

## ABSTRACT

Humorous communication is one of the important steps in delivering messages to audiences through social media. Because in building persuasive messages through humor content can be more easily accepted and understood by the audience. The research in this study discusses Instagram content management on the @zananachips account based on humor communication. The purpose of this research is to find out how to build credibility and persuasive messages on humor content. This research uses a qualitative approach with a case study method, collecting data from this research through interviews, observation and documentation. In this research using the Elaboration Likelihood Model. The results of this study state that Zanana builds persuasive messages and credibility through peripheral and central channels.

**Keywords:** Elaboration Likelihood Model, Humor communication, persuasive message.