

## ABSTRACT

*Machtwatch is a brand platform jamtangan.com, an online and offline watch shop. In achieving its vision and mission, Machtwatch implements a marketing strategy, namely advertising by using humor appeal to increase brand awareness of the product. Besides advertising, another factor to increase brand awareness is celebrity endorser. Machtwatch has a YouTube channel and launched an advertising video titled "Aksi Jagoan - jamtangan.com" starring their brand ambassador, Joe Taslim. This research aims to determine the influence of humor appeal and celebrity endorser "Aksi Jagoan - jamtangan.com" on YouTube on brand awareness of the Machtwatch brand (jamtangan.com), and how much the influence. The research method used is quantitative with descriptive analysis and multiple regression analysis with 400 respondents as samples. Based on the results of data analysis, humor appeal has positive and significant influence on brand awareness, this result evidenced by the calculation of t-test greater than t-table ( $3.830 > 1.965$ ) and significant value ( $0.000 < 0.05$ ). Celebrity endorser has positive and significant influence on brand awareness, this result evidenced by the calculation of t-test greater than t-table ( $12.139 > 1.965$ ) and significant value ( $0.000 < 0.05$ ). Humor appeal and celebrity endorser "Aksi Jagoan - jamtangan.com" on YouTube had influence on brand awareness of the Machtwatch brand (jamtangan.com) by 38.3%, while the other 61.7% influenced by other variables outside of this research.*

**Keywords:** *Humor Appeal, Celebrity Endorser, Brand Awareness, Machtwatch, Advertisement*