

ABSTRACT

Putri Zulfa Liswani, Registration 2203520015, Humor as a Brand Image in Doritos Advertisement, A Thesis, English and Literature Department, Faculty of Language and Arts, State University of Medan, 2024.

Humor has become an increasingly popular marketing strategy, effectively used to enhance brand image. This study explores how humor functions as a branding tool in Doritos ads, particularly those aired during the Super Bowl and shared on YouTube. Humor helps communication by reducing tension and engaging the audience, making it a powerful tool in advertising (Apsari, 2020; Attardo, 1994). Doritos has mastered this approach, consistently using humor to attract attention and create a memorable impression, thereby strengthening its brand image. The analysis uses textual analysis to examine the structural characteristics of humor in Doritos advertisements. Key findings suggest that Doritos uses scripted contradictions, logical mechanisms, and situational context to generate humor, engaging viewers through surprise, juxtaposition, and absurdity. This approach is not only entertaining but also effectively showcases the product's appeal, thereby having a significant impact on brand perception. The study concludes that the strategic use of humor in Doritos advertising has successfully strengthened its brand image, highlighting the effectiveness of humorous appeals in marketing.

Keywords : Advertisement, Brand, Humor, Image

