

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

This study aimed to investigate how Doritos commercial conversations' structure and elements of comedy affected its image. It specifically aimed to investigate the humor mechanisms used in Doritos commercials, examine how humor supports the whole brand image, and clarify the motives behind Doritos' strategic use of humor as a tool to form and strengthen their brand image. The results showed :

1. Doritos advertising employs several key humor mechanisms to create humorous effects. The use of **Script Opposition (SO)** is prominent, where the humor arises from contrasting serious and casual scenarios, such as a medical procedure juxtaposed with eating Doritos or essential commodities traded for Doritos. **Logical Mechanisms (LM)** involve clever twists that make absurd situations entertaining, using surprising statements or contrasting elements that heighten the absurdity of the scenarios. The **Situation (SI)** enhances engagement and entertainment by introducing strategies like surprise, exaggeration, and unexpected twists, anchoring the humor in relatable and familiar settings. Finally, the **Target (TA)** theory adds relatability and irony by reflecting social norms and preconceptions, sometimes focusing on specific individuals or groups for comedic effect.
2. Humor significantly contributes to Doritos' overall brand image by making the advertisements memorable and enjoyable, thereby enhancing brand

recognition and consumer connection. The use of humor helps draw attention to the ads, improve message recall, foster positive attitudes, and elevate favorable sentiments toward the product. By creating a sense of surprise and delight through humorous twists in everyday scenarios, Doritos ensures that their message is both understandable and enjoyable. The strategic use of humor also helps Doritos build a positive brand image. Humor in advertising has the power to emotionally connect with consumers, influencing their purchasing decisions and helping establish a favorable perception of the brand. By consistently using humor in their ads, Doritos maintains a dynamic and positive brand image, which is crucial for consumer engagement and brand loyalty.

3. Since it is a powerful strategy for drawing attention, improving message recall, and creating favorable attitudes toward the brand, humor is used by Doritos to influence and reinforce their brand image. In order to establish a stronger connection with their audience, enhance brand recognition, and make their advertisements stand out in a crowded market, Doritos uses humor. Initiatives such as "Crash the Super Bowl" promoted user-generated content, resulting in viral advertisements that considerably increased awareness and strengthened Doritos' reputation as an entertaining and interesting brand.

B. Suggestion

The study results and discussion allow for a number of recommendations to improve the use of humor in Doritos advertising and fortify the brand image:

1. Doritos should never stop brainstorming and experimenting with amusing elements for their marketing. This could entail looking into novel forms of absurdity, unexpected twists, and humorous language to maintain their advertising engaging and distinctive.
2. In order to better grasp their tastes and sense of humor, Doritos should actively interact with their audience. This may be polls, social media feedback, or customer responses to various advertising campaigns analysis.
3. Doritos works across a variety of cultural markets, hence it's critical that the comedy in its advertising stays sensitive and current to those regions. This can include adjusting comedy to certain cultural settings or working with regional comedians and producers to produce material that speaks to the local audience.
 - a) Though comedy can take many various forms, Doritos' brand personality must be consistent throughout all of its advertising efforts. This consistency encourages consumer awareness and loyalty as well as serves to strengthen the brand image.
 - b) Doritos ought to make use of comedy on television, social media, and online media. This guarantees a unified brand experience and optimizes reach among intended consumers.

With the help of these recommendations, Doritos may use comedy even more as a potent instrument to engage customers, create brand image, and keep its top spot in the snack market.