

## ABSTRACT

*The study is titled “The Influence of Credibility of Celebrity Endorser Joe Taslim and Humor Appeals to Brand Attitude Head & Shoulders”. Increasing and diverse consumer needs and demands make marketers have to find ways to provide innovation in offering their products. In order for a company can survive in the midst of market competition, companies must have the right marketing strategy, one of which uses advertising. Advertising must be unique and creative in order to increase the attractiveness of consumers to the brand offered. Some ways that can be done is to use celebrity endorsers and humor appeals. Promotions made through advertising can also build consumer attitudes toward brands. The purpose of this study to find how much the influence of credibility of celebrity endorser Joe Taslim and humor appeals to brand attitude Head & Shoulders, and find how much influence of credibility of celebrity endorser Joe Taslim and humor appeals simultaneously to brand attitude Head & Shoulders. This study uses quantitative descriptive research-verification. Sampling technique used was non probability sampling method using purposive sampling type, with 400 respondents. The data was analyzed descriptively, and the hypothesis were tested by using multiple linear regression analysis. The results of this study found that there is an influence on the credibility of celebrity endorser Joe Taslim and humor appeals to brand attitude Head & Shoulders, and there is positive influence simultaneously the credibility of celebrity endorser Joe Taslim and humor appeals toward brand attitude Head & Shoulders. The amount of influence on credibility of celebrity endorser and humor appeals together amounted 77.3% of brand attitudes Head & Shoulders, and the remaining 22.7% influenced by other variabls not examined in this study.*

*Keywords: credibility of celebrity endorser, humor appeals, brand attitude*