

ABSTRACT

Humorous content holds a unique appeal in digital communication. This study is driven by the need to understand how humor not only entertains but also plays a role in disseminating information and enhancing credibility, particularly in the case of the football fanbase account @simamaungcom. The objective is to analyze how humor is applied through captions and visuals to build account credibility. This study employs a qualitative approach using Krippendorff's content analysis method and an in-depth interview with an expert informant. The analysis is guided by Mulyana's (2008) theory of humor in communication, Aristotle's classical rhetoric (2007), and Foss's (2004) visual rhetoric. The findings show that humor is consistently applied through local language, visual symbols, and community-based communication styles. Humor serves not only as entertainment but also as a rhetorical strategy for conveying messages in a light tone while fostering trust and credibility among the audience.

Keywords: Caption, Credibility, Digital Communication, Football Fanbase, Humor, Visual