

**COMPARISON PERCEPTION OF AUDIENCE BETWEEN ADVERTISEMENT  
THAT CONTAIN HUMOR  
AND DO NOT CONTAIN HUMOR**

***(Experimental Study on Ramayana Department Store's Advertisement and  
Matahari Department Store's Advertisement)***

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**ABSTRAK**

*Advertising became one of the important components in marketing communications. An advertisement will be perceived by natural thought through the various stages. Attempt to attract the attention of consumers, advertisers insert an element of humor that is synonymous with everything that makes laugh and funny, which is used as one of the appeal of messages in advertising. The author would like to see the difference perception of the audience between the advertisement that contains humor and does not contain humor. For that compared ads contain humor, Ramayana Department Store and advertisements do not contain humor, Matahari Department Store.*

*In this study, aims to determine audience perception, is there any difference between ads that contain elements of humor and does not contain elements of humor. In pursuit of the research, the authors use quantitative methods in order to get a systematic understanding and objective. By using selective perception Belch and Belch by four stages of the process of perception, among others: exposure, attention, comprehension and memory towards ads.*

*From the research, the perception of the audience to cast advertising, background in advertising, a series of scenes in advertising and the use of music and sound in both ad showed differences in the levels of perception audience between the two ads but the rate differences were not significant differences figures show.*

*Keywords: perception, Ads, Humor*