

Representation of Destination Image on the 54th and 146th episode of Battle Trip Variety Show

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INTRODUCTION

Representation is reviewed based on all aspects of reality such as society, events, objects along with cultural identity, which is interpreted as a form of idea. The scenes shown on the 54th and 146th episode of Battle Trip contain communicative messages, especially representations that show destination image according to South Korean tourists' perspectives. In this phenomenon, the main characteristics of tourism-themed variety shows play a role in creating destination image by influencing travel decision-making. It is also considered a modern travelogue which provides information to the audience about tourist destinations, arouses interest and curiosity about tourist destinations by showing various parts of the world that have not been exposed along with real travel routes. This research aims to find out how Bali and Yogyakarta destination image is represented on a South Korean tourism-themed variety show.




LITERATURE REVIEW

1. Nurgroho and Mudjiyanto (2021) found in their research entitled *“Destination image representation in TV commercials”*, that the representation of destination image in commercials has succeeded in becoming a mirror of reality and promoting Indonesia to potential foreign tourists, in which Indonesia is a country with beautiful natural wealth, as well as interesting cultural diversity to study.
2. Nurasiah, Mukaram and Tresnawaty (2018) found in their research entitled *“Representation of Local Wisdom on Trans TV's My Trip My Adventure Reality Show”*, that tourist attraction is everything that has beauty, uniqueness and value in the form of natural wealth, cultural and man-made resources as a destination for tourist visits.
3. Sezerel and Tasdelen (2016) found in their research entitled *“The Symbolic Representation of Tourism Destinations”*, that tourism promotion plays an important role in developing tourist destinations. The media used in promoting tourist destinations can be examined to see the different perspectives of several stakeholders such as the government and institutions engaged in tourism.

METHOD


The method used in this research is descriptive qualitative. Qualitative has elements of various processes of analysis and interpretation used to generate findings and theories. Both of these procedures cover techniques for studying data (Strauss and Corbin, 2008). The data collected can be obtained through interviews, field notes, photos, videos or other documentation (Moleong, 2008). The development of interpretation that is conveyed theoretically becomes a way to find out facts and the conditions conveyed must be relevant, especially with the existing situation so that it can be used as a guideline for treatment of this phenomenon. This research aims to find out how Bali and Yogyakarta destination image is represented on the 54th and 146th episode of Battle Trip using Roland Barthes' semiotic theory. Sources include significant representation of destination image such as images, text, and dialogue are collected. The form or aspect of destination image representation is described through denotations, connotations and myths.

FINDING AND DISCUSSION

Image	Text	Denotation	Connotation	Myth
	<p>파도, 바람 모두 바리가주는 선물 [Waves and wind are gifts from Bali]</p>	<p>The tourists were surfing on the beach</p>	<p>Surfing on the beach with the waves and gusts of wind like precious gifts from Bali</p>	<p>Tourists like to surf in Kuta Beach because the waves are said to be exotic</p>


The first table indicates that Kuta Beach is described as a beautiful beach along with wind and exotic waves. South Korean tourists also know that Kuta Beach is one of the popular beaches in Bali for surf spots.

FINDING AND DISCUSSION

Image	Text	Denotation	Connotation	Myth
	<p>스투파 틈새에 손을 집어 넣고 소원을 빌면 이루어진다고 한다</p> <p>[It is said that if you put your hand in the gap of Stupa and make a wish, it will come true]</p>	<p>The tourists put their hands into the stupa to touch the Buddha statue</p>	<p>Canting or praying in front of the Buddha statue gives one some sort of inner satisfaction which in turn gives peace to the mind, heart and soul</p>	<p>Touching the Buddha statues in Borobudur will bring good luck</p>

The second table indicates that Borobudur is described as a majestic temple which serves as a Buddhist place of worship, contemplation, and meditation. South Korean tourists also know the myth about Borobudur.

FINDING AND DISCUSSION

Image	Text	Denotation	Connotation	Myth
	<p> 석양빛으로 물들어가는 아름다운 빠랑트리티스 해변 [Beautiful Parangtritis Beach dyed in the sunset light] </p>	<p>The tourists were enjoying the sunset in Parangtritis Beach</p>	<p>The sunset light shone brightly and its color gradations covered Parangtritis Beach</p>	<p>Parangtritis Beach is said to be a sacred place of the legendary Nyai Loro Kidul (Queen of the South)</p>

The third table indicates that regardless of the myth, Parangtritis is described as one of beautiful beaches in Yogyakarta where you can enjoy the sunset while riding a delman (dogcart) on the coast.

CONCLUSION

The purpose of this research was to find out South Korean tourists' perspectives on Indonesian tourist destinations and how the image is represented based on their opinions conveyed in Battle Trip variety show. Bali and Yogyakarta are well-known as famous and familiar tourist destinations. They also have the potentials to attract both local tourists and foreign tourists. As a maritime country, Indonesia has many tourist attractions that not only offer natural wealth, but also offers cultural wealth. Therefore, the government also plays an important role in improving the tourism sectors, as well as the mass media which is the best way to promote Indonesian tourist destinations for South Korean tourists.

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