

ABSTRACT

Laurier is a brand that is well known by the wider community of Indonesia. This brand produces sanitary napkins, one of which is Laurier Healthy Skin. In promoting its products, Laurier uses the advertising media to attract the public attention. But at this time Laurier used an element of humor in its advertisement that had never been done by its competitors. The ad, titled "Vanesha Prescilla – Digaruk Salah" which was uploaded on July 26, 2019 reached 3.2 million viewers, 3.8 thousand likes, 564 comments, and ranked 4th in The Indonesian Youtube Ads Leaderboard: H2 2019 as a humorous advertisement that was liked by Indonesian society. This study aims to determine the influence of Laurier Humor Ads "Digaruk Salah" on attitudes towards advertising and to know the effect of Laurier Humor Ads "Digaruk Salah" on Brands Attitude. This study uses a quantitative method with the type of causal research. Sampling technique in this study uses Purposive Sampling. The population in this study is the Laurier Ad viewers version of "Digaruk Salah" totaling 3,200,000 viewers. The total sample of this research is 400 samples. Data analysis techniques used in this study are Descriptive Analysis, Correlation Coefficient, Simple Linear Regression, Determination Coefficient, and Hypothesis Test. The results of this study are that there is influence of Laurier Humor Advertisement "Digaruk Salah" on Attitude towards Advertising that is 65.6% influences and the influence of Humor Advertisements on Brand Attitude that is 17.3%.

Keywords: advertising, humor appeals, attitude toward advertising, brand attitude.