

## ***ABSTRACT***

The effective advertisement is ads that helping and thinking the customer needs also giving information about the specific product advantages. This ad uses “humor attractiveness” strategy. The study aims to find out how big the influence of attractiveness in humor ads and people attitude and also to know how big the influence of the humor attractiveness ads and people attitude simultaneously in *Digaruk Salah* version towards buying interest. The study uses quantitative method. The sampling technique of this research is probability sampling, using 400 respondents. This study uses multiple regression method by using SPSS 22 application. The result of humor attractiveness variable is  $t$  arithmetic (-1728) <  $t$  table (1965). In conclusion, there is no relation between humor attractiveness in Laurier ads of “*Digaruk Salah*” version toward the interest of buying. Another result shows that there is a relation between people attitude in the advertisement toward buying interest. Additionally, there is an influence simultaneously between humor attractiveness and people attitude in Laurier Healthy Skin advertisement of “*Digaruk Salah*” version. Test results  $f$  arithmetic (129,771) >  $F$  table (3.01 results of 39.5%, while the rest that is equal to 60.5% is influenced by other factors that is not examine in this study.

Keywords: Humor attractiveness advertisement, people attitude in ads, Buying interest.