**A Semantic Analysis of Marketing Media “Kampung Turis Karawang”**

## A Research Paper

Submitted to the English Department of Faculty of Arts and Letters Pasundan University as a Partial Fulfillment of the requirements for taking the Sarjana Degree



By:

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**2023**

# Declaration of Originality

I hereby state that the paper “A Semantic Analysis of Marketing Media “Kampung Turis Karawang” is true - masterpiece of myself. I am fully aware that I have quoted some statements and ideas from various sources and they are properly acknowladged in my paper. I do not copy or quotes with the way that is against from scientific society. From the statement above, I am ready accept any judgement if it is found there is scientific ethic contrary in this paper or there is claim from another side toward the original work.

Bandung, April 5, 2022

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# Approval Page

## A Semantic Analysis of Marketing Media “Kampung Turis Karawang”

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# Preface

First of all, thanks to Allah SWT, the author has completed writing a paper entitled "A Semantic Analysis of Marketing Media “Kampung Turis Karawang". The purpose of writing this paper is to fulfill one of the requirements to take a Bachelor's degree in the English Department of Pasundan University.

In the preparation of this paper, the author faced many challenges and obstacles, but with the help of many parties, these obstacles can be overcome. The author also realizes that there are still many mistakes in the process of writing this paper. Nevertheless, author tried best to complete this study. Therefore, the author really hopes for all constructive and positive criticism for the sake of creating a better future.

In the end, the author hopes that his research paper can be used as consideration by the company in improving its services and be an inspiration for those who will conduct similar research in the future, just because something is successful doesn't mean it can't be improved.

Bandung, April 5, 2022

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If the writer stated all of his gratefulness, it will be a long story and sometimes, it can’t be described through words typed in the paper. One thing for sure, the writer did not regret every single thing that happened in Pasundan University. The writer will never forget the campus and the life inside of it. Last but not least, the writer wanted to say “thank you so much” for everything and everyone.

# Approval of Publicity

The one who signed here:

Name : Ade Ramdan Anugrah Student Number : 187010053 Department : English Literature Faculty : Arts and Letters

Permit the Pasundan University English Literature Department to publish the writer's paper titled “A Semantic Analysis of Marketing Media “Kampung Turis Karawang" on the Universitas Pasundan e-repository.

Bandung, April 5, 2022

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# Abstract

The purpose of this research is to explore effective strategies for promoting post- pandemic growth in the tourist industry in Kampung Turis Tegalwaru District, Mekarbuana Village, Karawang Regency. The study aims to identify which social media platforms can best support the marketing strategy of Kampung Turis, and to examine the types of meaning (Leech,1981) behind the marketing strategies used in the area. This research uses a descriptive qualitative method of content analysis, which involves a thorough examination of written and printed information in the mass media to understand their content. The findings suggest that Instagram is the most effective social media platform for promoting Kampung Turis, as it has a younger audience and is more visually oriented, making it an ideal platform for showcasing the destination's attractions and facilities. The study also highlights that the language used in social media posts plays a crucial role in developing an effective marketing strategy. The seven types of meanings identified in the study - conceptual, connotative, social, affective, reflected, collocative, and thematic meanings - are crucial in developing a marketing mix that targets the audience effectively and conveys the desired message.

**Keywords** : Natural Tourism, Semantic, Meaning, Marketing Mix.

# Table of Content

[Declaration of Originality i](#_bookmark0)

[Approval Page ii](#_bookmark1)

[Preface iii](#_bookmark2)

[Acknowledgement iv](#_bookmark3)

[Approval of Publicity v](#_bookmark4)

[Abstract vi](#_bookmark5)

[Table of Content vii](#_bookmark6)

[List of Pictures x](#_bookmark7)

[List of Graphics xi](#_bookmark8)

[Chapter I Introduction 1](#_bookmark9)

* 1. [Background of Research 1](#_bookmark10)
  2. [Indetification of The Problem 5](#_bookmark11)
  3. [Limitations of The Problem 6](#_bookmark12)
  4. [Research Questions 6](#_bookmark13)
  5. [Objectives of Study 7](#_bookmark14)
  6. [Significances of the Study 7](#_bookmark15)
     1. [Theoretical Benefits 7](#_bookmark16)
     2. [Practical Benefits 7](#_bookmark17)

[Chapter II Theoretical Foundation 8](#_bookmark18)

* 1. [Tourist Attraction 8](#_bookmark19)
  2. [Tourist Attraction Component 8](#_bookmark20)
     1. [Attraction 9](#_bookmark22)
     2. [Accessibility 9](#_bookmark23)
     3. [Amenity 10](#_bookmark24)
     4. [Ancillary 10](#_bookmark25)
  3. [Marketing Strategy 10](#_bookmark26)
     1. [Strategy 10](#_bookmark27)
     2. [Marketing 11](#_bookmark28)
  4. [Marketing Mix 12](#_bookmark29)
     1. [Product 12](#_bookmark30)
     2. [Price 16](#_bookmark31)
     3. [Place 21](#_bookmark32)
     4. [Promotion 24](#_bookmark33)
  5. [Social Media 28](#_bookmark34)
     1. [Social Media as Marketing Media 28](#_bookmark35)
     2. [Social Medias as a tool for Promotion 30](#_bookmark36)
  6. [Semantic 31](#_bookmark37)
     1. [Seven Types of Meaning 32](#_bookmark38)
  7. [Previous Research 36](#_bookmark39)

[Chapter III Research Method 40](#_bookmark40)

* 1. [Research Design 40](#_bookmark41)
  2. [Method of the Research 41](#_bookmark42)
     1. [Data Analysis 42](#_bookmark43)
     2. [Data Workflows 43](#_bookmark44)
  3. [Procedure of Data Collection 44](#_bookmark45)

[Chapter IV Data Analysis, Findings And Discussion 45](#_bookmark46)

* 1. [The Social Media Used in Promoting Kampung Turis 45](#_bookmark47)
  2. [Data Analysis 46](#_bookmark49)
     1. [Data Facebook 47](#_bookmark50)
     2. [Data Instagram 56](#_bookmark55)
  3. [Findings 66](#_bookmark61)
  4. [Discussion 73](#_bookmark62)

[Chapter V Conclusion and Recommendation 77](#_bookmark63)

* 1. [Conclusion 77](#_bookmark64)
  2. [Recommendation 77](#_bookmark65)
     1. [Practical Recommendation 77](#_bookmark66)
     2. [Theorical Recommendation 78](#_bookmark67)

[Bibliography 80](#_bookmark68)

[Appendix 85](#_bookmark69)

# List of Pictures

[Picture 2.1 Tourism Destination Components (Cooper 1998) 9](#_bookmark21)

[Picture 4.1 Facebook Post from 26 December 2022 48](#_bookmark51)

[Picture 4.2 Facebook Post from 29 December 2022 50](#_bookmark52)

[Picture 4.3 Facebook Post from 30 December 2022 52](#_bookmark53)

[Picture 4.4 Facebook Post from 24 January 2022. 54](#_bookmark54)

[Picture 4.5 Instagram Post from 8 December 2022 57](#_bookmark56)

[Picture 4.6 Instagram Post from 8 December 2022 59](#_bookmark57)

[Picture 4.7 Instagram Post from 16 January 2023 61](#_bookmark58)

[Picture 4.8 Instagram Post from 24 January 2023 63](#_bookmark59)

[Picture 4.9 Instagram Post from 18 February 2023 65](#_bookmark60)

# List of Graphics

[Graphic 4.1 The Significant of Social Media 46](#_bookmark48)