CHAPTER 1

INTRODUCTION

1.1 Background of Study

Advertising, as one way of communicating products or services to the consumers is very common these days. We can see advertisements in many publications (magazines, newspaper, brochures, etc), electronic media (television, radio, internet), and billboards. In fact, when we use or consume the products, we unintentionally advertise the product itself. In order to get the consumer attention, it is important to have an interesting, creative, and effective presentation of the advertisements.

Sutherland has done a research on advertisement effectiveness in humorous presentation advertisement. In his research, Sutherland (1982, p. 12) finds that without more research the presentation of humor in advertisement is risky. Therefore, the writer intends to have an analysis about humor as a strategy in presenting an effective advertisement and to reveal what type of incongruity commonly used in humorous advertisements in this research.

The writer notice that sometimes consumer easily being tricked by the presentation of the advertisement without concerning the message in the advertisement. Therefore, this research is hopefully can help the reader to have a better knowledge on advertisement, so that they can pay more attention to the message rather than the presentation of the advertisement. Furthermore, the writer hopes this thesis could provide more information about humor as a strategy in creating an effective advertisement for the advertisers.

1.2 Problems Formulation

In this thesis, the writer is interested in discussing some problems occurred in humor based printed advertisements, there are:

- What elements of incongruity create humor on the advertisement?
- Do the respondents think the advertisements contain humorous presentation?
- Whether the humor-based presentation can create an effective advertisement?

1.3 Scope and Limitation

The discussion of this paper will be limited on humorous presentation of the advertisements, the incongruity elements carried by the advertisements, and the functions of humor in resulting effective advertisement. Meanwhile, the scope of her study is 20 humor-based advertisements collected from various web pages. In this thesis, the writer will focus on advertisements with simple presentation, which consists of layout, brand, and display copy.

1.4 Goal(s) and Function(s)

The writer's goals in analyzing this topic are:

- To find out if the advertisements carried humorous presentation
- To find out the elements of incongruity which create humorous advertisements
- To find out the functions of humor in advertisement, and to see whether it can create an effective advertisement.

The function of rising this topic is that the writer hopes this topic could help readers, who are interested in advertising could differentiate between good or bad advertisements. The writer also hopes that this thesis could provide enough information

about advertisement and humor, and how to create an effective humor-based advertisement.

1.5 Research Methods

In order to conduct the research, the writer uses quantitative approach. First, the writer collects 20 humor-based advertisements from different websites. Next, the writer will analyze what type of incongruity elements used in the advertisements. The last is the writer will have field research using questionnaire on 32 respondents with two ranges of age, teenager and adult.

The questionnaire consists of two questions for each advertisement, about whether the advertisement is humorous and the effectiveness of the humor-based advertisements according to their point of view. In analyzing this topic, the writer also uses library research to get the theoretical information. The writer uses books, articles, websites, and dictionary to provide the information and theory of advertisement and humor.