

Semiotic Analysis of the Message of Meaning on Pesona Indoneisa Advertisement of Pesona Indonesia 2017 Destination Version

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Abstract:- Advertising is an effective media to convey messages, Youtube is a media that is often use to advertise, because Youtube based online media that is often use by the public and Youtube has a long duration so it can convey messages in detail and effectively in campaigning messages in advertisements. The Ministry of Tourism through the Pesona Indonesia brand carried out a campaign by placing advertisements on Youtube with the title of Pesona Indonesia Destinations. The purpose of this research is to find out the message of meaning in the Pesona Indonesia 2017 Destination. The theory used is Ferdinand De Saussure's Semiotics theory which explains that the sign has interconnected elements namely signifier and signified, the signifier is sound or streak meaningful, and the signified is the picture or concept of something from the marker. The relationship between the two concepts is called significance. This research uses a descriptive qualitative method with a semiology communication analysis approach. As a descriptive study, this study only describes the situation or discourse, does not look for relationships, does not test hypotheses or make predictions. Overall in the conclusion that the meanings collected in the Pesona Indonesia 2017 Destinations advertise the meaning of the Tourism Ministry, that the Tourism Ministry in domestic tourist destinations are very rich and beautiful, many choices of tourist destinations in Indonesia, ranging from natural tourism, art and cultural tourism, history to modern tourism in Indonesia.

Keywords:- *Semiotic, Messages, Meanings & Advertisements.*

I. INTRODUCTION

Indonesia is a rich country in natural beauty, it diverse landscapes become an important capital for the development of national tourism. Indonesia is located between two continents and two oceans, provides natural and cultural diversity. Bali Island is one of the most famous islands in the world because of its natural beauty and culture, cultural diversity and natural attractions in Bali become an attraction for foreign tourists. Bali Island gets awards from the world for its natural and cultural beauty. The review site and travel guide from the United States,

TripAdvisor, shares a list of 25 countries included in the "2018 Travelers Choice". As a result, Indonesia is ranked first with Bali as the best tourist destination in the world. Aspects assessed in this category include the beauty and conditions of natural tourism, the quality of accommodation, such as hotels, resorts, bungalows, etc. (www.idntimes.com).

Indonesia has many islands, there are increasingly diverse tribes and cultures in it, on the Java island in each provision has a different culture, language, and customs. By examining the report of the Directorate for Cultural Heritage and Diplomacy, the Education and Culture Ministry (Kemendikbud), from 2009 to 2017, there were at least 7,241 cultural works recorded and designated as Indonesian intangible cultural heritage.

If you view the trend, at least since 2013 the recording of cultural works continues to increase. In 2013, there were 77 cultural works determined. Meanwhile, in 2014 and 2015, there were about 96 and 121 cultural works designated by the government as Indonesian cultural heritage. Furthermore, in 2016 and 2017, the government designated 150 cultural works. This determination is carried out to protect and preserve the intangible culture in Indonesia (kabar24.bisnis.com).

Indonesia optimizes its natural potential to be better known to the world and domestic tourists through the Tourism Ministry of Indonesia to introduce the Pesona Indonesia program that previously the Tourism Ministry of Indonesia introduced Wonderful Indonesia in 2011, the government formed a brand or formed a tourist image to introduce the beauty of nature and culture in Indonesia. "Pesona Indonesia" is an image that will be presented to the people of Indonesia, especially in various regions in the country.

As reported by Travel Indonesia, Sunday (4/1/2015), a series of destinations from 88 National Strategic Tourism Regions is certainly a priority besides the three main tourist gates at the moment, namely Jakarta, Batam, Bali, and following them are Bandung, Yogyakarta, and Banyuwangi. In addition, the tourism branding will also accompany any material published by the Tourism Office in the region and various players in the tourism industry.

The "Wonderful Indonesia" and "Pesona Indonesia" brands must be supported as a national brand by all regional offices and the tourism industry. In addition to attaching

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national tourism branding, various parties related to national tourism are expected to support efforts to promote Indonesian tourism through positive reporting, improving tourism services especially hygiene and health, and the use of e-tourism. All of that is expected to support efforts to achieve the target of 20 million tourists in 2019 and Indonesia's tourism competitiveness increases based on the World Economic Forum's TCI (Travel and Tourism Competitiveness Index) to rank 30th.

The "Wonderful Indonesia" branding was launched in 2011 and underwent several repositions and like the previous minister, Tourism Minister Arief Yahya decided to maintain it and even strengthen its image both at home and abroad. "Wonderful Indonesia" which is now accompanied by "Pesona Indonesia" is the promise of Indonesian tourism to the world while strengthening Indonesia in international tourism competition. The word "Wonderful" or "Pesona" shows the message 'rich with awe' from all aspects of both human, cultural and natural, where all that is able to disturb the heart and provide new experiences.

"Wonderful Indonesia" and "Pesona Indonesia" tourism branding also refers to 3 main messages, namely: culture, nature, and creative (man made). All three give meaning that the nature of Indonesia is the most beautiful in the world both the beauty of the underwater, beaches, mountains, forests, and biodiversity from Sabang to Merauke from Mianggas to Rote. Indonesia also clearly has the biggest and heterogeneous cultural property, in the form of ethnicity, language, traditions and customs. While creative works (man-made) represent the creative abilities of Indonesian people who are able to create a variety of works, attractiveness, and attractions that attract world citizens. The logo name-image "Pesona Indonesia" in line with "Wonderful Indonesia" design adapted from the symbol of the Indonesian state, namely the Garuda Bird. The old design is still maintained which emphasizes the flexible style through pictures without angles that mean balance, human harmony on Earth, while symbolizing sustainable tourism. The wings of the Garuda logo have the meaning of a strong desire to fly across borders, are universally recognizable, and at the same time symbolize peace.

The design of the logo still uses five color components with their respective meanings. Blue symbolizes universality, peace and resilience. Green symbolizes creativity, friendly to nature, and harmony. Orange is a symbol of innovation and a spirit of renewal. Purple is a symbol of faith imagination, physical and spiritual unity. Magenta is a symbol of the balance of common sense and practical nature (www.liputan6.com).

Besides Indonesia, other countries certainly have tourism brand advertisements to introduce tourism destinations in their country, such as Malaysia which has the first ever Truly Asia brand in Malaysia, along with promotions that are constantly being intensified by Malaysia and its efforts are not in vain because nowadays Malaysia is one of the most visited countries in the world by tourists. TVC made by Malaysia Truly Asia was not far from the promotion of culture and tourist destinations in Malaysia.

The tourism sector is very important for the income of a country. In addition, the income of country will rise when the country is well known and has beautiful tourist attractions. The number of other countries that already have a travel brand, Tourism ministry create a Wonderful Indonesia branding and be committed to campaigning for Indonesian tourism.

The commitment of the Tourism Ministry of Indonesia to introduce the Pesona Indonesian to a wide audience through the media. Through the media messages to the community will quickly arrive, Indonesian people are very active in using media, especially the internet media, almost everyone has a device that is connected to the internet, the community chooses media as a means of entertainment and seeking various information, besides that tourism activities are very favored by young people who often upload tourist activities or seek recommendations for tourist attractions through social media such as Facebook, Instagram and Youtube. For this reason, the Tourism Ministry of Indonesia uses internet media such as youtube and Instagram to disseminate information. Thus the Tourism Ministry of Indonesia launched the Pesona Indonesian in Instagram account which will provide information related to the activities of the Ministry of Indonesia to campaign for Indonesian tourism, with the Instagram account the wider public can search for information on tourist attractions in Indonesia, in addition to the Instagram account Pesona Indonesian has photo video recommendations for tourist attractions in Indonesia that are not yet widely known to the wider community, in addition, photos and videos uploaded by the Pesona Indonesia Instagram show tourist attractions with pictures taken so well that Indonesian people and tourists from abroad will be very interested in tourist attractions in Indonesia. The use of internet media is considered effective enough to introduce the Pesona Indonesia brand to the people of Indonesia and abroad, because internet media can be accessed anywhere and anytime.

The Tourism Ministry of Indonesia carries out a branding strategy or introduces the Pesona Indonesia advertisement through TV Commercial (TVC) so that people are more aware of the tourism potential in Indonesia and the meaning of the messages. The Tourism Ministry presents audiovisual through Youtube and Instagram so that many people will see the many good tourist destinations in Indonesia so that many attract tourists to visit Indonesia. Generally, audiovisual advertisements that are aired on mass media have a short duration of time. In the short duration of time, there are lots of messages from a product that advertisers want to convey. Therefore, advertisers use various kinds of signs so that the message of a product can be conveyed properly. The use of various kinds of signs also aims to attract the attention of the audience. These signs can be verbal signs and visual signs. Various kinds of signs are examined using the semiotic approach. In semiotics, advertisements can be observed and made based on a relationship between signifier and signified (Purwanto, 2010:19).

In every message delivered through audiovisual, there must be an implied meaning message. The researcher intends to analyze the Pesona Indonesia version of the 2017 Indonesian destination with a semiotic analysis method. The choice of advertisement for Pesona Indonesia 2017 was chosen as a study because the advertisement represented advertisement form that contained elements of campaign, social, culture and used advertising strategies to subtly involve emotional messages. It chosen because has a campaign element using an interesting TV Commercial concept and this packaging is very interesting because it shows the diverse natural beauty and Indonesia culture, the many visuals show natural and cultural diversity will certainly attract the attention of everyone who watches it, in addition to the election neat visuals, the choice of sound or backsound is an attraction because the chosen backsound mixes modern music and traditional Indonesian instrument music. Many meanings of messages contained in Pesona Indonesia 2017 and combine many aspects such as the narration, besides this advertisement displays young people with various activities when traveling in destinations existing tours of Indonesia. But according to the researcher, there is a scene that is out of sync when the narrator/voice actor mentions dusk, but in the visual does not display pictures of the dusk situation, this will lead to different meanings captured by the audience. This advertising model is what makes researchers interested in examining more deeply the messages.

Based on the background above, the researcher aims to find out the meaning of the message contained in the Pesona Indonesia Destination 2017 and how the message was delivered through the Pesona Indonesia Destination of Indonesia in 2017. Thus this research is expected to make a scientific contribution and input for all parties who have an interest in developing communication science research, especially in the field of semiotics. Then this research is also expected to be able to give an idea about the meaning of the message contained in the Pesona Indonesia advertisement version of "The Pesona Indonesian Destination 2017" to the general public who want to know in this case the Pesona Indonesia.

II. LITERATURE REVIEW

➤ *Mass communication*

The simplest mass communication was stated by Bittner in Rachmat (2003: 188) is a message that is communicated through the mass media to a large number of people. From this definition, it can be seen that mass communication must use mass media, even if the communication is conveyed to a large audience such a large public meeting attended by thousands, even tens of thousands of people. If they do not use a mass media, it is not a mass communication.

The more detailed definition of mass communication is stated by another communication expert, Gerber. According to Gerber in Rachmat (2003: 188), it is a production and distribution based on technology and institutions of the

continuous flow of messages and most widely owned by people in the industrial society.

Rachmat summarized the definitions of mass communication into: "mass communication is defined as a type of communication aimed at a number of scattered, heterogeneous, and anonymous audiences through print or electronic media so that the same message can be received simultaneously and for a moment (Elvinaro et al. 2012 : 3-6).

The rapid distribution of messages across the barriers of time, space, and previous social groupings about systematic variations in the content of public messages whose full significance lies in instilling collective awareness about the elements of existence in the context of mass communication (Gerbner, 1969: 138)

According to DeFleur in Ells (2018: 3), he defines mass communication as " a linear process in which professional communicators [fortunately motivated] use the media to design and disseminate messages [encoded] widely, quickly, and continuously {long distance} to evoke the meaning [translated] intended in a large, diverse, and selective audience to influence the audience in various ways ". The existing movements and action groups have successfully used the Internet as a medium of mass communication to reach a larger global audience. In parallel, there has been tremendous growth in the number of independent news providers who have massively communicated their alternative views on current events. (Postmes & Brunsting 2002: 4)

➤ *Advertisement*

Advertising can be defined as any form of non-personal communication about an organization, product, service or idea paid for by a known sponsor. The purpose of 'paid' here shows the fact that space or time for an advertising message in general must be purchased. Meanwhile, the meaning of the word 'nonpersonal' means an advertisement involving mass media (Morissan, 2010: 17)

Advertising comes from the Arabic *iqlama* which in Indonesian means "notice," in English advertising, it comes from the medieval Latin word *advertere*, "directing attention to," while the advertisement comes from the French *re-clame* which means "over and over". Actually, all of the above terms have the same meaning that is giving information about an item / service to the public.

Jib Fowles said that advertising is not just a communication medium. However, the most important thing is the content of the communication concept contained therein, moreover, the concept must be able to represent the intention of producers to publish their products, and the concept must be understood by viewers as intended by the advertisement creator (Morissan. 2010: 17). In addition, the main purpose of an advertising is to communicate messages from the company to its target

audience with specific goals and purposes. As defined by Morissan (2010), "Advertising is paid non-personal communication from an identified sponsor using mass media to persuade or influence an audience." (Putra and Hariyati, 2019: 72).

Several things can influence the content of the advertisement. (1) depends on certain advertisements that have a higher influence on the company, (2) environmental pressure from competing ad publishers, (3) larger and more innovative companies have excellence in getting coverage for their products, and (4) the effect of company advertisements in Europe and the United States (Rinallo & Basuroy, 2009: 33). Many consumers communicate with each other through digital images, symbols and signs, essentially creating a new language in digital communication through an advertisement (Kucuk, 2008: 210).

➤ *Tourism Communication*

The term tourism is actually a combination or coverage of several previous terms such the term of tourism. This tourism means the whole of tourism activities carried out by tourists equipped with supporting facilities and infrastructure provided by tourism stakeholders. The most important element in the development of tourism is the element of tourist attraction. The tourist attraction object (ODTW) is explained as a form and interconnected facilities and become the reason/cause of tourists visiting a certain area or place. Tourist attraction objects can be divided into 3 (three), namely: natural or environmental tourism objects (ecotourism), socio-cultural tourism objects, and special interest tourism objects (Wilopo, 2017).

For the first time, tourists actively participate, not only as tourists who use tourism products, but also they are given the opportunity to report their opinions or express needs or desires, which can lead to the creation of new products and or to improve the situation of tourist sites when passing through the communication channels available (Bizirgiannia & Dionysopoulou, 2013: 653). This communication can manifest in the tendency of tourists to give positive word of mouth (WOM) about domestic holidays. WOM is an important variable for tourism and marketing researchers, and consumers are involved in it for functional benefits (Lovett, Peres, and Shachar 2013) (Kock, 2018: 4).

The existence of tourism in an area can be said to be a complex phenomenon in society. In this case, there is an attraction between the area of attraction that has an attraction, the community or local residents, and tourists themselves. Since the old time, tourism activities have been carried out by many people both in the world and in Indonesia. The word tourism began to be popular in Indonesia in 1958, after the holding of the National Tourism Conference II in Tretes, East Java on 12 to 14 June 1958 (Wilopo, 2017: 2).

➤ *Semiotics*

Semiotics is the science of sign which derived from the Greek Semion meaning sign. The term semiotics which was raised by Charles Sanders Pierce refers to the formal doctrine of signs (Sobur, 2009: 13). Sobur went on to say that the basis of semiotics is the concept of signs. The sign is the basis of all communication, according to LittleJohn in Sobur, 2013: 15. So, the sign used in the entire communication process can be further elaborated by using semiotics (Sobur, 2009: 15).

Advertising as a text is a system of signs organized according to codes that reflect certain values, attitudes, and certain beliefs. Each message in an advertisement has two levels of meaning that are stated explicitly on the surface and the meaning expressed implicitly behind the surface of the ad. Thus, semiotics becomes an appropriate method to find out the construction of meaning that occurs in advertisement by emphasizing the role of the sign system with the construction of reality, then through the semiotics the ideologies behind advertising can be dismantled.

According to Saussure, semiotics is a science that examines the life of signs in society (Sobur, 2009: 12). The principle of Saussure says that each sign is composed of two parts, namely signifier (sign) and signified (sign). The sign is a union of a signifier form an idea or signified (Nawiroh, 2014: 183).

Signifier and Signified. Saussure's theory is the principle says that language is a sign system, and each sign is composed of two parts, namely signifier and signified. According to Saussure, the language is a sign system. Sounds, whether human, animal, or sounds, can only be said to be language or function as language as the sounds express, express, or convey certain ideas or understandings. Therefore, the vote must be part of a convention system, an agreement system, and a part of a sign system.

A sign is an idea or signified and signifier. In other words, the signifier is "meaningful sound" or "meaningful scribble". So, signifier is the material aspects of language: what is said or heard and what is written or read. Signified are mental images, thoughts, or concepts. So signified is the mental aspects of language (Barthes, 2001: 180).

Every sign of language, according to Saussure, basically unites a concept (concept) and a sound image (sound image), not expressing something with a name. The sound that arises from a spoken word is a signifier, while the concept is a signified. These two elements cannot be separated at all. Separators will only be these 'words'. For example a word of any kind, then the word certainly shows not only a different concept (distinct concept), but also a different sound (distinct sound) (Sobur, 2009: 47).

III. RESEARCH METHODS

This study used a semiotic analysis method. Semiotics is called the science of signs. Semiotics is the study of meaning and analysis of events that produces a meaning. It was selected as a research method, because semiotics could provide a large space for interpretation of advertisements, so that in the end, they can find hidden meanings in an advertisement. The semiotic approach analysis method was qualitative interpretative. Generally, the data analysis technique used a flow commonly in qualitative qualification methods, namely identifying the object under study to be presented, analyzing and then interpreting its meaning.

Semiotics does not always focus on the meaning of signs and symbols that are imminent (Saussurean Semiotics) but also on how the meaning of symbols is regenerated in a situation with a broader cultural and social context for the decision of a communicant (Mick et al, 2004). Semiotic sign is studied individually (microdiscourse) and transferred into sentences (e/nonciation) to tell what is communicated by the brand in a broader cultural discourse (macrodiscourse). Macrodiscourse includes "Voice of Brand" (how the markers and voiced are voiced) and "Positioning Brand" (where the meaning of the brand is placed in a broader cultural context). The aim is to connect brand signs and symbols with broad myths and archetypes drawn from consumer culture (Oswald, 2012).

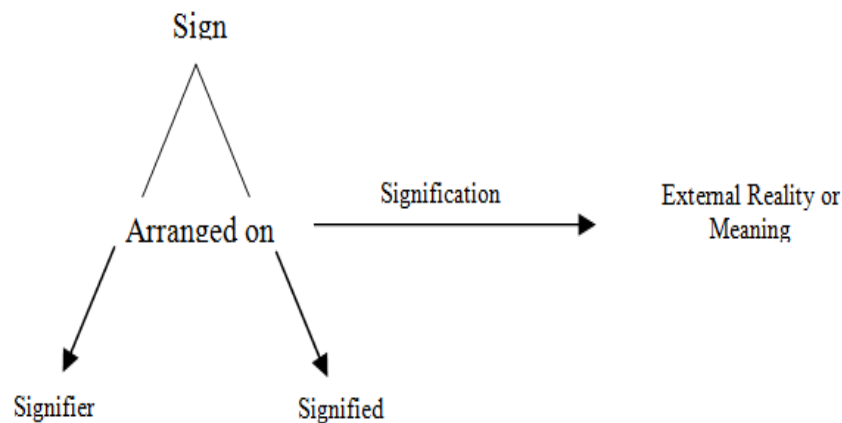


Fig 1

Signifier is a meaningful sound or scribble. Meanwhile, signified is a mental image or concept of something of a signifier. The relationship between the physical existence of a sign or mental concept is called signification. In other words, signification is an effort to give meaning to the world (Sobur, 2009: 126).

The object of study in this study is the advertisement of the Pesona Indonesia 2017, the Pesona Indonesia advertisement version, on YouTube, which lasted one minute and thirty seconds. The identification of research is the object that have the theme of introducing various tourist destinations in Indonesia. This ad also calls for the people of Indonesia to visit and interpret the beauty of Indonesia's natural enchantment.

In order to support the need to analyze the semiotic meaning of the message contained in the Pesona Indonesia 2017 version of the Pesona Indonesia advertisement version, researchers needed data that supported both those from companies and from the advertising agencies that produced these advertisements. In collecting this research, the data

was divided through a process, namely: 1) Primary Data: Research data obtained directly through observation of the object of research advertisement Pesona Indonesia 2017 Destination of Pesona Indonesia version edition of the Windows media player format format on the computer. 2) Secondary Data: Secondary data is data that is used as a complement to expedite the research process, secondary data is carried out through library studies to obtain information from the literature relating to the title, such as documents, books, magazines, notes lectures and so on.

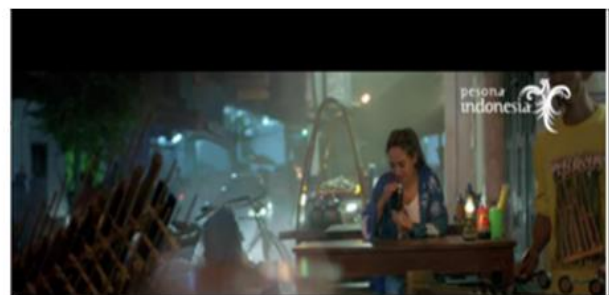
To analyze the data, researchers used a semiotic analysis method, also known as semiological analysis. Semiotic analysis is a technique or method to analyze or prescribe text in relation to all forms of symbols or images contained in mass media. The main study in semiological analysis is to trace how the meaning is given to or which is transported by text and images. Of the twenty four scenes, the following researchers will show a sample of six scenes from the advertisement "Semiotic Analysis of the Message of Meaning on Pesona Indonesia Advertisement in Destination Version of Pesona Indonesia 2017" as follows:



Signifier

Cluster of hills in the middle of the ocean in Raja Ampat
Signified (Sd)

Clusters of green hills and blue seas, show the natural diversity that exists in Indonesia
 Clusters of green hills and blue seas, show the natural diversity that exists in Indonesia



Signifier

A woman is enjoying a cup of drinks, and accompanied by calung music at night in Yogyakarta
Signified (Sd)

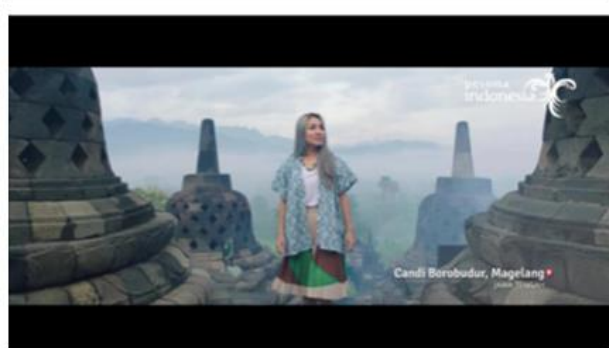
A woman who is enjoying a glass of drink, from the facial expression shows that the woman is enjoying the aroma of the drink, besides, Calung music becomes a complement to the more comfortable atmosphere in Yogyakarta



Signifier

Some indigenous people who wear traditional clothes and decorations on their faces are dancing around the campfire
Signified (Sd)

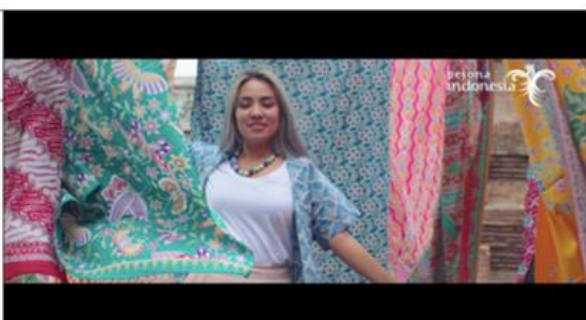
Indigenous people who are dancing around a campfire, besides the natural beauty of Indonesia, there are many arts and dances in the scene above



Signifier

A woman who looked at the temples that had a discourse, seen several temples and behind the woman there was a mountain that was blanketed in fog
Signified (Sd)

The sign of a woman who stepped in and was amazed by the Borobudur temple, with a smiling and admirable expression indicating the woman enjoyed the atmosphere of the Borobudur temple. Besides, there are also mountains that are soothing because of the fog, this shows that the area around the Borobudur temple



Signifier

A woman who dances between batik cloth
Signified (Sd)

This dancing woman shows that she is very happy and dances between batik cloth and is proud of the batik cloth so that the woman wears a batik shirt.



Signifier

Three friends were walking to the Tourist Information Center at Terminal 3 Ultimate Soekarno Hatta Airport
Signified (Sd)

Tourist Information Center is an information center for various tourism destinations in Indonesia

Fig 2

De Saussure with a signifier system (signifier) is a meaningful sound or scribble, while signified (signified) is a mental picture or concept of something from a signifier. The relationship between the physical existence of a sign or the mental concept of the sign is called signification. In other words, signification is an effort to give meaning to the world.

IV. DISCUSSION

Advertising is a supporting medium for the promotion of a company and government agency, for specific purposes and objectives. To support the campaign activities, the Pesona Indonesia advertisement of Pesona Indonesia 2017 destination version is packaged into the stories of three best friends visiting various tourist destinations in Indonesia. According to the title in the video shown on YouTube, many featuring various tourism destinations, such as, nature, arts and culture, and music are the main attractions in this ad. Advertising will influence the viewer interest that normally watches on television or on social media. Therefore, researchers have conducted a study to find the meaning of the message conveyed in the Pesona Indonesia advertisement of Pesona Indonesia 2017 destination version on YouTube social media. The advertisement created by the Ministry of Tourism successfully integrated views, sound, and motion which paid close attention to visual aspects, aspects of dialogue, aspects of the impact of sound and aspects of music so that as a whole works well. For example, special sound effects, close up very close and an extraordinary point of view from the camera will help the ad more interesting and easier to remember. All of these aspects are in the Pesona Indonesia advertisement. Have a visual aspect, dialogue and aspects of music that are integrated in harmony in the Pesona Indonesia 2017 advertisement.

The development of the tourism industry in Indonesia is experiencing rapid development from year to year, this is the role of the Ministry of Tourism to accommodate various information on tourism destinations in Indonesia, through the Pesona Indonesia brand. The Ministry of Tourism wants to contribute in introducing all tourism destinations in Indonesia, besides, the Ministry of Tourism which is active on social media Instagram with the @pesonaid_travel account often share photos of tourism destinations in Indonesia. The photos and videos uploaded become an attractive media for the public to visit the tourist sites uploaded by the Pesona Indonesia account. In addition, the Ministry of Tourism often cooperates with young artists to become brand ambassadors for their advertisements.

The Ministry of Tourism through the Pesona Indonesia brand is very serious in campaigning for Indonesian tourism destinations, launching several advertisements or TVC on computerline media, television, and online media Youtube and Instagram. In addition, the Ministry of Tourism is aggressively conducting campaigns one of them by launching advertisements in theaters, advertisements made by the Ministry of Tourism targeting the youth. The contents of the story in the Pesona Indonesia 2017 Destination video

show a young figure who is active in moving and likes adventure, giving a representation that young people must be active in moving and venturing to visit new places. The Ministry of Tourism gives the impression to the public that the Ministry of Tourism is seriously campaigning for tourism destinations in Indonesia by cooperating with young people as a model in the Pesona Indonesia 2017 Destination ad.

Every scene in the Pesona Indonesia 2017 Destination ad shows the beauty of tourist destinations in Indonesia. The beauty of the tourist destinations in this ad are listed in the natural tourism scene such as, mountains, beaches, hills and underwater beauty of Indonesia, as for art and crocodile tourism depicted in the dance scene at the beginning of the scene and there is an art performance at Saung Angklung Udjo. The visuals displayed in this advertisement show how many beautiful tourist destinations along with interesting visuals and accompanied by narratives that invite them to participate in adventures towards tourist destinations in Indonesia. Through the message of meaning in this ad, the Ministry of Tourism through the Pesona Indonesia brand invites the people of Indonesia to come on trips to enjoy the beauty of tourist destinations in Indonesia. The researcher used Ferdinand De Saussure's Semiotics research method to find out the meaning of the message in the Pesona Indonesia advertisement of Pesona Indonesian 2017 Destination Version. Every message conveyed in this ad was delivered in visual and narrative form. The first scene, in this advertisement, shows the gazes of three friends who are brand ambassadors of Pesona Indonesia 2017 Destination advertisements. The gaze gives meaning to be ready to travel to visit every tourist spot in Indonesia. The next scene with the narrative "we all want to move" felt very fitting with the visual movement of objects ranging from riding a motorcycle, the movement of a running deer and dance movements, jam is supported by a camera movement that makes the scene more dramatic so that the message of meaning conveyed is very clear. Besides, back-sound or sound accompaniment in the Pesona Indonesia 2017 advertisement video is the combination of modern music with various types of archipelago music instruments combined in one harmonious rhythm and feels right, and the music contained in the advertisement makes the visual effects become more majestic and dramatic, because there are the addition of the sound of the atmosphere of the scene such as the sound of waves crashing and batik cloth blows. Moreover, there is a leak light effect or light that leaks adds a more glamorous visual impression, as for other scenes namely images with slow motion techniques or slow motion on the image gives the image meaning to look more dramatic, besides, picture with the above effects, there are also sound effects that support the scene or scenes such as the sound of waves, the sound of wind, and the sound of traditional music like the scene in Yogyakarta then there is the sound of the gamelan that represents the location of the tourist destination, and there is angklung music when the scene featuring the Saung Angklung Udjo tourist destination , and it is very much in line with the scene shown in the Pesona Indonesia 2017 destination advertisement.

This ad research was conducted on the Ministry of Tourism advertisement through the Pesona Indonesia brand, that the advertisement maker put forward the elements of unspoiled natural beauty and highlighted the diversity of cultures that exist in each scene. The scenes of three friends who actively move from one tourist destination to another tourist destination. This scene gives a message that young people are always active. In addition, a scene shows a group of young men whom skate freely using skateboard boards at the tea plantation tourist destination in Bandung. The scene gives a message that young people must be active not only traveled but can do positive things in sports using a skateboard. The ad has a persuasive element with the message attractiveness strategy using the background of the visual beauty that is displayed on the Pesona Indonesian 2017 Destination ad. The beauty of the tourism destinations featured in the Pesona Indonesia 2017 Destination ad attracts a wide audience. Meanwhile, for the Ministry of Tourism, it is to form an approach to the community persuasively to travel to tourist destinations in Indonesia, and raise the image of the Pesona Indonesian program.

V. CONCLUSION

Based on research, the tourism advertisement of the Tourism Ministry through the Pesona Indonesia brand Destination on Youtube as a stakeholder who has an important role in providing information related to domestic tourism. A lot of information and programs organized by Pesona Indonesia related to domestic tourism and publication of programs through social media such as Youtube, one of which is the advertisement for 2017 Pesona Indonesia.

The meanings collected in Pesona Indonesian Destination advertisement give the destination of the Tourism Ministry, that the Tourism Ministry in the domestic tourist destination is very rich and beautiful, many choices of tourist destinations in Indonesia, ranging from natural tourism, cultural arts tourism, history to modern tourism in Indonesia. The Tourism Ministry through the Pesona Indonesia brand gives the impression of being very close to young people, every advertisement made by the Tourism Ministry of Tourism always cooperates with young people to become the Indonesian Ambassador brand, because the world of tourism is closely related to young people who are always actively moving, this can be seen from the start the video to the end shows scenes of three best friends who travel from one tourist destination to another. Not just the information conveyed by the Tourism Ministry in the Pesona Indonesia Destination advertisement but it gives a dramatic scene so that it gives an attractive effect.

Another conclusion from the researcher about the message conveyed in Pesona Indonesia advertisement, which is about what is wrong with the Pesona Indonesia content advertising message because there are some scenes that are not in harmony with the narration, when the narration enters the part "the story behind the twilight", But the scene or visual that displayed the situation or location that was visualizing the sunset or the situation in the

afternoon. Furthermore, there are still scenes of tourist destinations or activities carried out, but there is no location information such as that which already exists in every regional scene in the advertisement, this will lead to wrong perception or meaning to the audience. In addition, there is a scene that is lacking in this advertisement, the scene of local residents interacting with talent because Indonesian citizens are known to be friendly.

With this researcher has conducted research using the semiotic research method can help to find the meaning behind the sign contained in Pesona Indonesia advertisement. So that the signs provide a challenging explanation of what is the purpose of the Pesona Indonesia advertisement.

Based on the research analysis, the researchers suggest the following things: 1) The Tourism Ministry's advertisement, The titled Pesona Indonesia 2017 still has some unsustainable scenes, there are jumping scenes so they have a meaning that can confuse the audience. It is expected that Tourism Ministry will study a more detailed script before production. 2) The duration of Tourism Ministry's advertisement titled Destination Pesona Indonesia 2017 is only 1.31 minutes, which is still not long enough, because of the jumping on the scene, the researcher gives suggestion in duration can be longer on Youtube which has no duration limit, 3) Pesona Indonesia 2017 Advertisement has a lack of location tagging, as in the initial scene there is a dance from the east. However, there is no location where and what dances are being performed by these local residents, 4) Advertisements of Pesona Indonesia 2017 Destination, is expected to bring up a scene containing the culture and traditions of local citizens who are well known worldwide that Indonesians are a country that is friendly to tourists and residents who are always busy mutual cooperation.

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