

Digital Marketing Tourism West Sumatra: Gordon Ramsay's Youtube Video Semiotics Analysis

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Abstract

Pandemic COVID-19 is a crisis of global health impact on the crisis of the economy. The tourism industry is one of the worst due to this global pandemic. Most major countries in the world experienced a decline in visits travel. Although a pandemic occurs but attempts communication, tourism should continue to run, one only through digital marketing. Video YouTube Gordon Ramsay, a chef and a world-class writer that promotes "rendang" in channel her YouTube, is digital marketing for tourism West Sumatera. This research will analyze the meaning of signs in the YouTube video as a digital marketing tourism effort. This study uses qualitative methods with John Fiske's semiotic analysis techniques. Results of the study showed West Sumatra into areas of interest travel are attractive, natural, the scenery was beautiful, the life of society Muslims who uphold the value of traditional culture, but can adapt to the changing era.

Keywords

Covid-19, Digital Marketing, YouTube video, Tourism, Semiotics