

## ABSTRACT

The goals in conducting this research were: to find out what type of *incongruity* creates humor in advertisement, whether the respondents have the same idea in defining humor, and whether humor leads to effective advertisement. The main data of this research were twenty humorous advertisements and the result from the questionnaire which were given to thirty two respondents. The data were analyzed using humor theory and advertisement effectiveness theory. The result showed that humor could be an effective way in communicating a product in advertisement. It could help to draw the readers' attention and curiosity. Yet, message about the product's benefit was more important rather than the advertisement's presentation. As the conclusion, this thesis reveals that the type of incongruity used the most to create humor is hyperbole and everybody has a different sense of humor, it depends on the person's knowledge, social, culture, age, and gender. (YG)

Keywords: humor / advertisement / incongruity