

ABSTRACT

One of the media that can be used by people for delivering messages is through the video. The type of video that can include audio and visual messages in a shorter time duration than the duration of the film is a video clip. Video clip allows the process of promoting a product more effectively and easily accepted in the digital globalization. People can more easily understand the messages through audio and visual media. Indonesia has many interesting tourist attractions to be visited by both domestic and foreign tourists.

One of the image promotion activities carried out by the Indonesian Ministry of Tourism is by forming the Wonderful Indonesia. Kemenpar do the promotional activities by making a Wonderful Indonesia tourism video clip "The Journey to A Wonderful World" in 2017 and won two awards at the same time in the United Nations World Tourism Organization or commonly called the UNWTO Video Competition 2017. This video clip raises questions, how is the image that Wonderful Indonesia wants to build through the video clip. In this researching the promotion of Indonesia's tourism image, the writer uses a qualitative approach with a constructivist paradigm and uses Charles Sanders Peirce's semiotic analysis method.

The Meaning can be obtain with the Triangular Meaning of Peirce's visual signs, then analyzed by looking at objects from aspects of icons, indexes, and symbols. The process of analysis produces meaning from the point of view of the writer. The results of this study show a positive image for Indonesian tourism contained in the Wonderful Indonesia video clip "The Journey To A Wonderful World".

Keywords : *Video Clips, Semiotics, Charles Sanders Peirce, Image, Wonderful Indonesia*