

ABSTRACT

In recent years, TikTok has been a popular platform among those who have a lot of free time at home and want to avoid the spread of Covid-19. Due to the adoption of regional quarantine and physical distance in Indonesia, the number of downloads of the TikTok application skyrocketed during Covid-19, prompting people to use TikTok as a form of amusement. The TikTok Awards 2020 was conducted by RCTI+ as an award show for TikTok artists, and one of the winners in the "Best of Comedy" category was @fadlanholao. As a comedy genre content, @fadlanholao uses humor to deliver a humorous message. Berger's theory of humor technique (2017) is used in this quantitative content analysis study, which indicates that humor is separated into four categories: Language, Logic, Identity, and Action. The author will conduct content analysis to determine the percentage of humor techniques on @fadlanholao's TikTok content using 45 indicators from the four categories. According to the findings, the language category has a percentage of 28%, logic has a percentage of 31%, identification has a percentage of 38%, and action has a percentage of 3%. Caricature, imitation, mimicry, and stereotypes are the four indicators in the identity category, which is the most often employed in @fadlanholao content. Fadlan frequently uses other people's identities in his comedic work to turn them into jokes that can make other people laugh. It is supported by this study which reveals that Fadlan uses impersonation techniques 15 times.

Keywords: Content, Humor, Humor Technique, TikTok, @fadlanholao