

CHAPTER I

INTRODUCTION

A. Background of the Study

An increasingly popular marketing strategy approach is to use humor as the main element of branding. Humor is a part of communication. When communicating, humor can help each the speaker and the listener feel less frustrated by their busy schedules. A thought can be expressed humorously through speech or by performing an amusing action (Apsari,2020). As explained by Attardo (1994:322), the main purpose of humor in conversation is the effect that can be achieved directly by the speaker by inserting funny texts or segments into his discourse.

Humor is an element that is easily accepted by society; can even make the target smile, even though the humor is directed at them. Even though humor is a mild form of attack, it can still be used to one's advantage because humor has the power to make people smile. (Wijana,2003). To avoid misunderstandings, the audience must consider the pragmatic meaning in addition to the literal meaning in the situation. Based on linguistic theory, pragmatic interpretation is appropriate for studying the creation and reception of humor in communication (Hoicka, 2014).

Brand image is a set of beliefs, ideas and impressions that a person has towards a brand (Kotler and Armstrong, 2008). As a result, a brand's image greatly influences the attitudes and behaviors of its customers. A powerful brand

must have a positive brand image. Thus, establishing a positive first impression with the audience you wish to reach is a wise first step in any communication process. Good communication from a company can establish an image by beginning with the use of traits that are stable or unchanging, as something that endures is easy for people to remember.

Using a humorous approach is one advertising message that advertising practitioners frequently use when creating advertisements that get the audience's attention. Humorous approach advertisements aim to get a smile or a laugh from viewers by subtly or overtly incorporating humour into the text, narrative, or choice of humorous advertising model (Nandita, 2004). Several academic researchers have shown that advertising using humour attracts more attention and creates greater desire than advertisements that do not use humour (Speck, 1991), while others speculate that humor can reduce message understanding (Sternthal and Craig, 1973).

Among the many manufacturers who use humorous appeals in their advertisements, the author is interested in researching Doritos. Doritos the popular American snack brand, has consistently proven itself to be at the forefront in the highly competitive world of marketing. With its innovative product techniques, captivating advertising, and successful global campaigns, researchers chose YouTube as the media used by Doritos in advertising. YouTube was chosen because Doritos itself also consistently chooses YouTube as their medium for broadcasting their advertisements. They upload all the advertisements that they broadcast on television or also broadcast them on their channel on YouTube. The

choice of YouTube as Doritos' medium for broadcasting its advertisements was based on the large number of people who subscribed to their YouTube channel, which reached 137,000 people and this number is high. (source: <https://www.youtube.com/@doritos>).

With its iconic and often controversial Super Bowl commercial, Doritos rises to fame every year. With the Super Bowl being one of the most watched TV events in the world, Doritos has a special opportunity to attract millions of viewers. Doritos ensures maximum exposure and creates a lot of buzz around its brand by investing in prominent advertising slots during this much-awaited event. Doritos' Super Bowl ad stands out because it has the power to influence viewers over a long period of time. These ads stand out for their humor, inventiveness and element of surprise, which makes them very memorable. People were talking about and sharing this ad long after the Super Bowl was over, increasing Doritos' brand recognition and expanding its reach beyond the game. For example, see the sentence fragment below on the Doritos YouTube channel.

"Really you're eating Doritos... he's eating Doritos on my ultrasound"

The passage includes an opposition script where the seriousness of a medical procedure is contrasted with someone eating Doritos during an ultrasound: "Is it true that you ate Doritos... he ate Doritos at my ultrasound." This creates a humorous clash between the politeness expected of a medical environment and the casual, almost rude act of snacking. Doritos' most iconic Super Bowl commercial features a clever and hilarious storyline involving a talking baby and a mischievous golden retriever. The commercial not only

entertains viewers but also effectively showcases the irresistible taste and crunch of Doritos chips. This ad was an instant hit, generating widespread discussion and strengthening Doritos' position as a leader in the snack industry.

The above statement is strengthened by the results of the research conducted from Amadhea Naidriya Putri & Marti Fauziah Ariastuti (2019) entitled *Beyond Tweets: Pragmatic Analysis of Humor as a Brand Image in Burger King's Tweets*. This research obtained results in the form of The main findings are that Burger King: (1) applies different humor constructions on Burger King's Twitter account, especially in text opposition, language mechanisms, targets, and context; and (2) using different functions of humorous tweets to personalize the brand (2016), asking customers to do some action (2017), and promoting products (2018).

Then there's previous research that aligns with this research showing how Wendy's built a sizable following and high levels of user engagement on the Twitter platform by using a variety of humor and responding quickly to user tweets. The title of a study written by Marta Dynel in 2020 was " *On being roasted, toasted and burned: (Meta)pragmatics of Wendy's Twitter humor* ". The research results revealed include several important findings. First, this research succeeded in classifying various types of humor in Wendy's tweets on Twitter. In addition to the brand's trademark "roasting," the results showed that most of Wendy's tweets were creative retorts to challenges from users or quips about other companies, which is a different type of humour. This illustrates the diversity in humor approaches adopted by Wendy's on social media platforms. Additionally, the study revealed that most of Wendy's tweets characterized by creativity were

actually a different form of humour than traditional "roasting." Rather, they are clever replies to challenges posed by users or mockery of Wendy's competition. However, research also highlights the presence of aggressive satire of Wendy's competition, aimed at conveying true critical meaning rather than mere humour. Finally, this research illustrates how various forms of humour and quick responses to user tweets have helped Wendy's build a large following and high levels of user engagement on the Twitter platform. Thus, the results of this study provide in-depth insight into Wendy's brand communication strategies on social media and the role of various types of humour in achieving their marketing goals.

Based on the explanation that has been explained, the author is interested in researching how much influence the use of humorous appeals in advertising has in forming a brand image in the minds of the audience. So the author tries to use the title "Humour as a Brand Image in Doritos Advertisement".

B. The Problems of the Study

1. What humor mechanisms are employed in Doritos advertising conversations to create humorous effects?
2. How do humours contribute to the overall brand images?
3. Why are humours utilized to shape and reinforce their brand images?

C. The Objective of the Study

In line with the problems of the study, the objective of the study:

1. to elucidate the humor mechanisms are employed in Doritos advertising conversations to create humorous effects
2. to analyze humour in Doritos advertisement contribute to the overall brand image
3. to elucidate the reasons of Doritos behind the utilization of humour as a strategic tool to shape and reinforce their brand image.

D. The Scope of the Study

This study focuses on analyzing humor as a brand image in Doritos advertisements. This analysis will involve collecting and analyzing a series of Doritos advertisements. The focus of this study is to investigate the humor mechanisms used in Doritos advertisement conversations to create humorous effects. This article will discuss why humor is used to build and maintain brand identity. Qualitative methods such as content analysis and review of previous studies will be used, focusing on Doritos' YouTube account. However, its limitations include excluding other social media platforms and offline marketing efforts, and not assessing financial impact. Despite its limitations, this study attempts to provide insight into the role of humor in brand communication and its influence on brand perception in Doritos' marketing strategy.

E. The Significance of the Study

The findings of this study are expected to be relevant and useful theoretically and practically.

Theoretically:

1. the findings of this study are to enrich the theory of Humour on brand image.
2. The findings will enhance theoretical frameworks regarding brand personality and consumer-brand relationships.

Practically:

1. these findings are expected to be a guide for parties interested in Humour, especially Humour as a Brand Image in Doritos advertisement.
2. The findings also contribute to our understanding of how humour can be effectively utilized to create a unique and memorable brand identity. This understanding can help marketers in developing effective branding strategies that resonate with their target audience.

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