

ABSTRACT

Advertising is an activity that is often done to attract the audience. Humor can be used in a commercial as advertising appeal. Humor is good for audience's mental health cause it can entertain the audience as well. The title of this research is "Qualitative Content Analysis of Humor Appeal Used in Toyota Commercials on Youtube". The objects of this research is Toyota "Be Safety Leaders: Amazing Road" and Toyota "Ownership Experience: Pasti Hoki, Gak Bakal Rugi". This research used humor technique by Arthur Asa Berger to analyzed the technique used the most in two Toyota Commercials. Qualitative content analysis was used in this research and post-positivism was also used in this research. In order to check the data validity, researcher used method triangulation. As for the results, technique language is the most used in Be Safety Leaders: Amazing Road" with 22 data and "Ownership Experience: Pasti Hoki, Gak Bakal Rugi" has 42 data of humor action. As for the most least of humor technique can be found in both Toyota Commercials is logic with 10 data.

Keyword: *Advertising Appeal, Humor, Humor Advertising, Qualitative Content Analysis*