

Strategi Branding Korea Selatan Melalui Brand Pariwisata Imagine Your Korea: Analisis Semiotika Seri Video Musik 'Feel the Rhythm of Korea' = South Korean Branding Strategy Through Tourism Brand Imagine Your Korea: Semiotic Analysis of Music Video Series 'Feel the Rhythm of Korea'

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Abstrak

Pariwisata merupakan sektor yang berperan penting dalam membentuk citra dan reputasi Korea Selatan. Namun pandemi Covid-19 menimbulkan dampak yang cukup signifikan pada sektor pariwisata Korea Selatan. Untuk mengatasi hal tersebut, pada tahun 2020, Pemerintah Korea Selatan bersama Korea Tourism Organization (KTO) mulai mengencangkan strategi nation branding daring yang mengedepankan sektor pariwisata. Salah satu caranya adalah melalui video musik Feel the Rhythm of Korea yang ditayangkan di YouTube. Penelitian ini ingin menganalisis pelaksanaan strategi branding negara Korea Selatan melalui seri video musik Feel the Rhythm of Korea (Season 1 dan 2, serta ITZY version) sebagai bagian dari brand pariwisata untuk meningkatkan sektor pariwisata Korea Selatan setelah pandemi Covid-19. Metode pada penulisan ini adalah analisis isi menggunakan analisis Semiotika Barthes berdasarkan empat elemen dari konsep nation branding serta konsep place branding: tourism branding. Hasil temuan dan analisis menunjukkan bahwa keempat elemen utama nation branding serta konsep place branding: tourism branding berhasil teridentifikasi dan terimplementasi dalam sepuluh video musik Feel the Rhythm of Korea yang dipilih. Oleh karena itu, strategi nation branding Korea Selatan melalui seri video musik Feel the Rhythm of Korea (Season 1 dan 2, serta ITZY version) sebagai bagian dari brand pariwisata Imagine Your Korea telah dilaksanakan dengan cukup baik.

.....Tourism is a sector that plays essential role in shaping the image and reputation of South Korea. However, the Covid-19 pandemic has had a significant impact on the South Korean tourism sector. To overcome this, in 2020, the South Korean Government and the Korea Tourism Organization (KTO) began to intensify an online nation branding strategy that prioritizes the tourism sector. One way is through Feel the Rhythm of Korea, music video series which is aired on YouTube. This study wants to analyze the implementation of South Korean nation branding strategy through the music video series Feel the Rhythm of Korea (Season 1 and 2, and ITZY version) as part of the tourism brand to improve South Korea's tourism sector after the Covid-19 pandemic. The method used in this study is content analysis using Barthes Semiotics analysis based on four main elements of the concept of nation branding and the concept of place branding: tourism branding. The findings and analysis show that the four main elements of nation branding and the concept of place branding: tourism branding have been identified and implemented in ten selected Feel the Rhythm of Korea music videos. Therefore, South Korea's nation branding strategy through the music video series Feel the Rhythm of Korea (Season 1 and 2, and ITZY version) as part of the Imagine Your Korea tourism brand has been implemented quite well.