

CHAPTER I

INTRODUCTION

This first chapter consists of several subchapters, i.e. a background of study, statements of the research problems, objectives of the study, significances of the study, also scope and limitation of the study.

1.1 Background of the Study

Recently, the enthusiasm to explore and discover the beauty and uniqueness of the world is becoming a trend. This results from the relationship between tourism and global mobility which has enabled people to restore their feelings of searching and exploring the planet through tourism activities (Thurlow & Jaworski, 2010). So, it will not be surprising if many people's curiosity to go to a beautiful and unique tourism countries including Indonesia.

Indonesia is a developing country that has beautiful natural resources, the diversity of culture, language, religion, flora and fauna, etc. In Indonesia, the major components of Indonesia tourisms are nature and culture. Moreover, Lombok destination is one of the best choices of Indonesia tourism. Lombok island is located in West Nusa Tenggara Province which is selected for the best halal tourism destination in Indonesia Muslim Travel Index (IMTI) in 2019. Therefore, Lombok can be the best choice to be a tourism destination for the tourists.

However, Indonesia tourism has helped the improvement of Indonesian economy and one of a significant source of its foreign exchange revenues. Hence,

Indonesia has to promote its tourism as good as possible to attract the tourists and help the economic improvement. The information of Indonesia tourism must be widespread throughout the world to attract more people.

In addition, the fundamental source of information on the destination for potential tourists comes from tourism promotional media. According to Locksley (2009), the media has a significant part in business activities including the tourism industry. Recently, many destination countries are establishing or improving online marketing such as official government tourism websites, media social account Instagram, Facebook, Twitter, YouTube, with the expectation that the access of the information about tourist destination will arrive to the potential tourists.

Every official government tourism account will have an important role to promote the destination especially through YouTube account. In fact, YouTube is the second most visited site in Indonesia after Facebook. The statistic showed that YouTube user is 21.41% and Facebook is 51.6% (<https://gs.statcounter.com/>) Furthermore, YouTube will be valuable to see vividly lot of things from the video rather than just an image. The data stated that YouTube often used by more than 7 in 10 viewers to solve a problem related to their job, studies and hobbies. (<https://www.thinkwithgoogle.com>). Hence, the video promotion in YouTube will be useful for the tourists who want to understand well the beautiful scenery and the uniqueness of Indonesia. Meanwhile, Indonesia tourism official YouTube account named *Indonesia.Travel* has several videos of destinations to promote in several parts in Indonesia that have incredible scenery including Lombok tourism.

Because the official tourism account has the responsibility to maintain the image of Indonesia, the government not only has to develop the infrastructure to support tourism but also prepare the great strategies in online marketing to make outstanding advertisement promotion video of Indonesian tourism.

However, language as verbal and non-verbal communication plays a significant role in the promotional video. In fact, people use verbal and non-verbal communication to convey a message in their daily life including the promotion of tourism destinations. In addition, numerous studies (Zhang, 2011; Molina & Esteban, 2006; Kim, and Hwang & Fassenmaier, 2005) have showed that the influential part in decision-making to persuade or attract potential tourist is the role of language in introducing and promoting the tourism destination.

In the promotional videos, there are several elements such as verbal, visual, and audio which is part of verbal and non-verbal communication language to attract the viewers. Those elements will have a relation to create meaning and determine the quality of tourism promotional video. Furthermore, in multimodal analysis, a text can be called multimodal if it is formed by more than one combination semiotic system. According to Anstey and Bull (2010), there are five semiotic multimodal systems in the text: 1) Linguistic: vocabulary, generic structure and the grammar of oral and written language, 2) Visual: color, vectors and viewpoint in still and moving images, 3) Audio: volume, pitch and rhythm of music and sound effects, 4) Gestural: movement, speed and stillness in facial expression and body language, 5) Spatial: proximity, direction, position of layout and organization of objects in space.

In sum, the promotional video is presented with the combination of different elements of semiotic systems such as verbal, visual, and audio. Since the advertisements video uses more than one mode of communication or element of semiotic systems to create meanings, the promotional video can be treated as multimodal texts. Therefore, this study attempts to observe the relationship between the visual and verbal elements through multimodal discourse analysis in the official YouTube account of Indonesia tourism especially in Wonderful Indonesia Lombok promotional video to understand the representation of Lombok tourism well.

1.2 Statement of the Research Problem

According to the background of the study above, there are two statements of the problems. Those are:

1. What are the visual and verbal elements in the promotion video of Lombok tourism?
2. How do the visual and verbal elements represent Lombok tourism destination?

1.3 Objectives of the Study

Based on the statement of the research problem, this study is focused on:

1. To explain the visual and verbal semiotic modes of Lombok in the promotion video of Indonesia tourism.
2. To explain Lombok representation from the visual and verbal semiotic modes in the promotion video of Indonesia tourism.

1.4 Significance of the Study

Theoretically, this research is expected to add insight and knowledge in a multimodal analysis of advertisements specifically the relationship between verbal and visual text meaning in the promotional video. It is also expected to strengthen and enrich the theory about multimodal analysis. Practically, this study expected to improve the reader understanding more about multimodal discourse analysis and become a reference for the next studies. Then, the results of this study are expected to be used as input in conducting research on multimodal studies in advertisements, especially how the semiotic mode resources in the advertisements express meaning and how the verbal element strengthen the meaning of the visual element and vice versa.

1.5 Scope and Limitations of the Study

The scope of the study is discourse analysis, which discusses multimodal analysis in the promotional video of Indonesia tourism entitled *Wonderful Indonesia Lombok*. The research discusses the representation of Lombok tourism destination through its promotional. Based on the visual analysis, the research emphasizes on the representational structure of narrative and conceptual processes which deal with vectors, the participant that are connected to one another through line or movements and categorized them into either action processes and reactional processes, classificational process, analytical process, symbolic process, interactive structure, which deal with the gaze or contact, size of frame, and also the meaning of composition, which deal with the salience of exaggerated

size, differences sharpness, and foreground or background. Furthermore, the verbal analysis is limited in attitudinal perspective of adjective in the term of affect, judgement, and appreciation of appraisal language. Moreover, multimodal analysis will be examined the verbal and visual data in the selected scenes during the utterances produced which contains the adjective using the grammar visual design proposed by Kress and van Leeuwen (2006) and appraisal analysis proposed by Martin and White (2005).