

ABSTRACT

One of the universal phenomena exhibited by most cultures is humor. The main aspect of humor itself is entertaining and making people laugh. Today, the use of humor is increasingly widespread. Many types of humor are conveyed to the audience, even through variety shows, but the use of humor in the mass media is often found to have deviations in the form of sexist humor in which women are often the object. The purpose of this study is to determine the form of sexist humor and how it represents sexist humor on the Tonight Show Net.Tv program. In this qualitative research, the subject of this research is the program "Tonight Show" on Net Tv, and the object of this research is the sexist humor contained in the Tonight Show program. And the unit of analysis of this research is Roland Barthes' semiotics with sub-analysis of denotation, connotation and myth where semiotics is used to see the meaning of sexist humor representation in several points of view. The results of this study indicate that sexist humor uttered on the Tonight Show program leads to women with 'sexy' bodies and clothes. The sexist humor in this program explains that these women often depicted as an object that can be replaced and positions them as a sexual object, where this humor is included in the category of aggressive humor.

Keywords: *Sexist Humor, Roland Barthes, Tonight Show*