# **Abstract**

Advertising is one part of the promotional mix that has a vital impact on product marketing strategies. The writer conducted a research with the title of *A Semiotic Analysis of Korean Tourism Product Advertisement Videos on VisitSeoulTV Youtube Channel Entitled I Seoul U*. Marketing tourism of South Korea launched an advertisement video that has been published on their official YouTube channel named *VisitSeoulTV.* The writer watched the advertisement video several times and read the video advertisement’s lyrics at the same time. The writer elaborate the data scene by scene to analyze. Qualitative is the method that is used to describe and interpreted the object. In this research, the writer use the triadic theory of semiotics from Charles Sanders Peirce. The result of findings in the research is that the advertisement introduced the people in Seoul through the analogy that is portrayed by each members of Korean Boy Group called BTS as the endorser. Places in Seoul established to build a concept that Seoul is a modern city with sophisticated system but still come up side by side with a solid culture and way of thinking. The respectful younger people will be automatically known their position to the elders in certain situation. The target audience of the advertisement that has been shown through the video are Korean people, Interational people and fans of the endorser. That are included to the local and international people.

**Keywords :** Semiotics, Advertisement, Tourism, Seoul, BTS.