

ABSTRACT

Humorous advertising can shape consumer understanding of a brand or product, as this technique can attract consumer attention. Companies use this approach to promote their products effectively. There are inconsistencies in previous research, this is a blemish for this study to find the lack of knowledge about the effective use of humor in advertising. This study uses two parameters, namely humor complexity and humor relatedness. Therefore, the purpose of this study is to determine the difference in the effectiveness of the use of humor in advertising through Fituno advertisements whether or not it is achieved to the audience either in persuasion, attracting attention, or remembering the message of the two advertisements. The limit of this research is audience perception in the use of humor in Fituno advertisements. The type of research in this study is quantitative with a comparative descriptive approach. The object of this research is audience perception, namely netizens aged 17-24 years. The results of this study are the effectiveness of the use of humor in Fituno advertisements on the @dennysumargoreal account getting a percentage of 68% including in the effective category. While the effectiveness of the use of humor in the advertisement “#HarusFit, Minum Fituno” gets a percentage of 69.6% including in the effective category. The difference in the effectiveness of the use of humor in advertising on the sub-variable of humor complexity of Fituno advertisements on the @dennysumargo account and Fituno advertisements “#HarusFit, Minum Fituno” is not significant. However, the sub-variable of humor relevance to the effective use of humor in Fituno's advertisement “#HarusFit, Minum Fituno” is 2.1%.

Keywords: *Humor Advertising, New Media, Humor Interrelationships, Humor Complexity*