CHAPTER I

INTRODUCTION

1.1 Background of Study

In today's digital era, language has evolved beyond its traditional role of conveying messages, becoming a powerful tool for generating income. As Noor et al. (2015) highlight, engaging, easily understood, and targeted language is essential for making promotional videos widely appealing to the public, ultimately driving revenue. On platforms like YouTube, where titles, descriptions, and video content play a critical role, the clever and economical use of words is crucial for capturing and retaining viewers' attention (Seputra et al., 2021). YouTube, which is known as a social media platform that offers a diverse array of videos (Furqan et al., 2022), attracts audiences with varied interests who seek content that resonates with them. The language used in promotional videos on this platform is often the most persuasive element, making it an effective tool for shaping public perception of products and services (Dharma & Suyasa, n.d.). This compelling power is particularly valuable in promoting tourism in Indonesia, where catchy and memorable language can effectively draw attention to the country's attractions.

The Indonesian government has been very focused on developing tourism, mainly because tourism plays a crucial role in Indonesia's development as a foreign exchange earner apart from the oil and gas sector. The goal of tourism development in Indonesia is outlined in the instructions of the President of the Republic of Indonesia Number 9 of 1969, specifically in Chapter II, Article 3, which states, "*Efforts to develop tourism in Indonesia are aimed at the development and welfare of the community and the State*". Tourism development in this country aims to increase foreign exchange earnings, specifically and generally, expand job opportunities, promote the development of related industries, and encourage and optimize Indonesia's natural and cultural wealth (K. I. Dewi et al., 2024).

One of the most famous tourist destinations in the world is Indonesia, which is recognized by almost everyone globally. Indonesia, an archipelagic maritime country, boasts diverse cultures, arts, ethnicities, and religions (K. S. Dewi,

2025). According to the Minister of Tourism and Creative Economy, Mr Sandiaga Uno, Indonesia's tourism ranking has significantly improved, moving from 32nd to 22nd place globally. Additionally, data from the Central Statistics Agency reveals a significant increase in tourist visits, reaching 1.14 million with a growth rate of 20.17% as of December 2023 (BPS, 2024).

The high number of visitors to Bali is also influenced by the internet and social media's role in promoting tourism in the country. According to Annur (2023), the number of internet users worldwide continues to increase, and the main reason people use the internet is to find information. Internet users worldwide reached 5.16 billion in January 2023, representing 64.4% of the global population, or 8.01 billion people. This represents a 1.9% increase compared to last year's period or 5.01 billion people in January 2023. With so many internet users worldwide, this can be utilized to promote tourism in Indonesia to make it known to everyone. One of the ways the government promotes Indonesian tourism is by utilizing the internet, especially YouTube, as a platform to attract international attention. They use a creative approach designed to attract the attention of foreign tourists interested in visiting tourist attractions in Indonesia by semantic method (Agus et al., 2024).

According to Syaira and Hermandra (2024), semantics is the study of a language's meaning system. It explores how meaning is created, conveyed, and interpreted in language. Two primary approaches in semantics are relevant to this research: first, referential or denotative meaning, which views meaning as a direct relationship between language and the external world, where words directly refer to specific objects or concepts; second, affective or connotative meaning, which considers meaning in the context of the speaker's mental state, focusing on words' emotional and personal nuances beyond their literal meaning. In advertising, semantics plays a crucial role because the careful selection and arrangement of words can greatly influence how the audience understands and receives a message. This emphasizes that effective advertising relies on the manipulation of language to achieve clarity, coherence, and persuasive power. Thus, semantics helps advertisers choose the most appropriate words to convey the intended message and evoke the desired response from the audience (Hilda et al., 2021).

Some previous studies have referred to the use of semantic analysis to promote video. The first was conducted by Noor et al. (2015). In this research, the use of semantic analysis by the slogans of TV Commercials. The research centre examines copywriters' linguistic techniques in TV commercials to persuade their intended audience. The second study was conducted by MELELO (2023), which examines the use of figurative language in Adhitia Sofyan's album "Forget Your Plans. Furthermore, the analysis showcases the dominant use of metaphor, simile, and other rhetorical devices to evoke emotion and convey the underlying social and political contexts, and the techniques highlight how semantic meanings help readers gain richer insights into both the characters' psychological states and the broader themes addressed in the novel "*LAUT BERCERITA KARYA LEILA S. CHUDORI*" (Afriyanti, 2023)

Based on the researcher's sources, no research has specifically addressed the use of semantic analysis in videos to promote tourism destinations in Indonesia. This research aims to fill this gap by analysing how referential (denotative) and affective (connotative) meanings are used in "Wonderful Indonesia" promotional videos to enhance the appeal of Indonesian tourism. It is hoped that the public will become aware that the use of semantics in video content can positively impact tourism promotion. As a case study, I have selected several videos produced by the government's Ministry of Tourism and Creative Economy on the YouTube channel "Wonderful Indonesia". This channel has 162 thousand subscribers and features 557 videos, with an average of over 2 thousand views per video.

1.2 Research Question

Based on the Introduction of the research above, the researcher tries to find out about the following questions:

    1.2.1   What are the referential or denotative meanings of words or phrases used by the creator of "Wonderful Indonesia" promotional videos?

    1.2.2   What is the affective or connotative meaning of words or phrases in the "Wonderful Indonesia" promotional video?

1.3 Purposes of study

1.3.1 To identify the referential or denotative meaning of words or phrases used by the creator of the "Wonderful Indonesia" YouTube channel to promote tourism through the videos.

1.3.2 To identify the affective or connotative meaning of words or phrases the promotional video by the Ministry of Tourism and Creative Economy on the YouTube channel "Wonderful Indonesia".

1.4 Significance of Study

1.4.1 Theoretical Significance

This research contributes to the theoretical understanding of how language, particularly through video narration, can influence tourism promotion. By applying semantic analysis to promotional videos, this study aids in developing theories within the fields of linguistics and tourism, exploring how language constructs and conveys meaning in the context of tourism marketing.

1.4.2 Practical Significance

This research provides valuable insights for tourism industry professionals and video content creators. By understanding the effective use of semantic techniques in promotional videos, stakeholders can enhance their strategies for marketing tourist destinations. This leads to more engaging and persuasive content that attracts potential visitors.

1.4.3 Empirical Significance

This study provides concrete evidence of the impact of semantic analysis on the effectiveness of tourism promotion videos. The insights gained from analysing videos produced by the Ministry of Tourism and Creative Economy on the "Wonderful Indonesia" YouTube channel will serve as a practical basis for decision-making in promoting tourist destinations, highlighting how language choices affect audience engagement and perception.

1.5 Scope of this study

1.5.1 This study focuses on the Promotion of tourist attractions in Indonesia via a video conducted by "Wonderful Indonesia" The title of the video is **"The Harmony of Bali", "Bali Tourism Guide: Do's and Don'ts for a Wonderful Holiday in Wonderful Indonesia", "Bali Safety Guide", "Shape a Brighter Future with Bali Levy Regulation", "It's Time to Unveil Unimaginable Wonders, It's Time for Bali"**. The geographical scope centres on Bali, one of Indonesia's most prominent tourist destinations, and the role of this video in showcasing its attractions to a global audience.

1.5.2 Content analysis: The study involves a detailed content analysis of the video narration, evaluating how various aspects of Bali's tourism attractions are depicted and promoted. This analysis will cover the language, imagery, and semantic techniques employed in the video to engage viewers and enhance tourism promotion. By scrutinizing these elements, the study aims to understand how effectively the video communicates Bali's appeal and influences potential tourists.

1.6 Definition of key terms

1.6.1 Tourism Attraction: Tourist Attractions are travel activities carried out by tourists individually or in groups to a destination during free time for recreation (Anggraini et al., 2020).

1.6.2 Semantic: described as the study of the meaning system of a language; it explores how meaning is created, conveyed, and interpreted in language (Emodi, 2011).

1.6.3 YouTube: YouTube is a social media platform that provides various videos (Furqan et al., 2022).