

## Analisis semiotika pada iklan pariwisata di Youtube "Imagine Your Korea - The Movie" = Semiotics analysis of tourism advertisement on Youtube "Imagine Your Korea - The Movie"

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### Abstrak

[<b> ABSTRAK</b><br> Tulisan ini membahas tentang makna dari tanda yang muncul dalam Iklan pariwisata Korea di Youtube ?Imagine Your Korea-The Movie?. Iklan ini adalah bagian dari kampanye global Korea Tourism Organization yang bertujuan untuk meningkatkan kesadaran target khalayak akan daya tarik pariwisata Korea sehingga dapat meningkatkan jumlah wisatawan mancanegara. Menggunakan pendekatan Semiotika sebagai metode analisis oleh Charles Sanders Peirce, makna di balik tanda yang meliputi ikon, indeks, dan simbol diinterpretasi secara mendalam melalui penjabaran tanda, objek, dan interpretan. Hasil penelitian menunjukkan bahwa setiap tanda yang muncul dalam iklan tersebut memiliki makna yang berkaitan dengan target khalayak industri pariwisata Korea, karakteristik warga Korea, ciri khas negara Korea, dan fenomena Korean Wave sebagai daya tarik pariwisata Korea.<hr>

<b>ABSTRACT</b><br> This paper discusses about the meaning of signs that appear in South Korea's tourism advertisement on Youtube ?Imagine Your Korea-The Movie?. This ads is a part of Korea Tourism Organization's global campaign which objectives are to increase target audience's awareness about the attractions of Korea's tourism and to increase the numbers of foreign visitors. Using Semiotics approach by Charles Sanders Peirce as the analytical method, the meaning behind signs including icons, index, and symbol are deeply interpreted through the elaboration of signs, objects, and interpretants. The result of the research showed that every signs that appeared in the ads have meanings that are related to the target audience of Korea's tourism, the characteristics of Koreans, the nation characteristics of Korea, and the Korean Wave phenomenon as the attraction of Korea's tourism., This paper discusses about the meaning of signs that appear in South Korea's tourism advertisement on Youtube "Imagine Your Korea-The Movie". This ads is a part of Korea Tourism Organization's global campaign which objectives are to increase target audience's awareness about the attractions of Korea's tourism and to increase the numbers of foreign visitors. Using Semiotics approach by Charles Sanders Peirce as the analytical method, the meaning behind signs including icons, index, and symbol are deeply interpreted

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