

CULTURE VALUE IN TOURISM ADVERTISING

**(ROLAND BARTHES SEMIOTICS ANALYSIS IN WONDERFUL INDONESIA TELEVISION
COMMERCIAL)**

ABSTRACT

ABSTRACT- *Indonesia is a nation with a various culture in it. Every province in Indonesia has their own culture arts as a cultural identity. Wonderful Indonesia or known as “Pesona Indonesia” was a program that made by Indonesian government especially Ministry of Tourism and Creative Economy, to extra promoting Indonesian culture and tourism to domestic nor foreign tourist. The television commercial of Wonderful Indonesia acquaintating Indonesian cultural diversity and tourism destination. The purpose of this study is to get the value from each Indonesian culture in Wonderful Indonesia ads. This study has been using semiotic analysis, typically on Roland Barthes semiotics that focused on qualitative approach and also supported by contstructivis paradigm that presented in descriptive way to get the value from that ads. There is three step to analyzing object in Barthes way, denotative, conotative and myth. The result of this research shows every element in Wonderful Indonesia ads as a icon and symbol thru the philosophy represented value of Indonesia culture as well. The “touch” of cultural characteristic and tourism destination packed atristically to representing image and how beautiful Indonesia. So, the attribute that show on the ads could be a myth by using cultural code and using any others element like graphic visual, it shows Indonesia is a rich and beautiful country which has a cultural diversity.*

Keywords : TVC, Culture, Semiotics, Roland Barthes