

Multimodal Analysis of BTS X Visitseoul Youtube Video as Representation of Seoul City Tourism Destination

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ABSTRACT

This research discusses the multimodal elements present in the promotional videos of Seoul, South Korea, uploaded on the VisitSeoul YouTube account, to examine the representation of Seoul's tourist destinations in these promotional videos. The method used in this study is qualitative descriptive. The data is derived from three promotional videos titled "BTS Life in Seoul," "BTS See You in Seoul," and "BTS 여기영차 서울" obtained from the VisitSeoul YouTube account. The data is categorized based on its semiotic elements and the attributes of the destination images, then analyzed using multimodal theory with a systemic functional linguistic approach, visual language metafunction, intersemiosis between modes, and destination image attributes. The findings indicate that these videos consist of three semiotic elements: linguistic, visual, and audio. The polysemous intersemiotic relationship between linguistic and visual elements provides a broader meaning, and in terms of logical-semantic meaning, verbal text and visual images mutually provide new information, falling under additive intersemiosis. These semiotic elements depict Seoul as a tourist destination associated with nature, offering pollution-free natural conditions, smooth traffic, cultural and artistic attractions, good tourist infrastructure, comfortable tourism atmospheres, engaging activities for tourists, well-developed public infrastructure, and a friendly social environment reflected by its hospitable residents.

Keywords: *multimodality analys, promotion video, image of tourist destinations.*

INTISARI

Penelitian ini membahas tentang unsur multimoda yang terdapat dalam video promosi Seoul, Korea Selatan pada akun YouTube VisitSeoul untuk mengkaji destinasi wisata Seoul dalam video promosi tersebut. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif. Data diperoleh dari tiga video promosi berjudul "BTS Life in Seoul," "BTS See You in Seoul," dan "BTS 여기영차 서울" yang dikategorikan berdasarkan unsur semiotika dan atribut citra tujuan, kemudian dianalisis menggunakan teori multimoda dengan pendekatan linguistik fungsional sistemik, metafungsi bahasa visual, intersemiosis antarmoda, dan atribut citra tujuan. Temuan menunjukkan bahwa video ini terdiri dari tiga elemen semiotik: linguistik, visual, dan audio. Hubungan polisemi intersemiosis antara unsur linguistik dan visual memberikan makna yang lebih luas, dan pada makna logis-semantis teks verbal dan citra visual saling memberikan informasi baru yang termasuk kedalam aditif intersemiosis. Unsur semiotik tersebut menggambarkan Seoul sebagai destinasi wisata yang berkaitan dengan alam, menawarkan kondisi alam yang bebas polusi, kelancaran lalu lintas, atraksi budaya dan seni, infrastruktur wisata yang baik, suasana pariwisata yang nyaman, aktivitas yang menarik bagi wisatawan, infrastruktur publik yang berkembang dengan baik, dan suasana yang ramah. lingkungan sosial yang dicerminkan oleh penduduknya yang ramah.

Kata kunci: analisis multimodal, video promosi, citra destinasi wisata.

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INTRODUCTION

One of the activities that an organization must do to introduce its products is promotion. According to Michael Ray (in Morissan, 2010, p. 71), promotion is a coordination of all efforts initiated by the seller to build various channels of information and persuasion to sell goods and services or introduce an idea.

Tourism is an activity related to recreational travel, tourism, and sightseeing. The global phenomenon of the Korean Wave has also positively impacted the tourism industry of the "Land of Ginseng". According to CEIC Data, the number of South Korean tourists in October 2021 reached 90,682 people (www.ceicdata.com), which was an increase compared to the previous month's figure of 88,466 people. This data illustrates the enthusiasm of people around the world for tourism in South Korea.

According to Andhika (2019), in promoting tourism, the use of social media platform YouTube is more effective compared to the use of brochures or leaflets, due to the efficient dissemination of information and its ability to reach a wide audience. This approach is also adopted by VisitSeoul, the official website for tourists provided by the city of Seoul under the Seoul Tourism Organization. It offers various guides and information related to tourism in the city of Seoul. With the website address www.visitseoul.com, the site also utilizes YouTube as a medium to promote tourism in Seoul. In promoting tourism in Seoul on YouTube, VisitSeoul, through its YouTube account named VisitSeoulTv, has been collaborating with BTS for 5 years.

The phenomenon examined in this study is the use of media for promotional purposes, which has evolved. It began with print media such as brochures and pamphlets, followed by broadcasting media such as television and radio, and now includes popular internet-based media. According to LaQuey (in Soelistyowati, 2018, p. 167), what sets the internet and other global networks apart from traditional communication technologies is the level of interaction and speed at which users can broadcast their messages. The ease of access and speed of information transfer offered by the internet has led many businesses to utilize it as a medium for promoting their endeavors. In this context, the researcher views YouTube, a social media platform based on the internet, as the medium used to disseminate promotional videos for tourism in Seoul.

From this statement, it can be inferred that the videos "BTS Life in Seoul," "[SEOUL X BTS] See You in Seoul," and "[SEOUL X BTS] EoGiYeongCha Seoul - BTS" serve not only as promotional videos for tourism in Seoul but also convey different underlying meanings in each of them. These three videos employ different approaches to promote the city of Seoul. Therefore, the researcher aims to examine how the delivery of these promotional videos can be viewed through the lens of multimodal theory.

Based on the researcher's search, no studies have been found specifically addressing multimodal analysis of those promotional videos. Therefore, the researcher intends to explore the meanings embedded in these promotional videos to serve as a reference for future multimodal research and as a guide for video producers in creating promotional content. Sinar (2003, p. 131) states that there are important elements in communication, including verbal language, sound or voice, writing or text, and visuals. These essential elements enhance the delivery of information. Videos are a medium that conveys messages through verbal language, non-verbal elements, and visual means. Hermawan (2013) mentions that Kress and Leeuwen (2010) propose their ideas about texts beyond language, such as images, illustrations, or designs, which can only be understood by designers or illustrators. Kress and Leeuwen expand Halliday's notion of grammar, viewing it not as rules but as a source of meaning. They argue that images can be treated as a language through the grammar of visuals they propose, forming the basis for multimodal analysis

procedures. Therefore, the researcher chooses to employ multimodal theory as an approach since it is a theory used to analyze texts that utilize more than one semiotic mode. This theory is necessary to describe and uncover the meanings conveyed by each multimodal element in the videos, thereby strengthening the intended message of the video producers. The depiction of Seoul in these videos also encompasses several attributes of a destination's image. According to Jorgensen (in Muhammad, I., & Arindita, R., p. 232), a destination's image can create a comprehensive impression that captivates visitors and instills a desire to revisit the place. Therefore, the researcher also aims to identify the attributes of Seoul's destination image presented in the videos, in order to represent the destination image of Seoul.

The multimodal theory used in this study is based on the Systemic Functional Linguistics (SFL) framework, specifically the metafunctions of verbal language, as articulated by Halliday and Matthiessen (2014). The analysis model also incorporates the metafunctions of visual language proposed by Kress and Van Leeuwen (2006). Additionally, the multimodal theory presented by Anstey and Bull (2010) is employed to analyze the audio elements, and the theory of intersemiosis by O'Halloran and Liu is also considered. To understand the destination image portrayed in the videos, the researcher will draw upon the perspective of Beerli and Martin (2004) regarding the attributes of destination image.

Multimodal has also been discussed in previous research, such as the study conducted by Muhammad and Arindita in 2019 titled "Representation of Destination Image of Eastern Indonesia on Social Media (Multimodality Analysis in Arief Muhammad's Vlog 'TRAVEL VLOG- #112-Anti Mainstream Spot in Raja Ampat')." The research findings showed that Arief Muhammad emphasized the destination image through his vlog, with a focus on tourist leisure, tourist infrastructure, general infrastructure, and the concept that received the greatest emphasis was natural resources. In another study titled "Counter Hegemony: Beautiful Women in Advertisements (Multimodal Analysis of the Representation of Chinese Women in Bukalapak's 'Nego Cincay' Version)," written by Farhatiningsih et al. and published in 2021, the depiction of a middle-aged Chinese woman along with supporting elements in the advertisement convinced the audience that Bukalapak is an online marketplace that offers affordable prices. This study also identified multimodal elements using the visual metafunction proposed by Kress and Van Leeuwen (2006). Lastly, a study conducted by Sari in 2021 with a journal article titled "Multimodal Discourse Analysis of Djarum 76 Advertisement Entitled 'New Normal'" revealed that the mental process and relational process of identification dominated the verbal text with declarative and simplex themes. The visual metafunction indicated narrative representation, absence of gaze, distant social distance, subjective perspective, and center-margin presentation as dominant elements in the visual mode. Meanwhile, in terms of inter-semiotic relationships, additive intersemiosis was dominant.

Based on the explanation above, the researcher intends to identify the BTS X VisitSeoul video using a qualitative method with a multimodal theory approach in the research titled "Multimodal Analysis of YouTube Video BTS X VisitSeoul as a Representation of Seoul's Tourist Destination."

METHODS

This research utilizes a qualitative approach with a descriptive method to explore the representation of Seoul's tourist destination in the promotional videos shared by the VisitSeoul YouTube account in collaboration with BTS from 2017 to 2021. The data sources consist of three BTS promotional videos uploaded on the VisitSeoul YouTube account. The videos include "BTS'

"Life in Seoul" in 2017, "BTS See You in Seoul" in 2020, and the latest video released in 2021 titled "어기영차 (eogiyongcha) Seoul." The data collection technique employed in this study is documentation. The research also utilizes the technique of data analysis, specifically the qualitative data analysis concept introduced by Miles, Huberman, and Saldana (2014).

To examine multimodal elements in building cultural representations in the BTS VisitSeoul video, this research refers to the multimodal discourse analysis framework (Kress and Vanluween, 2006; O'Halloran, 2008). Kress and van Leeuwen (2006) view that visual images can represent the world narratively or conceptually. The narrative structure can be in the form of vectors, colors, and shapes. Interpersonally, visuals can form interactions between two kinds of participants: represented participants (such as people, objects, places, or other subjects they represent) and interactive participants (subjects involved in communication actions such as producers and viewers).

RESULT AND DISCUSSION

Multimodal Elements in the Promotional Videos of Seoul City

Based on the presented data in the findings section, indicates the presence of linguistic data, visual data, and audio data that are interconnected. Below is a discussion of each of the identified data.

Linguistic

The following is a discussion of the analysis of the 32 verbal clauses found in the 3 videos. These clauses are derived from spoken language, as spoken by the respective participants in the videos, and in the third video, they are taken from the lyrics of the background music. The analysis of these clauses uses the systemic functional linguistic theory as presented by Halliday. In the systemic functional linguistic theory, there are three components of the language metafunction: ideational, interpersonal, and textual.

Table 4.1 Language Metafunction

	Language Metafunction	Total
Ideational	Material Processes	11
	Mental Processes	9
	Verbal Processes	7
	Relational Attributive Processes	6
	Existential Processes	4
	Verbal Behavior Processes	2
	Circumstantial Relational Processes	1
	Identifying Relational Processes	1
	Mental Behavior Processes	1
	Interpersonal	Statements
Offers		7
Commands		4
Questions		1
Tekstual	Topical Marked Theme	15
	Topical Unmarked Theme	12
	Interpersonal Theme	12
	Textual Theme	8

The ideational metafunction is a clause function that is related to the understanding of experiences, which means that language is used to express physical-biological reality related to the representation and interpretation of experiences. This study examines the experiential meaning

present in the ideational function. Halliday (in Wiratno, 2018) explains that experiential meaning is associated with various types of processes that are included in the linguistic system framework called transitivity. The transitivity framework is used to identify which processes dominate the clauses in these three videos

This explains that when the clauses from the three promotional videos of Seoul city, released by VisitSeoul in collaboration with BTS, are accumulated, many of them represent activities or events involving participants, whether objects or humans, who perform a certain activity and involve other participants. This result is like the study conducted by Hafrianto (2019) in his research titled "Multimodal Analysis of Arab Version Indomie commercials." In that study, the dominant process in the ideational metafunction of language was material processes. Hafrianto stated that the dominance of material processes in the linguistic data of the four Arab versions of Indomie commercials indicates the abundance of activities or physical and tangible actions performed by the actors. Next, there is the interpersonal metafunction. Halliday and Matthiessen (in Wiratno, 2018) state that in the interpersonal dimension, clauses are seen as a source of meaning that functions to organize interaction processes between the writer/speaker and the reader/listener. Based on the emerging data, the three promotional videos of Seoul city, released by VisitSeoul in collaboration with BTS, have the most clauses that serve the function of providing information. Lastly, there is the textual metafunction. Halliday (in Wiratno, 2018, p. 55) explains that in the textual function dimension, clauses are seen as a source of meaning. Clauses generated from discourse are considered as information resulting from communicative activities, and they have a distributional structure. The information that is regarded as more important is positioned at the front of the clause, while the following parts serve as complements to the initially conveyed information. The more important part is called the theme, followed by the rema. It is also stated that the theme-remata structure has a sequential relationship. This means that the main source of information or theme in the three videos examined mostly appears in clauses consisting of modifiers or other information located before the subject and predicate. In contrast to the study conducted by Hafrianto (2019) on the multimodal analysis of four Arab versions of Indomie commercials, no analysis of the textual function was conducted. Analyzing the textual function in this current research, it can reveal the main information in the verbal text that appears and provide insights into the organization of information within the verbal text in the three promotional videos of Seoul tourism released by VisitSeoul in collaboration with BTS.

Visual Element

In terms of the visual aspect, the three videos being examined exhibit the three visual metafunctions of language as explained by Kress and van Leeuwen. Starting with the representational function, the results of the representational meaning in these three Seoul tourism videos demonstrate the presence of two types of representation: narrative and conceptual representation. According to Kress and van Leeuwen (2006), the narrative process is manifested through the presence of vectors and depicts displayed participants engaged in some activity, while conceptual representation serves to represent participants in terms of their class, structure, or meaning, in other words, representing participants in terms of their general essence.

Table 4. 2 Narrative Representation

Processes	Total
Action Processes	61
Reaction Processes	11
<i>Geometrical Symbolism</i>	6

This means that the three promotional videos released by VisitSeoul in collaboration with BTS are dominated by narrative representations that show activities being performed. These activities involve a combination of physical actions and reactions to certain phenomena. There is a difference in the first video, where there is a vector originating from a sign. The sign serves as the origin of the vector, and this is depicted in the scene showing the drawing of a map.

Table 4.3 Conceptual Representation

Processes	Total
Attributive Symbolic Processes	33
Suggestive Symbolic Processes	30
Analysis Processes	23

The table above presents the conceptual representations of the three promotional videos of Seoul released by VisitSeoul in collaboration with BTS. Out of the total 112 visual data analyzed using the metafunctional theory of visual language proposed by Kress and Van Leeuwen, it was found that in the ideational metafunction, the conceptual representations of the three videos primarily involve symbolic processes that explain the meaning of a participant when accumulated. However, there are differences when examining each video individually. In the first and third videos, the conceptual representations are predominantly characterized by analytical processes, which explain a participant as part of the structure of a group. Among these two types of symbolic processes, the scenes in all three videos are mostly dominated by the attributive symbolic process, where the participants are explained using another participant referred to as symbolic attributes.

Moving on to the interpersonal meaning, which analyzes the relationship between the represented participant and the interactive participant, the visual data was examined based on gaze, social distance, perspective, and modality. Here are the findings:

Table 4.4 Interpersonal Meaning

Interpersonal Meaning		Total
Gaze	Offers	72
	Demand	40
Social Distance	Extreme long shot	40
	Long shot	26
	Medium close shot	15
	Close shot	14
	Medium shot	11
	Medium long shot	4
Perspective	Extreme close shot	2
	Subjective	97
	Objective	15
Modality	Modalitas Tinggi	86
	Modalitas Rendah	26

The table above shows that the gaze direction of the offer is the dominant gaze direction in the interpersonal function of gaze. Kress and Van Leeuwen (in Hermawan, 2021, p.105) state that the gaze of participants in an image creates a relationship with the viewers of the image, albeit imaginary. The dominant gaze direction of the offer in these three promotional videos indicates that the visual imagery in the studied promotional videos is characterized by the relationship between the displayed participants and the non-existent interactive participants, with many scenes

offering information or products/services. In these three promotional videos of Seoul city, the interactive participants are mostly positioned as observers rather than directly engaging with the participants.

In the context of interpersonal function, the three promotional videos have been examined to assess their social distance. When evaluating interactions within images, the framing of the image also plays a role. Kress and Van Leeuwen (2006) state that the choice of distance can depict different relationships between participants and viewers. The table above describes the findings on social distance in the three examined promotional videos. Among the seven types of social distance, the extreme long shot emerged as the dominant social distance in the scenes of all three videos. This indicates that the relationship between the displayed participants and interactive participants is mostly that of strangers, as the scenes predominantly feature extreme long shots. According to Kress and Van Leeuwen (in Fatimah, 2014), an extreme long shot captures a wider view than a long shot, allowing the entire body of the displayed participant and other elements in the surroundings to be seen. Therefore, the relationship depicted is interpreted as that of strangers.

Moving on to the interpersonal function, there is the aspect of perspective. Kress and Van Leeuwen (in Hermawan and Sukyadi, 2020, p. 40) explain that within the category of perspective, there are subjective attitudes observed through the choice of camera angles, and objective encoding that can be approached in two ways: frontal angles, which are action-oriented, and top-down angles, which are knowledge-oriented. The data table above indicates that in the three promotional videos of Seoul city released by VisitSeoul in collaboration with BTS, the most prevalent perspective is subjective. This means that many of the images in the videos have a strong impact corresponding to their camera angles.

Lastly, in the interpersonal meaning, there is the aspect of modality. Kress and Van Leeuwen (in Hermawan, 2021, p. 71) state that in the visual context, modality refers to whether an image represents a place, object, or person as it exists. Kress and Van Leeuwen (in Hermawan, 2021, p. 71) categorize the encoding orientation into scientific/technological encoding, abstract encoding, naturalistic encoding, and sensory encoding. In this research, the encoding used is naturalistic. The table above shows that the images in these three videos are dominated by high modality. Hermawan (2021) explains that naturalistic encoding orientation is the most commonly used encoding orientation in society. Naturalistic encoding orientation means that the closer an image resembles an object in the real world, the higher its modality. The visual imagery that appears in these three promotional videos accumulates and indicates a significant number of scenes depicting objects as they exist in the real world.

The last aspect of visual data is compositional meaning. According to Kress and Van Leeuwen (2006), compositional meaning is a system that connects representational and interactive meanings. There are three systems involved in understanding compositional meaning: information value, salience, and framing.

Table 4.5 Compositional Meaning

Compositional Meaning		Total
Information Value	Composition	84
	Centre-margin	
Salience	Given-new	12
	Triptych	11
	Ideal-Real	5
	Position	63
	Color	42
Frame	Size	7
	Connected	99
	Unconnected	13

Firstly, in compositional meaning, there is a significant amount of information structured in a center-margin arrangement. This means that the presentation of information often focuses on the central participant, while the other elements surrounding it provide additional information. The next system in the realm of textual function or compositional meaning is salience. Kress and Van Leeuwen (2006) explain that salience refers to the element that attracts the most attention, which can be determined by factors such as size, placement in the foreground or overlapping with other elements, color, sharpness or definition, and so on. As explained in the three promotional videos, the displayed salience varies, such as the colors used, the position of the displayed participant, the sharpness of the foreground compared to the background in the image, the size of the displayed participant, and so on. In these three videos, salience is categorized into position, color, and size.

The table above shows that the images in these three videos are predominantly dominated by salience in terms of position. Salience in the category of position can be observed from the position of the displayed participant, which is in the center of the image and stands out the most. The categorization of position, color, and size is done by the researcher to facilitate data collection. Essentially, Kress and Van Leeuwen (2006) explain that salience refers to the element that attracts the most attention, which can be determined by factors such as size, placement in the foreground or overlapping with other elements, color, contrast, sharpness or definition, and so on.

The last system found in the textual function is framing. Kress and Van Leeuwen (2006) state that framing is a system that emphasizes the presence or absence of framing, which connects the elements within an image. From the table above, it can be observed that the framing in these three videos is predominantly connected framing. This indicates that the scenes depicted in the three promotional videos under study have interconnected elements.

Audio Element

The audio elements, according to Anstey and Bull (in Hafrianto, 2019), consist of the volume, pitch, and rhythm of the music or sound effects. Generally, the audio elements that appear often use spirited and upbeat songs. Although the three videos use different songs, all the songs that appear support the desired atmosphere of the videos.

The first and second videos both evoke a pleasant atmosphere, and audio elements play a significant role in creating this ambiance by incorporating a fast tempo and lively rhythms that convey enthusiasm and enjoyment. In contrast, the third video establishes a more serious atmosphere by using a song titled "어기영차 (*eogiyeongcha*)" (translated as "Breakthrough"), which uses uplifting slogans to inspire others. As for volume, the high and low levels of background music are adjusted according to the appearance of linguistic elements. Videos 1 and 2 have low volume during the narration of the displayed participant and return to high volume when there is no narration. In contrast, the audio elements in video 3 involve spoken language in the song lyrics, so the volume tends to remain consistently high, with only a few parts having low volume.

Intersemiosis in the Promotional Video of Seoul VisitSeoul X BTS.

Intersemiosis is the relationship between modes, and this research utilizes the theory presented by Liu and O'Halloran (2009). According to Liu and O'Halloran (2009), inter-semiotic texture refers to the semantic relationship between modes that is realized through cohesive inter-semiotic tools in multimodal discourse. It is an important attribute of multi-semiotic or multimodal text analysis to create integration between words and images.

The three promotional videos demonstrate different forms of intersemiosis. However, if we summarize them in terms of intersemiosis between modes, as presented in Table 4.6, polysemic intersemiosis is the most prevalent relationship. According to Liu and O'Halloran (2009),

polysemic intersemiosis is a cohesive relationship between images and language that shares multiple meanings. This means that the visual images appearing in these three studied promotional videos have a cohesive relationship with the accompanying verbal text, and the meanings derived from this relationship become more extensive.

Tabel 4.6 Intersemiosis

Intersemiosis	Total
Intersemiotic Polysemic	35
Intersemiotic Parallel	17

However, in terms of logical-semantic relationships, inter-semiosis between modes manifests as the expansion of meaning. In these three promotional videos, as presented in Table 4.7, the most prevalent relationship is additive intersemiosis. As Liu and O'Halloran (2009) state, this relationship occurs when one semiotic component adds new information to another semiotic component.

Table 4.7 Intersemiosis of Logical-Semantic Meaning

Intersemiosis	Total
Intersemiotic Additives	29
Intersemiotic Comparative	18
Intersemiotic Consequences	5

Destination Images in the Promotional Video of Seoul City

Keown et al. (cited in Utama, 2017, p.223) have analyzed based on empirical evidence that cognitive attributes are related to the overall image, and they concluded that the overall impression heavily depends on destination attributes based on individual tourists' perceptions. This means that destination image attributes can be a factor for tourists in forming their perception of a tourist destination.

The three promotional videos under study depict various tourist destinations located in the city of Seoul. These videos also employ different approaches in portraying the destination images. Out of the 9 destination attributes identified by Beerli and Martin (2003), this research focuses on 8 destination image attributes. The following discussion will explore the tourist destinations based on these destination attributes.

Natural Resource

In the category of destination image attributes, the tourist destination that appears is the Han River, which is in Seoul. This natural tourist destination is portrayed differently in each video. In the first video titled "BTS Life in Seoul," the Han River is depicted as a place with a park suitable for camping, namely Banpo Hangang Park. In this first video, it is narratively represented by showing the activities of the featured participants who are a group of friends. These participants demonstrate the activity of having a meal together at Banpo Hangang Park, which is located on the banks of the Han River. This activity takes place at night. In addition to Banpo Hangang Park, scenes featuring the Han River as a tourist destination are also shown in scenes introducing the water sports attraction, namely the Water Sports Club. Water activities played at the Water Sports Club utilize the Han River as the medium.

Moving on to the second video titled "BTS See You in Seoul," in the category of destination image attributes, the tourist destination that appears in this video and falls under the natural resource category is the Han River. The tourist destination introduced in the second video is divided into seven categories, and the category that includes scenes at the Han River is labeled

#HangangRiver #WaterSports. In this second video, the Han River is depicted through animated visuals that narratively represent the activities of the featured participants engaging in water sports.

In the third video titled "어기영차 'eogiyeongcha' BTS X VisitSeoul," the natural resource category is depicted through the tourist destination of the Han River. In this third video, the Han River is narratively represented by showing a father and a child camping by the riverside. The activities depicted during the nighttime suggest that the Han River is a family-friendly tourist destination that can be enjoyed by children and families.

Natural Environment

Berli and Martin (in Utama, 2017, p. 224) state that the attributes of the destination image consist of natural environmental conditions manifested in natural landscapes, natural attractions, cleanliness, pollution, traffic congestion, and noise pollution. For this category, all three promotional videos depict a bustling city atmosphere, but cleanliness is maintained and there is no pollution. Despite heavy traffic, no congestion is visible.

In the first video, the attributes of the destination image are showcased during the daytime around Seoulo 7017 Street. It is conceptually represented by a bustling traffic atmosphere without congestion. The video also displays a clean city environment free from pollution at the Water Sports Club tourist destination. Furthermore, during the nighttime, Banpo Hangang Park as a tourist destination portrays a well-lit city ambiance with fresh-looking air. The same can be seen through the window of a hotel room in Gangnam-gu.

In the second video, the attributes of the destination image are conceptually represented through animated visuals of a city. It portrays a bright and fresh daytime atmosphere. The daytime scenes showcase the clean and pollution-free city environment, including Seoul City Hall and Seoul Tower. The evening ambiance with a slightly setting sun is depicted in scenes featuring the World Tower, Han River, Seoul City Wall, and Dongdaemun Design Plaza. The video also showcases the nighttime city atmosphere, highlighting busy but uncongested traffic and sufficient city lighting. This can be observed in scenes depicting the Moonlight Rainbow Fountain, Seoulo 7017, and Yeouido.

In the third video, the attributes of the destination image are depicted through aerial shots of Seoul city, showcasing illuminated buildings. The Seoul Art Plaza tourist destination is presented as a lively street that remains comfortable for pedestrians. The scene featuring 낙원악기상가, a place selling musical instruments, also portrays a street with both vehicle traffic and pedestrian-friendly elements. Furthermore, the nighttime scenes display a brightly lit city with visibly clean air, such as the camping scene of a father and child by the Han River. Other locations captured from high angles, including Dongdaemun Design Plaza, Gwanghwamun, and various streets in Seoul, provide a glimpse of the surrounding atmosphere. The video also depicts a relaxed traffic scene during the evening, specifically showcasing the Banpo Bridge.

Culture, History, and Art

Berli and Martin (in Utama, 2017, p. 224) state that these attributes are manifested in the culture, history, and arts present in a tourist destination. In the first video, there are no scenes that contain these attributes of the destination image.

In the second video, the attributes of the destination image are showcased in a scene where participants are seen welcoming interactive participants in front of Gwanghwamun, which is the main gate leading to Gyeongbokgung Palace. In the #SeoulCityWall #WalkingTour category, there is a scene where participants are inviting interactive participants to take a walk together. This

scene includes historical elements and encompasses cultural and artistic significance, such as the haechi statue, a typical Korean statue that symbolizes discerning what is right.

The third video contains many of these attributes, such as the opening scene showing participants standing in front of Gyeongbokgung Palace. It is followed by several scenes featuring participants inside various museums, including the Ilmin Art Museum and the National Museum of Korea. There are also scenes portraying a royal ambiance, such as a participant performing the 검기무 (*geomgimu*), a sword dance. In this third video, it is also highlighted that Seoul welcomes foreign tourists, as seen in a scene showing foreign tourists wearing 한복 (*hanbok*) and walking through Gwanghwamun.

Tourist Infrastructure

The manifestation of these attributes includes hotels, restaurants, and entertainment centers. In the first video, the attributes of the destination image are showcased in a scene featuring participants at a hotel in Gangnam-gu. The hotel is portrayed as having a strategic location and offering a beautiful nighttime view of Seoul. Furthermore, these attributes are also depicted in a scene showcasing the Korean BBQ House tourist destination. The restaurant is portrayed as a place for gathering and enjoying BBQ meat together with friends.

In the second video, these attributes are depicted in the #StreetFood #TraditionalMarket category. Unlike the first video, which focused on tourist infrastructure in one specific destination, the second video showcases the atmosphere of traditional snacks and street food in Seoul, presented in animated form. Alongside the animated portrayal, the video also highlights tourist infrastructure in scenes depicting DDP (Dongdaemun Design Plaza).

In the third video, the attributes of the destination image are showcased in a scene depicting the atmosphere of Noryangjin Fish Market, which is a famous seafood market in Seoul. This scene shows how fresh seafood products are sold as they are kept alive in aquariums before being purchased. The video also portrays chefs working in their kitchen at a restaurant. Similar to the second video, Dongdaemun Design Plaza is also featured in this third video.

Atmosphere of The Place

Berli and Martin (in Utama, 2017, p. 224) explain that the social environment attribute represents the quality of life, poverty, language, and hospitality of the residents in a tourist destination. In the first video, a positive social environment is evident in a scene where a friendly server serves customers at a Korean BBQ restaurant. The server in this scene exemplifies the hospitality of the native Seoul residents.

Moving on to the second video, there are no specific attributes of the destination image that relate to the social environment. However, in the third video, there is an attribute related to the social environment. In a scene showing the participating individuals from previous scenes, they are seen smiling directly at the interactive participants. This gesture implies that the people of Seoul are friendly and welcoming.

CONCLUSION

This analysis reveals that there are multimodal elements, including linguistic, visual, and audio elements, which were analyzed using a multimodal approach. It demonstrates that the tourist destination of Seoul is represented through the activities and events taking place at the various tourist attractions. This indicates that Seoul is a destination with well-developed infrastructure, appealing tourist attractions, and interesting historical and artistic aspects. The predominantly long-distance shots and the informative nature of the verbal elements suggest that Seoul is a city

with good air quality, bustling yet unobstructed traffic, and a balance between urban development and natural attractions. The arrangement of information in the three videos also shows that the majority of essential information is placed at the center of the scenes, while the verbal elements consist of clauses presenting subjects and predicates, often accompanied by important introductory information such as time or place. The audio elements vary in volume depending on the appearance of the narration, and the tempo tends to be fast, creating a sense of enjoyment. The combination of visual and linguistic elements demonstrates that the interaction between these elements provides a broader meaning.

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