



***Applying the Concept of “Product Placement” to Build Mutualism Between Brands and Film For The Production in the Short Film KALA***

**Undergraduate Thesis  
Submitted as one of the requirements to obtain  
Sarjana Ilmu Komunikasi**

By:

Patricia Christine Angelina Ruru

009201900092

**FACULTY OF HUMANITIES  
COMMUNICATION STUDY PROGRAM**

**CIKARANG**

**JUNE, 2023**

***Applying the Concept of “Product Placement” to Build Mutualism Between Brands and Film For The Production in the Short Film KALA***

Patricia Christine Angelina Ruru<sup>a</sup>, Yohanes Yoga Prayuda, S.Sn., M.Sn.<sup>b</sup>

Patricia Christine Angelina Ruru, Palmerah, Jakarta Barat, 085240206192

[patriciaruru29@gmail.com](mailto:patriciaruru29@gmail.com)

Yohanes Yoga Prayuda, S.Sn., M.Sn.

## STATEMENT OF AUTHORSHIP

This thesis is my own, and it contains no material published or written by any person, save as alluded to in the text, to the best of my knowledge and belief. No other higher institution has accepted any of the materials submitted as part of this thesis for the award of any other degree or diploma.



Signed :

Patricia Christine Angelina Ruru

Dated: 08-05-2023

---

As (a) advisor(s) of Patricia Christine Angelina Ruru, I certify that the work submitted in this thesis was completed by the student named above, to the best of my knowledge, and is worthy of examination.



Signed :

Yohanes Yoga Prayuda ,S.Sn., M.Sn.,

Dated: 08-05-2023

---

## **PANEL OF EXAMINATION APPROVAL SHEET**

The Panel of Examiners declares that the thesis entitled *Applying the Concept of Product Placement to Build Mutualism Between Brands and Film For The Production in Short Film KALA*.

that was submitted by Patricia Christine Angelina Ruru majoring in Film & Television from the Faculty of Humanities was assessed and approved to have passed the Oral Examinations on May 31<sup>st</sup>, 2023.



**Arda Muhlisiun, S.Sn., M.Sn.**  
**Chairman of Panel & Examiner I**



**Satrio Pamungkas, S.Sn., M.Sn.**  
**Examiner II**



**Yohanes Yoga Prayuda, S.Sn., M.Sn.**  
**Final Project Advisor**

## STATEMENT OF ORIGINALITY

In my capacity as an active student of President University and as the author of the final project stated below:

Name : Patricia Christine Angelina Ruru  
Student ID number : 009201900092  
Study Program : Communication  
Faculty : Humanities

I hereby declare that my final project entitled *Applying the Concept of Product Placement to Build Mutualism Between Brands and Film For The Production in Short Film KALA* is to the best of my knowledge and belief, an original piece of work based on sound academic principles. If there is any plagiarism detected in this final project, I am willing to be personally responsible for the consequences of these acts of plagiarism and will accept the sanctions against these acts in accordance with the rules and policies of President University.

I also declare that this work, either in whole or in part, has not been submitted to another university to obtain a degree.

Jakarta, 14 June 2023

A handwritten signature in black ink, appearing to be 'P. Angelina Ruru', written in a cursive style.

(Patricia Christine Angelina Ruru)

# SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST

As an academic community member of the President's University, I,  
the undersigned:

Name : Patricia Christine Angelina Ruru

Student ID number 009201900092

Study program : Communication

for the purpose of development of science and technology, certify, and approve to give President University a non-exclusive royalty-free right upon my final report with the title :

***Applying the Concept of Product Placement to Build Mutualism Between Brands and Film For The Production in Short Film KALA***

With this non-exclusive royalty-free right, President University is entitled to converse, to convert, to manage in a database, to maintain, and to publish my final report. There are to be done with the obligation from President University to mention my name as the copyright owner of my final report.

This statement I made in truth.

Jakarta, 14 June 2023

A handwritten signature in black ink, appearing to read 'Patricia', written on a light-colored rectangular background.

(Patricia Christine Angelina Ruru)

## **ADVISOR APPROVAL FOR JOURNAL/INSTITUTION'S REPOSITORY**

As an academic community member of the President's University,

I, the undersigned:

Name : Yohanes Yoga Saputra, S.Sn., M.Sn.

ID number : 0306118604

Study program : Communications

Faculty : Humanities

Declare the following thesis :

Title of thesis : Applying the Concept of Product Placement to Build Mutualism Between Brands and Film For The Production in the Short Film KALA

Thesis author : Patricia Christine Angelina Ruru

Student ID number : 009201900092

will be published in the journal/institution's repository.

Jakarta, 14 June 2023

A handwritten signature in black ink, appearing to read 'Yoga', is written over a light blue grid background.

(Yohanes Yoga Prayuda, S.Sn., M.Sn.)

# Plagiarism Check Result

## Thesis

### ORIGINALITY REPORT

**4%**  
SIMILARITY INDEX

**4%**  
INTERNET SOURCES

**0%**  
PUBLICATIONS

**1%**  
STUDENT PAPERS

### PRIMARY SOURCES

<b>1</b>	<a href="http://repository.president.ac.id">repository.president.ac.id</a> Internet Source	<b>3%</b>
<b>2</b>	<a href="http://etd.repository.ugm.ac.id">etd.repository.ugm.ac.id</a> Internet Source	<b>&lt;1%</b>
<b>3</b>	<a href="http://kc.umn.ac.id">kc.umn.ac.id</a> Internet Source	<b>&lt;1%</b>
<b>4</b>	<a href="http://www.extemanagement.com">www.extemanagement.com</a> Internet Source	<b>&lt;1%</b>
<b>5</b>	<a href="http://repository.isi-ska.ac.id">repository.isi-ska.ac.id</a> Internet Source	<b>&lt;1%</b>
<b>6</b>	<a href="http://www.aijbes.com">www.aijbes.com</a> Internet Source	<b>&lt;1%</b>

Exclude quotes  Off

Exclude matches  Off

Exclude bibliography  Off



- 🗄️ App
- 📄 Batch File Upload
- 📊 Usage Stats
- 🔍 FAQ
- 🔌 API
- ⚙️ Settings
- 👤 Account Details
- 📄 Upgrade Plan
- ✉️ Contact Us

## Stats

**Average Perplexity Score: 80.163**

A document's perplexity is a measurement of the randomness of the text

**Burstiness Score: 64.089**

A document's burstiness is a measurement of the variation in perplexity

Your sentence with the highest perplexity, "Such as Aqua, Loreal Paris, Garuda Indonesia, Lenovo, and others.", has a perplexity of: 256

[Try Origin, our Chrome extension](#)

© 2022-2023 GPTZero

🔍 Help

## **ABSTRACT**

Currently, there are many ways to promote a product. One of them is through Product Placement. Product Placement is a marketing strategy that involves placing a product or brand in a film, television show, or other media. This strategy can be used as a way to promote a product or brand, especially in the film industry. In product placement, the product or brand is placed in some scenes of the film. This aims to grab the viewer's attention without seeming like an overly intrusive ad. Product placement not only benefits the advertised brand but can also benefit films that work with that brand. This thesis was made with the aim of building mutualism between brands and films.

*Keywords: Product Placement, film, strategy*

## ACKNOWLEDGEMENT

In the name of the Lord Jesus. First of all, I would like to thank God Almighty for His faithfulness, kindness, and love for me so that I was given the strength and enthusiasm to complete my final assignment well.

1. Thank you very much to my parents, my father Freddy Denny Ruru, and my mother Lydia Inekke Anna Moningka. Thank you very much for your support so far and for fully facilitating me while I went abroad, thank you for being patient with me who is very stubborn and selfish sometimes. Thanks to your prayers I can be in this position. Thanks also to my aunts, Ireine Moningka, Sherly Ering, and Fenny Taroreh who give me support. Also thanks to my grandmother and grandfather, who also advised and prayed for me, who is currently away from home, I hope you are always healthy. Thank you very much to my family and my brothers and sisters who always provide support to finish my studies.
2. Thank you very much to my supervisor, Mr. Yohanes Yoga Prayuda, S.Sn., M.Sn. Thank you for patiently guiding me all this time, and teaching me many things about our production. And thanks to the FTV chief coordinator Mr. Hari Suryanto, S.Sn., M.Sn and all other FTV lecturers Mr. Arda Muhlisiun, S.Sn., M.Sn, Mr. Andy Azril, S.Sn., M.Sn, Mas Eric Gunawan, S.Sn., M.Sn, Mas Naswan Iskandar, S.Sn., M.Sn, S.Sn., M.Sn, and the Heads of the Communication Studies Program, Mr. Raudy Gathmyr, S.Sos., M.Sc.
3. To my colleagues who have prepared the thesis and final project that we have been working on together for the past few months. Dave Raffialdy, Annisa Salsabila, Zildziany Kautsar, Apriliani Rachmani Pratama, and Feby Zubaidah for their sweat, blood, tears, passion, persistence, dedication, and commitment in completing this final assignment and thesis. I look forward to working with you in the future and hopefully, it can be a stepping stone so that we can work more and work together.
4. To my friends who accompanied me from the beginning of entering college, Jones Marihot Purba, Aulia, Made Ary, Sheva Adam, my comrades in arms, thank you for always encouraging each other from the beginning of entering college until now (even though our majors are different) good luck.

5. To my only overseas partner, Gyeszhel Thahirah Putri Masloman, who has always been with me while I was in Cikarang until now and has provided mutual support.
6. Thank you also to Gerald Aron Tumimomor, for accompanying me who lives alone wandering. The only special person who is always there beside me when I'm sad, happy, sad, or sick. Thank you for all the support so far until I can finish my thesis.
7. Lastly, of course myself who has struggled to get to this point. Thank you for being strong and surviving this far, I hope what I have tried can make me proud of myself in the future. Keep it up

## Table of Contents

STATEMENT OF AUTHORSHIP .....	2
PANEL OF EXAMINATION APPROVAL SHEET.....	3
STATEMENT OF ORIGINALITY.....	4
SCIENTIFIC PUBLICATION APPROVAL FOR ACADEMIC INTEREST .....	5
ADVISOR APPROVAL FOR JOURNAL/INSTITUTION’S REPOSITORY .....	6
Plagiarism Check Result .....	7
ABSTRACT.....	8
ACKNOWLEDGEMENT.....	9
CHAPTER I.....	1
INTRODUCTION.....	1
I.1. Introduction .....	1
I.2. Subject Material.....	2
I.3. Research Purpose.....	3
I.4. Research Questions.....	3
I.5. Artistic Research Approach.....	4
I.5.1. Narrative Strategy.....	5
I.5.2. Visual Strategy.....	5
I.6. Implementation the Subject to Narrative.....	6
CHAPTER II.....	9
II.1 Form of Film Work .....	9
II.2 Target Audience .....	9
II.3 Production Team.....	9
CHAPTER III.....	12
PRODUCTION DESIGN .....	12
III.1. Scenario.....	12
III.1.1. Logline .....	19
III.1.2. Film Statement.....	19
III.1.3. Message Analysis .....	20
III.2. Results of Scenario Analysis .....	21
III.1.2. Character Analysis.....	29
III.1.3. Setting Analysis .....	32

III.1.4.	Props Analysis .....	37
III.1.5.	Wardrobe Analysis .....	55
III.1.6.	Makeup and Hair Style Analysis .....	62
III.3.	Film Breakdown .....	65
III.3.1.	Production Management Breakdown.....	65
III.3.1.1.	Location and Setting Breakdown .....	65
III.3.1.2.	Production Breakdown .....	65
III.3.1.3.	Scene Breakdown Sheet .....	66
II.3.2.	Director Breakdown .....	74
III.3.2.1.	Cast Breakdown .....	74
III.3.3.	Artistic Breakdown.....	74
III.3.3.1	Props, Animals, and Vehicle Breakdown .....	74
III.3.3.2.	Wardrobe Breakdown .....	75
III.3.3.3.	Make-Up Breakdown.....	75
III.3.4.	Cinematography Breakdown .....	76
III.3.4.1.	Shot List.....	76
III.3.5.	Sound Breakdown .....	79
III.3.5.1.	Sound Breakdown .....	79
III.3.6.	Editing Breakdown .....	82
III.3.6.1.	Editing Script .....	82
III.4	Creative Concept.....	86
III.4.1.	Concept of Production Management.....	86
III.5.	Hunting Plan / Survey.....	87
III.5.1.	Talent / Cast Hunting.....	87
III.5.2	Location Survey .....	87
III.5.3.	Logistic Survey.....	91
III.5.4.	Transportation Survey.....	91
III.5.5.	Accommodation Survey .....	91
III.5.6.	Communication Survey .....	91
III.5.7.	Equipment Survey .....	91
III.5.8.	Hunting Team.....	93
III.5.9.	Hunting Schedule .....	93
III.6.	Production Schedule .....	94

III.6.1. Timeline Workflow.....	94
III.6.2. Stripboard .....	95
III.4.6. Call Sheet.....	96
IV.1. Production Problem .....	97
CHAPTER IV .....	97
PRODUCTION REPORT.....	97
IV.1.1. Technical Problem.....	97
IV.1.2. Non-Technical Problem.....	97
IV.1.3. Solution .....	97
IV.1.4. Budgeting Report .....	98
IV.1.5. Talent and Crew Report .....	99
IV.1.5.1. Talent.....	99
<b>1. Shakira Jasmine as Tiara .....</b>	<b>99</b>
<b>2. Totos Rasiti as Andre (Bapak).....</b>	<b>100</b>
<b>3. Nasya Fatiha Nafis as Tiara Kecil.....</b>	<b>101</b>
IV.1.5.2. Crew.....	102
CHAPTER V CONCLUSION AND RECOMMENDATION.....	104
V.1. Conclusion.....	104
V.2. Recommendation.....	105
References .....	107
Appendices.....	108
DIRECTOR SHOT .....	108
Floor Plan .....	109
Sound Report .....	115
Continuity Report.....	119
Daily Production Report.....	122
Shooting Schedule.....	124
Crew List & Talent List.....	125
Location Map .....	127
Location Agreement.....	128

## LIST OF FIGURES AND TABLES

Figure 1. Tiara.....	29
Figure 2. Talent Tiara Kecil .....	30
Figure 3. Bapak.....	31
Figure 4. Illustration ofTiara’s Bedroom .....	32
Figure 5. Illustration of house.....	32
Figure 6. Illustration of Tiara’s young bedroom .....	33
Figure 7. Illustration of the garage door .....	33
Figure 8. Illustration of Kitchen .....	34
Figure 9. Illustration of living room .....	35
Figure 10. Illustration of inside car .....	35
Figure 11. Illustration of towel .....	36
Figure 12. Illustration of phone.....	36
Figure 13. Illustration of bed tiara’s .....	37
Figure 14. Illustration of fake nails .....	37
Figure 15. Illustration of coffee .....	38
Figure 16. Illustration of notes paper.....	38
Figure 17. Illustration of polaroid photo .....	39
Figure 18. Illustration of Rack photo .....	39
Figure 19. Illustration of calendar .....	40
Figure 20. Illustration of tissue.....	40
Figure 21. Illustration of Dolls .....	41
Figure 22. Illustration of Lamp .....	41
Figure 23. Illustration of laptop.....	42
Figure 24. Illustration of Vas flower .....	42
Figure 25. Illustration of book notes .....	43
Figure 26. Illustration of clock.....	43
Figure 27. Illustration of Table Work Desk .....	44
Figure 28. Illustration of Book rack .....	44
Figure 29. Illustration of Picture’s frame.....	45
Figure 30. Illustration of Banner.....	45
Figure 31. Illustration of Bag .....	46
Figure 32. Illustration of Key’s House.....	46
Figure 33. Illustration of Study desk.....	47
Figure 34. Illustration of Drawing book.....	47
Figure 35. Illustration of Color pencil.....	48
Figure 36. Illustration of Story book.....	48
Figure 37. Illustration of Kids poster .....	49
Figure 38. Illustration of Bed young Tiara’s.....	49
Figure 39. Illustration of Dolls .....	50
Figure 40. Illustration of Table lamp .....	50
Figure 41. Illustration of pomp.....	51



Figure 42. Illustration of Bicycle.....	51
Figure 43. Illustration of Box .....	52
Figure 44. Illustration of dining table .....	52
Figure 45. Illustration of White cloth .....	53
Figure 46. Illustration of Car.....	53
Figure 47. Wardrobe illustration of Tiara's .....	54
Figure 48. Wardrobe illustration of Tiara's .....	54
Figure 49. Wardrobe illustration of Tiara.....	55
Figure 50. Wardrobe illustration of young Tiara .....	56
Figure 51. Wardrobe illustration of young Tiara .....	57
Figure 52. Wardrobe Illustration of Father .....	58
Figure 53. Wardrobe Illustration of young Father .....	59
Figure 54. Wardrobe Illustration of young Father .....	59
Figure 55. Wardrobe Illustration of young Father .....	60
Figure 56. Wardrobe Illustration of young Father .....	60
Figure 57. Illustration of Tiara's Makeup .....	61
Figure 58. Illustration of young Tiara's Make up.....	62
Figure 59. Illustration of Father make up.....	63
Figure 60. Dapur .....	87
Figure 61. Kamar 1 .....	87
Figure 62. Ruang Tamu .....	88
Figure 63. Garasi.....	88
Figure 64. Pintu Garasi .....	89
Figure 65. Kamar 1 .....	89
Figure 66. Equipments Quotation BSM.....	91
Figure 67. Shakira Jasmine as Tiara .....	98
Figure 68. Totos Rasiti as Bapak .....	99
Figure 69. Nasya Fatiha Naafis as Tiara Kecil .....	100
Table 1. Location and Setting Breakdown.....	64
Table 2. Production Breakdown.....	64
Table 3. Scene Breakdown .....	65
Table 4. Cast Breakdown.....	73
Table 5. Props, Animal, Vehicle Breakdown .....	73
Table 6. Wardrobe Breakdown .....	74
Table 7. Makeup Breakdown .....	74
Table 8. Shot List .....	75
Table 9. Sound Breakdown .....	78
Table 10. Production Timeline .....	93
Table 11. Stripboard.....	94
Table 12. Call Sheet.....	95

