

The Influence of Humor Appeal Advertising on Purchase Decision Using Brand Awareness as a Mediating Variable (Study in Djarum 76 Cigarette Advertising Video “Pengen kurus” Edition)

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Abstrak;

Pentingnya sebuah iklan di era global mewajibkan pemasar untuk menciptakan promosi yang kreatif, efektif, dan efisien. Penelitian ini bertujuan untuk mengetahui bagaimana pengaruh daya tarik iklan humor terhadap keputusan pembelian dengan kesadaran merek sebagai variabel yang melakukan mediasi. Studi dalam video iklan rokok Djarum 76 edisi “Pengen Kurus”. Jenis penelitian yang dilakukan adalah *explanatory research* dengan metode survei. Sampel berjumlah 150 responden dengan teknik pengamplian sampel *purposive sampling*. Metode analisis menggunakan PLS SEM. Data tersebut adalah tanggapan dari 150 responden sampel yang merupakan perokok aktif yang telah berumur 18 tahun atau keatas dan telah menonton video iklan rokok Djarum 76 edisi “Pengen Kurus”. Hasil dari penelitian ini menunjukkan terdapat pengaruh yang tidak signifikan antara *humor appeal advertising* dengan *purchase decision*. Namun selain itu, terdapat pengaruh signifikan antara *humor appeal advertising* dengan *brand awareness* dan *brand awareness* dengan *purchase decision*. *Brand awareness* memiliki pengaruh yang positif dan signifikan atau bisa menjadi pihak mediasi antara variabel *sex appeal advertising* dengan *purchase decision*. Hasil dari penelitian ini harus menjadi perhatian khusus bagi para pemasar bahwa iklan yang menarik tidak selalu mendorong konsumen untuk membeli produk.

Kata kunci: *humor appeal advertising, purchase decision, brand awareness.*

Abstract

The importance of an advertisement in the globalized era obliges marketers to create a creative, effective, and efficient promotion. This study aims to find out how influence of humor appeal advertising to purchase decision with brand awareness as a mediating variabel. Study in Djarum 76 cigarette video advertisement “Pengen Kurus” edition. This study employes an explanatory design using a survey method. The data are the responses of 150 sample respondents who are 18 years old or above, active smokers and have watched the Djarum 76 cigarette advertisement video “Pengen Kurus” edition. Using a purposive sampling, the data are analyzed with PLS SEM. Thus, the result of this study indicates that there was no significant influence of humor appeal advertising on purchase decision, but there was significant influence from humor appeal advertising on brand awareness of the customer and from brand awareness on purchase decision. Also the brand awareness has significant role in the mediation of the influence of humor appeal advertising to purchase decision. There result should be a special attention for marketers that attractive advertising does not necessarily encourage consumers to buy products.

Keywords: *humor appeal advertising, purchase decision, brand awarenes*

INTRODUCTION

The contribution of advertising in the business world is unquestionable. Advertising is one of the components of the promotional mix (in addition to personal sales) that is commonly used by marketers to direct persuasive communication to target buyers and communities.

Trend in the use of advertising as a medium of marketing communication itself in Indonesia continues to increase along with the development of advertising channels. Advertisement spending growth shows a positive trend year after year. Total advertising spent in 2017 increased by 8% from the previous year with a value of 145 Trillion IDR. (Lubis, 2018)

Given the tight competition of the advertising world in Indonesia, there are many ways that marketers have taken to capture the attention and thought of consumers aggregated information related to the product so that they can be well received including the use of humor methods. Duncan and Nelson (1986) in Chung and Zhao (2003) suggested that ad execution with a humorous approach

proves to be more effective to attract attention and more memorable. The communication of advertising messages using a humor approach has been used almost 30% of the total world advertising (Clow and Baack, 2002, in Isson and Larsson, 2005: 4).

Cigarette advertisement in Indonesia may be considered as a big challenge when it will create an advertisement related to its products to consumers. The challenge here is a rule imposed by the government regarding the ban on tobacco advertising in the form of mass media. Quoted on Kompas.com, it is explained that to control cigarette advertisement and its impact on the young generation, the government through Ministry of Health Regulation No. 28 of 2013 will limit the form of promotion, advertisement, and sponsorship of cigarettes. In other news media pages, Liputan6.com also described various government rules on the limitations of the tobacco company's procedures in promoting. This government regulation is a derivative of health law No. 36 of 2009 which

has been ratified in 2012, for example the cigarette advertisement restrictions are listed in article 27 which contains health warnings in the form of image and text ads of at least 10% of the total duration.

Although there are still many disputes in this country related to the problem of cigarette products, there are cigarette manufacturers respond to these challenges by using the method of humor appeal in advertising its products. One of them is done by Djarum company that has Djarum 76 products. In the ad entitled "Djarum 76, Pngen Kurus" edition's duration of 32 seconds can be viewed freely on Youtube with a link <https://www.youtube.com/watch?v=b8vhQ-T8O40>. This ad describes a couple who are looking for a spot to take a photo, and suddenly the man in the ad falls and then there comes a genie who comes to ask for the woman's request. Surprisingly, she asked the genie to make her skinnier and slimmer to be thinner instead of rescuing her partner.

Djarum owns brand selection based on the cigarette company is

arguably a fairly large company and has the largest advertising expenditure. According to Adstensity in the span of a week, Djarum spent 23 billion IDR in advertising expenditure (Adstensity, 2018).

Formulation of Problem

The formulations of research problem in this research are:

1. Does humor appeal advertising significantly influence consumer purchase decision?
2. Does humor appeal advertising significantly influence consumer brand awareness?
3. Does the consumer brand awareness significantly influence consumer purchase decision?
4. How is the mediation role of brand awareness in the influence of humor appeal advertising to purchase decision?

Research Purpose

Based on the formulation of the above problems, the purposes of this study are:

1. To understand the influence of humor appeal advertising to consumer purchase decision variable.

2. To understand the influence of humor appeal advertising to consumer brand awareness variable.
3. To understand the influence of brand awareness to consumer purchase decision.
4. To know the mediation role of brand awareness in the influence of humor appeal advertising to purchase decision.

LITERATURE REVIEW

Advertising has become one of the most important commercial activities in the modern competitive environment. Companies spend a large part of their budget to produce and run advertisements for promotions to communicate information about their company and products. Companies hope that consumers will purchase their products due to the advertisements, which deliver messages about a certain brand and its products. Of all marketing weapons, advertising is widely known for its long lasting impact on viewer's mind (Katke, 2007).

Once an advertiser has the audience's attention, keeping that attention becomes even more challenging. Humor has proven to be one of the best techniques for cutting through clutter. Because most human beings like to laugh, humor appeal advertising is an effective appeal for grabbing attention and helping people remember and share information about a product or idea.

In 2006, Douglas came up with few elements that were a combination of the humor approach of Sternthal & Craig (1973). Douglas proposed the following:

a. Joke

This first dimension is a display of humor in which words are used within a specific and well-defined narrative structure to make people laugh and is not meant to be taken seriously (Douglas, 2006).

b. Dress & Physical Attractiveness.

There are many researches have shown the correlation of *physical attractiveness* and a good sense of *humor*. This element towards to displaying the models that emphasizes clothing and physical

attraction that have a humorous element.

c. **Humor Behavior**

This dimension is an action or activity that is inclined to humorous thoughts. This element is very important to shape the humorous atmosphere.

d. **Humor Reference**

This dimension id refers to utilization of atmosphere that leading to humor.

e. **Humor Embeds**

Content that is interpreted humorously by the human subconscious.

Brand awareness is the condition when consumers recognize the existence and availability of a company's product or service. Creating brand awareness is one of the key steps in promoting a product.

Rangkuti (2009: 40) provides an overview of a pyramid or level held by brand awareness from the lowest to the highest, along with its explanation on each level:

a. **Unaware of Brand.** At the bottom of this level absolutely nothing will brand us at all.

b. **Brand Recognition.** This second level is a brand recognition phase which is a low level of brand awareness.

c. **Brand Recall.** The phase in which consumers are reminded of the existence of a brand, a reminder of the brand has a basis on the demand of other consumers when mentioning a particular brand of a product category.

d. **Top of Mind.** This phase is the culmination of the process of brand awareness because consumers will always remember a certain brand.

According to the Kotler and Keller (2009), purchase decision is the last step of consumers' decision to fulfill their personal consumption. Then added by Schiffman and Kanuk (2007) in Foster (2016), purchase decision is the election of two or more alternative purchasing decision which means that when someone can make a decision, there should be available some alternative options.

RESEARCH METHODOLOGY

This study has adopted the quantitative research method by using the type of explanatory research. Quantitative method is an approach in which the researcher investigates the cause and effect relationship between variables and develop hypothesis.

The location targeted by the researcher is the area of Malang City. So the respondents will be asked after meeting the requirements as described above and they are located in the area of Malang City. Population of this research is the consumer of Djarum 76. In this study, the respondents were taken as many as 150 people by following sample rules according to Roscoe. They are:

1. Respondent are Malang people.
2. Respondents are people aged 18 years and over, male or female.
3. Respondents are active smokers who have watched the ad.

The data were collected by using questionnaires. The questionnaire in this study was measured by Likert scale with five choices of answers that allowed

respondents to answer according to the scale. In addition to the questionnaires, there is also data collection by literature study and observation. Data analysis technique used in this research is using Partial Least Square (PLS) method. PLS is a multivariate statistical technique that the way it performs a comparison between Dependent multiple variable with Independent variable Hartono and Abdillah (2009: 11).

Outer model analysis has a function to ensure that the size to be used deserves to be used as a valid and reliable measurement. The outer analysis of this model provides a specification of the relationship between latent variables with the indicator concerned, or it could be said that the outer model gives meaning to how each indicator has a relationship with its latent variables (Husin, 2015). Test applied to outer model:

a. Validity Test

Validity Test is a test instrument that can measure what should be used (Ghozali, 2008). In addition, validity consists of two namely

convergent validity and discriminant validity.

1. Convergent Validity

According to Ghozali (2008), the indicator is valid if it is statistically significant. For the value of convergent validity or can also be seen from the factor loading values in latent variables with the indicator of >0.7 is considered to have good validity for the research.

2. Discriminant Validity

Ghozali (2008) also explained that discriminant validity values is value of cross loading used to know that the variable has a sufficient discriminant, the way used is to compare the loading value on a destination variable so it must be greater than the value of loading of other variables.

b. Reliability Test

Reliability is an index that provides clues to the extent to which measurement tools are reliable and reliable. If a measurement tool is used twice or more in the same case then the results are still relatively consistent, from which it can be concluded or said reliable. Test of reliabilities in PLS is done by:

1. Composite Reliability

According to Hussein (2015), data that have composite reliability >0.7 means that the data has a high reliability.

According to Hussein (2015), the purpose of inner model analysis is to ensure that structural models are robust and accurate. To see the evaluation of inner models, the following indicators can be used:

a. Coefficient of Determination (R^2)

The value of R^2 is used to measure the degree of variation in exogenous latent variables change to endogenous. If the result of R^2 value is higher, then the model is better.

b. Predictive Relevance (Q^2)

It is used to measure how good the observation value generated from the model and its parameter estimation. If the value of Q^2 shows more than 0 then the model has predictive relevance, and if it is less than 0 then the model lacks predictive relevance.

c. Goodness of Fit Index (GoF)

GoF is measured by utilizing R^2 latent variable dependent with the same interpretation with regression.

Hypothesis testing can be obtained from t-statistics and a probability value. In testing hypothesis, it used 5% alpha statistic value and the value used is 1.96%. From there it can be seen the criterion rejection or acceptance Hypothesis is H_a and H_0 is rejected when t-statistic bigger than 1,96%. For rejection or acceptance of hypotheses using probabilities then H_a is accepted when the p value is less than 0.05. In addition, according to Jaya and Sumertajaya (2008) testing conducted using t-test shows that if p-value obtained is <0.05 (alpha 5%) it can be concluded significant

RESULT & DISCUSSION

The purpose of this research is to see how big the influence of humor appeal advertising variable in a television advertisement of Djarum 76 product to form brand awareness and purchase decision after consumer or society watch the advertisement. Cigarette manufacturers have to work more extra in building brand awareness of their products as in the cigarette

advertising process. Cigarette advertisements are advertisements that are in the process of making and serving them set by Government Regulations.

Descriptive Analysis of Variables

The function and purpose of this measurement is to get the conclusion because with this measurement the researcher will get a picture about sample in outline so that it can approach the point of truth of population. The tool used in this research is SmartPLS software version 2.0 M3.

A. Humor Appeal Advertising

Based on data acquisition conducted on 150 respondents in this study the average value and deviation standard of all indicators on the Humor Appeal Advertising variable is 3.67 for the mean.

Table.1 Descriptive Statistics Humor Appeal Advertising

Item	Mean
HAA1	3.86
HAA2	3.69
HAA3	3.62
HAA4	3.57
HAA5	3.55
HAA6	3.50
HAA7	3.79
HAA8	3.73

Item	Mean
HAA9	3.69
HAA10	3.62
HAA11	3.73
HAA12	3.69
HAA13	3.70
HAA14	3.66
HAA15	3.60
	3.67

Source: processed data (2018)

B. Brand Awareness

Based on the results of data taken from 150 respondents, the results obtained for the brand awareness variable is 3.22 for the mean value of the variable. From these results it can be slightly concluded that the answer of 150 respondents is mostly neutral even though the number or value is more than half if it is seen from the scale of 1 to 5. The researcher conclude that respondents slightly agree if the brand comes out in the first memory after seeing the ad is brand Djarum 76.

Table.2 Descriptive Statistics
Brand Awareness

Item	Mean
BAW1	2.94
BAW2	3.59
BAW3	3.43
BAW4	2.93
	3.22

Source: processed data (2018)

C. Purchase Decision

Table.3 Descriptive Statistics
Purchase Decision

Item	Mean
PD1	2.90
PD2	2.81
PD3	2.79
PD4	2.61
	2.78

Source: processed data (2018)

The results obtained from the data of 150 respondents of the third variable is, 2.78 for the average value on this variable purchase decision with the assumption that most respondents respond with a neutral answer for this variable although the number is greater than half of the scale 1 until 5.

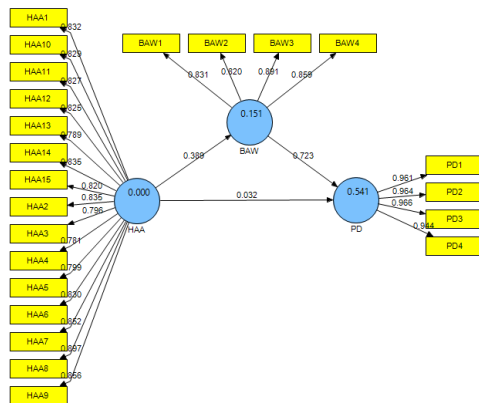
Data Analysis

Data processing technique used SEM method is based on Partial Least Square (PLS). In the PLS method there are two stages namely the first stage is the evaluation of outer model or model of item questioning of the variable. The second stage is an evaluation of the inner model or structural model to find out the results of hypothesis testing used

A. Outer Model Analysis

Presented by Hussein (2015), the outer model analysis aims to specify the relationship between latent variables and their indicators in this study. It could also be explained that the outer model gives meaning to how each indicator has a relationship with its latent variables. Tests conducted in this study are convergent validity, discriminant validity, and average variance extracted (AVE) whose function is to test the validity, and composite reliability to test its reliability.

Figure 2. Structural Model (Outer Model)



Source: Data Processing With PLS, 2018

Convergent Validity

Convergent validity aims to determine the validity of each relationship between question items used with latent variables. The

convergent validity of the measurement model with the reflexive indicator is judged by the correlation between the item score or component score with the latent variable score or construct score calculated by the PLS. Test results if the loading factor value above 0.7 is said to be ideal and valid and all the value of the loading factor (convergent validity) of each indicator. The loading factor value > 0.6 can be said to be valid.

Discriminant Validity

Discriminant Validity is used to prove that latent constructs predict the size of the constituent variable is better than the size of the other variables. After convergent validity, the next evaluation is to see discriminant validity with cross loading. Discriminant validity of the measurement model is assessed based on the measurement of cross loading by construct.

Based on the value of cross loading, it can be seen that all indicators that make up each variable in this study (the value in bold) has met the discriminant validity because it has the largest outer loading value

for the variables it formed and not on other variables.

Reliability Test

In performing the test the relative calculations performed through the composite reliability. The rule is composite reliability greater than 0.7 then the construct is declared reliable. The results of composite reliability in this study are as follows.

Table 4. Goodness of Fit

Construct	AVE	Composite Reliability
HAA	0.6842	0.9701
BAW	0.7233	0.9126
PD	0.9196	0.9786

Source: Data Processing With PLS, 2018

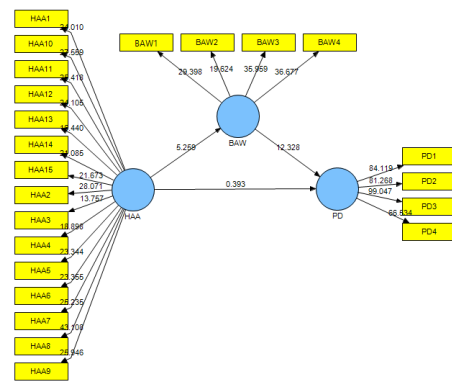
In addition to the construct validity test, construct reliability test is also measured by the criteria of composite reliability test from the indicator block measuring the construct. The construct is declared reliable if the value of composite reliability is above 0.70. So it can be concluded that the construct has good reliability.

B. Inner Model Evaluation

Inner model or structural model testing is done to see the relationship between construct significance value

and R-square of research model. The structural model is evaluated by using R-square for the t test dependent construct as well as the significance of the structural path parameter coefficients.

Figure 2. Structural Model (Inner Model)



Source: Data Processing With PLS, 2018

The structural model test is done by looking at the R-square value which is a goodness-fit test model.

Table 5. R-Square Value

Variable	R Square
BAW	0.1512
PD	0.5414

Source: Data Processing With PLS, 2018

Table 5 shows the value of R-square for Brand Awareness variables obtained for 0.1512. The R-square value shows that 15,12% Brand Awareness (BAW) variable can be influenced by Humor Appeal Advertising (HAA) variable, while

the remaining 84.88% is influenced by other variables outside of the studied. it shows the value of R-square Purchase Decision of 0.5414 indicates the variables of Purchase Decision (PD) is influenced by Humor Appeal Advertising (HAA) and Brand Awareness (BAW) by 54.14% while the remaining 45.86% in influencing by other outside variables being researched.

From the calculation results of Quantity Q^2 , the obtained value of Q^2 is 0.6107, meaning that the amount of data diversity of research that can be explained by structural model designed is 61.07%, while the remaining 38.93% is explained by other factors outside the model. Based on this result, it can be categorized as structural model in this research is good because it is closer to value 1.

Hypothesis Testing

A. Direct Effect Testing

In the PLS statistical test each hypothesized relationship is performed using a simulation. In this case the bootstrap method is performed on the sample. Testing with bootstrap is also intended to

minimize the problem of research data abnormalities. The test results with bootstrapping from PLS analysis are as follows:

Table 6. Hypothesis Testing Results

Hypothesis	Variable	T-Statistic
H1	HAA -> PD	0.3933
H2	HAA -> BAW	5.2587
H3	BAW -> PD	12.3284

Source: Data Processing With PLS, 2018

The results of the research hypothesis testing are as follows:

1. Humor Appeal Advertising variable not significant influence on Purchase Decision. From the background it can be interpreted that **Hypothesis 1 is rejected.**
2. Humor Appeal Advertising has a direct and significant influence on Brand Awareness. This means that **hypothesis 2 is accepted.**
3. Humor Appeal Advertising has a direct and significant influence on Purchase Decision. So in this case, **Hypothesis 3 is accepted**

B. Indirect Effect Testing

The effect of indirect influence and the total influence of relationships among variables by using the Sobel Formula has been presented in a summary of the results.

The result of the fourth hypothesis test shows that the correlation of Humor Appeal Advertising (HAA) with Purchase Decision (PD) through Brand Awareness (BAW) shows the value of indirect path coefficient of 0.2815 with a statistical t value of 4.826. The t-statistic value is greater than t table (1,960) or $p(0,000) < 0.05$. This result means that Brand Awareness has a significant mediating role the influence of humor appeal advertising to purchase decision. The above results show that H_0 is rejected this means **Hypothesis 4 is accepted.**

DISCUSSION

1. The Influence of Humor Appeal Advertising to Purchase Decision

The results of testing for the first hypothesis, this study proves that the ads that use the method of Humor Appeal Advertising or provide elements of humor on advertising to give effect to consumer purchasing decisions but no significant effect. This is in line with what Roman and Maas (1976) in Douglas (2006) wrote ,

“Everyone likes funny commercials. Creative people like creating them. Advertisers are pleased to be running them. The consumer enjoys them. The only problem is: People laugh at the joke and forget the product telling it”.

Perhaps when compared with this study, Djarum 76 cigarette customers are people who are already aged and have medium to low economic conditions. Djarum 76 is a type of SKT (*Sigaret Kretek Tangan*) cigarette that is not usually consumed by young people, because they usually prefer to buy SPM (*Sigaret Putih Mesin*) cigarettes that have higher levels of tar and nicotine (100% tobacco). Unlike older people who prefer to consume SKT cigarettes that contain fewer tobacco and mixed with cloves so that tar and nicotine levels are lower. Price Djarum 76 is also quite affordable when compared with cigarettes SPM preferred by students in general. Looking at these conditions, it can be concluded that respondents who mostly students feel that by watching the ad that have elements of humor does not

affect them to buy a cigarette Djarum 76.

2. The Influence of Humor Appeal Advertising to Brand Awareness

The results of research conducted with reference to the data of 150 respondents obtained the influence of Humor Appeal Advertising on Brand Awareness in cigarette advertising video Djarum 76, "Pengen kurus" edition has a positive and significant impact. These conditions illustrate that the element of humor in advertising can be a very effective way to get the attention of consumers.

The results of this hypothesis are also supported by Arisandi (2017) in a study entitled "*Pengaruh Humor Appeals Terhadap Brand Awareness Pada Iklan Televisi*". In his research it is stated that ads that use the element of humor in it, has a profound effect in building brand recognition. Humor is considered very important in building a fondness for advertising so that positive feelings arise is able to create brand awareness.

3. The Influence of Brand Awareness to Purchase Decision

Hypothesis test results on brand awareness or brand awareness of consumer purchasing decision is positive and significant. The analysis is the higher awareness consumers have about a product and brand, the higher the likelihood that the consumer will make on a purchase decision related to the product. According to Febriana, Kumadji, & Mawardi, (2015) conducted a study entitled "*Pengaruh Iklan Televisi Terhadap Kesadaran Merek Serta Dampaknya Pada Keputusan Pembelian (Survei pada Mahasiswi Universitas Brawijaya Pengguna Produk TRESemmé)*". The results of the research are in line with the results of the hypothesis in this study that brand awareness existing in the consumer will have a positive and significant impact on consumer purchasing decisions.

4. The Mediation Role of Brand Awareness in The Influence of Humor Appeal Advertising to Purchase Decision

The result of calculations in this research explains that the role of Brand Awareness gives a significant

influence as a mediator between Humor Appeal Advertising variables to Purchase Decision. In addition, Shimp in Kurniawann (2011) revealed that the memory or consumer awareness is always increased when you see ads that is added by elements of humor in it. Next, Febriana C N, et al (2015) stated that a high awareness of a brand experienced by consumers will always have a positive and significant impact on purchase decisions.

CONCLUSION

This research was conducted to find out the influence of humor appeal advertising on purchase decision and brand awareness as mediation party of Djarum cigarette advertisement "Djarum 76, Penge Kurus" edition. The analysis used in this study is Partial Least Square which functions to understand the direct and indirect influence of each variable. The following is the outcome of the analysis.

1. The results showed that the humor appeal advertising has not significant effect on the purchase decision. The results of the study

can be explained that cigarette advertising video Djarum 76, "Penge kurus" edition have add the element of humor in it is still practically less effective. This condition is based when the ad is able to attract the attention of the audience but could not make the audience or consumers make purchasing decisions.

2. The results showed that the humor appeal advertising has significant influence on brand awareness. By looking at these results, it can be explained that advertisement that use the element of humor will be more easily remembered and attached to the audience.
3. The results showed that brand awareness has significant influence on purchase decision. The results can be explained that the greater the memory or point of consumer awareness of the cigarette advertising video Djarum 76, "Penge kurus" edition then the greater the likelihood of the audience or consumers will buy Djarum 76

products that becomes the object of this study.

4. The results showed that brand awareness has significant influence as the mediator party between humor appeal advertising and purchase decision. These results illustrate the greater awareness on the audience of the cigarette advertising video Djarum 76, "Pengen kurus" edition can be a mediator of humor elements in advertisements that have been watched by consumer's culmination in the purchase decision of the cigarette products.

SUGGESTION

1. Suggestions for Practitioners

From the results obtained, the researcher provide some suggestions that may be used for companies or parties related. The suggestions are as follow.

1. The company is suggested to keep the brand awareness of Djarum 76 in Indonesian society that has been considered good and consistent in using humor content. The way to serve a

variety of advertising in addition to effective and efficient product quality is also very decisive consumer confidence will Djarum 76 products.

2. The company should increase brand awareness in the minds of consumers because the awareness is a key to consumer purchasing decisions of Djarum products so they continued to grow.
3. Develop other promotional mix to support Djarum 76 humor ad that have favored by consumers. So that other forms of promotion such as public relations, personal selling, sponsorship, up to CSR. This strategy is applicable in developing countries such as Indonesia.

2. Suggestions for Academics

This study is expected to support a variety of similar studies for the future and also as a new additional reference for further research. Some suggestions can be given to the next researcher are as follow.

1. Research may target a wider range of respondents by age and work to get more accurate data. That is because in this study, the

129 respondents out of 150 respondents are students.

2. Research can be carried out in other areas or larger areas to obtain more accurate data. That is because this research is only limited to the people of Malang.
3. The researcher should go directly to the field using interview techniques to obtain more in-depth data because in terms of speaking, humor involves the nature of emotional and subjective feeling of each respondent so it will be better if data collection method used is interview method.

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