

**VERBAL HUMORS FOUND IN *A MILD “BUKAN MAIN”* SERIES
BILLBOARDS IN SOUTH SURABAYA**



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UNDERGRADUATE THESIS

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**Submitted in Partial Fulfillment of the Requirements for the Sarjana Degree
of English Department Faculty of Humanities Universitas Airlangga**

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2022

DECLARATION

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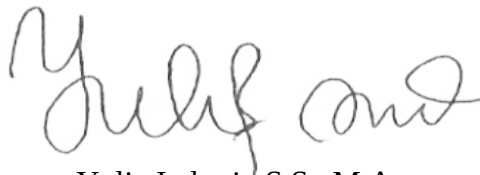
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I DEDICATE THIS THESIS TO MY FAMILY AND
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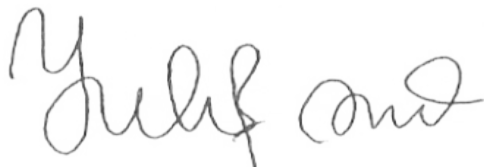
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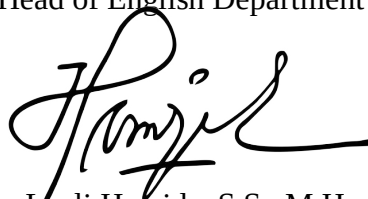
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Lastly, I realized that this research paper is still far from perfection and needs to be improved into something better.

Surabaya, January 5th 2022

Muhammad Abdillah Fatih Janitra

Sesungguhnya sesudah kesulitan itu ada kemudahan

Qs. Al-Insyirah Ayat 6

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ABSTRACT

Billboard is an advertising media that we can find around us. Unlike other billboards, Indonesian cigarette billboards are limited due to the Indonesian government policy about cigarette ads. Due to the regulation, the advertising agencies must become creative when creating cigarette billboards. *A Mild*, an Indonesian cigarette brand has a uniqueness in advertising using verbal humor. The objective of the study was to investigate the types of verbal humor found in *A Mild “Bukan Main”* series billboards in South Surabaya. Since the data are verbal humors which are non-numeric, a qualitative research approach is a suitable approach to be applied in this study. The theories used in this study were the verbal humor categorization proposed by Shade (1996) as the main theory and the general theory of verbal humor proposed by Attardo (1994) as the supporting theory. The findings of this study were 21 verbal humors found in the billboards. The most frequent verbal humor was sarcasm (28.57%), followed by Riddle and Satire with 19.05% for each, and pun, parody, and anecdote with 4.76% for each. The interpretation of this study showed that *A Mild “Bukan Main”* series billboards frequently use sarcasm in their ads as their advertising strategy. Sarcasm has several reasons why it has advantages in cigarette advertisement than other verbal humors, namely emotional function, gender compatibility, and age compatibility.

Keywords: *a mild*, advertisement, billboard, GVTH, verbal humor

ABSTRAK

Billboard adalah media periklanan yang dapat kita temui di sekitar kita. Tidak seperti billboard lainnya, billboard rokok di Indonesia dibatasi oleh Peraturan Pemerintah Indonesia yang mengatur tentang iklan rokok. Karena aturan ini, agensi periklanan harus kreatif ketika membuat billboard rokok. *A Mild*, sebuah brand rokok Indonesia memiliki keunikan dalam mengiklankannya menggunakan verbal humor. Tujuan dari penelitian ini adalah untuk menginvestigasi tipe-tipe humor verbal yang ditemukan dalam billboard *A Mild* seri “*Bukan Main*” yang ada di Surabaya Selatan. Dikarenakan datanya merupakan verbal humor yang mana non-angka, maka pendekatan kualitatif adalah pendekatan yang diterapkan dalam penelitian ini. Teori yang digunakan pada penelitian ini merupakan *verbal humor categorization* yang dikemukakan oleh Shade (1996) sebagai teori utama dan *general theory of verbal humor* yang dikemukakan oleh Attardo (1994) sebagai teori pendukung. Hasil penemuan pada penelitian ini adalah ditemukan 21 verbal humor pada billboard. Humor verbal yang paling banyak digunakan adalah sarkasme (28,57%), diikuti riddle dan satir yang masing-masing 19,05% dan pun, parodi dan anekdot yang masing-masing 4,76%. Interpretasi pada penelitian ini menunjukkan bahwa billboard *A Mild* seri “*Bukan Main*” paling banyak menggunakan sarkasme pada iklan mereka sebagai strategi periklanan. Sarkasme memiliki beberapa alasan mengapa ia memiliki keunggulan dalam iklan rokok dibandingkan humor verbal lainnya, yakni fungsi emosional, kesesuaian gender dan kesesuaian umur.

Kata kunci: a mild, billboard, GVTH, humor verbal, iklan