# **Chapter I**

**Introduction**

1. **Research Background**

Advertising is one part of the promotional mix that has a vital impact on product marketing strategies. Advertising is a form of presentation as well directly to consumers. Marketing is having a very important part to fight for a firm financial in 21st century’s economic environment. The operations of a business, the accounting areas, and another functions in business will not really be a matter with not enough demand for the products and also services so that the firm can’t make a profit. In the other words, the financial success is often depends on the marketing ability. (Kotler & Keller: 2008). From an entrepreneurial perspective, this opportunity used as a business by advertising companies in the world.

Analysis about tourism advertisement has also been done by another writer, one of the writer that has taken the same analysis is Fae Dea Adelia from Universitas Indonesia through her article. She emphasize the analysis in direct spesification of icon, index, and symbol to take the meaning that is conveyed with the relation of mostly Korean Culture and Korean people’s Charactersitic. Meanwhile the writer wanted to elaborate more of more detail things in different object that the writer choose to analyze. Firstly, the writer rather to choose a more specified object that is tourism advertisement about one of the city in Korea, not Korea as in general, but more likely to be Seoul as a part of Korea. The writer is not only going to elaborate what is the element in the video means that has correlation about Korean Culture and the people but also how the advertising producer wanted to deliver the audience about Seoul in the correlation with its geographical enviroment, the city’s modern ambience, and other details that shows what is the tourist going to get and feel provided while visiting Seoul that is undirectly mentioned in the edvertisement.

South Korea has even been more demanded by the tourist after the Korean wave or *Hallyu* happened. Korean wave that is has its own term and being called as *Hallyu,* is the term that is referring to Korea become the most important cultural force in Asia even in the world abroad. Starting from Korean television shows, Korean movies and K-pop are become everyone’s favorite in the world. Recently, we are able to see that *Hallyu* or the Korean wave has started becoming a global phenomenon. (Joo : 2011) This is one of the factor that nowadays people across the world would easily be attracted towards Korean related content though the laguage that they use is not Korean Language.

The following picture is a statistic data of the inbound visitors to South Korea from 2000 to 2018 seen from statista.comthat has been accessed on 02nd of May 2020 at 11:40 pm.



**Picture 1.1** Number of inbound visitors to South Korea from 2000 to 2018

From the statistic, it could be seen that from the year of 2000, the visitors amount are keep on mostly, increasing. In the year of 2017, the visitors are decreased then in the year of 2018 the visitors are added more than the previous year.

Based on what has been written in Seoul Metropolitan Government official website, it has stated that Seoul is a major city visited by almost 80 percent of the total whole number of tourists that visit Korea. Because of there is a reduction of the foreign visitor presentage from 2016 to 2017, Seoul has set the top five priority projects that held in 2017:

1. Seoul will promote the Pyeongchang Winter Olympics to get visitors;
2. For each target market, there would be an execution of tailor-made marketing;
3. Obtain suitable and attractive tourism models;
4. Make tourism infrastructure stronger to resettle twenty million tourists;
5. To establish Seoul Tourism Promotion Foundation.

Supposedly, in the mission to run the projects, especially project number two and three, marketing tourism of South Korea launched an advertisement video that has been published on their official YouTube channel named *VisitSeoulTV*. On December 13th 2017, they were updated new TV Channels that promotes Seoul as tourism destination for tourist.

They invited Bangtan Boys or what people usually known as BTS, in their videos. BTS is a boy band from South Korea under Big Hit Entertainment company. This company has a tag line of *‘Artist and music for healing’*. Along with the tag line, BigHit Entertainment and BTS have established #LoveMyself campaign to deliver the message that says *“having true love for others and the world requires loving myself first”* to their universal fans. #LoveMyself campaign supports UNICEF’s #ENDviolence Youth Manifesto, that have a purpose to safe and protect children and young people all over the world from violence. By these, BTS name has famously spread and known by people not only because of the campaigns but also because of their music that has a thoughtful meaning. One of their iconic lyrics is from the song entitled Magic Shop. The song is indirectly stop people from doing suicide by ask them to look closely what is in their heart and also tell them that there are people who still cares to them and include the members of BTS themselves to the people that could be there to always say this whenever the suicidal thought come again.

The tourism advertisement video that the writer is going to analyze is consist of two videos that bringing up a main title of ‘I Seoul U’. The writer assumed that these tourism advertisement videos are supposedly support of one to another, being seen from the target of its target audience. In the first video the endorser that in this case, BTS shows the way they live and seem to have fun in Seoul that the writer assumed as the representation of the amusement that the people in Seoul could have.

In the second video, the writer assumed that BTS becomes both BTS as the citizen that stay in Seoul and BTS as an Idol. The video also shows how BTS seem to ask their fans or Korean people to come to Seoul just like what they do by putting an analogy to a girl in the video. With Seoul by BTS made with Korean Language. This language might not be understood by all of the people in the world, since it could be understood by those who understands Korean language. Therefore, this advertisement came with subtitled version which lyrics has been translated into English language.

In the other side, all of the advertisements have to be made or even understood by using a language or a sign that is having the same meaning both for the maker and receiver, that in this case, the audience. Semiotic is one of the things that is matter in daily life. Peirce defined a sign as “*something which stands to somebody for something*”. For Peirce, signs and the meaning of it do not count as a structure, but a cognitive process. He calls this process as a semiosis. Semiosis has three stages, one of the stages is representing the signs through the senses (Benny Hoed: 2014). Means that semiotic is use to catch a meaning of an object. Where as the advertisement maker that in this case, the producer is the one who try to deliver the message by his work in the advertisement and received by the audience or viewer once the advertisement is out. The writer will try to catch the meaning in the video using the theory of semiotic by Peirce.

Signs that is put in the form of a representament refers to something else in some respect or capacity. It addresses to a particular thing that’s creates in the mind of people as equivalent signs, or perhaps a more developed sign. That sign which it creates called the interpretant of the first sign. The sign stands for something, it stands in object, not in all respects, but in reference to a particular idea. (Chandler D : 2014)

By reading the lyrics translation of With Seoul by BTS that is the soundtrack song of Seoul Tourism advertisement, and seeing the visuals in the video advertisement itself, the writer would try to identify the signs in the inside of it that is trying to be conveyed by the advertisement to the audience. For these, the writer wants to know more and understand about the meanings and messages that are shown in the advertisement *With Seoul by BTS* using semiotics theory by Charles Sanders Peirce.

1. **Identification of the Problems**

Based on the writer observation, some of big tourism product advertisement especially for local advertisements are presented by only shots of the tourism destinations without putting any ‘triggering elements’ that might lure people’s attention rather than the destination itself. Tourism videos advertisement *I Seoul U* are as mentioned in the background, has a role to participate on inviting the tourists to come to South Korea, especially Seoul. By its unusual presentation, the writer assumed that the advertisements having hidden meanings and particular targetted audience that mentioned for each video than the rest of any common tourism advertisement videos. The writer wants to dissect the video by elaborating the signs and its meaning from the advertisement video using semiotic by Peirce.

1. **Limitation of the Problems**

The title of the research is A Semiotic Analysis of Korean Tourism Product Advertisement Videos on VisitSeoulTV Youtube Channel Entitled I Seoul U. The writer has been taken two videos category, concist of two video advertisements to analyze. The main title of the videos is I Seoul U, meanwhile the sub-title from each video are BTS’ Life in Seoul and With Seoul by BTS. both videos are advertisements that has been uploaded in VisitSeoulTV YouTube Channel. The writer will be focus to analyze it with the triadic in Peirce’s Semiotic theory that will basically elaborate representamen that contain collection of signs that the writer found in each video, interpretant that are interpretations of the writer from the signs that has been found in each video, and object.

1. **Research Question**

Based on the problem outlined, the formulation of the research question in this research is ‘what are the meaning of signs contained in the tourism advertisement videos with the title of I Seoul U?’

1. **Objective of the Study**

The research is aim to uncover and find out the meaning of signs contained in the Korean tourism advertisement entitled *I Seoul U* using triadic semiotic by Peirce. For the fact that realize it or not, semiotics is a really basic thing that is close to people, understanding about it should be also close or familiar among the people, so that this research is made also to make people who read this research are more familiar with semiotics.

1. **Significances of the Study**
2. **Theoretically**

As the writer of this research currently studying in tourism department, this research is useful for the reference to the use of semiotic studies as an analytical method to understand the meaning contained in an advertisement, especially those videos that is having correlation with tourism. This kind of analysis will also beneficial for the target audience to be able to have critical thought of knowing the interests inserted by advertisers and to create new concept of advertising such as I Seoul U video advertisements.

1. **Practically**

The research will add plenty of tourism related information that are going to hopefully be valuable in order to add people knowledge especially those who is in tourism field as their daily basis or the content maker of marketing division especially in tourism advertising video to be more aware of semiotics elements in promotional strategies, using an effective way in an effort to increase tourist visits.