especially in promotional activities.

Promotion is part of the marketing mix in the form of all activities carried out so that a product can be known and attract the attention of potential consumers. Promotional activities can take the form of advertising, sales promotions, face-to-face sales, and publicity. As one of the promotional mixes, advertising is the most widely used activity. The reason is that advertising is

better able to reach the general public than other activities. This causes companies to often spend a lot of money designing and displaying advertisements in various media. However, in reality, many consumers today are reluctant to be "forced" to watch advertisements (Widyastuti, 2017). Consumers of television programs do zapping, which is moving channels when a broadcast is being played, causing the advertisements that have been prepared in that slot to become ineffective because no one is watching. Avoiding advertising can also occur by reducing or turning off the volume, including taking a "break" such as going to the toilet or looking at the smartphone screen. Therefore, marketers need a lot of creativity to overcome this problem so that the advertising costs that have been spent are not in vain.

One advertising packaging technique so that audiences do not feel like they are the target of advertising is through product placement. According to Belch & Belch (2015), product placement is a promotional strategy by integrating a product into a scene or part of the film's story so that the audience will accidentally pay attention to the product being displayed. This is effective because it can minimize the zapping that is usually done by the audience. Product placement also usually does not take up too much time in a scene, making it less obvious as a promotional activity. However, in a relatively short duration, there are many dimensions of product placement that must be considered, such as the visual, auditory and plot connections. There are several differences in product placement techniques between television shows in Indonesia compared to those outside Indonesia. From an auditory perspective, products on Indonesian television shows are usually mentioned more verbally than on television shows outside Indonesia. There are many scenes that clearly state the features of the product and also have persuasive sentences aimed at encouraging consumers to be interested in the product. This is different from product placement on television shows outside Indonesia, which usually only shows the product for a few seconds along with scenes of consuming the product. This difference can also be seen in the plot connection dimension where product placement in Indonesian television shows often takes up a special scene slot that is completely unrelated to the storyline of the show. In fact, this obvious "coercion" can make the audience uncomfortable and have a negative attitude towards the product or brand being displayed. Therefore, it is important for marketers to consider appropriate product placement techniques so that audiences are aware of the brand being displayed and express a positive attitude towards the brand.

A brand is a sign that can be displayed graphically in the form of a name, word, image, logo, number, letter, color arrangement, in two and/or three dimensions, hologram, sound, or a combination of two or more of these elements to differentiate goods and/or services produced by individuals or legal entities in goods and/or services trading activities (DJKI, 2022). A product of no matter how good quality will not be able to survive the competition if the trademark is not widely recognized by potential consumers. Therefore, brand awareness is an important variable to pay attention to so that a brand is easily recognized and remembered by the public. A high level of brand awareness among consumers can be seen from the response of consumers who immediately recognize the brand when there is a sensory trigger, are able to remember the brand specifically, and are able to mention the brand first when asked (top of mind). High awareness of a brand can have a positive or negative impact on consumer attitudes towards that brand. So, apart from increasing awareness of a brand, marketers must also be careful in shaping consumer attitudes which may be influenced by the way marketers display the brand in public spaces.

Brand attitude is an attitude tendency expressed by consumers as a reaction to the emergence of a brand. This reaction is related to consumers' evaluation of the things displayed by the brand, both through the media (indirect exposure) and directly (direct exposure). This reaction can also act as an indicator of whether consumers are interested or reluctant to buy products from the brand in question. Attitude towards a brand can be interpreted as a consumer's belief in the function of a product from that brand, whether they are happy or not

when the brand is displayed, and the consumer's willingness to consume the product if it suits their needs. Therefore, attitudes towards a brand are closely related to how the brand is displayed, such as product placement, to the awareness that is built as a brand image builder. This has been widely researched, especially because of the widespread use of product placement strategies in dramas or television series such as Korean dramas. One of the most famous Korean dramas recently is *Taxi Driver*.

Taxi Driver is a South Korean television series which was first released in 2021. This drama features various top artists such as Lee Je-hoon, Esom, Kim Eui-sung, and Pyo Ye-jin. As an adaptation of the webtoon "The Deluxe Taxi" by Carlos and Lee Jae-jin, this drama premiered on SBS TV Korea and NET. in Indonesia every Friday and Saturday at 22.00 Korean Standard Time. As of this writing, *Taxi Driver* has shown two seasons, each season consisting of 16 episodes. Season 1 of this drama tells the story of Kim Do-ki who has graduated from the Korea Naval Academy and becomes an officer of an underwater demolition team. His mother was murdered by a serial killer when he was young and this changed his life. Not long ago, Kim Do-ki is now a deluxe taxi driver and works for the Rainbow Taxi company. This company is not an ordinary taxi company in general. They provide a special "revenge call" service where clients can contact the company to take revenge, and Kim Do-ki and his colleagues will execute the request (Asianwiki, 2023a).

Season 2 of this drama tells the story of the revenge service carried out by Kim Do-ki and his colleagues as Rainbow Taxi employees. Victims of crimes who are unable to obtain justice through normal means contact Kim Do-ki and his colleagues to fight for the justice they deserve. After Kim Do-ki's team successfully completed their final mission, several members decided to split up. Now, two years after the separation, Kim Do-ki travels to Vietnam to help a father who lost his child. As the missions became increasingly complicated and dangerous, Kim Do-ki's old friends finally decided to return to Rainbow Taxi and together with the new members, they once again plunged into their skills. This season, which was released from February 17 to April 15 2023, received a very stable highest rating for each episode. Based on data from AGB Nielsen, *Taxi Driver* season 2 was ranked 1st nine times and ranked 2nd seven times in its 16 episodes in Seoul City. Meanwhile, based on national ratings, season 2 was only ranked 3 twice, and the other 14 episodes were stable at ratings 1 and 2. This is an indication that audience engagement with this drama is very high and allows marketers from various product categories to promote their products here. One of the Indonesian products promoted in this drama is Kopiko (Asianwiki, 2023b).

Kopiko is a brand of candy and instant coffee from Indonesia produced by PT. Mayora Indah, Tbk. (coffee candy) and PT. Torabika Eka Semesta (instant coffee). Four to five Kopiko candies contain caffeine which is estimated to be equivalent to a cup of espresso for the original flavor variant. Kopiko can be found in many countries around the world such as the Philippines, Malaysia, Vietnam, India, South Korea, Africa, the Middle East, the United States, and of course Indonesia. In South Korea, Kopiko candy has appeared in many dramas such as *Vincenzo*, *Mine*, and *Hometown Cha-cha-cha*. Based on research conducted by Ivena & Natalia (2023), it was found that there was an influence of product placement on Kopiko brand awareness in the Korean drama *Hometown Cha-cha-cha*. The research results also concluded that PT. Mayora Indah, Tbk. as the producer of Kopiko candy, we must strengthen Kopiko's positioning as a candy brand that can overcome drowsiness. Many Korean respondents also do not realize that Kopiko is a candy brand originating from Indonesia.

The Kopiko product placement in the Korean drama *Taxi Driver* Season 2 can be seen in episodes 7, 11 and 12. In episode 7, Kopiko candy is shown in a 30 second scene. This episode shows the scene of consuming Kopiko candy during the car chase. In the dialogue between the actors, there is the sentence, "This. Eat one and focus."

Figure 1. Kopiko Scene – Episode 7



Source: Viu (2023)

Meanwhile, in episode 11, the scene shows the actor yawning, expressing sleepiness and asking, "Go Eun, aren't you tired?" The actress who was asked then opened the Kopiko blister and consumed it and said, "I'm not tired."

Figure 2. Kopiko Scene – Episode 11



Source: Viu (2023)

Then in episode 12, the scene in the hospital shows two actors waiting. While waiting, one of the actors offered Kopiko candy and said, "You're probably tired, so eat it."

Figure 3. Kopiko Scene – Episode 12



Source: Viu (2023)

The three episodes in season 2 show Kopiko product placement with a maximum duration of 30 seconds. What the three episodes have in common is the visual display of the Kopiko blister with a pause when it is torn, then continued with a scene of the players consuming the candy. Auditorily, there is no mention of the Kopiko brand at all in the dialogue between players. However, associations are still made between sleepiness, fatigue and the candy. In terms of plot connection, the Kopiko candy scene is not related to the main story dialogue, but also does not interfere with the progress of the scenario. This raises several interesting questions to be

researched because by showing Kopiko candy in Korean dramas that have high ratings, it is possible to study further the impact on audience awareness of the Kopiko brand as well as attitudes towards the brand.

LITERATURE REVIEW

Product Placement

Placing products on television shows or dramas is a trend that is being developed in many countries. It is hoped that product placement in a drama or television show will make the audience aware of the product or brand displayed in the storyline or scene. The dimensions of product placement consist of visual, auditory, and plot connection. The visual dimension consists of three indicators, namely frequency, duration and clarity of product display. Meanwhile, the auditory dimension consists of three indicators, namely the context when the brand is mentioned, the frequency of brand mentions, and the emphasis on brand mentions. The plot connection dimension has three indicators such as contribution to the scene, player interaction, and importance to the scene (Kembuan et al., 2021).

Brand Awareness

Brand Awareness is the ability of customers or potential buyers to remember that a brand is part of a certain product category (Sholihah et al., 2018). According to Rangkuti in Setiawan et al., (2014), there are four indicators to measure brand awareness variables such as brand awareness, brand recognition, brand memorability, and making the brand the main choice. As one of the goals of marketing communications, brand awareness is expected to be able to resurface a brand in consumers' minds when there is a trigger in a scene.

Brand Attitude

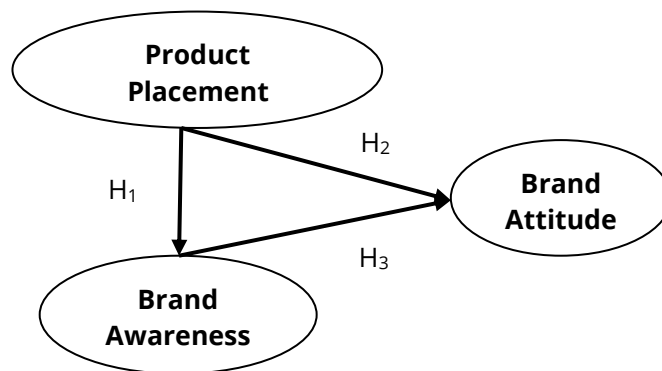
Brand attitude is defined as a consumer's overall evaluation of a brand where the more positive the attitude towards the brand, the more market share will increase (Tarigan in Hertanto, n.d.). Brand attitude also influences consumer purchasing decisions, where if there is a negative perception, consumers will tend to avoid purchasing that brand. Brand attitude is measured through three indicators, namely cognitive, affective and conative components (Sholihah et al., 2018).

Hypothesis

A hypothesis is a temporary assumption about a phenomenon that is presumptive in nature and must be proven true. The hypotheses in this research are as follows:

1. Kopiko Product Placement has a significant effect on Kopiko Brand Awareness in Season 2 of Taxi Driver Korean Drama
2. Kopiko Product Placement has a significant effect on Kopiko Brand Attitude in Season 2 of Taxi Driver Korean Drama
3. Kopiko Brand Awareness has a significant effect on Kopiko Brand Attitude in Season 2 of Taxi Driver Korean Drama

Based on the hypothesis above, the research framework is presented as follows:

Figure 4. Research Framework

Source: Ivena (2023), Maulana (2018)

METHODS

The method used in this research is a quantitative method that focuses on the explanatory level where the results of this research are expected to be able to describe the phenomena that occur, how reliable the understanding is, and whether there are new phenomena that can be explored. Statistical modeling is the most crucial thing in capturing phenomena in this research method. Questionnaires were chosen as the data collection method. The questionnaire used includes questions that are measured using a 1-5 Likert scale where a score of 1 represents disagreement and a score of 5 represents a statement of strongly agree.

Population is a combination of events, subjects, or people with the same characteristics and is the center of attention for research. The population in this research is all viewers of the Korean drama "Taxi Driver" Season 2. Meanwhile, the sample is part of the entire population which is expected to be able to describe the phenomena that occur in the research object. This research uses a purposive sampling method with the following criteria:

1. The audience must be at least 15 years old and have an awareness of what happens in a drama scene
2. Viewers have watched all the episodes of Taxi Driver Season 2
3. Viewers have heard and consumed Kopiko candy

As an analysis technique, this research uses validity, reliability and Structure Equation Modeling (SEM) tests. The tools used for SEM modeling are IBM AMOS with stages such as developing theoretically based models, developing flowcharts, converting flowcharts into equations, selecting input matrices and modeling techniques, the possibility of identification problems arising, evaluating goodness of fit criteria, and interpreting as well as modifying the model. To meet the sample size requirements for using SEM analysis, the minimum sample size is five times the total indicators, and ten times the indicators for the maximum sample. Because there are 12 indicators in this study, the minimum sample is 60 respondents, and the maximum sample is 120 respondents. However, to maintain data normality, the respondents were increased to 181 respondents.

The dimensions and indicators of each variable tested in this research are as follows:

1. Product Placement: Visual (frequency, duration, display) and Plot Connection (plot contribution, character interaction, in-plot function) (Kembuan et al., 2021)
2. Brand Awareness: Brand recognition, brand recall, and top of mind (Sholihah et al., 2018)
3. Brand Attitude: Cognitive, affective, conative (Sholihah et al., 2018)

RESULTS

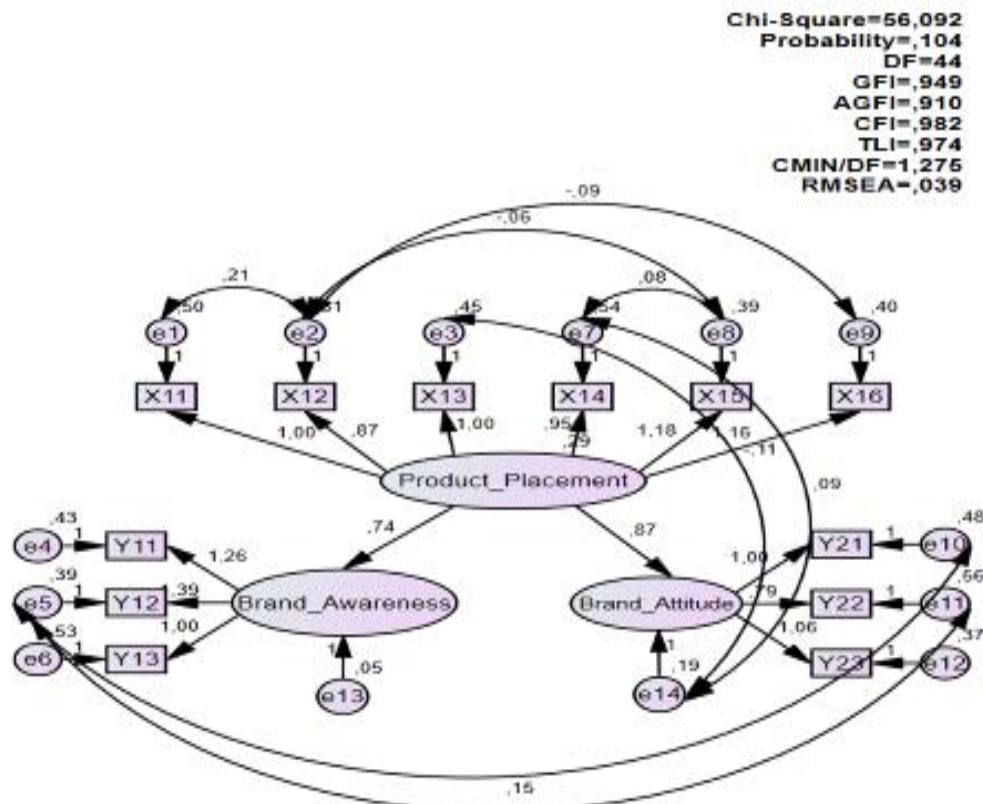
Descriptive Analysis

Descriptive analysis in this research describes the profile of respondents based on age, gender, current education, awareness of brand origin, and awareness of product placement. Based on age and gender, the dominant respondents were aged between 20-24 years (68.3%) and female (63.9%). The education level of respondents when the questionnaire was distributed was dominated by DIII/S1 students. This shows that the Korean drama Taxi Driver is aimed at young women as its target market. Based on brand awareness, 96.2% of respondents knew that Kopiko was a coffee candy brand originating from Indonesia. Only a small number of respondents did not realize that the product they saw in the drama was actually an Indonesian product. However, what is important to note is the identification of awareness of product placement. Only 65% of respondents were aware that Kopiko candy was featured in three episodes of season 2. Meanwhile, the rest felt they had only seen it one, two, or more than three times. This shows that the placement of the Kopiko product in this drama biased the respondent's memory so that they could not specifically remember how often this product was displayed.

Structural Equation Modeling

The results of data processing based on the full SEM model output are presented in the figure below:

Figure 5. Full Model



Source: Processed data (2023)

Based on the full model above, it is concluded that there is no model identification problem because all the criteria have met a good goodness of fit index value. The full model test results are presented in the following summary table:

Table 1. Full Model Results

No.	Goodness of Fit Index	Cut off Value	Results	Criteria
1.	X ² - Chi Square	< 60,481	56,092	Good Fit
2.	Significance Probability	≥ 0,05	0,104	
3.	DF	> 0	44	Over Identified
4.	GFI	≥ 0,90	0,949	Good Fit
5.	AGFI	≥ 0,90	0,910	Good Fit
6.	CFI	≥ 0,95	0,982	Good Fit
7.	TLI	≥ 0,95	0,974	Good Fit
8.	CMIN/DF	≤ 2,0	1,275	Good Fit
9.	RMSEA	≤ 0,08	0,039	Good Fit

Source: Processed data (2023)

The test results show a value with good fit criteria when compared with the cut off value. Therefore, the full model in this study is acceptable. Thus, there are two structural equations produced by the fit model from the AMOS output:

- a. Structural equation 1:
Brand Awareness = 0.862*Product Placement
- b. Structural equation 2:
Brand Attitude = 0.734*Product Placement

Hypothesis Test

Research hypothesis testing was carried out on the three proposed hypotheses. Hypothesis testing is carried out using the t-value with a significance level of 0.05. The t-value in the AMOS 24 program is the critical ratio (C.R.) value in the Regression Weights of the fit model (Full Model). If the critical ratio (C.R.) value is ≥ 1.96 or probability value (P) ≤ 0.05 , then H₀ is rejected (the research hypothesis is accepted). The Regression Weights values resulting from processing by AMOS 24 against the Full Model are shown in the following table:

Table 2. AMOS Output

	Estimate	S.E.	C.R.	P	Label
Brand_Awareness <--- Product_Placement	,740	,142	5,214	***	par_10
Brand_Attitude <--- Product_Placement	,868	,150	5,776	***	par_11

Source: Output AMOS 24 (2023)

1. Hypothesis 1

H₁: Kopiko Product Placement has a significant effect on Kopiko Brand Awareness in Season 2 of Taxi Driver Korean Drama

Conclusion: Because the t-value or C.R. is 5.214 > 1.96 or there is a *** sign in the P value, then H₁ is accepted, which means that Kopiko Product Placement has a significant effect on Kopiko Brand Awareness in Season 2 of Taxi Driver Korean Drama.

2. Hypothesis 2

H₂: Kopiko Product Placement has a significant effect on Kopiko Brand Attitude in Season 2 of Taxi Driver Korean Drama

Conclusion: Because the t-value or C.R. is 5.776 > 1.96 or there is a *** sign on the P value, then H₂ is accepted which means that Kopiko Product Placement has a significant effect on Kopiko Brand Attitude in Season 2 of Taxi Driver Korean Drama.

3. Hypothesis 3

H₃: Kopiko Brand Awareness has a significant effect on Kopiko Brand Attitude in Season 2 of Taxi Driver Korean Drama

Conclusion: Because the regression path from Brand Awareness to Brand Attitude was eliminated ($p > 0.05$), H₃ was rejected, which means that Kopiko Brand Awareness had no significant effect on Kopiko Brand Attitude in Season 2 of Taxi Driver Korean Drama.

DISCUSSION

Based on the hypothesis test above, it is concluded that Kopiko product placement has a significant effect on Kopiko brand awareness in season 2 of Taxi Driver Korean drama. With a regression value of 0.862, the influence of Kopiko product placement is categorized as very high in forming respondents' awareness of the brand. The influence of Kopiko product placement is also relatively high on Kopiko brand attitude with a regression value of 0.734. In the visual dimension, the indicator that has the largest loading factor is display (0.623). Respondents were able to recognize and remember the Kopiko brand because the candy was displayed very clearly in the scene. Meanwhile, in the plot connection dimension, character interaction produces the largest loading factor compared to the other two indicators (0.713). This shows that respondents felt that the interaction between actors/actresses in this scene had displayed Kopiko candy well. The lowest loading factor for each product placement dimension is the duration indicator (0.514) and plot contribution (0.571). This shows that the duration of the Kopiko candy displayed in the scene is still considered relatively short so that respondents are unable to remember the details. A relatively small percentage of respondents also thought that the presence of Kopiko candy did not interfere with the storyline. There are still many who feel that there is no connection between Kopiko's product placement and the course of the drama's story.

An interesting thing actually happens in the influence of brand awareness on brand attitude. The results of this research indicate that there is no significant influence on Kopiko brand awareness on Kopiko brand attitudes in this drama. The brand awareness indicator with the lowest loading factor was contributed by top of mind (0.534). This indicates that although many respondents recognize the Kopiko brand, this does not necessarily make Kopiko the main choice that appears in consumers' minds when discussing coffee candy. Meanwhile, the lowest loading factor on the brand attitude variable was contributed by the affective indicator (0.558). The response from the audience apparently tended to be normal towards the display of Kopiko candy in the drama. They are neither relatively positive nor negative in responding to Indonesian products that have successfully expanded internationally, such as placing their products in Korean dramas. Therefore, the insignificant influence of brand awareness on brand attitude in this case could possibly occur because the response of the audience who know and are aware of the presence of Kopiko candy does not necessarily form a liking for the appearance of this product in the scene.

CONCLUSION

This research succeeded in concluding that there is an impact of Kopiko Candy product placement on both brand awareness and brand attitude in season 2 of Taxi Driver Korean drama. However, there is one rejected hypothesis, which is the impact of brand awareness towards brand attitude of Kopiko candy on season 2 of Taxi Driver Korean drama. The right impact of product placement apparently does not indirectly affect brand attitude through brand awareness. Kopiko's failure in forming awareness effect towards attitude is probably caused by short-term scene where the candy was displayed. Another display element of Kopiko as Indonesian product could be taken into consideration as well. If this drama is going to target Indonesian market specifically, then the appearance of Indonesian influencer or brand ambassador could also become a strategy to shape positive attitude towards this product. Cause basically, Indonesian audience would be more familiar and prouder if their product is displayed by its own people. This research is also supported previous research by Meidianti & Nugrahani

(2022) regarding the effect of Kopiko product placement on Korean drama towards audience response. With Kopiko candy often placing products in Korean dramas, the research continuation on the same topic on different objects should be considered in the future.

SUGGESTION

Based on the process taken by this research, there are several suggestions that could be considered for next related research, such as:

1. Collect more respondents to gain normal data distribution. For SEM method, at least 200-400 would be needed to achieve normal distribution.
2. Choose the respondents wisely and objectively since there are always respondents who fill out questionnaire randomly
3. There should be more research connecting this topic with the brand equity as well as purchase decision, especially on Indonesian product that expands worldwide

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