

Forms and Functions of Puns on Packaging Product Names in TikTok Content

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ABSTRACT

No interaction between humans that does not consist of humour but each human has a different frequencies of humour. In this linguistic form, lexicon, morphology, syntax, and so on can be twisted and it is called punning. Nowadays, TikTok is a popular social media platform that serves humour contents, especially in the form of punning. The objects that TikTok content creators use to be punned were the stuff that we find around daily as packaged products that we often see in supermarket. This study aims to identify the form of puns used by TikTok creators in punning the names of packaged products in Supermarket in TikTok also this study describes the function of puns used by TikTok content creators in punning the packaged products in Supermarket in TikTok. This research used qualitative content analysis which used five TikTok pun videos with data collection techniques by using observational and note-taking technique. The researchers found 32 data of the names of packaged products and find forms that used by TikTok content creators, there are 16 data of homonymy puns, 6 data of eliminating sound, 6 data of adding sound, 6 data of substitution sound, and 1 data of acronym. There are functions used by content creators in making the puns, namely as mere entertainment, providing information, teasing, satirizing, and euphemism.

Keywords: Humour, Puns Form, Puns Function, TikTok, Wordplay

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INTRODUCTION

In the current digital era, social media has become an essential part of teenagers' lives. Social media is the mandatory part for teenager that they can use not only to communicate but also to express themselves by using their trend language (Wulandari, 2024). TikTok is one of the platforms that are often used by teenagers nowadays. TikTok is a popular application for young people in Indonesia because of its easy access (Ahdanisa & Fateah, 2024). Not only for sending text, the use of TikTok also presents short videos lasting 15 seconds to 10 minutes and shares photos or videos to the users' friends. In addition, TikTok also presents its contents in the form of carousel photos with a limit of 10 photos. The creation of short videos/photos is provided by this application to make it easier for users to edit their content. In today's digital era, humour using wordplay techniques has emerged on social media, especially on the TikTok platform. In TikTok content, it is common to find content that is packaged with humour topics.

Humour is one of the human goals in fulfilling human psychological needs. The purpose of humour is to relax or break the tension. Humour is synonymous with something that is conveyed by humans with the aim that the interlocutors who are listening can laugh. All humans have humour and there are no humans who do not have humour (Soedjatmiko, 1992) but we often hear that everyone's sense of humour is different. When someone uses their language freely and can be understood by the interlocutors, so they can understand what they are saying later (Wardianto et al., 2023). This is because the humans who are talking each other, have to transfer their messages to their interlocutors and the interlocutors have to interpret into understood context (Panji et al., 2024). Every human being has an unequal frequency of humour so it requires indicators in making materials or topics for humour. The indicator of success in making humour is being able to make other people or interlocutors enjoy and laugh at the humour (Wijana, 1994). This is related to (Fudhaili, 2024) that interaction or even language cannot be separated from human behaviour. Humour requires techniques to make the topic humorous. Humorous techniques based on Anastasya (2013) are wordy speech, sound play, differences in the meaning of speech, misunderstanding, sarcasm, wordplay, making fun of, making someone feel stupid, giving in to cleverness, satire and humour by linking sexual things.

According to Huizinga (1949) that humans are creatures of play called *Homo Ludens*. Various things can be played by humans, one of which is language. Wordplay is one of the techniques of humour. By using wordplay, an utterance can be associated with other meanings. Wordplays are games by manipulating language by changing its phonetic, lexical, morphological, syntactic forms, and so on (Fatonah et al., 2017). Thus, wordplays with the meaning spoken is different from the actual meaning. Wordplays were recognized by humans when humans were babies with songs that have wordplays in them by using repetitive sounds and funny rhymes (Puput

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Kinanti & Riskawati, 2021). Thus, wordplay will forever be used by humans until they step into adulthood and even parents with different levels of humour.

Wordplay is often used by content creators in creating humour content in TikTok. The technique used was to twist the names of the objects used with other names so that the intended meaning is different from the name of the object. Furthermore, (Gruyter, 2018) that a wordplay of pun is a textual occurrence where the complete meaning of the text can only be reached by interpreting a group of sounds concerning a second sequence of sound which need not be the same as the first. In short, a pun plays words' spellings (Kustanti, 2024). Objects that are easy to make as puns are objects which have double-meaning names (Xu et al., 2024). The objects can use packaged products that are often found in our daily, especially in Supermarkets. The supermarket is the place that we use to buy something household needs. Moreover, when TikTok content creators were shopping at Supermarkets, it was not uncommon for content creators to create some content using the names of packaging products sold as creative objects to be joked about to change the intended meaning. So, it made a funny thing because the interlocutor must think of another meaning attributed to the content creator. Humour that is usually made by twisting a word usually does not aim to offend any party but just to make the content funny. However, wordplay or language puns can also be funny material that aims to mock or criticize. So, some wordplay techniques are needed in twisting a word to create humour in the wordplay. Wordplay techniques used in humour can be in the form of letters that are played, malapropisms, beautiful discourse creations and tongue twisters (Wijana, 2004).

Research related to humour on social media, especially on the TikTok application, has been carried out by many previous researchers. Ngapak Javanese Humour Creation Techniques and Functions on TikTok Accounts @nanalbaliklagi, @rofiqkompak1, and @raflychaniag0 using Berger's (2017) theory of humour creation techniques that produce humour techniques in the form of satire, bombast, definition, exaggeration, infantilism, insults, irony, misunderstanding, repartee, and sarcasm (Ahdanisa & Fateah, 2024). Quoted from research on Relevance Theory in Sheikh Assim's Humorous Da'wah as an Alternative to Contemporary Da'wah: Criticism of the Cooperation Principle there are several theories related to humour based on linguistic discourse (Zaka Al Farisi, 2023). These theories were initiated by Attardo (1994) and Raskin (1985) who explain humour in terms of language structure. In addition, there is Grice's theory (1975) which explains the Cooperation theory where humour discourse becomes one of the violations of the Cooperation principle, especially on the maxim of relevance. This is because humour is an intentional violation to create humorous effects and make interactions between people more interesting.

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This research uses previous studies as a benchmark, especially in the context of wordplay for humour content creation. The research by Jupriono and Sukatman (2021) on Panomosia in Humour Discourse on social media used posts that have been uploaded by the masses on social media such as WhatsApp, Facebook, Blog, and YouTube in 2020 to 2021. This research results in the use of polysemy in one sentence that produces different literal meanings. Apart from polysemy, there is homonymy in humour discourse on social media which is filled with abbreviations and acronyms as well as partial homonymy that is connected to the sound of other words (Jupriono & Sukatman, 2021). Another study initiated by Viana Putri et al. (2019) explains that there is homonymy in tweets made by teenage Twitter users. In addition, this study found the impact of using homonymy in conveying humour to readers of these tweets. An example of the results of this study is the word blue band which has 2 different meanings, namely blue band which means a band named blue band or a word that has a literal meaning, namely a blue bracelet.

Based on these four studies, research related to puns used as material for humour on social media, especially TikTok, remains an interesting thing and relevant topic to be researched. The wordplays used for humour take objects that can be found in everyday life objects such as in advertisements, religious proselytizing, or only by the content that we often find on social media such as WhatsApp, Facebook, Instagram, and so on. However, this research identifies the gap in previous studies regarding the objects that are used by the researcher among those previous studies. None of the previous research uses packaged products to be punned. Packaged products can be found around us because those are stuff that people use in their household needs daily. Therefore, the aims of this research are (1) to describe forms that the TikTok creator contents used in playing puns on the names of packaged products in Supermarket and (2) to describe the function of playing puns on the names of packaged products in Supermarket. Additionally, future research can be focused on the other viewers' responses as well toward the puns, such as likes, shares, and viewer comments. Thus, it is able to bring out the effectiveness and relatability of humorous content based on diverse cultural background and social backgrounds.

METHOD

In a study, data is the fundamental thing to find out the answers of the research questions. The data used in this study were taken from content videos related to puns in the TikTok application. The form and purpose of the discourse were determined by the researchers through descriptive qualitative and content analysis. By using that approach, the researchers are able to find the purposes of every discourse stated by TikTok content creators by using videos or images. The researchers used five pun TikTok

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videos toward packaged products in Supermarkets according to the number of viewers that exceeded more than 1000 viewers. Those videos came from these accounts below: [@maymoon_ah](#), [@vlavalavala](#), [@anakbunderanlv40](#), [@inayah02](#), [@chandra_metro](#).

Those usernames can be changed at any time whenever the account users change their TikTok user names. Also, those contents used wordplay by twisting the names of packaging products as their content. Researchers searched for these videos and collected [them](#). But, before the researchers used those videos, the researchers asked permission from those video creators to use their videos to be used for this research by TikTok direct message or Instagram direct messages because some accounts do not allow direct messages for people who do not follow by those accounts. Thus, the researchers looked for the creators' Instagram accounts to connect with them and ask the permission. The data collection technique used by researchers was to use observational techniques where researchers observed one by one the products that were twisted by TikTok content creators in videos or images that contained these wordplays. This technique was used to find out the use of the forms that the TikTok content creators used to twist the name of packaged products into other meanings. Besides, the researcher used observational techniques to find out the meaning of the content creators' discourses in those videos. Furthermore, by using that technique, the researcher could decide what functions of punning the packaged products. So, the data used by the researchers are linguistic data such as words, phrases, clauses, and sentences.

After using the observational technique, the researcher also used a note-taking technique by converting audio into written transcription. That technique was used if the data were taken from the selected video where the researchers wrote a list of packaging products that were joked [in a table](#) and wrote down the utterances delivered by the content creators. If the data was taken through the content of puns that used images, the researcher prepared a narrative of the image and then marked the words that contained the pun. After that, the researcher documented the packaging products by screenshotting or downloading the video content to make it easier for the researcher to explain the context intended by the content creator.

After the data had been collected and recorded, the data then proceeded to the categorization stage. The researchers made categories of punning techniques based on the theory of language games using puns in phonological aspects. Furthermore, the data were classified based on the phonological aspects of puns and the function of puns. The classification was the result of data analysis that had been categorized. Data analysis technique is a technique to examine one by one the data that has been collected from the results of the data collection stage to determine the results of the research being conducted (Moleong, 2007). Thus, there are four stages of data analysis techniques that must be carried out by

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researchers, namely identifying data, categorizing, classifying data, and analysing data to conclude data. Because this research used a qualitative descriptive method, the presentation of data analysis was in the form of a brief narrative to explain the results of the research and a table of research results was added. To find out the communicative function of each pun, the researchers used content context analysis for each video. The specific indicators were analysed according to the gesture, tone, wordplay patterns, mimic, and surrounding context that strengthens the researchers' interpretation of the context.

The researchers decided the results of data analysis related to what forms were used by content creators in playing puns on the names of packaged products in Supermarkets in the TikTok application and could describe the functions used by content creators in playing puns on the names of packaged products in supermarkets on TikTok.

FINDINGS AND DISCUSSION

Wordplay with puns can be used as material for creating TikTok content with humour. This is because puns have a different meaning from the real meaning. One must have the same experience or knowledge when creating humour through puns. In addition, puns using the names of packaged products are content ideas that are very easy to use for humour as puns around us, especially when we are shopping. Therefore, the creation of TikTok content using puns on the names of packaging products makes content viewers think of other meanings than the real meaning. Wordplay with puns has a form or technique of puns in punning the names of packaging products. These aspects can use phonological aspects such as homonymy, homographs, reduplication, sound substitution, acronyms, sound removal and sound addition (P. N. Sari & Surana, 2016). By using puns, content creators can convey their intentions through these puns. So, language games using puns have their own function in the delivery. According to Sabarani (2004) the function of language games can be used as a form of mocking, satirizing, criticizing, reflecting on something profitable, euphemism, to convey confidentiality and for entertainment alone (cited by Yeni Ernawati & Dita Aprilia Zahara, 2024).

Based on the results of data collection conducted by researchers, there are 32 names of packaging products that were joked by content creators. The data were classified based on aspects of the form of puns based on phonology, namely the data on puns using 16 homonymy data, 6 data on puns by eliminating sounds, 6 data on puns by adding sounds, 6 data on puns by using sound substitution and 1 data on puns by using acronyms. The data are not only formed by one form but also, they might be formed by two forms of puns according to the sound that they have.

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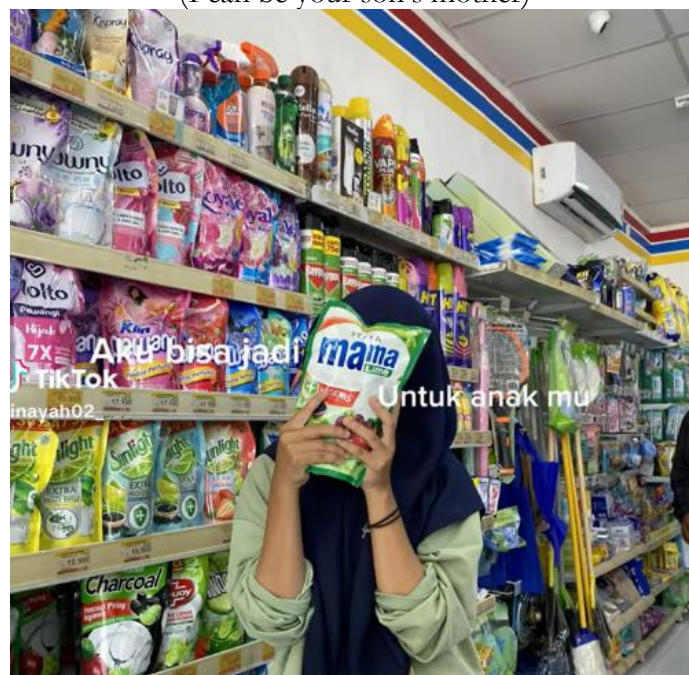
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1. Forms of Puns

a. Homonymy

Wordplay using puns with homonymy is identical to wordplay that plays with sound and spelling. The concept of homonymy is a concept of humour that uses the spelling and sound similarities of the word but has a different meaning than it should be (Wijayanti & Shalima, 2018). The use of homonymy as a language game strategy is often used by creators in punning the names of packaging products because of the use of words that have more than one meaning. Thus, it creates humour because you have to know the meaning of other words. In this research, the researchers found 16 data that used homonymy as a punning form to create humour in their TikTok contents. Here are three examples of data that use the form of homonymy used by content creators in mispronouncing the names of packaging products.

Figure 1:
Data D.1 *Aku bisa jadi mama untuk anakmu.*
(I can be your son's mother)



Source: <https://vt.tiktok.com/ZSkSKNuC/>

In this video created by @inayah02_, the content creator twisted the name of a dishwashing soap packaging product branded “Mama Lemon”. The content creator took the name “Mama” and twisted it into “Mama” which means someone who gives birth to a child or someone who has become a parent/mother. In this data, the content creator used a form of homonymy with a meaning relation by using the same letters and pronunciation yet it had a different meaning.

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Figure 2:
Data A.7 *Pak satpam, tolong disini banyak maling!*
(Mr. Security, help me. There are so many thieves here)



Source: <https://vt.tiktok.com/ZSkSKuBVc/>

Another data example comes from @maymoon_ah. The TikTok content creator used canned pork meat named MaLing. That packaging product name was related to one of the vocabularies in Indonesia means thief which is Maling. So, the TikTok creator acted like she found Maling as a thief yet she pointed to canned pork meat. Based on the action of the TikTok content creator, she used homonymy to twist the name of the product into another meaning.

Figure 3:
Data B.3. *Kayaknya dia ngentut deh. Pretz pretz pretz*
(I think, he is farting. Pretz pretz pretz)



Source: <https://vt.tiktok.com/ZSkSKsPsp/>

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The video created by @vvalavala shows the snack named Pretz. The TikTok creator content used Pretz as the onomatopoeia of farting. The onomatopoeia farting sounds *pret, pret, pret*. Thus, the TikTok content creator likens the name product to the sound of someone's fart in the Supermarket.

Based on those data examples, the use of homonymy as a strategic linguistic form that is dominance to be found in this research. There are 16 out of 32 data that used homonymy to pun the packaged product names into different meanings. The use of homonymy is often used by TikTok creator content because packaged product names are often taken by words that people often use in their daily conversations. By using common words, people can remember the products' names easily. Moreover, the effect of meaning ambiguity can be captured instantly without the need for complex semantic processing. It is supported by the visual and fast-paced media of TikTok that can reach a surprise-based humour model. According to Wijayanti & Shalima (2018), homonymy refers to language forms that have similar sounds yet they have different meanings. So, the way to pun on packaged products' names is similar to how other people create humour by using homonymy as same as what that previous study researched about.

Playing puns by using homonymy is related to the theory proposed by Huizinga (1949) who initiated the concept of *Homo Ludens*. This concept talks about how humans instinctively play through language. That concept is also related to Gruyter (2018) that puns as sound and meaning games can only fully understood by audiences who can interpret one sound with reference to another different reference. Thus, homonymy is not only a phonetic game but also it is a reflection of the creators' knowledge in utilizing the lexical richness and speech culture of Indonesian society. The humour that is created has inclusive characteristics as it utilizes common vocabulary and is adaptive to the fast and spontaneous format of social media.

b. Eliminating Sounds

The phenomenon of eliminating sounds to twist a word is a strategy that is also often used by content creators to twist the names of packaged products. In wordplay, eliminating sounds or sound permutation is a phenomenon that is often used in speech or discourse commonly referred to as tongue-twisting (P. Sari & Surana, 2017). In addition, eliminating sounds is a strategy to twist words intentionally or unintentionally in order to produce a humorous effect on the listener or reader (P. N. Sari & Surana, 2016). In this section, the TikTok content creators use eliminating sounds toward some of the names of packaged products by twisting their names into other words to create humour sensation. There are six data out of 32 data that are twisted by eliminating sounds. Eliminating sounds shows the creator's creativity to create semantic ambiguity by manipulating phonological aspects, so, it reaches a humour effect through

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a mismatch between form and meaning. The examples of data of puns using eliminating sounds can be seen below:

Figure 4:

Data A.4. *Aku habis dari dokter nih. Habis Medical ChekHup*
(I just went to the doctor. I just did medical check-up)



Source: <https://vt.tiktok.com/ZSkSKuBVc/>

According to the name of the product that had been played by @maymoon_ah, she used ChekHup as the product name to be played. That product is a chocolate drink packaging product. The creator associated the name of the packaging product with the English noun check-up which has a meaning based on the Oxford Dictionary which is a series of examinations of something in the health sector to ensure that the patient does not have a disease. In writing the brand name of the packaging product with the noun “check-up”, there is a difference in spelling but the pronunciation is still the same. Thus, the name of the packaged product that was slipped used the eliminating sounds or sound permutation technique by eliminating the sound /-c-/ in the word check and adding the sound /-h-/ in the word Hup in the name of the packaging product. Both sounds are silent words or illegible sounds. So, the data (A.4) is used to eliminate sound to create a word that has almost similar pronunciation with other word to create humour because of those pronunciation similarities.

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Figure 5:
Data D.2. *Sungguh aku suka*
(I do really love)



Source: <https://vt.tiktok.com/ZSkSKNnC/>

This (D.2) data showed the snack product named Kusuka. The TikTok content creator added the back sound titled *Kusuka* by an Indonesian singer named Adam Suraja. In this data, there is an eliminating sound by eliminating the /a-/ sound at the beginning of the word. So, the meaning of TikTok content creator was *Aku Suka Padamu* which meant I like you or I love you in English translation.

Figure 5:
Data E.3. Roma Irama
(An Indonesia dangdut singer)



Source: <https://vt.tiktok.com/ZSkSEffe4/>

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This video was created by @chandra_metro. In this video, there were two people who had a conversation about wordplay. Those people consisted man and woman. The man started the conversation by asking the woman what she was doing. Then, the woman answered that she was singing. Continued question by the man, he asked what song she sang about and the woman said Roma Irama by touching a snack named Roma. What the woman meant was Rhoma Irama, an Indonesian dangdut singer. There is an eliminating sound in the “Rhoma”. To achieve the packaged product names, the TikTok content creators eliminated the sound /-h-/ so that the packaged product name.

By eliminating sound, the TikTok content creators will ensure that the word that they addressed also has a different meaning from the actual name product. Therefore, by doing this, the TikTok creator achieved humour because those words are almost similar sounds.

Overall, the eliminating sound form reinforces the finding that humour results not only from the uniqueness of language forms but also from the creator’s ability and audiences to read possible new meanings from familiar forms. It is also related to Huizinga (1949) concept as well that the function of play in the social and symbolic use of language.

Eliminating sound to pun packaged products’ names in TikTok is not only a tool to create humour, but also it shows the flexibility of the sound system in Indonesian that can be twisted or manipulated for expressive and communicative purposes. Humour arises from “deliberate” mistakes, which show a sense of mastery over the language norms that are violated.

c. Adding Sounds

Adding sound to the actual word is one of the strategies used in making a funny impression on the names of packaging products that are joked. According to Wijana (2004, cited by P. Sari & Surana, 2017) adding sound can be inserted at the beginning or end of a word. However, insertion can also be done in the middle of a word. In the context of TikTok content, this form is used to break down the boundaries between the name of the packaged product and daily vocabulary. So, it creates a humorous effect by doing that way. The following are examples of data as a form of language games on the names of packaged products in Supermarkets that are joked by TikTok content creators. There are six data out of 32 data that use adding sound to create puns toward the names of packaged products to reach humour in TikTok. Those data are shown below:

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Figure 7:
Data B.3. *Kayaknya dia ngentut deh. Pretz, pretz, pretz*
(I think, he is farting. Pretz, pretz, pretz)



Source: <https://vt.tiktok.com/ZSkSKsPsp/>

In the video created by @vlavalavala, the content creator used Pretz-branded snack packaging products produced by PT Glico Wings. The brand was turned into an onomatopoeia of farting which has the sound “Pret”. Thus, in the video, the content creator inserted the /-z/ sound at the end of the word “pret” into “pretz” so that it creates a funny sound.

Figure 8:
Data C.2. *Kita kan anak agnesi*
(We are an agnesi student)



Source: <https://vt.tiktok.com/ZSkSKvNkt/>

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The actual word that the TikTok content creator refers to is the name of one of the medical processes to kill the pain during surgery, anaesthesia. Anaesthesia in Indonesia means *anestesi*. Thus, based on the actual word, the TikTok content creator used adding sound by adding the /-g-/ sound between the /a-/ sound and the /-n-/ sound. Besides, TikTok also used other forms to address the actual words.

Figure 9:
Data D.7. *Makin dewasa makin mental downy*
(The more mature, the more be mental downy)



Source : <https://vt.tiktok.com/ZSkSKKnuC/>

Data D.7 created by @inayah02_ used the product named Downy. This product is used to put the fragrance on the washed clothes. The actual word that the TikTok content creator referred to as “down” which is one of the words in phrasal “mental down”. Mental down is the condition of the mind which is felt like stress and pressure. To achieve the product name, the TikTok content creator added the /-y/ sound in the last of the “down” word. Thus, it made fun because by adding sound, the meaning of the product’s name changed into the actual words.

When it is compared to the sound removal strategy, adding sound tends to be used to intensify meaning or add humorous nuances to words that already have certain meaning associations. This is in line with the concept of humour pragmatics that word form modification is a means to create unexpected meaning in a communicative context. Furthermore, this form shows how phonological flexibility can be used to deliver humour that is relatable, light, and in line with the characteristics of teenagers’ audiences. Creators are able to strategically insert sounds to produce unique phonetic effects without losing the semantic connection to the

original product. Otherwise, creativity in composing puns is not just a game of sound, but an entertaining and communicative form of “meaning re-production”

d. Sound Substitution

Sound substitution is one of the strategies for creating humour by replacing the sound in the words with other words which has a similarity of sound. Sound substitution produces a deviation of one or more sounds to form informal vocabulary in Indonesian (Wijana, 2022). The researchers of this research found six data which used sound substations. The following examples of data on puns using the form of sound substitution used by content creators are presented below:

Figure 10:

Data A.6. *Banyak kata-kata kasar*. Puck You, Puck You.
(There are so many bad words here. Puck you, puck you, puck you)



Source: <https://vt.tiktok.com/ZSkSKuBVc/>

In the data, the TikTok content creator intended to use the word fuck you. That word is the inappropriate word to curse someone when the people who say that feel mad at someone. The TikTok content creator twisted the phrase by changing the /f-/ sound to /p-/, namely puck you. Puck is the brand name of the cream cheese packaging product produced by Kraft.

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Figure 11:
Data D.6. *Tak berdaia melihatmu bersamanya*
(Helplessly watching you with her)



Source: <https://vt.tiktok.com/ZSkSKKnuC/>

The D.6 data used by @inayah02_ showed Daia as the clothes detergent was played by using sound substitution. The TikTok content creators refer to the Daia product in the actual words as *Daya*. *Daya* is an Indonesian word that means power, energy, capacity or effort that people have to put in to achieve something. Thus, the change from Daia to *Daya* used sound substitution by changing /-y-/ into /-i-/.

Figure 12:
Data E.1. *Mencintai kamu*
(Loving you)



Source: <https://vt.tiktok.com/ZSkSEffe4/>

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The TikTok content creators used a *micin* or we can call it *monosodium glutamate* (MSG). In this video created by @chandra_metro, there were two people who were involved in the conversation. The woman asked the man who brought the camera what flavour is weak of love (*bucin*) and the man said that he did not know the answer. So, the woman answered *micintai*. The word “*micintaimu*” was formed from “*mencintaimu*” which means loving you. The woman substitutes the sound /-e-/ into /-i-/ to change the word “*mencintaimu*” to be “*micintaimu*”. Moreover, the woman also used eliminating sound in it. The woman eliminated /-n-/ from the word “*mencintaimu*” to “*micintaimu*”.

Despite the change in phonemes in sound substitution, the researchers found that the change of sound in those two words does not not always lead to different pronunciations. This is related to the research raised by Wijana (2022) that the change of the sound is based on the naturalization process as in the Indonesia phonological system, the pronunciation of *oke* is taken from “okay” which does not have a difference how to pronounce those two words even there have sound substitution in it. Also, the substitution process is often the access point for the creation of informal or slang vocabulary, which in this context is utilized as a comedic tool (Wijana, 2022) TikTok as a short video platform is very supportive of this strategy because the users can play with intonation, facial expressions, and gesture to strengthen the ambiguity of meaning.

So, sound substitution in this content is not only phonological, but also semantic and pragmatic. Audiences are faced with a battle between word forms that sound similar but mean very different things, so, the humorous effect arises from the mismatch between expectation and reality of the utterance.

e. Acronyms

Acronyms are a form of language game that is often used in puns. This form occurs when there is a combination of extensions commonly used (Wijayanti & Shalima, 2018). The use of acronyms in TikTok wordplay is one of the strategies that is rarely used yet it is quite powerful in terms of semantic effects and humour. This form found only one data based on those videos. The following is an example of data that uses the form of acronyms to pun packaged products’ names made by TikTok content creators:

Figure 13:

Data C.4. Male : *Fel, ini makanan udah sembilan bulan nih, Fel.*
(*Fel, this food is already 9 month*)
Female : *Kenapa?*
(*Why?*)
Male : *Bumil*
(*Because it is Bumil*)

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Source: <https://vt.tiktok.com/ZSkSKvNkt/>

This video by @bunderanlv40 showed Bumil Ssamjang, a seasoned soybean paste. This packaged product is made by a company from Korea. Bumil stands for pregnant women in Bahasa Indonesia. The abbreviation is taken from Bu from the word iBU and Mil from the word haMIL. Therefore, the content creator likens the name of the Bumil company to someone pregnant for 9 months.

Even though acronyms are a form that is rare to be used by TikTok content creators to pun packaged products' names, the acronym is a form that remains interesting to analyse because they involve cultural embedding-based meaning games. In terms of pragmatics, the use of acronyms also shows that TikTok humour is intertextual and relies on the audience's collective knowledge of slang. If the audiences do not know the meaning of "BuMiL" that is shown by the creators, it will not be funny because the audiences do not recognize the shortening.

In conclusion, it can be seen that each form of pun (homonymy, adding sound, eliminating sound, sound substitution, and acronyms) has different characteristics and potential for humor depending on the phonological aspects and the accompanying socio-cultural context. Most of the TikTok content creators used homonymy because the packaged product names mostly use words that we often find out or use in our everyday stuff so that people can remember the packaged product names themselves. The adding sound and eliminating sounds show the phonological flexibility of words that can be modified to create new and funny words. Furthermore, sound substitution shows how audiences are sensitive to sound plays that involve double meaning. Also, acronyms even though it is rare to be used, it shows a deep semantic exploration and requires high cultural competence from the audience.

In general, the forms of puns that appear in TikTok content are not just a form of spontaneous humour, but a reflection of the socio-linguistic dynamics of today's digital society. TikTok as a multimodal media enhances the expression of humour not only through words, but also through gestures, mimicry, intonation, and visual narration. Therefore, the humour produced is interactive, contextual, and highly dependent on the common linguistic experience between the creators and the audiences.

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2. Function of Puns

The most important function of puns is as a means of humour to please someone (Latifah et al., 2024). According to Yunus (cited by Latifah et al., 2024), the function of puns divided into three as the main function such as entertainment, criticism/satire, and providing information as creative as they can to inform something. This theory would be used for the research as the foundation to find out the function of puns. However, in this research found more than three functions that were found on the pun's videos created by TikTok content creators. In the puns on the packaged product names on TikTok, there are several functions found, namely (1) Providing information, (2) Entertainment, (3) Teasing, (4) Satirizing, and (5) euphemism. Thus, in this research, the difference in the number of puns' functions between the initial theory does not indicate contradiction, but rather development. The functions of teasing and euphemism appear because of the context of social media especially TikTok, which expands the expressive and interpersonal fields of communication. This reflects that puns are not only a tool for wordplay, but also a mirror of social and cultural dynamics in today's digital language practice.

Here, there are the explanations toward every pun's function that are found in this research. Providing information gives information that can be consumed by the people by using humour. The function of pun that can be used as entertainment because the puns are created something fun without any bad intentions in its utterances. Otherwise, satirizing is the opposite of the function of puns as an entertainment. Satirizing is used to give reproaches to the someone whom they want to addressed to. It is packed by using pun to talk about criticism but it is packed by using puns so that the criticism sounds subtle and acceptable. Furthermore, satirizing and euphemism have difference that are not much different. Euphemism is used by puns to smoothen the words so that the utterance can be spoken appropriately for instance the word *meninggal dunia* refers to *mati* or *dirumahkan* means *dipecat*. Teasing is the function of pun as a teasing to someone else who are with the pun's makers. This function serves to strengthen kinship between people during the conversation is happening.

a. Providing Information

Firstly, the function of puns on packaged products' names on TikTok shows there are three results that functioned as providing information. One of those examples can be described as follows below:

Context	: Dandang is a tool used to cook rice using a stove
Data	: A.8. Yang buat masak, dandang. (Dandang, the tool is used for cooking)

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The utterance contained in data code A.8. has the function of conveying information that *Dandang* is a cooking utensil used to cook rice. However, in the video, the content creator points to a teabag brand called Dandang. The TikTok content creator attributes the dandang in question to a dandang that is useful for cooking. Thus, this account named @maymoon_ah conveyed real information in a light and entertaining way.

b. Entertainment

The second function of a pun is to entertain. This function dominates the use of puns in this research, namely 24 out of 32 data. The second utterance contained in data code A.7. has a function as entertainment without having other meanings such as satirizing, teasing, criticizing, etc. The purpose of this function is only to achieve something fun during interaction. One example of the data that has function to entertain can be seen below:

Context : Content creator called security to catch a thief in the act of stealing

Data : **A.7. *Pak satpam, tolong disini banyak maling!***

(Mr. Security, there are so many thieves here!)

In the video, the content creator seems to call the supermarket security guard to come help him because the content creator met a thief. In the video, the content creator seems to call the supermarket security guard to come help him because the content creator met a thief. However, the content creator pointed out that MaLing is a pork-packaged product. This makes it funny because the content creator interprets 1 word with 2 different meanings that are unexpected.

c. Satirizing

In this part, three data that contain satirizing or criticism of certain behaviours. This function appears when puns are used to convey value messages indirectly. One of examples of a function pun to satirize something can be seen below:

Context : Women should behave.

Data : **A.10. *Cewek jangan bar-bar* (Women should behave)**

So, this function is included in satirizing that is wrapped in humour so that it can still be accepted without causing direct conflict. According to KBBI VI Online, barbaric is an adjective that means uncivilized, violent and cruel. In the data, the content creator expressed the speech with a sarcastic tone so that it seemed as if the content creator was satirizing someone else so as not to behave violently. This is a trait

that should not be possessed by a woman because women are known as beings who have a gentle and forgiving nature.

d. Teasing

The teasing function appears in eight data. The teasing function is usually delivered to close people to the creators and it is used to strengthen social relationships. Almost all teasing functions also contain the element of entertainment function. An example of a teasing function is shown below:

Context : Relationship between women and men that do not have a special status but are carried out as if they have relationship in a love way.

Data : **D.3. *Belum jadian udah dipanggil sayang (We do not have a relationship yet we are already called darling)***

The fourth utterance comes from @inayah02_. The TikTok content creators used a product named *Sayang*. "Sayang" is a special call from someone who has a close relationship. The call can be delivered by parents to children, lovers, or between friends. However, in the context of the data, the content creator seems to be teasing someone who is close to him but does not have a clear status relationship but the person calls the content creator dear. The content creator made the utterance by pointing to one of the products of the Sayang branded laundry soap packaging. Therefore, the function of puns can also be used as a form of teasing someone with humorous speech.

e. Euphemism

The function of euphemism is only found in one data yet it is very culturally distinctive. It is also used to disguise a sensitive meaning as funny or light-hearted. One of the examples of this function can be seen below:

Context : People who like someone who has a long age gap.

Data : **D.4. *Korban HiLo Dek. (The victims of HiLo Dek)***

In the fifth example data, the content creator brought HiLo branded milk products. HiLo was tweaked by the content creator with the use of sound substitution which means Halo so that there was a change in the /-i-/ sound. Halo Dek is a term for people who like someone who has a birth year gap below that person. This can apply to both women and men. Halo Dek generally has a negative context because usually, this person has a very large age gap with the person he likes, for example, if

there is a man who is in his 30s and likes a girl who is in her teens then the man is likened to an older man like an om-om or uncle who is greeting a girl to be able to have a relationship with the man, therefore it is called "hello, dek". The use of the word HiLo Dek is used as a form of euphemism with a meaning that is still acceptable but in fact, the mention is a term for negative things or can be called a paedophile.

According to those analyses of pun functions, the puns used in TikTok contents are very contextual and have a strong cultural in Indonesian culture. The audience's knowledge of the various meanings of particular words that shape different meanings is crucial things that are needed to the humour's potency in these puns. For instance, the expression "HiLo Dek" referred to "Halo Dek" is the cultural norm in Indonesia which means an age-gap relationship. Without knowledge of the Indonesian social context, puns might lose their humorous effect or even create misinterpretation between locutor and interlocutor. Thus, this research emphasizes the challenges of analysing humour because the rate of humour for all humans is different. Thus, this research serves detailed-explanation of its language and cultural background to avoid misunderstanding of the humour caused by the puns.

CONCLUSION

The results of the discussion in this study concluded that there are 32 data on the names of packaging products which are divided according to the formulation of the problem in this study, namely the form of humour creation with puns on the names of packaging products in supermarkets and the function of puns on the names of packaging products carried out by content creators on TikTok. The form of puns used in this study found 16 forms of homonymy, 6 sound substitutions, 6 eliminating sounds, 6 adding sounds, and 1 acronym. For the formulation of the second problem related to the function of puns on the names of packaging products, there are 24 entertainment functions, 3 data of providing information functions, 3 data of satirizing, 8 data of teasing functions, and 1 data of euphemism. Thus, this research provides knowledge related to the form of wordplay by using puns that can be made for fun, providing criticism, advice, ridicule, etc. The puns are done using objects that can be found around us. Through research, it is hoped that it can be developed with puns that are used widely with wider and more known objects.

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