

Pemanfaatan Yuru-Kyara Hikonyan sebagai media promosi pariwisata kota Hikone, Jepang = The utilization of Yuru-Kyara Hikonyan as media promotion of Hikone City's tourism, Japan

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Abstrak

Skripsi ini membahas pemanfaatan yuru-kyara Hikonyan sebagai media promosi wisata kota Hikone, Jepang. Penelitian ini adalah penelitian kualitatif dengan metode deskriptif. Penelitian ini membahas mengenai pemanfaatan yuru-kyara Hikonyan dalam memajukan pariwisata kota Hikone dan peningkatan pada sektor ekonomi kota Hikone. Makna semiotik yang dikandung oleh yuru-kyara Hikonyan juga akan di analisis. Hasil penelitian mengungkapkan pemanfaatan yuru-kyara Hikonyan berdampak positif kepada kemajuan pariwisata dan ekonomi kota Hikone. Hal ini karena makna semiotik yang dikandung yuru-kyara Hikonyan menyampaikan informasi mengenai kota Hikone kepada masyarakat Jepang.

.....The focus of this study is the utilization of yuru-kyara Hikonyan as Media Promotion of Hikone City's Tourism, Japan. The purpose of this study is to understand the utization of yuru-kyara Hikonyan for media tourism campaign in increasing the tourism and economy of Hikone city, also to understand the semiotic meaning in Yuru-kyara Hikonyan design that informed the tourist about information of Hikone city. This research is qualitative descriptive interpretive. The data were collected by means of deep researcher interpretation. The result of this study show that the utilization of yuru-kyara Hikonyan help the progress to increasing the tourism in Hikone city.