COMPARISON OF INDONESIA AND KOREA VIDEO TOURISM ADVERTISEMENTS FOUND IN YOUTUBE USING SOCIAL SEMIOTIC

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Abstract

This study aims to compare the differences and the similarities between two video tourism advertisements of Indonesia and South Korea through three levels of metafunction. The three levels of metafunctions are: 1) the level of ideational metafunction, 2) the level of interpersonal metafunction, and 3) the level of textual metafunction. The Systemic Functional Linguistics theory by Halliday, Visual Grammar theory by Kress and Van Leeuwen and generic structure analysis theory by Cheong were applied to analyze this research. The method used in this research was a descriptive research method. The data in this research were texts and images used in two video tourism advertisements. The results of the study show that they share one similarity and fourteen differences in the level of ideational metafunction. Then, there are six similarities and eight differences in the interpersonal level. Meanwhile, there are four differences and no similarities found for textual metafunction. The conclusion obtained from the findings is that they are more different rather than similar and the differences in how they produces the video tourism ads are affected by the differences in cultural background of the videos which are represented through speech and visual and lead to the different ways of producing structure of clauses and selection of words in the three levels of metafunction.

Key words: multimodal, advertisement, video tourism, semiotic systems, three levels of metafunction.

A. INTRODUCTION

Advertising is often said to be part of modern life in society. This has become one of the characteristics of everyday people's lives, maybe sometimes many

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people are not aware of it. The definition of advertising is a form of communication used to promote or sell products and services. Advertising is usually used to convey messages from a product or service to consumers. The purpose of the advertisement is to inform, persuade and then remind buyers / consumers about the product or service being sold.

Advertisements can be found in many places and media such as newspapers, television, roads and also on the Internet. Ads that are designed with an attractive concept will get more attention from the public. Therefore, it is very important for the ad designer to make attractive, creative and persuasive ads in order to influence the target market. Based on Suprakisno (2015), advertisements that contain complex meanings in expressing messages are more presented through verbal / linguistic elements and there are also visual elements. This has the aim, namely to gain an understanding of the meaning of the complex in advertising, then multimodal analysis can be used to explain it.

Advertising is a form of communication consisting of information and ideas about a product aimed at the audience simultaneously in order to get a good reception, advertisement tries to provide information, persuade and convince. Advertising can be said to be a form of mass communication that not only serves as a means of promotion to offer goods and services, but currently advertising has expanded its function, which is to become a tool to embed the meaning of language symbols and visualization in advertising messages. In accordance with its character, advertising is a portrait of reality in society so that it can spread social, cultural, political values, and so on (Vera, 2015: 43-44).

Multimodality is one of the sciences contained in semiotics which focuses on symbol science. Multimodal analysis often emphasizes that all means of communication, both verbal and non-verbal, each play an important role in producing meaning. Multimodal text also conveys information through various media and modes, for example visual images, written language, design elements and other semiotic sources.

As in the example of a slogan entitled "Wonderful Indonesia" made by the Indonesian Ministry of Tourism. The slogan was shown for a program that would attract more tourists to visit Indonesia, especially foreign tourists. The Ministry of Tourism uploaded a video via Youtube social media featuring several places that must be visited by tourists. Wonderful Indonesia is a concept from the government that introduces Indonesia's natural wealth, natural diversity and culture. A tourist spot is not a place that naturally exists, it is formed as a land that can attract visitors. A common mode of tourist gaze is how the media represent and are shaped by the re-creation of a place.

Another example is the Korea Tourism Organization which launched a campaign called "Imagine Your Korea". The campaign video, which contains promotions about amazing places in Korea, also aims to promote the country's tourism industry. The videos tourism advertisements from the Korean Organization also displays some special things that Korea has, such as culture,

culinary and the K-pop Wave which has become one of the most popular in Korea.

There are some researchers who have conducted the study about multimodal analysis. They are Yao & Zhuo (2018), Savitri & Rosa (2019), Amatullah et al., (2019). The first researcher studied about promotional video of Hangzhou from the perspective of multimodal discourse analysis informed by Systemic Functional Linguistics. The second researcher studied about multimodal elements in the audio visual advertisement, particularly in smartphone ads. The third researcher studied about verbal and visual elements conveyed in beauty products, especially lipstick products.

The study conducted is similar to the three studies mentioned above. They discussed about multimodal analysis using audio visual advertisements, however, there is a differentiation between this study and the three studies above. In this study, the writer analyzed verbal and visual elements that are used in video tourism advertisements of Wonderful Indonesia and Imagine Your Korea by applying a Systemic Functional Linguistics by Halliday and Visual Grammar by Kress and Leeuwen. Therefore, the researcher makes a title about "Comparative Analysis of Indonesia and Korea Video Tourism Advertisements Found in Youtube Using Semiotic Approach."

B. RESEARCH METHOD

This research used descriptive research method because the researcher analyzed the data descriptively and the result was in the form of explanation. The researcher downloaded two videos tourism advertisements from Indonesia and South Korea. The data were analyzed to find out the differences and the similarities between two videos tourism advertisements from three levels of metafunction. The sources of the data were the collection of clauses which were gotten by transcribing from selected videos and images data were obtained by doing a screenshot for the video.

There were three steps done in order to collect the data. Firstly, the researcher downloaded two videos tourism advertisements from youtube.com randomly. Secondly, the researcher did intensive listening to the subjects of the research and focusing on constrains between clauses. Third, the researcher transcribe the data in clause to clause sequences in order to be explored based on their functional structures; ideational, interpersonal and textual levels. After collecting the data, the researcher analyzed the data based on three steps. First, the researcher classified the types of process, negotiation, mood, modality, attitude, graduation, and theme, got from the source of the verbal data, based on their occurrences in two transcribed videos between video tourism advertisements of Indonesia and videos tourism advertisements of South Korea. Then, the researcher analyzed visual data using Visual Grammar by Kress and Leeuwen. After that, the researcher grouped the occurrences of each indicator in each of two videos tourism advertisements. Next, the researcher compared the grouped and classified data in the clause to clause form to be counted and be represented in percentage in order to find the prominent occurrences of process, negotiation, modality, attitude,

graduation for verbal, modality, contact/gaze, frame size/social distance, and point of view/angle for visual, and theme which occurred in each video. Lastly, the researcher analyzed and compared the results separately depend on each level of metafunctions by relating to the concept of semiotic.

C. RESULT AND DISCUSSION

1. **Research Finding (tentative)**
a) **Comparison between the Video Tourism Advertisements Wonderful Indonesia and Imagine Your Korea in the level of ideational metafunction**

After analyzing the data, the findings for ideational metafunction are obtained. To answer the first research question, it is found that there are no similarities between two video tourism ads. Both videos have a different way in advertise the tourism. It is found that Wonderful Indonesia using relational attributive process more than Imagine Your Korea. They are different variatively in using other processes. Table 1 presents the findings in the level of ideational metafunction.

Table 1. the comparison of process occurrences between Wonderful Indonesia and Imagine Your Korea in verbal element

Comparison of process occurrences in verbal element

Process	Wonderful Indonesia		Imagine Your Korea	
	f	%	f	%
Material	1	3.84%	5	71.4%
Behavioural	0	0%	2	28.5%
Mental	7	26.9%	0	0%
Relational; attributive	18	69.2%	0	0%
Total	26	100%	7	100%

Table 1. above shows that there are no similarities found only differences found in both video tourism ads. Both videos have differences in using all process. In Wonderful Indonesia video tourism ad, it was found more clauses than Imagine Your Korea video tourism ad in express meaning. Based on the metafunction analysis, Wonderful Indonesia used three processes. They are material process, mental process, and relational attributive process. Meanwhile in Imagine Your Korea used two processes. They are material process and behavioral process.

The realization of participant in the video tourism advertisement Wonderful Indonesia was seven out of twenty participants as shown in the table 2

below. They covered Actor, Goal, Phenomenon, Behaver, Senser, Carrier, and Attribute.

Table 2. the comparison of participants occurrences between Wonderful Indonesia and Imagine Your Korea

Comparison of participants occurrences				
Participant	**Wonderful Indonesia**		**Imagine Your Korea**	
	f	**%**	**f**	**%**
Actor	3	7.69%	1	11.1%
Goal	1	2.56%	3	33.3%
Phenomenon	3	7.69%	1	11.1%
Behaver	1	2.56%	2	22.2%
Senser	1	2.56%	0	0%
Carrier	17	43.5%	1	11.1%
Attribute	13	33.3%	1	11.1%
∑	39	100%	9	100%

Regarding the table displayed, it showed that Carrier is the most dominant participant in the verbal mode of the Wonderful Indonesia. The carrier appeared seventeen times followed by other participants; Attribute, Actor, Phenomenon, Goal, and Senser. Carrier and Attribute here has the same function to support the information as the participant that assign in quality in attributive process into being in the advertisement. Meanwhile, Goal is the dominant participant used in Imagine Your Korea. Goal appeared three times followed by Behaver two times, then Actor, Phenomenon, Carrier, and Attribute one time.

One out of seven circumstances appeared in the verbal mode of the advertisement. The circumstances found were place. The details about circumstance are shown in the table 3 below:

Table 3. the comparison of circumstance occurrences between Wonderful Indonesia and Imagine Your Korea

Comparison of participants occurrences				
Circumstance	**Wonderful Indonesia**		**Imagine Your Korea**	
	f	**%**	**f**	**%**
Place	11	100%	0	0%
∑	11	100%	0	0%

The table 3 above indicated that the Circumstance of Place appeared in the verbal mode of the Wonderful Indonesia video tourism advertisement eleven

times. The speaker mostly attempts to show where people can find tourism destination and various choices of places that can be visited from the beauty of Indonesia. The circumstances are the condition in which the processes are occurring. Meanwhile, Imagine Your Korea did not use the circumstance at all.

Table 4. the comparison of process occurrences between Wonderful Indonesia and Imagine Your Korea in visual element

Comparison of process occurrences in visual element

Process	Wonderful Indonesia		Imagine Your Korea	
	f	%	f	%
Symbolic	28	40%	18	34.2%
Action	19	27.1%	17	34.2%
Reactional	23	32.8%	16	31.4%
Total	70	100%	51	100%

Table 4. above shows the similarity and the differences between two video tourism ads in the visual element. In the similarity, both of the video tourism advertisements used action process in the similar amount. Wonderful Indonesia used action process about 19 frames while Imagine Your Korea used action process about 17 frames.

On the other hand, among the similarity, both of video tourism advertisements also share differences. Wonderful Indonesia frequently used symbolic process 40% more than Imagine Your Korea. In addition, Wonderful Indonesia used reactional process 32.8% more than Imagine Your Korea. Thus, they are different in indicating information through symbolic and reactional process.

b) **Comparison between the Video Tourism Advertisements Wonderful Indonesia and Imagine Your Korea in the level of interpersonal metafunction**

After analyzing the data, the findings for interpersonal metafunction are obtained. To answer the second question, they are compared based on negotiation, modality, attitude, and graduation in order to discover differences and similarities between two video tourism ads. Table 5. presents the findings in the level of interpersonal metafunction while the abbreviation list is presented in List of Abbreviation.

Table 5. the comparison of interpersonal element between Wonderful Indonesia and Imagine Your Korea

Comparison of interpersonal elements in verbal element

interpersonal element	Wonderful Indonesia		Imagine Your Korea	
	f	**%**	**f**	**%**
Negotiation				
declarative	26	89.6%	9	60%
interrogative	2	6.89%	0	0%
Imperative	1	3.44%	5	33%
exclamative	0	0%	1	6.6%
Total	**29**	**100%**	**15**	**100%**
Modality				
MO3	2	100%	0	0%
Total	**2**	**100%**	**0**	**0%**
Attitude				
ADH+	1	5.55%	3	37.5%
AIH+	1	5.55%	0	0%
JSE+	2	11.1%	0	0%
APPD+	11	61.1%	5	62.5%
APPI+	3	16.6%	0	0%
Total	**18**	**100%**	**8**	**100%**
Graduation				
Focus	1	100%	0	0%
Total	**1**	**100%**	**0**	**0%**

Table 5. above reveals the similarities and the differences between two video tourism ads. In the level of interpersonal metafunction, Wonderful Indonesia and Imagine Your Korea are similar in using declarative mood; above 50% for both videos.

The next similarity is about the tendency of both videos to express something which is reflected through their high-rate occurrence of appreciation as the attitude, especially positive appreciation within occurrence percentage above 60%. In visual element, Wonderful Indonesia and Imagine Your Korea used affect more than appreciation and judgement, especially positive appreciation within occurrence percentage above 30%.

Thus, there are two similarities shared by Wonderful Indonesia and Imagine Your Korea and there are three differences found based on the table of findings above. In the level of negotiation, Wonderful Indonesia and Imagine Your Korea are quite different in the use of interrogative, imperative, and exclamative. Wonderful Indonesia used interrogative two times while Imagine

Your Korea did not use it. In the opposite, Imagine Your Korea used imperative five times while Wonderful Indonesia only one time. The last for exclamative, Imagine Your Korea used it one time while Wonderful Indonesia did not use it at all.

In the level of modality, only Wonderful Indonesia that used modality which is high modality obligation such as need and have to. Meanwhile, Imagine Your Korea did not use modality at all. In the level of graduation, Wonderful Indonesia used the force sharpen while Imagine Your Korea did not use the graduation.

Table 6. the comparison of interpersonal element between Wonderful Indonesia and Imagine Your Korea in visual

Comparison of interpersonal elements in visual				
Modality	**Wonderful Indonesia**		**Imagine Your Korea**	
	f	**%**	**f**	**%**
High modality value	70	100%	51	100%
Low modality value	0	0%	0	0%
∑	**70**	**100%**	**51**	**100%**
Contact/Gaze				
Direct	16	**22.8%**	26	**50.9%**
Indirect	54	**77.1%**	25	**49.0%**
∑	**70**	**100%**	**51**	**100%**
Frame size/ social distance				
Close shot	13	**18.5%**	17	**33.3%**
Very close shot	4	**5.71%**	6	**11.7%**
Medium close shot	13	**18.5%**	11	**21.5%**
Medium shot	7	**10%**	4	**7.84%**
Medium long shot	10	**14.2%**	4	**7.84%**
Long shot	15	**21.4%**	6	**11.7%**
very long shot	8	**11.4%**	3	**5.88%**
∑	**70**	**100%**	**51**	**100%**
Point of view/Angle				
Vertical high angle	0	**0%**	0	**0%**

Vertical low angle	0	**0%**	0	**0%**
Vertical eye level	0	**0%**	0	**0%**
Horizontal Frontal angle	61	**87.1%**	44	**86.2%**
Horizontal Oblique angle	9	**12.8%**	7	**13.7%**
∑	**70**	**100%**	**51**	**100%**

Table 6. above reveals the similarities and the differences between two video tourism ads in visual element. In the level of interpersonal metafunction, modality between both video tourism advertisements has 100% high modality in visualization. From colour saturation both videos have full colour saturation; there is no frame that shows only black and white colour; colour differentiation, both videos have full diverse range of colour. It is because the video from beginning until the end shows the real places with vibrant colours to make the viewers interested.

In the level of contact / gaze Wonderful Indonesia was used indirect more than direct. Meanwhile, Imagine Your Korea used direct more than indirect. In the level of frame size / social distance, they are similar in using close shot, very close shot, medium close shot, and medium shot. However, they are differences in using medium long shot, long shot, and very long shot. Wonderful Indonesia used medium long shot, long shot, and very long shot twice more than Imagine Your Korea.

In the level of point of view / angle, Wonderful Indonesia and Imagine Your Korea are similar in using horizontal frontal angle. That kind of angle invites involvement or a high relationship between the viewers and the object in the photo. This can happen because in angle like that, the identity of the photo object as a whole can be seen clearly at one glance.

c) **Comparison between the Video Tourism Advertisements Wonderful Indonesia and Imagine Your Korea in the level of textual metafunction**

After analyzing the data, the findings for textual metafunction are obtained. To answer the third research question, they are compared based on the type of theme which occurs in every initial part of the clause from the collection of data. Table 7. presents the findings in the level of textual metafunction.

Table 7. the comparison of textual elements between Wonderful Indonesia and Imagine Your Korea

Comparison of textual elements

Theme	Wonderful Indonesia		Imagine Your Korea	
	f	%	f	%
Unmarked topical				
Nom. group	20	66.6%	2	28.5%
Process	1	3.33%	5	71.4%
Textual				
Continuative	3	10%	0	0%
Conjunctive	6	20%	0	0%
Total	**30**	**100%**	**7**	**100%**

Based on the table 7. above, there are only differences found between two videos. It is found that to indicate unmarked topical theme, Wonderful Indonesia mainly foregrounded nominal group as the usual form for unmarked topical theme while Imagine Your Korea mainly foregrounded process as the usual form for unmarked topical theme. They also share differences in the using textual theme. In the using of textual theme, Wonderful Indonesia used textual theme which are continuative marker and conjunctive marker than Imagine Your Korea. It can be seen that Wonderful Indonesia used continuative about 10%and conjunctive about 20% while Imagine Your Korea did not use the textual theme at all. Therefore, these differences indicate that there are quite significant differences between two video tourism ads in the level of textual metafunction.

In generic structure analysis, the results showed for verbal component, they used announcement, tag, and emblem verbal in both video advertisements. Meanwhile, enhancer and call and visit did not use at all. For visual component, lead and display were more dominant than emblem. Almost of images had lead and display based on visual component but there was a few of images included emblem.

2. **Discussion**

The findings on analysis of two videos tourism advertisements reveal the similarities and differences in three levels. In the level of ideational metafunction, they are similar in one aspect. First, they produce large numbers of symbolic process which dominate in their visualization. In the opposite, they also share significant differences in producing the verbal, which are behavioral, material, mental, and relational process. Wonderful Indonesia used material, mental, and relational attributive process while Imagine Your Korea did not use mental, and relational attributive process.

For the participants, Wonderful Indonesia dominant in using carrier and attribute about seventeen and thirteen while Imagine Your Korea used it only one

time. Wonderful Indonesia used actor and phenomenon three times while Imagine Your Korea only one time. For goal, Imagine Your Korea used it three times while Wonderful Indonesia only one time. Last, Wonderful Indonesia used senser one time while Imagine Your Korea did not use senser at all. For circumstance, Wonderful Indonesia used circumstance of place eleven times while Imagine Your Korea did not use circumstance at all.

While for the visualization, Wonderful Indonesia used reactional process more than Imagine Your Korea. However, in the action process Imagine Your Korea used it more than Wonderful Indonesia. Thus, these differences in producing the verbal and visual element are affected by the differences in cultural background of the videos which lead to the different ways of producing process in the ideational level of metafunction.

In the level of interpersonal metafunction, there are six similarities and eight differences in both verbal and visual element between the two videos. In verbal element, there are two similarities. First, they are similar in the large occurrences of declarative mood. Second, it is the tendency of both videos expresses the high-rate occurrence of appreciation as the attitude, especially positive appreciation.

Among those similarities, there are five differences in verbal between two videos tourism advertisements. First, in the matter of negotiation in which Wonderful Indonesia used interrogative mood. Meanwhile, Imagine Your Korea used imperative and exclamative more than Wonderful Indonesia. In the matter of modality, only Wonderful Indonesia that used modality. Meanwhile, Imagine Your Korea did not use modality at all. In the level of graduation, Wonderful Indonesia used one graduation while Imagine Your Korea did not use the graduation.

In the visual element, there are four similarities and three differences. The four similarities are first in the level of frame size / social distance, Wonderful Indonesia and Imagine Your Korea are similar in using close shot, very close shot, medium close shot, and medium shot. Next, in the level of point of view / angle, Wonderful Indonesia and Imagine Your Korea are similar in using horizontal frontal angle. Both video tourism ads used horizontal frontal angle than horizontal oblique angle. Horizontal frontal angle invites involvement or a high relationship between the viewers and the object in the photo.

Among those similarities, both video tourism advertisements also share three differences. In the contact / gaze, the findings showed that image in the Wonderful Indonesia video tourism advertisements are mostly offering which means that there is the absence of gaze and contact with the viewer. Meanwhile, Imagine Your Korea is balanced mostly demanding which means there is a contact with the viewer by looking directly at the camera. In addition, both video tourism ads are differences in using medium long shot, long shot, and very long shot. Wonderful Indonesia used medium long shot, long shot, and very long shot twice more than Imagine Your Korea.

In the level of textual metafunction, there are four differences and no similarities found between two videos tourism advertisements. First, it is found that to indicate unmarked topical theme, Wonderful Indonesia mainly foregrounded nominal group as the usual form for unmarked topical theme. Second, Imagine Your Korea mainly foregrounded process as the usual form for unmarked topical theme rather than Wonderful Indonesia. Third, they also share differences in the using textual theme. Wonderful Indonesia used textual theme which are continuative marker while Imagine Your Korea did not use it. In addition, Wonderful Indonesia used conjunctive marker than Imagine Your Korea.

D. CONCLUSION AND SUGGESTIONS

A. Conclusion

Based on the result of analysis of two videos tourism advertisements between Wonderful Indonesia and Imagine Your Korea, it can be concluded that both videos have some similarities and differences in the way they produce video tourism advertisement in the verbal also in visual element. First, in the level of ideational metafunction Wonderful Indonesia and Imagine Your Korea share the similarities in using symbolic process. There are also differences found in the level of ideational metafunction, Wonderful Indonesia tends to use mental process and relational attributive process. Meanwhile, Imagine Your Korea did not use it but used material process and behavioral process.

In the level of interpersonal metafunction, there are three similarities and seven differences between the two videos. First, they are similar in the large occurrences of declarative mood. Second, both videos highest in the using of appreciation as the attitude. Last, for the visual element both videos similar in the high-rate occurrence of affect as the attitude.

Among those similarities, there are seven differences between two videos tourism advertisements. First, in the matter of negotiation in which Wonderful Indonesia used interrogative mood. Meanwhile, Imagine Your Korea used imperative and exclamative more than Wonderful Indonesia. In the matter of modality, only Wonderful Indonesia that used modality. Meanwhile, Imagine Your Korea did not use modality at all. In the level of graduation, Wonderful Indonesia used one graduation while Imagine Your Korea did not use the graduation. Sixth, in the visual element, Wonderful Indonesia used more appreciation rather than Imagine Your Korea. Last, Imagine Your Korea used judgment more than Imagine Your Korea.

In the level of textual metafunction, there are four differences and no similarities found between two videos tourism advertisements. First, Wonderful Indonesia used nominal group in unmarked topical theme. Meanwhile, Imagine Your Korea used process as the usual form for unmarked topical theme. Wonderful Indonesia also used the textual theme in conjunctive marker and continuative marker. Meanwhile, Imagine Your Korea did not textual theme.

In the generic structure analysis, the results showed for verbal component, they used announcement, tag, and emblem verbal in both video advertisements. Meanwhile, enhancer and call and visit did not use at all. For visual component, lead and display were more dominant than emblem. Almost of images had lead and display based on visual component but there was a few of images included emblem.

B. Suggestion

This study that primarily studied the similarities and the differences in video tourism advertisements still has a number of limitations or restrictions. This study only compared the similarities and the differences between two video advertisements. Thus, to obtain a more comprehensive study result, a deeper research in many other advertisements is necessary. Furthermore, it is suggested that the future researcher will study the same field of semiotic analysis or multimodal analysis to fill the gap, to use the data taken from other media types like Youtube advertisement or television advertisements. Thus, the future researcher can conduct a new analysis in semiotic or multimodal that is relevant on this research and obtain better understanding in the further.
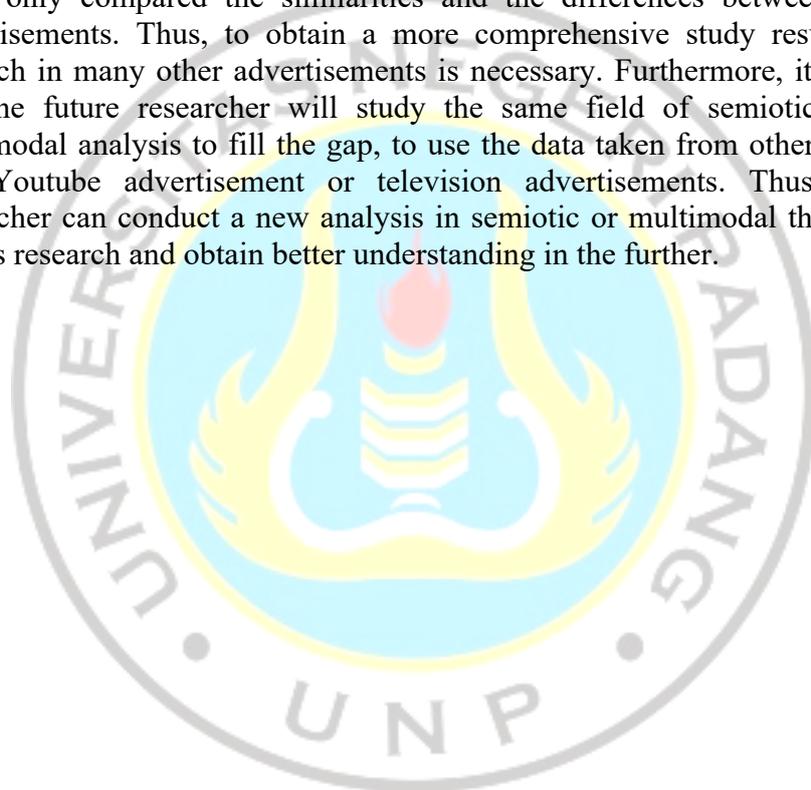
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