Abstract

The relationship between business and humor is that the seriousness of business requires a serious interest in life, and so does humor, as it is considered as a form of tension release especially for business oriented people who are generally affected by the current economic turmoil in the Asian region. Indeed, some people can become so sensitive to business and financial turmoil that they feel hurt if disaster strikes them. Also examined are the effects of humor on consumers. The subjectivity of humor and its dynamics in the act of persuasion can bring either success or failure to any business. However, as long as humor prevails, there is still a little hope left. This paper will present humor as being the lighter or brighter side of the business. It will describe how humor functions in various ways of advertising.