

ABSTRACT

In Indonesia, ghosts have been known as scary figures, but in this advertisement the scary figures are constructed to be nuanced in the humor contained in the signs in each scene. Humor is a means of communication, such as expressing happiness, anger, anger, sympathy and which is very often used as a means to convey information. Besides the role of humor to replace one's emotional atmosphere (Wijana 1994). From the advertisements in this study that will be examined by researchers is the advertisement "Gojek Your Version: Kunti". Researchers see that there is an element of humor that is constructed in this advertisement. The Kuntilanak shown throughout this ad is in contrast to Kuntilanak's status as a scary ghost. Kuntilanak or "Puntianak" is an acronym for the phrase "women die giving birth" and is more often shortened to "kunti"(Robin 2018). This study uses John Fiske's semiotic analysis which is divided into 3 levels, namely; level of reality; representation level; the ideological level found in the ideology of humor in the advertisement "Gojek Your Version: Kunti". The researcher found that there was a construction of the meaning of humor in your version of the Gojek ad: kunti. At the three levels of John Fiske (reality, representation and ideology), the figure of Kuntilanak is built as a humorous spirit. This proof can be seen through the figure of Kuntilanak who is shown to be able to interact with the characters, both verbally and non-verbally. Kuntilanak also displays behavior unlike the usual spirits that are described as scary. Using the figure of Kuntilanak in the advertisement as the main character makes a character development in the figure of Kuntilanak an illustration that a figure who is considered scary can become a humorous figure.

Keywords: *Humor, Semiotics, Construction, Advertising, Fiske*