

INTISARI

Tugas Akhir ini berjudul “Analisis Semiotika Dalam Video Klip BTS With Seoul”. Tujuan dari adanya penelitian ini adalah untuk mengetahui makna dan representasi yang ingin disampaikan dari promosi pariwisata Korea Selatan kota Seoul kepada penonton melalui sebuah video klip. Penelitian ini menggunakan penelitian kualitatif dan tanda yang muncul dalam setiap adegan dianalisis menggunakan semiotika milik Charles Sanders Peirce yaitu melalui Representamen, Objek, dan Interpretasi.

Berdasarkan hasil analisis dari penelitian ini representasi yang ingin disampaikan Korea Selatan kepada para penonton adalah mengenai karakteristik masyarakat yang ramah, *Korean wave* yang populer, target wisatawan yang sebagian besar adalah wanita muda yang menyukai *K-Pop*, dan Seoul yang merupakan kota modern yang memiliki fasilitas yang bagus dan masih menjaga peninggalan sejarahnya.

Kata kunci: video klip, semiotika, BTS, Bangtan Sonyeondan, pariwisata, Korea Selatan.

ABSTRACT

The title of this paper is “Semiotic Analysis In The Video Clip With Seoul – BTS”. This study aims to determine the meaning and representation to be conveyed from the promotion of tourism in South Korea, to the public through a video clip. This research uses qualitative research and the signs that appear in each scene are analyzed using Charles Sanders Peirce’s semiotics, namely representation, object, and interpretation.

Based on the results of this analysis, the representation that South Korea wants to convey to the audience is about the characteristics of a friendly Korean people, the popular Korean Wave, the target of tourist who are mostly young women who like Kpop and Seoul which is a modern city that has good facilities and still preserves its historical heritage.

Keyword: video clip, semiotic, BTS, Bangtan Sonyeondan, Tourism, South Korea

초록

이 논문의 제목은 “관광영상 위드 서울(With Seoul)-방탄소년단 의 기호학적 분석”. 본 연구는 한국, 서울의 관광 진흥에서 대중에게 전달될 의미와 대표성을 결정하는 것을 목적으로 한다. 이 연구는 정성적 연구를 사용하며 각 장면에서 나타나는 징후는 찰스 샌더스 피어스의 기호학 즉 표현, 객체, 해석을 통해 분석된다.

이 연구의 결과를 바탕으로, 한국이 관광객들에게 전하고 싶은 표현은 역사적 유산을 유지하고 있는 현대 도시인 K 팝과 서울을 좋아하는 젊은 여성 관광객들의 타겟인 친근한 민족의 특징, 대중적인 한류에 관한 것이다.

키워드 : 동영상, 기호학, 방탄소년단, 관광, 한국