

South Korea Tourism Advertising Semiotics Seoul X BTS Version

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Abstract

The Corona Virus pandemic has devastated the tourism industry worldwide, including South Korea, which has suffered a significant decline in international tourists. This has prompted the South Korea Government to create tourism advertisements on YouTube featuring one of South Korea's most famous K-Pop idols, Bangtan Sonyeondan (BTS), in a tourism advertisement named [SEOUL X BTS] SEE YOU IN SEOUL with the intention of increasing the foreign visitors who regard BTS as K-Pop idols. This was conducted through a collaboration between the South Korean government and the KTO, the country's agency for the creative industry. This research aimed to identify and analyze how the South Korean government constructs commercial diplomacy through the South Korean tourism advertisement [SEOUL X BTS] SEE YOU IN SEOUL version. This study utilized a qualitative method supported by Roland Barthes' semiotic theory to delve deeper into the message of denotation, connotation, and myth meaning in tourism advertisements as an attempt to promote and introduce South Korean tourism. Additionally, a theoretical approach focusing on mass media was used, particularly advertising. Based on the results of the study, the tourism advertisement titled [SEOUL X BTS] SEE YOU IN SEOUL includes two types of markers: first, audio-visual markers that can be seen and heard, and second, in the form of body gestures, sounds, and expressions. Third denotative meanings from the advertisement suggest a tourist who is disappointed that he/she was unable to travel abroad because something significant has occurred in the world, leading to the shutting down of all access to travel the world. fourth connotative meanings illustrate how humans have always coexisted in an uncertain world filled with fear and worry.

Keywords

semiotic; roland barthes;
tourism advertisement; mass
media; South Korea



I. Introduction

Communication is a basic need of every human being and also all humans cannot be separated from a communication process, Bernad Berelson and Gary A. Steiner in Mulyana (2016). defines communication as a means of transmitting information, ideas, emotions, skills, using symbols, words, pictures, figures, graphics, and so on. Almost every human being gets a meaning or sign in the communication process. These meanings and signs can be said to be semiotics, namely the science of signs, systematic and structured. According to Indiwana Seto Wahyu Wibowo, (2013). Saying that by definition, semiotics is a science that studies various forms, events and all cultures as signs (Wibowo I., 2013). Communication is the process of delivering messages by someone to other people to tell, change attitudes, opinions or behavior either directly orally or indirectly through the media.

In this communication requires a reciprocal relationship between the delivery of messages and recipients namely communicators and communicants (Hasbullah, et al: 2018).

Semiotic analysis is a way to feel using the five senses, and find out something that needs to be questioned further when we read a text, listen to, or watch something with the aim of trying to find the hidden meaning behind a text, film, to advertisements. The existence of advances in information technology that is growing rapidly can help every human activity become a very interesting phenomenon to study. One of them is mass media, namely advertising which has a very important role in promoting goods and services. Not only present to market a product or service, but advertising indirectly presents and offers an imagination. Thus, the advertisement promotes the product based on an ideology that has been attached to the advertisement (Djamereng, 2018).

Currently, the development of advertising in the world has experienced very rapid growth, based on data from WeAreSocial and Hootsuite about the world's digital landscape, internet users worldwide in 2020 have reached 4.5 billion people, which is equivalent to more than 60 percent of the world's population or more than half of the world's population (Ramadan, 2020). The rapid growth of internet users in the world makes the movement of traditional advertising communication media into digital. Now it can be said that many advertising media have moved from television to social media such as Instagram, Facebook, and even Youtube. Reporting from research platforms WeAreSocial and HootSuite it is said that in 2019, internet users in Indonesia with a distance of 16 to 64 years have time to consume social media for an average of 7 hours 59 minutes, where this figure has exceeded the global average of spending time as much as 6 hours 43 minutes every day (Research: 64% of Indonesia's Population Already Use the Internet, 2020).

Advertisements that are on social networks such as Instagram, Facebook and Youtube can be said to be online advertisements. At first, online advertising flooded social media such as Facebook and Twitter, but over time, other media emerged to be used as a means of online advertising, one of which was Youtube. Youtube is a site where users can load, upload and watch videos for free.

In general, the videos on Youtube are Music Videos (MV), short films, TV shows, and videos made by Youtube users themselves called Youtubers. Youtube media is a very popular media today, favored by people of various ages, circles, and different professions. Data from the media Kompas.com "Monthly YouTube Viewers Reach 2 Billion" (2019), shows that the YouTube platform's monthly viewership in 2018, was recorded at 1.8 billion. This was announced by the CEO of YouTube, Susan Wojcicki.(Clinten, 2019).

YouTube ranks second on the "Top Sites" after Google on the Alexa Rank in the global category. While in the "Top Site" ranking in Indonesia based on Alexa Rank, YouTube is in the third position after google.co.id and google.com(Alexa Rank, 2020).

Seeing the great impact given by Youtube, it can be said that Youtube is a very effective medium for advertising. This is supported by the evidence of the very successful phenomenon of advertising on YouTube social media as reported by tubefilter.com in an article entitled "These Are The 10 Most-Viewed YouTube Ads Of The Year" in 2019 it was said that technology companies multinational Amazon has won the top spot for its commercial ad titled "Not Everything Makes the Cut – Amazon Super Bowl LIII Commercial" which was viewed by 39.5 million viewers.(Weiss, 2019).

The number of product and service companies that have seen the magnitude of success and opportunities that certainly provide benefits by using YouTube, thus making many companies start fish on YouTube from beauty ads, Music Video (MV) ads, event ads, advertisements from e-commerce such as Tokopedia. and Bukalapak, to tourism

advertisements such as the Seoul Metropolitan government and the Seoul Tourism Organization (STO) recently launching a tourism advertisement entitled [SEOUL X BTS] SEE YOU IN SEOUL. The Seoul government created tourism advertisements on YouTube by hooking up one of the famous K-Pop idols in South Korea, namely Bangtan Sonyeondan or commonly known as BTS which aims to promote and introduce the potential of natural beauty, culture, typical food, to popular places from the country. the.

Through the advertisement, BTS, which is the Seoul City Tourism Ambassador, wants to give encouragement to the public, especially South Korean lovers who are longing for vacation and cannot travel, due to the Corona virus pandemic around the world. The tourism advertisement [SEOUL X BTS] SEE YOU IN SEOUL tells about Seoul which is closing all tourist access for foreign tourists who want to visit. While waiting for when they can open the border, the government and BTS invite the audience of advertisements to go around Seoul and listen to various unique stories from BTS themselves.

Tourism advertisement [SEOUL X BTS] SEE YOU IN SEOUL is a form of diplomacy of the South Korean state, which at this time diplomacy remains important for every country, as the management of international relations through negotiations with methods managed by ambassadors, envoys , business and diplomat(Saud, 2016). Diplomacy plays an important role in maintaining relations between countries because the diplomacy process is divided into several parts so that the practice can be more focused and get maximum results, such as economic diplomacy. In this study, it leads to the phenomenon of tourism advertising which is included in commercial diplomacy which is the scope of economic diplomacy where commercial diplomacy is divided into several concepts, one of which is tourism. Commercial diplomacy can be carried out by various state actors(Killian, 2016). In developing the South Korean tourism industry, the South Korean government often chooses actors, actresses and K-Pop Idols to become South Korean tourism ambassadors themselves. The South Korean government in this case can be said to have supported the spread of the Korean wave phenomenon. Korean wave is a label used to describe the successful effect of the spread of popular culture from South Korea in various countries around the world. As for some important elements that are exported such as music, films, and television entertainment such as Korean dramas (Suryani, 2014). With the spread of the Korean wave, the South Korean government has also formed a number of institutions that are responsible for overseeing the spread of the Korean wave, such as the Korea Creative Content Agency (KOCCA),(Hilda, 2018).

In a situation like today which causes various impacts in all sectors, especially the tourism sector of a country, it can be said that a country will try to make their country's tourism sector bounce back. This was done by the South Korean government, which attracted BTS in the tourism advertisement [SEOUL X BTS] SEE YOU IN SEOUL in the hope of increasing the number of foreign tourists considering BTS as a global K-Pop idol today. So that in this phenomenon, researchers want to know and analyze the meaning of messages, namely visual signs.

II. Review of Literature

2.1 Semiotics Roland Barthes

A pioneer of semiotics who was born in France on November 13, 1915, Roland Barthes saw that meaning is divided into two components, namely connotation and denotation. Connotation is a strong bond connecting a human being with elements of human anatomy such as thoughts by a text or word (Lantowa, Marahayu, & Khairussibyan, 2017, p. 128).

Barthes sees the meaning of the text in connotation, because according to Barthes, the level of denotation of a language will present a benchmark for explicit social codes so that the code that has the meaning of the sign will immediately be clearly understood based on the relation of Signified (signifier) and Signifier (sign). (Lantowa, Marahayu, & Khairussibyan, 2017, p. 128).

2.2 Advertisement

Advertising is a message that has the nature and purpose of offering an item or service aimed at an audience through a medium. Suyanto in the book Marketing Communication Through Visual Design, (Fitriah, 2018, p. 12) said that advertising is the use of mixed media by sellers to communicate persuasive information about products, goods, or organizations. Through the book, Djayakusumah stated that at least an advertisement must have AIDCDA criteria, namely:

- a. *Attention*: Contains attraction
- b. *Interest*: Contains attention and interest
- c. *Desire*: Generating a desire to try to have because of the belief in a product
- d. *Conviction*: Generate satisfaction with the product
- e. *Action*: Direct action to buy (Fitriah, 2018, p. 12).

2.3 Commercial Diplomacy

Commercial diplomacy is a diplomatic activity with the aim of advancing the economic sector of a country by increasing exports, increasing inbound and outbound investment, and transferring technology. (Ashari, 2020, p. 107).

Through the concept proposed by Evan Potter, commercial diplomacy in the tourism sector is carried out through various promotional activities. One of them is advertising. South Korea conducts commercial diplomacy in tourism through advertising as a means. One of them is the commercial for [SEOUL X BTS] SEE YOU IN SEOUL.

The ad talks about the pandemic situation that is being faced by everyone that makes people unable to go on vacation, using BTS personnel as the main advertising stars. BTS was appointed as an advertisement star because BTS is the current ambassador of South Korea's tourism.

2.4 Theoretical framework

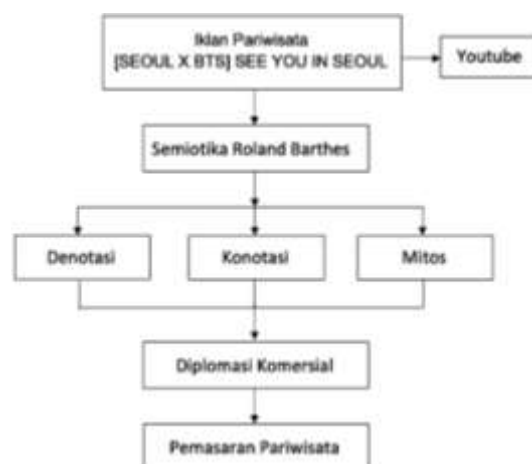


Figure 1. Research Framework Drawing, 2021

III. Research Method

In this study, the author will use qualitative research methods that are supported by the theory of semiotic analysis by Roland Barthes. The reason the author uses the above methods and theories is because in this study the author wants to know the meaning of the Seoul x BTS version of the South Korean tourism advertisement.

Qualitative research method is a method to tell a phenomenon or activity that exists and find out the impact of this phenomenon into life. The basis of this research uses post positivism which in this paradigm believes that all events that occur in the world are real (Anggito & Setiawan, 2018, p. 7).

IV. Result and Discussion

KTO or Korean Tourism Organization is a South Korean-owned organization that has been serving South Korean tourism for a long time. The main purpose of the KTO itself is to advance South Korean tourism as the main driver of the nation's economic growth and increase national welfare.

Some of the main strategies that become the benchmark for KTO include providing data-based tourism service innovation, supporting tourism businesses with growth stages, promoting regional tourism and strengthening regional cooperation, increasing brand recognition for Korean tourism, developing digital competence in the tourism industry, developing human resources. people in the tourism industry and create jobs, support special regional content, leverage more valuable content in global marketing(Korean Tourism Organization, nd)

If you look at one of the main strategies carried out by South Korea to promote Korean tourism, the KTO in collaboration with the South Korean Government has often appointed Korean artists or South Korean celebrities as ambassadors for South Korean tourism such as PSY in 2013, Lee Jong Suk in 2013. 2017 and EXO in 2018.

The Boyband BTS group has been South Korea's tourism ambassador since 2017. The first tourism advertisement after the election of BTS as tourism ambassador titled "BTS' Life in Seoul" which was released on September 13, 2017. In 2018, BTS was re-elected to be the tourism ambassador of the city of Seoul , The tourism advertisements displayed in 2018 consisted of 8 advertisements. The first 7 advertisements were released on October 22, 2018 where each personnel starred in advertisements which were divided into Exclusive Seoul, Fashionable Seoul, K-Wave Seoul, Delicious Seoul, Relaxing Seoul, Historic Seoul, and Extreme Seoul. The main commercial was released on October 29, 2018 titled [2018 Seoul City TVC] by BTS,

The main object of this research is the South Korean Tourism Advertisement in collaboration with BTS, which was released on September 11, 2020 on Youtube and Facebook VisitSeoul TV. The year 2020 is the fourth year the BTS boyband group has become South Korean tourism ambassadors and along with the corona virus or covid-19 pandemic phenomenon around the world which has a tremendous impact in every sector. The main message from this collaboration is that the South Korean government and BTS want to share their hopes and provide full support due to the difficult situation currently hitting the world, and also want to give encouragement to people who are longing for travel.(KTO - Admin, 2020)

According to The Korea Herald, the tourism advertisement video [SEOUL X BTS]

SEE YOU IN SEOUL has received 400 million views within two months after the advertisement video was released. The ad video already got 100 million views within 10

days of being released. Tourism advertisements [SEOUL X BTS] SEE YOU IN SEOUL are also translated into several languages such as English, Indonesian, Malaysian, Russian, Vietnamese, and many more (Byel, 2020).

4.1 The description of Signs in Denotation

In the duration of 0.01 to 0.07, it is a scene in the opening scene of the tourism advertisement [SEOUL X BTS] SEE YOU IN SEOUL. In the three scenes above, it can be seen that there is a close-up shooting technique by highlighting three objects, namely a suitcase, an old camera, and a plane ticket in a travel passport with a duration of three seconds each. The background shown is a room that has little light but is still bright due to sunlight entering the room. Then a man said, "That's how all access for travel is closed".

The next scene is in the duration 0.11 to 0.17. In this scene, you can see a blue door with a sign on the board that says "CLOSED" followed by a shooting technique in the form of zooming in or zooming in. then a few seconds later the board turned around and the words changed to "CLOSE to YOU" followed by a man's dialogue "Now, it's time for us to get closer". In the 0:15 second scene, the blue door opens, accompanied by a happy song, so that the atmosphere becomes bright and lively.

Screenshots of Commercial Video Scene 3: See You In Seoul, Youtube VisitSeoul TV, 2020.

In the duration of 0.16 – 1:12, there are various scenes that are played by each member of the BTS boyband with different themes. Kim Namjoon or RM as the first member to open the following scene followed by other personnel, namely SUGA, Jung Kook, J-HOPE, Jin, V, and Jimin.



In the first scene opened by RM with the theme #RoyalPalace #OldButNew by saying the dialogue "Hi, welcome to Seoul!", then the scene was demonstrated by SUGA with the theme #SeoulStyle #K-Cosmetics by saying the dialogue "Have you come? Let's change to Seoul's style first, shall we! How?". After that Jungkook continued the scene with the theme #SeoulCityWall #WalkingTour by saying the dialogue "Want to walk with me? Try to enjoy Seoul in peace", then J-Hope continued the scene with the theme #HangangRiver #Watersports followed by the dialogue, "Ta-da! It's time for us to enjoy Seoul more excitingly!". The oldest member of BTS, Jin, plays the next role with the theme #StreetFood #TraditionalMarket with the dialogue "You must be hungry, I will take you to the best restaurant in Seoul." The next scene shows V with the theme #DDP #SeoulFashionWeek with a dialogue that says "It's been a long time waiting, huh? Instead, I'll show you a more special side of Seoul", and in the last scene, Jimin presents the theme of #FireworksFestival #NightLife with the dialogue "Wow! I want to enjoy all this with you. You want too, right? Promise me~".

It can be seen that all personnel are very expressive in acting out each scene and body movements that suit each setting. Almost the entire background of the [SEOUL X BTS] SEE YOU IN SEOUL advertisement is in the form of animation using the help of a

green screen. The clothes used by all members are dominated by bright colors such as white, blue and colorful.

4.2 The description of Signs in Connotation

The shooting technique used in the duration of 0.01 to 0.07 is a medium shoot, which is a close-up shot that has the aim of providing more focus on the objects you want to show. Suitcases, cameras, passports, and airline tickets are some of the important items that are usually carried by tourists who want to travel abroad. The sentence "That's how all access for travel is closed" itself illustrates that a condition is currently happening which makes many accesses to travel and travel closed.

Something big that is happening right now is the pandemic of the corona virus or known as covid-19. Reported from the media Liputan 6(2020) it is said that the corona virus has spread to more than 60 countries in the world. Various efforts have been made to reduce the spread of the COVID-19 virus, one of which is by closing tourism sites and restricting population activities.

The atmosphere of being in a room that has dim lighting and sunlight from the window makes the opening scene in this advertisement make the atmosphere quieter. This indicates that someone is experiencing an uncertain and even sad situation. This uncertain situation can be said that someone is sad or upset because he failed to travel abroad even though he had prepared everything, but because of the news of the corona virus pandemic, the world situation suddenly became different. (Gordon, Natadjaja, & Febriani, 2020).

SignThe next connotation contained in the scenes with the duration of 0.11 to 0.17 is a sign that says "CLOSED". According to the Cambridge Dictionary, the word Close also has the meaning of being close, while to You has the meaning of being with you so that the overall meaning of the words CLOSE to YOU in the advertisement is close to you. The writing CLOSE to YOU can also be interpreted to mean that even though all travel access is closed, Korea remains close to us by offering virtual tours. Not long after that, there was a background of upbeat music, giving the impression of enthusiasm that was specially made for the SEOUL X BTS version of South Korea's tourism advertisement.

Furthermore, the connotation marks obtained from the duration of 0.16 to 1.12 are seen from several advertising scenes taken using a full shot shooting technique, namely taking a full picture from head to toe.(MARDI, 2020, p. 99)so that the body language of all BTS personnel in the SEE YOU IN SEOUL advertisement looks like it's sold enough, judging by how all the members speak, supported by gestures that aim to persuade the audience(Fourqoniah & Aransyah, 2020, p. 177).

The main key in making an ad is the ability to understand the language used. The meaning of each dialogue spoken by all BTS personnel is persuasive or persuasive. As an example, by using words such as the word "hi" in the dialogue played by member RM. The word "hi" according to the KBBI (Big Indonesian Dictionary) is an exclamation to attract attention by calling and so on. The word "hi" in this case has fulfilled the instrumental function of a language. Instrumental function is used to invite someone to do something (Raharjo, 2012).

Dialoganother that has a language function is in the dialogue played by Jimin, namely "Wow! I want to enjoy all this with you. You want too, right? Promise me~". The word "Wow" in the KBBI is also an exclamation that expresses surprise and joy. The function contained in the word "Wow" is included in the personal function. The personal function plays a role in giving hope to the speaker to express deep feelings, emotions, and reactions. This means that the South Korean tourism advertisement [SEOUL X BTS] SEE YOU IN SEOUL has met one of the existing criteria, namely Attention.

Animated backgrounds that are formed with the help of a green screen, it is very clear that it has its own meaning, namely the green screen serves as a background when taking pictures or videos. The background displayed in the form of animation depicts several famous tourist attractions in Seoul such as the Royal Palace, Gyeongbokgung, Myeongdong, Hanyangdoseong, etc. So that the background in this case already meets the Interest criteria (interest) in an advertisement.

4.3 The Process of Forming Meaning

It is known that the tourism advertisement [SEOUL X BTS] is an online campaign carried out by the South Korean government in collaboration with the boy band BTS. Through this advertisement, as for the signs that were found such as someone who failed to travel because something big was happening, namely the corona virus, so that the condition that all access for travel was closed was something that the advertiser wanted to emphasize.

Every human being must have lived with an uncertainty, if it is associated with the current condition, namely the corona virus pandemic that is happening is one of the uncertainties that is being experienced by everyone. Various efforts have been made by the government in order to suppress the spread of the corona virus, so that the pandemic conditions are enough to force everyone to stay at home and limit travel outside (social distancing).

Uncertainty is often associated with feelings of fear, worry, and failure. However, if you look at the current situation, the uncertainty situation also makes us closer to family, relatives and demands us to be more creative and innovative. This can be seen from one of the contents of the tourism advertisement message [SEOUL X BTS] SEE YOU IN SEOUL at 0.11 to 0.17 duration, namely "CLOSE to YOU".

Through this tourism advertisement, the South Korean government and BTS want to convey a message to people around the world who watch the advertisement that whatever is happening to us, good or bad, must still be lived because we live in an uncertainty and no one knows what will happen. in the future. And if you look at it from the other side, of course, the Creator also doesn't only give us obstacles but also comes with lessons that can be taken for future life.

Through these advertisements, the government also South Korea and BTS also want to invite us to come on a trip to South Korea because for every fan of the results of the Korean creative industry such as Korean dramas and Korean songs, South Korea is a dream (dreamland) and heaven for fans and admirers and the South Korean government really continues develop and utilize the industry to enhance the economic and cultural growth of South Korea itself.

4.4 Discussion

If you look at some of the scenes from the South Korean tourism advertisement [SEOUL X BTS] SEE YOU IN SEOUL, it can be said that this tourism advertisement focuses on showing several important things that are the main elements of the success of the South Korean tourism industry, namely K-Fashion, K-Food, and K -Beauty. It is known that K-Fashion, K-Food, and K-Beauty are a number of products from the Korean Wave.

Korean wave is a label used to describe the successful effect of the spread of popular culture from South Korea in various countries around the world. There are several important elements that are exported, such as music, films, and television entertainment such as Korean dramas. Not only that, the effect of the Korean wave has also dominated

South Korean commercial and tourism products in the eyes of the world so that currently the results of the Korean wave provide its own role as a marketing tool for products that can provide economic benefits. (Suryani, 2014).

Since the emergence of the Korean wave, South Korea's tourism industry has experienced an increase in foreign tourists from year to year. This is because the Korean wave has become the attraction of South Korea in the eyes of the world. Currently, economic diplomacy has become one of the main indicators of a country's progress, all practices have been carried out by the state to provide benefits for the national interest, including advancing commercial diplomacy. One of the most important aspects of activity in advancing commercial diplomacy is progress in tourism.

K-Fashion, K-Food, and K-Beauty are three of the phenomena of Korean cultural representation that are growing rapidly and expanding throughout the world. The current Korean wave phenomenon has dominated young women and men in the field of K-Fashion or Korean fashion. The number of idols from South Korea who appear using fashionable clothes, hairstyles, to accessories makes the trend of dressing a la South Korea or commonly known as Korean style increasingly favored by many people. The success of K-Fashion in becoming one of the mecca in the world fashion industry has made Seoul a fashion capital. Fashion capital is a term for a city that has a major influence on world fashion trends (Marisha A, 2017). The Korean wave phenomenon is also used as a promotional tool for the Korean fashion industry, thus making several brands from South Korea increasingly recognized in the eyes of the world, such as Gentle Monster, STYLENANDA, and PLAYNOMORE.

The Korean wave phenomenon also has a tremendous impact on the Korean beauty industry or K-Beauty. In addition to beauty trends from the West, currently South Korean beauty trends are also quite global, where South Korea raises the standard of makeup trends naturally. From year to year, South Korea creates a lot of new players in the beauty industry such as Etude, Innisfree, Laneige, Cosrx to Sulwhasoo. There are several factors that make the K-Beauty industry growing at this time, namely the global community believes in the quality of beauty products originating from South Korea, is innovative, and is now getting bigger because of the influence of the Korean Wave. (Kumalasari, 2021).

One of the significant elements that make cosmetic products from South Korea become increasingly known to the world is caused by the influence of social media. Through K-Pop and K-Drama trends that are increasingly spreading on social media as well as tricks in collaborating with celebrities from South Korea, the K-Beauty industry is increasingly popular among teenagers, as has been done by several cosmetic brands such as VT Cosmetics with BTS. in 2019, Nacific with Chanyeol from boyband EXO, and Nature Republic with NCT 127.

The K-Beauty industry from 2004 to 2013 has experienced very fast and significant development at the export stage. There are at least three of the biggest cosmetic companies in South Korea that have entered the global market, such as Amore Pacific Corp, Coreana, and LG Household & Health Care Ltd. The three companies continuously provide technological innovations and the latest unique trends in the world's beauty industry such as the trend of cushion, sheet mask, toner, sleeping mask, essence and ampoule so it is not surprising that the latest products and trends quickly spread throughout the world. world and exports in the Korean cosmetic industry continue to increase.

South Korea is successful in introducing Korean food or K-Food in the eyes of the world. For example, kimchi has become a popular product and is known by the international community as one of the typical icons of South Korea. The South Korean government continues to make efforts to introduce South Korean culinary specialties to the

world, one way is by participating in international culinary events such as the Korean Cuisine to The World parade in the Hansik: Kimchi Diplomacy program in 2009.

Indirectly, the influence of the Korean Wave also contributed to the development of Korean food. Not only kimchi, but the influence of the Korean Wave also has a tremendous effect on other Korean foods such as Korean barbeque, bibimbap, ramyeon, and tteok-bokki. One of the factors that causes Korean food to have a very worldwide popularity is because of the many Korean dramas where the drama actors are often seen in a scene eating Korean food so that it makes the audience curious about the taste of the food and moved to taste it.

The phenomenon of BTS popularity is an example of the spread of Korean culture in the form of soft power so that BTS can be said to be part of the South Korean government's strategy because it has contributed a lot to advancing the South Korean economy. Based on the results of research conducted by the Hyundai Research Institute (HRI) in 2018, it was reported that BTS has generated around 4 trillion won or the equivalent of \$3.54 billion as the country's economic value per year and 1.42 trillion won as added value per year. HRI also added that as many as 800,000 foreign tourists travel to Korea every year because BTS has promoted the tourism industry (Suntikul, 2019). Therefore, BTS means that it has fulfilled several elements of celebrity commercial advertisements, namely having the attractiveness, credibility, and suitability of celebrities with the audience.

The South Korean tourism advertisement version of Seoul x BTS has proven several main elements that influence the progress of the country such as K-Beauty, K-Food, and K-Fashion. Not only that, the Seoul x BTS version of the South Korean tourism advertisement also displays many tourist attractions that are quite famous in South Korea such as Gyeongbokgung Palace, Namsan Mountain, Gwanghwamun, Changgyeonggung Palace, Seoul City Hall, Namsan Tower, Bukchon Hanok Village, World Tower, Hanggang River, and many more. BTS, which is a tourism ambassador from South Korea, therefore it can be said that the use of BTS in the advertisement [SEOUL X BTS] SEE YOU IN SEOUL is as a tool in the practice of economic diplomacy in order to achieve commercial diplomacy in tourism.

In an element of tourism, the destination is not only the main element but also the population. This is supported by Wahab (Main, 2017, p. 2) explained that people, time, and place are the main elements of a tourism. If you look at the South Korean tourism advertisement, the Seoul x BTS version has shown a lot of elements of time and place, while it is quite rare to see the human element or its inhabitants, except for the main star of the advertisement, namely BTS.

V. Conclusion

Based on the research that has been done on the Seoul x BTS version of South Korean tourism advertisements, it can be concluded that South Korea has been known for the successful development of the tourism sector. Through a tourism advertisement entitled (SEOUL X BTS) SEE YOU IN SEOUL made by the South Korean government in collaboration with BTS, there are several meanings in each scene in the advertisement. The results of the analysis using semiotic analysis through the point of view of Roland Barthes are obtained which are divided into elements of denotation, connotation, and myth. So, through these elements, researchers get an understanding of the meaning that can be drawn through several conclusions as follows:

1. In a tourism advertisement entitled [SEOUL X BTS] SEE YOU IN SEOUL, researchers found signs obtained from markers and markers. The aspect that is a marker in the

tourism advertisement entitled [SEOUL X BTS] SEE YOU IN SEOUL on Youtube can be seen in the form of audio visuals that can be seen and heard. As well as the aspects of the signifier are concepts in the form of body gestures, voices and expressions.

2. In the meaning of the first order of signs from Roland Barthes' semiotic theory, namely denotation, it is concluded that the meaning of the tourism advertisement video entitled [SEOUL X BTS] SEE YOU IN SEOUL if obtained based on dialogue words sounds like a tourist who is feeling sad because he failed to travel to abroad because there is something big that is happening in the world so that all access to travel in the world must be closed.
3. In terms of the meaning of the second order of signifiers, namely connotation, in the tourism advertisement video entitled [SEOUL X BTS] SEE YOU IN SEOUL, an overall analysis of the meaning of dialogue, visual expression, and song background describes the causes of the closure of travel accesses around the world, namely because of the corona virus or covid-19 which has spread to all corners of the world and travel restrictions are one of the strategies carried out by almost all countries in the world to prevent the spread of the virus.
4. The meaning of the last order of signs is myth, where the mythical element found in the tourism advertisement [SEOUL X BTS] SEE YOU IN SEOUL as a whole illustrates how humans always live side by side in uncertainty and experience fear and worry, but behind that uncertainty also teaches us something important. usually rarely appear in our minds and bear fruit into something that in the end we think is more valuable. Through the Seoul x BTS version of the advertisement, the South Korean government wants to invite all fans to come on a tour to South Korea because for all Korean fans it is a dreamland for them.

After analyzing the tourism advertisement [SEOUL X BTS] SEE YOU IN SEOUL, it was identified that there is an element of commercial diplomacy in the tourism sector where through this tourism advertisement there are several phenomena that are quite prominent from South Korea such as the K-Fashion, K-Food, and K-food industries. Beauty. The use of the BTS group as a tourism marketing tool in the advertisement has its own role, but the researchers did not find any element of South Korean population in the SEE YOU IN SEOUL advertisement [SEOUL X BTS].

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