

THE LANGUAGE OF WONDERFUL INDONESIA PROMOTIONAL TOURISM VIDEO: A SEMANTIC ANALYSIS

Gede Yoga Krisna Parandika^{1*}, Ni Luh Putu Sri Adnyani², Made Suardana³
^{1,2,3}Universitas Pendidikan Ganesha

e-mail: 1yoga.krisna@undiksha.ac.id, 2sri.adnyani@undiksha.ac.id,
3made.suardana@undiksha.ac.id

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Abstract

In today's digital era, language has evolved beyond its traditional role of conveying messages, becoming a powerful tool for generating income, especially using semantics. Semantics is one of the studies in Linguistics that studies the meaning of language at the level of words, phrases, and sentences. The aims of this study are to identify the denotative and connotative meanings of words and phrases of YouTube channel Wonderful Indonesia created by Ministry of Tourism and Creative Economy. The source of the data are five promotional videos entitled: The Harmony of Bali, Bali Tourism Guide: Do's and Don'ts for a Wonderful Holiday in Wonderful Indonesia, Bali Safety Guide, Shape a Brighter Future with Bali Levy Regulation, and It's Time to Unveil Unimaginable Wonders, It's Time for Bali. This research used a qualitative descriptive approach by implementing data collection technique, namely documentation. The research showed fifteen denotative meanings and seventeen connotative meanings in those promotional videos. This research presents significant insights and knowledge related to the semantics theory towards the Indonesian promotional videos and contributes to giving an understanding of linguistics theory and tourism promotion in Indonesia.

Keywords: wonderful Indonesia, promotional videos, semantics

Introduction

In today's digital era, language has evolved beyond its traditional role of conveying messages, becoming a powerful tool for generating income. As Noor et al., (2015) highlight, engaging, easily understood, and targeted language is essential for making promotional videos widely appealing to the public, ultimately driving revenue. Online platforms like YouTube, where titles, descriptions, and video content play a critical role, the clever and economical use of words is crucial for capturing and retaining viewers' attention (Seputra et al., 2021). YouTube, which is known as a social media platform that offers a diverse array of videos Furqan et al., (2022), attracts audiences with varied interests who seek content that resonates with them. Social media is the activities, practices, and behavior of online communities that convene to exchange information, knowledge, and opinions through conversational media (Safko et al., 2009). Conversational media are web-based applications that enable the creation and effortless transmission of content in the form of text, images, videos, and audio. While Endress (2014) defines social media

as social software that allows online users to engage in social networking activities, such as instant messaging, blogging, and photo sharing. Social media enables instant communication by offering a user-friendly interface for the sharing of digital information, thereby enabling online users to achieve rapid access by eliminating the barriers to and inherent time constraints of traditional media (Azemi & Ozuem, 2014). Other researchers Stokinger & Ozuem (2014) define social media as a central hub that serves as a starting point for gaining knowledge of consumer purchasing behavior intelligence through the implementation of social media marketing strategies.

YouTube is one of social media platforms used for marketing and communication strategies by various businesses including tourism sector. In an effort to have direct communication with future customers, many businesses use YouTube as their social media platform. The language used in promotional videos on YouTube platform is often the most persuasive element, making it an effective tool for shaping public perception of products and services (Armawan & Suyasa, 2022). This compelling power is particularly valuable in promoting tourism in Indonesia, where catchy and memorable language can effectively draw attention to the country's attractions.

The Indonesian government has been very focused on developing tourism, mainly because tourism plays a crucial role in Indonesia's development as a foreign exchange earner apart from the oil and gas sector. The goal of tourism development in Indonesia is outlined in the instructions of the President of the Republic of Indonesia Number 9 of 1969, specifically in Chapter II, Article 3, which states, "*Efforts to develop tourism in Indonesia are aimed at the development and welfare of the community and the State*". Tourism development in this country aims to increase foreign exchange earnings, specifically and generally, expand job opportunities, promote the development of related industries, and encourage and optimize Indonesia's natural and cultural wealth (Dewi et al., 2024).

One of the most famous tourist destinations in the world is Indonesia, which is recognized by almost everyone globally. Indonesia, an archipelagic maritime country, boasts diverse cultures, arts, ethnicities, and religions (Gusanto et al., 2025). According to the Minister of Tourism and Creative Economy, Sandiaga Uno, Indonesia's tourism ranking has significantly improved, moving from 32nd to 22nd place globally. Additionally, data from the Central Statistics Agency reveals a significant increase in tourist visits, reaching 1.14 million with a growth rate of 20.17% as of December 2023 (BPS, 2024).

The high number of visitors to Bali is also influenced by the internet and social media's role in promoting tourism in the country. According to Annur, (2023), the number of internet users worldwide continues to increase, and the main reason people use the internet is to find information. Internet users worldwide reached 5.16 billion in January 2023, representing 64.4% of the global population, or 8.01 billion people. This represents a 1.9% increase compared to last year's period or 5.01 billion people in January 2023. With so many internet users worldwide, this can be utilized to promote tourism in Indonesia to make it known to everyone. One of the ways the government promotes Indonesian tourism is by utilizing the internet, especially YouTube, as a platform to attract international attention. They use a creative approach designed to attract the attention of foreign

tourists interested in visiting tourist attractions in Indonesia by semantic method (Ferdian et al., 2024).

Syaira & Hermandra (2024) state that semantics is studying a language's meaning system. It explores how meaning is created, conveyed, and interpreted in language. Two primary approaches in semantics are relevant to this research: first, referential or denotative meaning, which views meaning as a direct relationship between language and the external world, where words directly refer to specific objects or concepts; second, affective or connotative meaning; which considers meaning in the context of the speaker's mental state, focusing on words' emotional and personal nuances beyond their literal meaning. In advertising, semantics plays a crucial role because the careful selection and arrangement of words can greatly influence how the audience understands and receives a message. This emphasizes that effective advertising relies on the manipulation of language to achieve clarity, coherence, and persuasive power. Thus, semantics helps advertisers choose the most appropriate words to convey the intended message and evoke the desired response from the audience (Hilda et al., 2021).

Some previous studies have referred to the use of semantic analysis in promotional videos. The first was conducted by Noor et al., (2015). In this research, the use of semantic analysis in the slogans of TV Commercials. The research centre examines copywriters' linguistic techniques in TV commercials to persuade their intended audience. The second study was conducted by Mawarti & Laili (2023), which examines the use of figurative language in Adhitia Sofyan's album 'Forget Your Plans'. Furthermore, the analysis showcases the dominant use of metaphor, simile, and other rhetorical devices to evoke emotion and convey the underlying social and political contexts, and the techniques highlight how semantic meanings help readers gain richer insights into both the characters' psychological states and the broader themes addressed in the novel 'Laut Bercerita Karya Leila S. Chudori' (Afriyanti, 2023).

Various researches have been conducted focusing on semantic analysis as have been described previously such as in TV commercials, songs, and novels. In this study, however, the semantic analysis focuses on the denotative and connotative meanings found in videos that promote tourism destinations in Indonesia is analyzed. The videos are from 'Wonderful Indonesia' YouTube channel by the government's Ministry of Tourism and Creative Economy. This study is essential for investigating how the creators of promotional videos use language to encourage audiences or customers to visit Indonesia, both denotatively and connotatively. It is a case study where five videos have been selected as the source of the data. Wonderful Indonesia is a popular YouTube channel that has 162.000 subscribers and features 557 videos, with an average of over 2,000 views per video

Literature and Theoretical Review

The first study is "The Language of TV Commercials' Slogans: A Semantic Analysis". This research focuses on the semantic analysis of television commercial slogans. The study highlights the linguistic tools copywriters use to influence the target audience. Leech's (1981) associative meaning theory is employed as the theoretical basis to understand how commercial slogans are crafted to associate specific meanings with the advertised products. The results of this study

demonstrate that the choice and arrangement of words in advertising slogans significantly impact their appeal to viewers. This research contributes significantly to understanding the linguistic mechanisms used in advertising, which can potentially be applied in tourism promotion through semantic analysis. conducted by (Noor et al., 2015).

The second study, “Figurative Language Semantic Analysis in Adhithia Sofyan’s Album ‘Forget Your Plan’”. This study explores figurative language in the lyrics of songs from Adhithia Sofyan’s album ‘Forget Your Plan’. The research analyses how different figures of speech, such as metaphor, hyperbole, personification, and others, are employed in the album to convey deeper meanings and emotions. Mawarti’s study reveals that figurative language is crucial in enhancing the lyrical content, making it more expressive and impactful. The study focuses on identifying the types of figurative language used and understanding how these figures contribute to the songs’ overall message and artistic expression. By delving into the semantics of the lyrics, the research provides insights into the deeper meanings embedded in the songs, allowing listeners to appreciate the lyrical nuances and the creative use of language by the artist. This study is particularly valuable for those interested in linguistics, music, and literary analysis, as it highlights the intersection of language and art in contemporary music conducted by Mawarti & Laili (2023).

The third study is entitled *Ambiguitas Makna dalam Slogan Iklan Makanan dan Minuman di Televisi: Suatu Tinjauan Semantik*. This study explores the use of semantic ambiguity in slogans for food and drink advertisements on television. It analyses how grammatical and lexical ambiguity is employed to convey persuasive messages. The study reveals that ambiguity in these slogans enhances the appeal of the advertisements by creating multiple interpretations, which can attract a broader audience. The researchers identified 19 slogans with ambiguous meanings: 8 grammatical ambiguities arising from the structure of the sentences and 11 lexical ambiguities related to words with multiple meanings. The study concludes that such ambiguity is often intentional, aimed at making the slogans more memorable and persuasive, thus driving consumer interest. This research offers valuable insights for those interested in linguistics, advertising, and marketing, highlighting the intersection of language and commerce conducted by Faridah et al., (2022).

A tourist attraction is anything that possesses uniqueness, beauty, and value, encompassing the diversity of natural resources, culture, and human-made creations that serve as tourist destinations. Five categories of tourist attractions significantly influence tourists' decisions to visit. The following explains these categories: Natural Attraction refers to all the beauty and uniqueness that comes from the natural elements in a destination. Second, Building Attraction refers to tourist attractions related to the architecture and structure of buildings in a destination. Third: Managed Visitor Attractions refer to tourist attractions that are specifically managed and organized to attract and serve tourists. Fourth, Cultural Attraction refers to tourist attractions related to the cultural aspects of a destination. Last, Social Attraction refers to tourist attractions related to residents' lifestyle and social interaction in a destination. This includes tourists' experiences in witnessing, participating, or experiencing the daily lives of local people (Sopyan & Widiyanto, 2015).

Semantics is a branch of linguistics that specifically studies meaning. The term “semantics” itself comes from Greek, where *sema* means sign, and *semelon* means to mark. In linguistics, semantics not only focuses on the meaning of individual words but also on the meaning of entire sentences and how these meanings relate to one another; meaning in linguistics can be classified into several types based on various aspects, including A. Lexical Meaning, B. Referential, C. Denotative Meaning, D. Conceptual Meaning (Ayuningtyas et al., 2023).

Language in advertising has unique functions and characteristics that set it apart from other forms of communication. In linguistic theory, advertising language is often seen as a form of persuasion aimed at prompting the audience to take specific actions, such as purchasing the advertised product or service. Advertising language combines stylistic and semantic elements to capture attention and influence audience behavior. These linguistic techniques emphasize the positive qualities and advantages of the product or service (Ojiako & Ifeyinwa, 2023). In this research language use focusing on semantic analysis in tourism promotional videos of Wonderful Indonesia YouTube channel is going to be observed. YouTube is one of the most popular social media platforms that various business utilize for communicating with future customers. According to Safko et al., (2009), social media is online communities communicate information, knowledge, and ideas through conversational media. Conversational media are web-based applications that allow for easy creation and transmission of material such as text, images, videos, and audios.

Research Method

The researcher employs a descriptive qualitative research design approach. The data to be analyzed includes the semantic aspects of the language, the way the creator visualizes the video, and the tourism attractions presented in the promotional video to understand how this video influences the Promotion of tourist attractions in Indonesia.

According to Creswell (2003), To obtain the data, the researcher follows a research procedure with five stages: developing research instruments, documenting the video, analysing the data, classifying the data, and drawing conclusions.

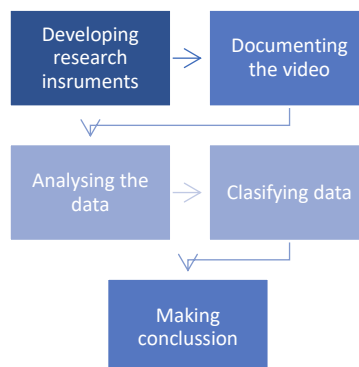


Figure 1. Research Procedure Chart

The method of data collection in this research is documentation. In the context of qualitative research, what the writer is conducting now refers to any written or visual material used as a data source to understand social or cultural phenomena. The data obtained through documentation is secondary, as it is not generated directly through interaction with research subjects but comes from pre-existing sources (Creswell, 2019).

Researchers use a research instrument to collect, measure, and analyse the data required in a study. Research instruments are important in ensuring that the data collected aligns with the research objectives and can be measured validly and reliably. The author chose two instruments, including identification sheets and documentation, to collect the data based on that description (Creswell & Creswell, 2009).

Results and Discussion

This study has two main results based on the research problem formulated by the author. The first result is that the researcher finds referential or denotative meanings of words and phrases used in the promotional video "Wonderful Indonesia" to understand how these words convey meaning directly. The second is the affective or connotative meaning of the words and phrases in the same video, analysed to see how the language evokes certain feelings or impressions in the audience, aligned with the tourism promotion goals.

a) Denotative Meanings

Denotative language is used strategically in this video to provide a concrete and factual description of tourist destinations in Indonesia, especially on the island of Bali. The following are examples of denotative meanings of text in each video.

The first video, entitled "Wonderful Indonesia - The Harmony of Bali", describes a foreign tourist's journey guided by a local Balinese child to explore Bali's destinations. The young guide was very enthusiastic about introducing beautiful places that had never been seen before, like Kertha Gosa, famous for its Kamasan-style paintings, Goa Lawah, a mystical temple housing thousands of bats and Tukad Unda, an iconic river in Klungkung. The examples of denotative meanings in this video can be seen in Example 1.

Example 1:

This is Kertha Gosa, a heritage site in Klungkung Regency. You can see Kamasan-style paintings here.

(Excerpts from wonderful Indonesia YouTube channel, 2022)

The video entitled "Wonderful Indonesia - The Harmony of Bali" promotes various tourist destinations owned by the island of Bali, which have not been visited by many other tourists before. The semantic features identified in the video include phrases *about a heritage site in Klungkung Regency* dan *You can see Kamasan-style paintings here*. The phrases *are a heritage site in Klungkung Regency* and *You can see Kamasan-style paintings here*. Carry denotative meanings, as they provide direct and factual information about the destination of Kertha Gosa. These phrases describe its location and the unique art form it houses, which is integral to Balinese culture.

The second video analyzed in this study is entitled "Bali Tourism Guide: Do's and Don'ts for a Wonderful Holiday in Wonderful Indonesia". It describes simple

tips for a memorable and respectful Bali trip. It encourages visitors to embrace local culture by greeting warmly, dressing modestly, and being mindful of temple rules. The examples of denotative meanings found in the video can be seen in Example 2.

Example 2:
Use your best attire, and if you're a woman on your period, avoid visiting temples or other sacred places.

(Excerpts from wonderful Indonesia YouTube channel, 2024)

The video analyzed in this study, "Bali Tourism Guide: Do's and Don'ts for a Wonderful Holiday in Wonderful Indonesia", this video describes simple guidelines for a respectful and enjoyable trip to Bali. It emphasizes cultural sensitivity, such as avoiding temples and sacred places during menstruation, highlighted in the phrase that has underlined in data 4 "*If you're a woman on your period, avoid visiting temples or other sacred places*". This phrase has a denotative meaning because it directly conveys a rule tied to Balinese customs, reflecting the importance of respecting local traditions while exploring Bali's beauty.

The third video analyzed in this study, entitled "Shape a Brighter Future with Bali Levy Regulation - Wonderful Indonesia", describes the introduction of Bali's tourist levy as a step toward sustainable tourism. It highlights issues like overcrowded beaches, cultural site neglect, and pollution, stressing the need for change. The examples of denotative meanings found in the video can be seen in Example 3.

Example 3:

Overcrowded beaches, cultural sites in disrepair, and a growing litter problem have left many concerned about the island's future.

(Excerpts from wonderful Indonesia YouTube channel, 2024)

From the analyzed video entitled "Shape a Brighter Future with Bali Levy Regulation - Wonderful Indonesia", the phrases highlighted by this research are *Overcrowded beaches, cultural sites in disrepair, and a growing litter problem*. These phrases have denotative meanings because they directly describe the challenges that Bali is currently facing in terms of overcrowding, neglect of cultural sites, and environmental pollution or waste. This statement emphasizes factual issues, clearly showing the negative impacts on Bali's tourism and environment. This statement is the basis for encouraging tourists to help save the island by taking responsible action towards sustainable tourism by following the levy regulations.

The fourth video analyzed by this research is entitled "Bali Safety Guide - Wonderful Indonesia", which explains the importance of safety, respect, and cultural awareness for visitors to Bali. The examples of denotative meanings found in the video can be seen in Example 4.

Example 4:

Balinese hospitality is charming, and their warm smiles make us feel at home and valued as guests.

(Excerpts from wonderful Indonesia YouTube channel, 2023)

The video analyzed in this research is entitled "Bali Safety Guide—Wonderful Indonesia." The underlined phrases carry denotative meanings, as the video conveys a straightforward and positive message, emphasizing the warmth and friendliness of the Balinese people. They create a welcoming environment for visitors and make them feel comfortable during their stay on the island. By showcasing this charm, the video encourages tourists to appreciate and reciprocate

this hospitality, aligning with the broader theme of fostering mutual respect and cultural understanding throughout their time in Bali.

The last video analyzed in this research is entitled "Wonderful Indonesia - It's Time to Unveil Unimaginable Wonders, It's Time for Bali". This video describes Bali as the "Island of the Gods," highlighting its various tourist attractions, such as mountains, rice fields, hidden waterfalls, and pristine white beaches. The video emphasizes the island's enduring charm and ability to awe visitors exploring its beauty. Examples of denotative meanings in the video can be found in Example 5.

Example 5:

Bali, known as the Island of the Gods, offers something for everyone.

(Excerpts from wonderful Indonesia YouTube channel, 2022)

From the video analyzed in this study entitled "Wonderful Indonesia – It's Time to Unveil Unimaginable Wonders, It's Time for Bali", the underlined sentence has a denotative meaning because it conveys a clear and direct message. It describes Bali as the "Island of the Gods," emphasizing its universal attraction for all visitors. Bali is a destination that caters to various interests, from natural beauty to cultural experiences, without involving hidden or implied meanings. This straightforward description helps highlight Bali's reputation as a diverse and welcoming travel destination.

Connotative Meanings

This study also identifies connotative meaning in the "Wonderful Indonesia" promotional video. Connotative or affective meaning involves words or sentences that carry implied meanings intended to evoke specific emotions or impressions aligned with the promotional goals of the tourism video. Connotative language in this video is strategically used to make an emotional response from the audience, encouraging them to see Indonesia's tourist attractions with feelings of awe, beauty, and cultural richness through the video.

The first video, "Wonderful Indonesia—The Harmony of Bali," describes the journey of a foreign tourist guided by a local Balinese child to explore Bali's destinations. Examples 6 show examples of connotative or affective meanings found in the video.

Example 6:

"No worries, I can help. Want to experience the true colours of Bali"

(Excerpts from wonderful Indonesia YouTube channel, 2022)

In the video entitled "Wonderful Indonesia - The Harmony of Bali" the phrase underlined there is "true colours of Bali" has a connotative meaning because the phrases represent the cultural richness, natural beauty, and unique experiences that Bali has and make a distinctive destination for recreation. By using this phrase, the video evokes an emotional connection, inviting the audience to feel more relaxed, enjoy, and have a good experience when visiting Bali Island; not only that, but it also enhances its appeal as a destination full of meaningful and unforgettable experiences.

The second video analyzed in this study is entitled "Bali Tourism Guide: Do's and Don'ts for a Wonderful Holiday in Wonderful Indonesia". Describe simple tips for a memorable and respectful Bali trip. It encourages visitors to embrace local culture by greeting warmly, dressing modestly, and being mindful of temple rules. The example of connotative or affective meanings found in the video can be seen in example 7.

Example 7:

“Once you step foot on the enchanted island of Bali, you are welcomed by brehtaking landscapes, vibrant culture, and warm hospitality.”

(Excerpts from wonderful Indonesia YouTube channel, 2024)

In the video entitled “Bali Tourism Guide: Do's and Don'ts for a Wonderful Holiday in Wonderful Indonesia”, the use of the words underlines there are enchanted and brehtaking, giving a strong emotional impression to the audience, creating a visual appeal to the audience and a deep emotional connection to Bali as a stunning and magical destination so that the island of Bali is worth visiting.

The third video analyzed in this study, titled “Shape a Brighter Future with Bali Levy Regulation - Wonderful Indonesia,” describes the introduction of Bali’s tourist levy as a step toward sustainable tourism. The example of connotative or affective meanings found in the video can be seen in example 8.

Example 8:

“However, from adversity comes an opportunity for renewal”.

(Excerpts from wonderful Indonesia YouTube channel, 2024)

In the video entitled “Shape a Brighter Future with Bali Levy Regulation - Wonderful Indonesia”, the words “adversity” and “renewal” carry a connotative meaning. “Adversity” reflects Bali's challenges, such as environmental degradation or over-tourism, while “renewal” symbolizes hope and a fresh start for the island's sustainable future. These words evoke an emotional response, inspiring viewers to see challenges not as setbacks but as chances to create positive change. This message aligns with the video's theme of encouraging responsible tourism and supporting efforts to preserve Bali's natural and cultural heritage.

The fourth video analyzed by this research is entitled “Bali Safety Guide - Wonderful Indonesia”, which explains the importance of safety, respect, and cultural awareness for visitors to Bali. The example of connotative or affective meanings found in the video can be seen in example 9.

Example 9:

“Indonesia has never-ending beauty”.

(Excerpts from wonderful Indonesia YouTube channel, 2023)

From the video analyzed in this research entitled “Bali Safety Guide - Wonderful Indonesia the underlined phrase has a Connotative meaning because it talks about Indonesia’s endless beauty. The phrase shows that Indonesia has many beautiful places and experiences that visitors can enjoy over and over again. It delivers a direct message without deeper or hidden meanings, making it easy to understand and appealing to tourists.

The last video analyzed in this research is entitled “Wonderful Indonesia - It's Time to Unveil Unimaginable Wonders, It's Time for Bali”. This video describes Bali as the “Island of the Gods” highlighting its various tourist attractions, such as mountains, rice fields, hidden waterfalls, and pristine white beaches. The example of connotative or affective meanings found in the video can be seen in example 10.

Example 10:

“Bali, known as the Island of the Gods, offers something for everyone”

(Excerpts from wonderful Indonesia YouTube channel, 2023)

From the video analyzed in this research entitled “Wonderful Indonesia - It's Time to Unveil Unimaginable Wonders, It's Time for Bali” the term “Island of the Gods” provides an additional meaning that implies the beauty, rich culture, and

spirituality inherent to Bali. This is not just mentioning the fact that Bali is an island, but also expressing the romantic and cultural views that make this island so special. In addition, the phrase “*offers something for everyone*” shows that Bali has a variety of experiences and attractions that can be enjoyed by a wide range of people, creating the impression that the island is very attractive. Thus, this sentence not only conveys information but also implies positive feelings and views towards Bali as a unique and charming tourist destination.

Discussion

This section presents the research discussion regarding the findings presented in the previous section. The study aimed to offer an understanding of the semantic meanings used in promotional videos produced by the *Wonderful Indonesia* YouTube channel, specifically focusing on five selected videos: *The Harmony of Bali*, *Bali Tourism Guide: Do's and Don'ts for a Wonderful Holiday in Wonderful Indonesia*, *Bali Safety Guide, shape a Brighter Future with Bali Levy Regulation*, and *It's Time to Unveil Unimaginable Wonders, It's Time for Bali*.

The study identified 15 denotative and 17 connotative sentences in the videos. The research used semantic theory to analyze these meanings, focusing on referential (denotative) and affective (connotative) meanings. After analyzing the data, it was found that the promotional videos effectively utilized both semantic meanings to emphasize Bali's beauty and unique cultural heritage, enhancing its appeal as a top tourism destination.

According to Ojiako & Ifeyinwa (2023), denotative meanings in advertising are essential for delivering direct and factual information, ensuring that audiences grasp key details without ambiguity. This aligns with the approach used in the *Wonderful Indonesia* videos, where phrases like “*Kertha Gosa, a heritage site in Klungkung Regency*” (Example 1, *The Harmony of Bali*) provide a straightforward description of a significant cultural landmark. Such language serves as a foundation for conveying reliable information, allowing audiences to visualize Bali as a destination filled with historical and cultural richness.

Meanwhile, connotative meaning plays a different role—it enhances the emotional and experiential aspects of Bali's tourism appeal. For example, the phrase “*Bali is a magical island that will touch your soul*” (Example 18, *The Harmony of Bali*) goes beyond a simple description. It creates a sense of wonder and emotional connection. This aligns with Syaira & Hermandra (2024), who emphasize that connotative meaning adds emotional depth, making advertising messages more engaging and persuasive.

By combining denotative and connotative meanings, the *Wonderful Indonesia* promotional videos manage to strike a balance between information and inspiration. Denotative language ensures that the promotional content remains informative and credible. In contrast, connotative language fosters a sense of excitement, curiosity, and even nostalgia, encouraging potential travelers to envision themselves in Bali.

Comparison with Previous Studies

This study aligns with (Noor et al., 2015), who analyzed advertising language and found that denotative meaning is crucial for ensuring clarity and credibility. However, while their study focused on television commercials, this research looks

at digital promotional videos, which incorporate linguistic and visual elements to create a more immersive storytelling experience.

Another study by (Faridah et al., 2022), examined semantic ambiguity in food and beverage advertisements. Advertisers often use ambiguous wording to spark curiosity and make slogans more memorable. This contrasts with the *Wonderful Indonesia* promotional videos, which rely less on ambiguity and more on connotative language to evoke emotions and build a sense of cultural identity. For instance, the phrase “*Bali awaits, ready to weave its magic into your travel story*” (Example 20, *Bali Tourism Guide: Do’s and Don’ts for a Wonderful Holiday in Wonderful Indonesia*) is not ambiguous but rather designed to draw viewers into an emotional and imaginative experience.

Similarly, Mawarti & Laili (2023) studied figurative language in song lyrics and found that metaphors and hyperboles help convey deep emotions. The *Wonderful Indonesia* videos also incorporate metaphorical language to create a poetic and evocative sense of place. However, the key difference is that Melelo’s research focuses on music as an artistic form of self-expression. In contrast, this study explores promotional videos as a marketing tool to influence travel behavior.

Meanwhile, Furqan et al., (2022) examined YouTube's role as a global marketing platform, highlighting how video-based advertising allows messages to reach a broad international audience. Their research supports this study's findings that digital promotional videos must integrate persuasive storytelling and compelling visuals to engage viewers effectively.

Dewi et al., (2024) also explored how digital media enhances destination competitiveness. However, while their study focuses broadly on digital tourism marketing, this research provides a deeper linguistic analysis, specifically investigating how semantic strategies shape audience perceptions and contribute to a destination's overall branding.

Another relevant study by Ayuningtyas et al., (2023) examined destination branding through language choice. While their research focused on how names influence perceptions of tourism sites, this study extends the discussion by looking at how entire promotional narratives, through denotative and connotative meanings, shape audience engagement with a destination.

Through this analysis, it is clear that the *Wonderful Indonesia* promotional videos are informative and emotionally compelling. They successfully integrate denotative meaning to provide factual details and connotative meaning to build a deeper emotional connection with audiences.

This combination aligns with (Creswell, 2019) view that language in visual media is more than just a tool for communication—it is a powerful instrument for shaping perceptions and influencing behavior. The findings also demonstrate that semantic strategies in tourism promotion are essential for capturing attention, sparking interest, and encouraging potential visitors to take action. While this study shares similarities with previous research in advertising and tourism marketing, it also contributes a new perspective by focusing on the role of language in digital promotional videos. Unlike traditional TV or print advertisements, YouTube-based tourism campaigns require a nuanced blend of informative language and emotional appeal to resonate with a global audience.

By harmonizing denotative and connotative meanings, the *Wonderful Indonesia* videos effectively showcase Bali's unique identity, cultural heritage, and

natural beauty, making it more than a travel destination—it becomes an experience worth pursuing. This study provides valuable insights for marketers, content creators, and tourism boards looking to enhance destination branding through strategic language choices and digital storytelling.

Conclusion

The analysis of semantic features used in “Wonderful Indonesia” promotional videos reveals that language holds substantial power in shaping perceptions and capturing audience interest. The study identified 15 denotative and 17 connotative sentences in the videos. These videos' strategic use of denotative and connotative elements conveys information about tourist destinations and fosters a strong emotional connection with viewers.

The language used in these promotional videos powerfully affects audience interest, making them more inclined to explore and experience Indonesia's rich culture and natural beauty. This semantic analysis demonstrates how language in tourism promotion can be a potent tool for creating a positive image and attracting a global audience.

Based on the research findings, the following recommendations are proposed for future research and tourism marketing practices. For future researchers could explore the semantic techniques used in promoting tourism in other regions of Indonesia or compare the use of semantic strategies across various promotional platforms, while tourism Marketing Practitioners are encouraged to combine clear, informative language with emotionally engaging expressions. For the Indonesian Ministry of Tourism could develop training programs to help marketers understand and apply semantic promotion techniques.

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