

ABSTRACT

Youtube hits huge user number in Indonesia, lots of people see this opportunity by using Youtube as a media to show their talents, existence, and channel their hobbies by making video contents which is called Youtuber or Content Creator. One of successful Youtubers in comedy genre at the moment is Arif Muhammad from Binjai, North Sumatra. He received a Gold Play Button award from Youtube after his achievement of engaging 1,000,000 subscribers. Arif Muhammad is consistently bringing North Sumatra's culture like scenery, characteristic, humor, language and accent used by North Sumatra people. Arif Muhammad's video audiences find that Arif Muhammad's videos are relatable to the daily life of most people in North Sumatra in real life. The purpose of this research is to find how a sequence of fantasy theme and fantasy chain can construct the people of North Sumatra through humorous videos on Arif Muhammad's Youtube account. This research uses qualitative research method with constructivist paradigms. The data analysis used for this research is the fantasy theme analysis from Ernest Bormann. This research aims to find the existence of humor that caused a communication pattern between video viewers through the illustration of North Sumatra people and real-life reality that resulted group dynamics that declared agreement.

Keywords: *Youtube, Humor Videos, Ernest Bormann's Fantasy Theme Analysis*