# **Chapter II**

**Semiotics in a Tourism Product Advertisement**

1. **Tourism**

There are several definitions of tourism stated by experts to support the writer’s opinions. Mathieson and Wall(1982) stated that tourism is a temporary activity by moving to some place or destination and being done out of their normal activity. From the Glossary of world Tourism Organization, tourism products are all types of products, both in the form of goods or services which are tourism commodities. According to this limitation, tourism products are all forms of service enjoyed by tourists. Tourism product could be also said as a series of various interrelated services, namely services produced by various companies (economically), community services (social) and natural services. So that the shape of the tourism product is essentially not real, because in a series of trips there are various kinds of complementary elements, depending on the type of trip taken by tourists.

International Conference on Leisure Recreation Tourism that was organized by the Worldwide Network of Tourism Experts (AIEST) and the Tourism Society in Cardiff in the year of 1981 stated that Tourism could be defined of what being called as certain activities, picked by choice, and should be done outside of the house. Tourism could or couldn’t be involves overnight stay away from house.

Thus, it is clear that a series of tourist trips to an island requires components of tourism products holistically and cannot stand alone, which means that supporting facilities and even tourist attractions in the island is an unified and complementary unit for the purpose of creating a satisfying recreational experience for tourists. And there are still many other components of tourism products which are generally referred to as service components, as occurs when officers provide services to tourists when tourists are in the various facilities used. For example, tourists will travel to an island with the aim of enjoying the beauty of the marine park around the island, of course tourists need supporting facilities, such as boats to cross to the island, vehicle facilities that take them from home to the destination island and on arrival at the island tourists need accommodation facilities are equipped with food and drink while on the island, and of course diving equipment.

The travel industry is one of the world's biggest businesses. The World Tourism Organization (UNWTO) linked with 235 million occupations, 5 percent of direct worldwide GDP, and 30 percent of the world's fare of administrations to worldwide the travel industry (UNWTO 2012). With worldwide the travel industry appearances breaking one billion and a lot more individuals voyaging locally, the travel industry is a huge industry with noteworthy social, financial, and natural effects. One of the effect is that it could be expanding understanding across societies.

Most the travel tourism experts rapidly understand that this industry is dependents on viable advertising. All things considered, great advertising relies upon great arranging. In the event that a individual lays the foundation with an all around considered vital arrangement and strategy that helds frequently, the promoting will be increasingly powerful and the business will flourish. (Patterson : 2016)

The main function of tourism business is to give services to the tourists. Its prosperity relies upon the positive between connections all things considered. It is build upon synergies between those that offer tourism service that would be translated into positive experiences for individual traveller. Particularly, tourism consist of four basic aspects. The first one is transportation, the second one is accommodation, the next one is ancillary services and the last one is sales and distribution. (Mark.C : 2017)

So, tourism will not be what it is today if the travellers could not travel from destination to the other destination within a fast and effective way. One of the thing that makes it possible is Transportation. As we know that the travellers are able to use air transportation, water and land transportation. Also the existance of accomodation that allows the tourist to stay and enjoy themselves among their tourism activities is another thing that makes this activities worth taken. Besides, people who works in tourism field have to give excellent services and should be manage all the thing neatly to make their business sustainable for a long period of time.

For the tourism experts, there must be a plan if they wanted to keep up with their business. Some of their plan would probably become plans that only stay for a short period of time, for instance, to decide how much amount of food that would be needed for the next day journey. The ultimate plans are supposed to be plan with strategies, where the tourism experts look at your organization’s focus in a long period of time and aims to define the strategies to approach them. (Carol P : 2016)

One of the strategy is a good marketing to establish the product to the public. Advertising is tied in with distinguishing and meeting human and social needs. One of the most simple meanings of advertising is addressing needs productively. Not every person enjoys a similar oat, eatery, school, or film. In this way, advertisers start by separating the market into fragments. They recognize and profile preference of the customers who may like or require changing item and administration blends by analyzing segment, psychographic, furthermore, social contrasts among purchasers. Subsequent to recognizing market portions, the advertiser chooses which present the best chances which are its objective markets. For each, the firm builds up a market offering that it positions in the brains of the objective purchasers as conveying some focal benefits. Organizations address client needs by advancing an incentive, a lot of advantages that fulfill those necessities. The impalpable incentive is made physical by a contribution, which can be a mix of items, administrations, data, and encounters.(Kotler & Keller : 2012)

## **Advertisement**

Back then, people use to be self sufficient. This also known as they make their own need from the plants around or hunting to feed themselves. They would looking for or even create the goods or things that they are eager to have or want. As time passes by, their independent creation started to give indications of overflow and at some point this excess can't satisfy different necessities. By chance, they need to go to exchanging to satisfy their necessities and to trade out their creation overflow. They started to understand that in exchanging, they need to contend with others with similar items, and hence publicizing brings its first look into the world. (Nooh : 2012)

 Advertisement is a communication that is being conveyed in a persuasive way and designed in order to produce any kind of response and help to reach marketing goals or purpose (Gilson & Berkman : 1980). Meanwhile the writer get that advertising is an activity to notify a thing, goods, or service through mass media. The media used include TV, radio, newspapers, magazines, internet, and so on. Advertising have a function to offer things or services to a lot of people through various media, because advertising is an effective product promotion that are used faster and on target to the public. In general, the purpose of advertising is to persuade or encourage customers to become interested in using a product / service. Referring to the above definition of advertising, the purpose is as follows:

1. Provide information to the public about a product or service product, brand, company, or an idea. Advertising uses persuasive language by highlighting the advantages of the product / service offered.
2. Influencing other people who are the target market to use and buy products or services offered to them.

Advertising is an organized sign system according to codes that reflect certain values, attitudes and also certain beliefs. Every message in an advertisement has a meaning which is stated in the ad content. Thus, semiotics becomes the appropriate method to find out the meaning construction that occurs in advertising by involving the role of the system sign with the construction of reality, then through the semiotics of ideology - the ideology behind advertising can be dismantled. Semiotics as one of the mass media studies has become important in media theory since the late 1960s, as a result of the development of Roland Barthes.

* + 1. **Advertisement in Youtube**

To get a target market, the advertiser utilizes three sorts of marketing channels. Correspondence channels convey and get messages from target purchasers and incorporate papers, magazine, radio, TV, mails, phone, announcements, banners, fliers, CDs, audiotapes, and the Internet. Past these, organizations convey through the appearance of their retail locations and web locales and other media. Advertisers are progressively including discourse channels, for example, email, websites, and cost free numbers to natural monolog channels, for example is that advertisements videos. The advertiser utilizes appropriation channels to show, sell, or convey the physical item or service to the customers. The channels mentioned here could be directed through the web, mailss, or handphone/smart phone, could be also indirectly conveyed via distributors, individual or whole sellers and agents. With these, marketers should clearly face design challenge of picking the best mix of distributions, communications and channel service to what they are offered. (Kotler & Keller : 2012)

The platform of social media with online based stages has been proven to become a most efficient costed advertising platform lately. Web based life that is known as social media is the place where people is able to interact, create and sustains content created by different users of the stage. They appreciated a publicist a complete image of what's going on with a particular advertisements, by giving a wide assortment of execution measurements opportunity of business.

The organization perceives a few needs and demands while of their customers lack of time to catch new innovation of technology in a efficient way, want to build brand mindfulness and deals through a channel with effective cost. Until now, the case-organization has obtained its fourteen projects from nine customers. Those customers were pulled in by various promoting forms, most customers were pulled in by making individual connection, which later brought opportunity of buinesses. (Paul : 2015)

Brookings Institution has discharged another investigation of the political utilization of online video that finds that YouTube crusade recordings are more positive than TV battle notices. "YouTube recordings are more constructive than TV commercials since they are all the more barely focused to the profoundly educated, exceptionally energetic, typically steady individuals who see an up-and-comer's online recordings. Advising and motivating supporters is an assignment well fit to YouTube recordings," as per the examination composed by Rob Salmond, collaborator teacher for political theory at the University of Michigan. He analyzed more than 3,000 YouTube recordings transferred for different battles in twelve nations, and his general discovering holds across them all, however the thing that matters was not the equivalent in all nations.

Salmond feature the distinction in YouTube recordings to the possibility that the decision to watch a YouTube video is a functioning choice "to tap on a connection sent by a companion, or in different cases investing energy scanning for political substance on the web," while the choice to watch a TV promotion is increasingly inactive. "In particular, the crowd for YouTube ads is more youthful, more extravagant, progressively instructed, all the more politically intrigued, and more factional than the populace everywhere," as indicated by the study.

The study additionally noticed that the intended interest group for YouTube promotions is progressively keen on longer, enlightening substance. YouTube, in this way, is a stage for battles to convey "recordings [that] are more than 10 minutes long, regularly comprising of broadened cuts from up-and-comer talks" with ease. (Neubauer : 2012)

1. **Korean Tourism Product Advertising**

Based on Korean Visitor Statistic in Statistica official web, it could be seen that in the year of 2016 visitors that came to South Korea increased in the number of 17, 24 million than what it was before. But in the year of 2017, the visitors decreased to 13.34 million.

In light of these accomplishments, the Seoul Metropolitan Government intends to pull in 17 million visitors to visit Seoul from abroad in 2017 and, thusly, secure 606,000 occupations in the related enterprises. Seoul, which is a significant city visited by 78.7% of the all out number of sightseers visiting Korea, has set the best five need extends in 2017. The first one is to advance the Pyeongchang Winter Olympics and draw in guests to Seoul, the second one is to do customized advertising for each target showcase, the third one is to infer reasonable the travel industry models, the fourth one is to reinforce the travel industry framework to suit 20 million visitors; and the last one is to set up the Seoul Tourism Promotion Foundation.

Within the goals that set in the year of 2017, STO (Seoul Tourism Organisation) official YouTube Channel, Visit Seoul TV released series of advertisements video starring by the famous Korean Boy Band called Bangtan Seonyeondan or what is also known as BTS. These series consist of several videos with various duration that mainly shows BTS’ activity in Seoul. Those videos came in a certain way of advertising such as showing Korean Tourism Product especially in Seoul, the video also shows what people could do in there and shows some beutiful and interesting places to be seen.

Satistica official web also stated that in 2018, South Korea had around 15.35 million inbound guests. As indicated by the source, October was the most well known month to visit in 2018, with around 1.53 million approaching guests in that month. By this, Seoul Tourism Promotion Foundation could be said made the tourist increased by applying their mission to reach the goal.

1. **Korean Wave**

Based on what has been posted by Statista Researh Department on their official website in the year of 2019, Hallyu is one of the reason for South Korea popularity among society. Hallyu, otherwise called the "Korean wave", depicts the South Korean culture, including music, TV shows, and films, and is one of the primary explanations behind the overall ascent of the prominence of South Korea as a movement goal. While the popular culture of South Korea as popular their beauty treatments are getting more acknowledgment universally, the quantity of guests develops.

On the book of Korean Wave by Korean Culture and Information Service in the year of 2011, Hallyu was begat by the Chinese press somewhat more than ten years prior to allude to the ubiquity of Korean popular culture in China. The blast began with the fare of Korean TV dramatizations (miniseries) to China in the late 1990s. From that point forward, South Korea has risen as another inside for the creation of transnational popular culture, sending out a scope of social items to Asian nations. More as of late, Korean popular culture has started spreading from its usual range of familiarity in Asia to progressively worldwide crowds in the Middle East, Africa, Europe, and America.

One significant part of the hallyu phenomena is k-pop. This kind of music incorporates move, electronic music, electro pop, hip-bounce and R&B. Inside South Korea the term k-pop alludes to a wide range of music styles including rock, ditties and popular music. Everything alludes to music that is created by individuals from Korean and sung in Korean. K-pop inside South Korea is gigantically well known. The term k-pop began to get broadly utilized abroad. It was the Korean wave that brought k-pop under consideration of worldwide crowds. Universally k-pop alludes to the Korean pop symbols. This is on the grounds that worldwide papers and insightful distributions utilize this definition when they talk about k-pop. Additionally when individuals talk about k-pop on the web, they allude to the Korean Boy and Girl Group. (William : 2012)

By the Korean culture popularity among countries that brought up value of Hallyu, a lot of products uses Korean artists as their endorser in the advertisements and even their brand ambassador. Some of them are; Korean Boy Group NCT 127 as Nu Green Tea brand ambassador, and Mie Sedaap with Korean Artist Choi Siwon as their brand ambassador.



**2.1** *Screenshot of Official Product Accounts with Korean Artists as Brand Ambassador*

1. **BTS**

BTS that stans for *Bangtan Sonyeondan*, is a South Korean boy group that has been taking pictures the hearts of millions of fans globally since their debut in June 2013. Each member in BTS are RM, Jin, SUGA, J-hope, Jimin, V and Jung Kook. Gaining focus from their authentic, the music that produced by themselves, and ultimates performances to the way they have interaction with their fans, the band has installed themselves as world superstars breaking countless world records.

Beyond performers, they also spread positivity through their music and appearance. They have involved in a campaign called Love Myself Campaign in which help so much people and also involved in the UN ‘Speak Yourself’ speech. BTS has mobilized thousands of fans throughout the world (named ARMY), topped prominent song charts, TIME Magazine named them as the Next Generation Leaders and one of the Most Influential People of 2019. They are making unprecedented history as Koreans and as artists.. The band has also been identified with numerous prestigious awards like the Billboard Music Awards and American Music. (BigHit Ent. Official Website retrieved 2020)

That K-Pop Boyband BTS was given credit by the Seoul Metropolitan Government for boosting the travel industry. BTS is right now considered as the greatest group band on the planet. (Statistica Official Website retrieved 2020)

By the year of 2018 in December, the Hyundai Investigate Established or what usually known as HRI detailed check the first Korean report that BTS creates an assessed sum of 4 trillion won equal with $3.54 billion as financial esteem to the nation per year and 1.42 trillion won equal with $1.26 billion as included esteem per year. Concurring to Statista’s investigation of 2018 company incomes report, BTS’ influence to South Korea’s GDP is nearly able to be compare with Korean Air.

HRI anticipated that BTS’s 10-year financial affect will touch the number of 56.2 trillion won equal with $49.8 billion. This number will effectively outperform the PyeongChang Winter Olympics 2018 which come to 41.6 trillion won. According to an scholastic report, BTS was too capable for making another financial impact of 481.3 billion won from the “BTS 5th Muster : Magic Shop” concerts alone which were held in Busan and Seoul on June, 2019 that reached 135.5 billion won from the concerts in Busan and 345.8 billion won from concerts in Seoul. To those cities,that in this case are Busan and Seoul, the persentage is the same as 1.6% and 0.9% of the two cities’ GDP in 2018 individually.

Concurring to HRI, 796,000 outsiders visit South Korea yearly for BTS, advancing the nearby tourism bussiness. Out of the 10.41 million individuals, 7.6% of the visits in 2017 were affected by the Korean Bands. HRI moreover expressed that one in each thirteen outside travellers come to South Korea in 2017 that is why BTS is highly appreciated.

1. **Semiotics**

Basically semiotic analysis is an effort to feel something bizzare or unusual, something that is necessary further questioned when someone reads a text or certain discourses. The analysis is paradigmatic in order to find meaning including meanings from hidden things behind a text. Therefore everyone often says semiotics is an effort to find the meaning behind a news. (Indiwan : 2013)

Semiotics in its etymological terms comes from the Greek semeion means ‘sign’. That sign itself is the basis of previous established social conventions that can be considered to represent something else. Meanwhile in the terms of terminology, is the study of various objects, events, and all cultures as signs. (Sobur : 2015)

Could be concluded that semiotics is a recollection of a sign that is being given meaning that could be builds from, as a sign could be there to represent something else and usually used to deliver something more than what could be seen by the eyes.

Founding figures in the study of semiotics have two popular names, Ferdinand de Saussure and Charles Sanders Peirce. They both commonly known for the discussion of semiotics which are widely known today as the science of signs. Peirce is more known as a grand theory in semiotics, because the theory that is use is the most orisinil and multidimentional and also more comprehensive than the rest of the system that is having correlation with sign. However, the thoughts of both of them greatly influenced the sign experts in the following era. (Indiwan : 2013)

Other than that, Semiotics is a naming that is more likely to be close with Peirce’s invention meanwhile Saussure with the Semiology, but the term that shield the study of sign is called Semiotics. Saussure defined semiotics with his diadic, a signifier and signified. Peirce defined semiotics with triadic and pragmatic.

Has been stated by Budiman, in Peirce’s model, the way people give a meaning to a sign or what so called as semiosis has three functions, they are sign, interpretant, and object. For studies and material culture, Peirce classify the signs in the terms of icon, index and symbol.

Icon is being put to be linked with signifier by the similarity in an appearance. For instance there is a red colour in a painting that could be having a different meaning for those who sees. Meanwhile an Index is the form of cause and effect, for intance there could be a smoke when there is a fire. The last one, unlike the other two functions, a symbol linked signifier an signified somehow in conentional way, or arbitrary way for this one, the link is neither logical or physical. The society thought us to get to know the symbol. For example, the flag of each nations, currency, and the verbal language.

Based on his model of semiotics, people can also start to understand photographic representation as powerful as photographs are often being iconic, indexical, and symbolic in simultaneous way. For instance, the strength of press photographs lies within a record of events that’s taken place at the same time as resembling certain people and places. (Aiello : 2020)

According to Peirce, the basic principle of the nature of signs is nature representative and interpretative. Representative means a sign that can represent something else, while interpretative is the concept of the use of other people varies. Semiotics has three study areas (Fiske : 2012);

1. The sign itself. Where the different signs explain how to convey meaning for human.
2. System or studio code that contains how to share code produced for the needs of the community.
3. The culture in which the code and the sign works depends on use of codes and marks.

Eventually, semiotics is both theory and methodology that is able to be applied to various of texts, including paintings, novels, buildings, films, and even website and clothing brand. The term of text refers to any kind semiotic object provided with boundaries with symbol and autonomy structural, or in which part do the different parts have functions in the correlation to a whole and that could be examined as a unit. However, the aim of semiotic analysis is quite specific: to make the hidden structures, cultural code, and meanings of such texts both visible and intelligible. While doing so, semiotics is also an instrument with power to a study with system and ideology critiques in visual communication.(Aiello : 2020)