



## The language style in the Korean language tourism advertising slogans on a YouTube channel

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### ABSTRACT

The language style is prominently showcased within advertising slogans. They can deliver meaningful messages by captivating the viewers. Therefore, this research discusses the language style and the semantic meaning contained in the Korean language tourism advertising slogans on a YouTube channel. This research aims to find out how language style and semantic meaning are manifested in Korean tourism advertising slogans. The research object was the Korean tourism advertisement based on the main components of tourism aired through YouTube channels in 2014-2021. The research variables were the language and semantic meaning manifested on the Korean tourism advertising slogans. This research used a qualitative descriptive method through observation technique to obtain the data, particularly involving listening and note-taking techniques. The data were analyzed by using interactive and referential techniques. This research used Jang and Kim's language style theory and Leech's semantic meaning theory. The results showed that there were twelve types of language styles found in Korean language tourism advertising slogans. The most common language style was personification. The purpose of personification was to make the advertising slogan much more live and more beautiful so that it can be easier to remember. Moreover, the results revealed that there were 25 connotative meanings and 25 denotative meanings in the Korean tourism advertising slogans. Denotative meaning could convince consumers with the actual facts. Connotative could attract the consumers' attention with eloquent words without reducing the value of the products offered.

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## 1. INTRODUCTION

Semantics is one part of linguistics which studies the meaning contained and hidden from figure of speech or language style. According to Resmini in the book entitled *BBM 9 ketaksaan (ambiguitas) dan perubahan makna* (BBM 9 ambiguity and changes in meaning) in 2015 semantics is a branch of linguistics, one of which is studying figure of speech or language style. Although figure of speech and language style are considered the same, but figure of speech is included in the style of language (Zaimar, 2002; Muhsyanur, et al. 2022).

The language style is one aspect that is very interesting to study. This is because the presence of language style makes messages from language users to their interlocutors more valuable and meaningful, because each choice of words conveyed can reflect a person's personality or quality. One of the media that presents the presence of language style is an advertising slogan.

The language style in advertising slogans has a big impact on the sale of an advertising product because the choice of words that have figurative and persuasive meanings can attract consumers' attention to buy products offered by manufacturers. According to Chung in the research entitled *A Study on the rhetoric expressions in advertising-with a focus on the slogans in apartment sales ads in Korea in 2007*, the right choice the language style and meaning in advertising slogans can affect consumers' purchase intentions.

The phenomenon about the presence of language style in slogans can be found in tourism advertisements in Korean, namely advertisements for the 2020 museum and art gallery week. Museum and art gallery advertisements are included in cultural tourism resources. This advertisement aims to promote to the general public so that they always remember the importance of Korean cultural roles and values even in the midst of the pandemic Covid-19. Through the YouTube channel 'munhwache yukgwangwangbu (문화체육관광부)' or 'Ministry of Culture, Sports and Tourism of South Korean' there is an advertising slogan that contained the language style namely 'munhwaneun wiroimnida (문화는 위로입니다)' which means 'culture is consolation'. The advertising slogan above contained the language style 'eunyupeop (은유법)' or 'metaphor' because there is a pattern 'A neun = B ida (A 는 = B 이다)' or 'A is B'. 'Munhwa (문화)' or 'culture' is A, and 'wiro (위로)' or 'consolation' is B. When viewed in terms of meaning, then culture is compared to consolation. Through this style of language, producers want to inform that participating in cultural tourism activities online can make consumers feel entertained, even in the midst of the Covid-19 pandemic.

This is matched with the research conducted by Nina (2020) entitled "Language style in advertising enchantment of tourism NTB on YouTube content" because this research showed that there was many the language style found in tourism advertisements. The most common language style was personification in this research. Nina in her research also stated that the personification can make tourism advertisements more striking because it puts forward figurative meanings wrapped with high aesthetic values. This is also in line with the statement by Pruit & Grudin, 2003 in (Salminen, et al, 2021), which states that Personification summarizes the end-users' attributes in intuitive human representations that are more memorable than tables, numbers, or charts.

This is clearly different from the research conducted by Lazfihma entitled *Analisis gaya bahasa dalam slogan iklan minuman di televisi* ( Analysis of language style in beverage advertising slogans on television) in 2014, because the most commonly found meanings are connotative or figurative meanings with 23 meanings, while denotative meanings are found as many as 20 meanings. In addition, what distinguishes this research from Lazfihma's research is the semantic

meaning studied. The research conducted by Lazfihma focuses on the overall meaning of linguistic and social meaning, including denotative and connotative meanings. Meanwhile, this research focuses on connotative and denotative meanings. Even so, this study and the research conducted by Lazfihma have one thing in common, namely that advertising cannot be separated from meaning.

The above phenomenon and research are in accordance with Chung's theory because it is recorded that until now the advertisement has reached 1 million viewers. This proves that the presence of a style of language along with a unique meaning in the advertising slogan can attract many consumers. If the producer cannot present the style of language in the advertising slogan, then the producer cannot influence more consumers to follow or buy the product being offered. Because, one of the functions or objectives of the slogan is to influence the consumer's purchase intention with short, interesting sentences.

This study focuses on the slogans contained in Korean-language tourism advertisements in 2014-2022 through the YouTube channel. Based on the above background, the formulations of the problems discussed in this study are:

1. What is the style of language used in the Korean tourism advertising slogan through the YouTube channel?
2. What is the semantic meaning used in the Korean tourism advertising slogan on the YouTube channel?

### 1.1 Semantics

According to Im (2021) semantics or 의미론 (euimiron) is a field of study that deep understanding of the meaning of speech or language.

The Type of Semantics Meaning.

According to Leech (in Irbah, 2010) semantic meaning is divided into several types, namely; (1) 개념적 의미 (gaenyeomjeok eumi) or conceptual or denotative meaning, (2) 주제적 의미 (sukjejeok eumi) or thematic meaning, (3) 내포적 의미 (naephyojeok eumi) or connotative meaning, (4) 사회(문체)의 의미 (sihwe(munche)jeok eumi) or social meaning, (5) 감정(정서) 적 의미 (gamjeong(jeongsojeok) eumi) or affective meaning, (6) 반사적 의미 (bansajeok eumi) or reflection meaning, and (7) 배연(연어)적 의미 (baeyeon(yeoneo)jeok eumi) or collotative meaning. In this study, the researcher limits the denotative meaning and connotative meaning.

#### 1) 개념적 의미 (Gaenyeomjeok eumi) or Denotative Meaning

According to Leech (in Im, 2010) denotative meaning referring to the core meaning or dictionary meaning because it reflects the true meaning and excludes emotional values. Example: 부인 (buin) or wife. This word has a real meaning, namely +인간 (+ingan) or human, x남생 (x namsaeng) or not a male, +성숙 (+seongsuk) or adult, and +기혼 (+gihon) or married.

#### 2) 내포적 의미 (Naephyojeok eumi) or Conotative Meaning

According to Leech (in Im, 2010) Connotative meaning is meaning that has added value to denotative meaning and has flexible or static characteristics because it depends on individuals, social groups and cultural backgrounds. Example 부인 (buin) or wife. The word 부인 (buin) or wife can also have connotative meanings such as 재치 있는 (jaechi itneun) or agile, 연약한 (yeonyakhan) or weak, dan 눈물 많은 (nunmul manheun) or crying a lot.

## 1.2 The Language Style

According to Jang in the book entitled 수사법 문장의 달인을 위한 우리말 수사법의 모든것(Everything about rhetoric in Korean to improve rhetoric sentences) in 2008, the language style or 수사법(susabeop) is the ability to process language that is packaged at will or with new techniques, so as to create language art by prioritizing strong aesthetic values.

The Type of The Language Style.

### 1) 낱말과 구절 중심의 수사법 (*nathmalgwa gujeol jungsimmeui susabeop*) or The Language Style based on Words and Phrases

According to Jang in the book entitled 수사법 문장의 달인을 위한 우리말 수사법의 모든것(Everything about rhetoric in Korean to improve rhetoric sentences) in 2008, there are several types of language styles based on words and phrases. Here is the explanation:

- a) 의성법 (*uiseongbeop*) or onomatopoeia is a style of language in which there are conditions that indicate the presence of sound or sound produced from an object.
- b) 의태법 (*uitaebep*) or mimesis is a style of language that expresses the imitation of a situation.
- c) 반복법 (*banbokbeop*) or repetition is a style of language with a very strong technique in rhetoric because there are usually similar words at the beginning and end of sentences to give an emphasis effect.

### 2) 비유나 비교 중심의 수사법 (*biyuna bigyo jungsimmeui susabeop*) or The Language Style based on Analogy or Comparison

According to Jang in the book entitled 수사법 문장의 달인을 위한 우리말 수사법의 모든것(Everything about rhetoric in Korean to improve rhetoric sentences) in 2008, there are several types of language styles based on analogies or comparisons. Here is the explanation:

- a) 대조법 (*daejobeop*) or antithesis is a style of language characterized by two opposite or contradictory words in a sentence.
- b) 직유법 (*jikyubeop*) or simile is a style of language that compares two different objects with comparison words such as 같이(*gathi*), 마냥 (*manyang*), -듯이(-*deusi*), and -처럼(-*cheoreom*).
- c) 은유법 (*eunyu-beop*) or metaphor is a combination in which the original meaning with the additional meaning has a very close relationship. So that the similarity of meaning between the two objects can be known through the form of A 는 = B 이다 (A *neun* = B *ida*) or A is B.
- d) 의인법 (*uiinbeop*) or personification of situations in which an inanimate idea or object can express human feelings or actions.

### 3) 문장의 구조나 형태를 바꾸는 수사법 (*munjangeui gojona hyeongthaereul bakkuneun susabeop*) or The Language Style that Changes the Structure or Form of a Sentence

According to Jang in the book entitled 수사법 문장의 달인을 위한 우리말 수사법의 모든것(Everything about rhetoric in Korean to improve rhetoric sentences) in 2008, there are several types of language styles based on the structure or form of the sentence. Here is the explanation:

- a) 전치법 (*jeonchibeop*) or anastrophe is a style of language that is arranged not based on the actual Korean sentence structure.

- b) 설의법 (*seoluibeop*) or rhetorical questions is a style of language in which there are questions whose truth is already known because the answer is already contained in the question.
- 4) 재미와 효과를 노리는 수사법 (*jaemiwahyogwareul norineun susabeop*) or The Language Style For Charm and Effect  
According to Jang in the book entitled 수사법 문장의 달인을 위한 우리말 수사법의 모든것 (Everything about rhetoric in Korean to improve rhetoric sentences) in 2008, there are several types of figurative language based on charm or effect. Here is the explanation:
- a) 역설법 (*yeokseolbeop*) or paradox is a style of language that contains expressions that contradict or contradict the truth, but the fact is a fact.
- b) 과장법 (*gwajangbeop*) or hyperbole is a style of language that exaggerates the meaning of what actually happened.
- c) 동음이의법 (*dongeumiuibeop*) or paronomasia is a style of language that has the same sound, but the meaning displayed is different.

### 1.3 Slogan

Wahono in (Siahaan *et al.*, 2022) slogan is a brief and easily memorable collection of words or phrases used to communicate something (a request, invitation, or restriction) to others. Slogans are memorable short phrases that express an idea. They are frequently used in advertising and branding to enhance the recall of products by customers and to distinguish it from competitors. In advertising, slogan is also an important aspect. According to Kim Kyung Seok in Han's book entitled 슬로건, 짧은 카피 긴 호흡 (Shortcopy harmony, Slogan) in 2015, a slogan is a short phrase or sentence that is used repeatedly in advertisements by producers to influence consumer buying behavior.

The characteristics of slogans according to Han (2015) are: (1) slogans can be used independently without the help of images from advertisements, (2) slogans are usually displayed repeatedly in advertisements so that consumers get used to hearing the product, (3) the most ideal slogan used to companies that have products that have a long product durability.

According to Han in the book entitled 슬로건, 짧은 카피 긴 호흡 (Shortcopy harmony, Slogan) in 2015 the slogan aims to make consumers always remember and listen to messages from producers regarding the superiority of the products delivered.

As explained by Kim, Byeon-Hee in the book entitled 광고 카피라이팅 (Advertising copywriting) in 2014 slogans are divided into 8 types: (1) 브랜드 표현형 (*beurandeu Phyohyeonhyeong*) or the form of brand expression, (2) 표기 문자형 (*phyogi munja-hyeong*) or the form of writing letters, (3) 구성 형식형 (*guseong hyeongsik-hyeong*) or configuration form, (4) 대구와 대조형 (*daegu-wa daejo-hyeong*) or parallel and antithetical forms, (5) 두운과 각운형 (*duun-gwa gagun-hyeong*) or alliteration and final rhyming forms, (6) 직유와 은유형 (*jikyuu-wa eunyu-hyeong*) or simile and metaphorical form, (7) 대상 표현 (*daesang phyohyeon-hyeong*) or target expression form, (8) 전달 의미형 (*jeondal uimi-hyeong*) or the form of delivery of the message.

### 1.4 Advertising

According to Yang (in Seok and Nam, 2018) advertising is a means used to sell products or sell a popular culture phenomenon by being promoted in two dimensions.



According to Kerr and Richards (2020), advertising can be defined as a paid, owned, and earned mediated communication, activated by an identifiable brand and intent on persuading the consumer to make some cognitive, affective or behavioral change, now or in the future.

According to Kim (1997) there are four types of advertising functions: (1) Advertising as a source of information: Consumers can get information through advertising in deciding to buy something, (2) Advertising as a time saver: Purchase information can be accessed easily during the buying process, so that when decisions when buying something will save time, (3) Advertising as quality assurance: when a quality and guaranteed product is produced and advertised, then consumer confidence in the product increases, (4) Advertising as a source of entertainment.

According to Pujiyanto in the book entitled *Iklan layanan masyarakat* in 2013, advertisements consist of two parts based on their nature, namely commercial advertisements and non-commercial advertisements. Commercial advertisements are commercial advertisements that aim to take advantage by supporting the marketing campaign of a product or service provided by the producer and the advertisement can be seen and enjoyed by the public through the mass media and other media. Tourism advertising is included in commercial advertising because it supports the marketing campaign of an item that is supported by the state. Meanwhile, non-commercial advertisements are advertisements that contain matters relating to social aspects so that they can be called public service advertisements.

## 1.5 Korean Tourism

According to Kim (2003) 관광 (gwangwang) or tourism is a walk to enjoy the scenery in order to realize the human desire to be able to find changes in everyday life by walking around enjoying the natural beauty of a place. As explained by Horner and Swarbrooke in the book entitled *Consumer behaviour in tourism* in 2007, tourism is also defined as a short-term movement of people to places some distance from their normal place of residence to indulge in pleasurable activities.

According to Kim Sun Hee (in Kim, 2003) tourism is not only closely related to local communities and the environment, but is also closely related to location factors such as place, landscape, location, resources and accessibility. According to Kim (2003) there are 3 basic elements if tourism is to be realized. The three elements are tourists, tourism resources and tourism businesses.

South Korea is a country visited by more than 17 million foreign tourists every year (KTO Sydney, 2020). South Korea has an organization that is directly related to the tourism sector. The Korean Tourism Organization (KTO) is an organization engaged in tourism and is under the auspices of the Ministry of Culture and Tourism. According to KTO Sydney (2020) said that the main role or purpose of the Korean Tourism Organization (KTO) is to carry out various foreign tourism marketing activities to attract foreign tourists to South Korea.

Apart from pop culture and Korean dramas that are skyrocketing in various countries recently. According to Novia and Salam (in Pramita and Harto, 2016), they also state that South Korea also has various kinds of tourism that can be enjoyed by tourists, namely seasonal tourism (four seasons of tourism (summer, spring, and winter) in Korea. ), cultural tourism (tourism by visiting museums and various places that have a lot of history in Korea), educational tourism (educational tourism to get the experience of learning Korean and taekwondo), recuperational tourism (tourism for tourists who want to heal themselves), and natural tourism (tourism that aims to enjoy the natural beauty (beaches, mountains, seas, and islands) in Korea).

## 2. METHODS

This study used descriptive qualitative method. According to Bagdan and Taylor in Moleong's book entitled *Metodologi penelitian kualitatif* (Qualitative research methodology) in 2002 stated that qualitative research is a research procedure that produces descriptive data in the form of words or verbal from the observed data. The data observed in this study were in the form of Korean tourism advertising slogans containing language styles. The data collected was obtained through a YouTube channel related to Korean tourism from 2014 to 2021.

The data collection technique in this study used the listening method and the note-taking technique. The listening method and note-taking technique according to Sudaryanto in the book entitled *Metode dan aneka teknik analisis bahasa: Pengantar penelitian wahana kebudayaan secara linguistik* (Methods and various techniques of language analysis: introduction to linguistic cultural forum research) in 2015 are methods used in language research by listening to the use of language in the object under study and after that it is recorded using certain writing instruments. The listening method is done by listening to the text in the form of a Korean tourism advertising slogan via YouTube. After that, the data that has been collected will then be classified according to the category of language style to be analyzed by Jang (2011) and Kim's (2002) language style theory. Each the language style contained in thesetwo theory has its own characteristics and is then matched with data on tourism advertising slogans that have been collected. Slogan data was contained language style then be analyzed using Leech's theory (in Im, 2010). According to Leech's theory for analyze the language style data using the Korean language dictionary as a guide to look for denotative meanings. Connotative meanings are analyzed based on additional meanings apart from the dictionary and in terms of the surrounding environment.

Analysis of the data used in this study using interactive analysis from Miles and Huberman (1992) which has four steps. First, collect data in the form of tourism advertisements that have slogans. Second, sorting and classifying tourism advertising slogans according to the theory of style and semantic meaning listed in chapter 2 in depth and periodically using the matching method. After the slogans have been sorted based on stylistic theory. Furthermore, the slogans will be grouped based on the type of language style using the comparison technique. After the data has been grouped and described according to the type of language style and meaning. Furthermore, the researcher will draw conclusions from the data that has been obtained from the beginning to the end of the study.

## 3. FINDINGS AND DISCUSSION

This section presents the findings and discussion of the figurative language and semantic meaning of 50 Korean tourism advertising slogans on the YouTube channel. These findings are formulated in diagrams 1 and 2.

### a. Findings

The language style contained in the Korean-language tourism advertising slogan on the YouTube channel consists of 4 types, namely language style based on phrases, analogies, sentence structures and charms. Figure 1 below is a diagram of the findings of the language style found in the Korean tourism advertising slogans that have been found:

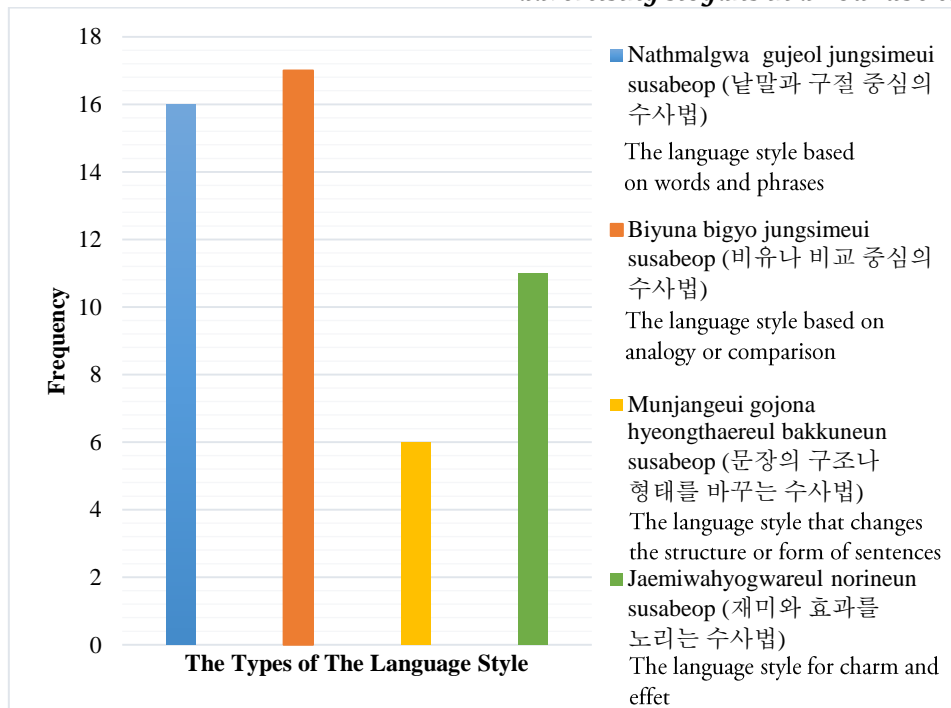


Figure 1. Diagram of The Language Style Types

Based on 50 Korean tourism advertising slogans that have been researched, it can be seen that the most common language styles found are '비유나 (biyuna bigyo jungsimеui susabeop)' or 'language style based on analogy or comparison' as many as 17 occurrences of a language style. Language style based on analogies or comparisons found in the study is divided into several types eight 의인법 (uiinbeop) or personification, three 대조법 (daejobeop) or antithesis, three 직유법 (jikyubeop) or simile, and three 은유법 (eunyubeop) or metaphor. This is matched with the research conducted by Nina (2020) entitled "Language Style in Advertising Enchantment of Tourism NTB on YouTube Content" because in the study it was shown that the most common language style found was personification. Nina in her research also stated that the personification style of language can make tourism advertisements more striking because it puts forward figurative meanings wrapped with high aesthetic values. In addition, what distinguishes this research from Nina's research is the focus of the research. The research done by Nina focuses on the whole advertisement. Meanwhile, this research focuses on advertising slogans. Even so, this study and the research conducted by Nina have something in common, namely showing that the style of language in the ad text greatly affects the selling value of an advertisement so that it can influence consumers to buy the products offered. Figure 2 below is a diagram of the types of semantic meaning:



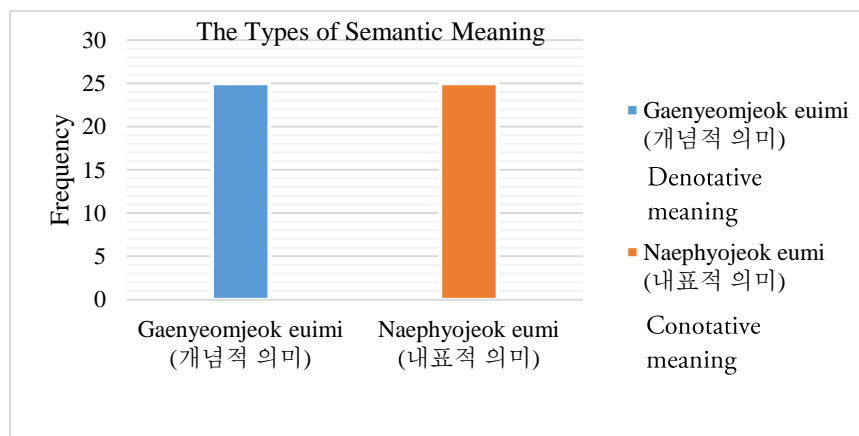


Figure 2. Diagram of Semantic Meaning Types

Based on 50 Korean tourism advertising slogans that have been studied, it can be seen that the semantic meaning found in 50 Korean tourism advertising slogans consists of 2 meanings, namely (gaenyeomjeok eumi) or conceptual or denotative meaning and 의미 (naephyojeok eumi) or connotative meaning. There were 25 denotative meanings, and 25 connotative meanings. This is clearly different from the research conducted by Lazfihma (2014) entitled "Analysis of Language Style in Beverage Advertising Slogans on Television" because the most commonly found meanings are connotative or figurative meanings with 23 meanings, while denotative meanings are found as many as 20 meanings. In addition, what distinguishes this research from Lazfihma's research is the semantic meaning studied. The research conducted by Lazfihma focuses on the overall meaning of linguistic and social meaning, including denotative and connotative meanings. Meanwhile, this research focuses on connotative and denotative meanings. Even so, this study and the research conducted by Lazfihma have one thing in common, namely that advertising cannot be separated from meaning.

## b. Discussion

The most common language styles found in this study were 8 personifications or 의인법 (*uiinbeop*). 의인법 (*uiinbeop*) or personification is a figurative language in which inanimate objects and natural phenomena are likened to as if they can perform actions or characteristics like humans. The purpose of personification in advertising is to beautify the sentence and make the advertisement come alive. The advertising slogan of the Visit Korea Committee contains a personification style, namely 한국 웃으면 세계가 웃어요 (*Hanguk useumyeon segyega useo*) which means 'the world smiles, if Korea smiles'. The advertising slogan contains the style of 의인법 (*uiinbeop*) or personification because the word 웃 (*ut*) which means 'smile' is an adjective that can only be used by living things. The advertising slogan explains that it is hoped that foreign tourists as well as domestic tourists can feel the warmth of Korean citizens through smiles, even though they are hindered by language to welcome the winter Olympics in Pyeongchang. This is in matched with Jang's theory (2010), where Jang stated that the sign of a sentence contained 'Uinbeop (의인법)' or 'personification' is that there are inanimate objects that live like humans. In addition, (Fata & Apriliya 2021) also explained that Personification is when someone gives human characteristics to something that is not human. It can also be used to represent abstract

qualities in human form. Personification gives human nature and quality, like emotions, desires, sensations, movements, and words, often with metaphors.

The semantic meanings found in this study are balanced, namely there are 25 denotative meanings and 25 connotative meanings. Denotative meaning has an important role to convince consumers with the actual facts directly. Meanwhile, connotative meaning plays an important role in attracting consumers with the choice of words that are interesting and have a high sense of value, without adding or reducing the value of the products offered. The advertising slogan of KTX for Jecheon has a denotative meaning 더 편하게, 더 빠르게, 더 즐겁게 (*deo pyeonhage, deo ppareuge, deo jeulgeopge*) which means 'more comfortable, faster, happier'. This advertising slogan contains a denotative meaning or true meaning because it is marked by the word (ppareuge) which comes from the root word '빠르다 (ppareuda)' which means 'fast' in English. The advertising slogan explains that tourists who use KTX facilities will arrive at Jecheon faster in just one hour. So that it makes tourists more happy and comfortable enjoying tours in Jecheon longer and the time used for vacations is not wasted. This is matched with Leech (in Im, 2010, p. 94) theory, in this theory Leech explain of denotative meaning referring to the core meaning or dictionary meaning because it reflects the true meaning and excludes emotional values. According to Leech's theory for analyze the language style data using the Korean language dictionary as a guide to look for denotative meanings. Meanwhile, the advertising slogan of Inje Tourism has a connotative meaning, namely 하늘 내린 인제 (*haneul naerin Inje*) which means 'Inje that fell from the sky'. The word 내린(naerin) or 'fall' is not the real meaning. 내린(naerin) It means 'gift from God'. The advertising slogan explains that all the natural beauty, especially the agricultural land in Inje, is a gift from heaven or God. This is also matched with Leech (in Im, 2010) theory, in this theory Leech explain of conotative meaning is the meaning that has added value to denotative meaning and has flexible or static characteristics because it depends on individuals, social groups and cultural backgrounds. In this study, the word 내린(naerin) or 'fall' is not the real meaning because Inje is above the ground, not from the sky. 내린(naerin) It means 'gift from God'. The advertising slogan explains that all the natural beauty, especially the agricultural land in Inje, is a gift from heaven or God.

#### 4. CONCLUSION

Based on the results of the study, it can be concluded that research on language style and the meaning contained in Korean tourism advertising slogans has met the criteria of the research objectives. The most common language style found is language style based on analogy or comparison. Language style based on analogy or comparison is divided into several more types, one of the language styles that are most commonly found are 8 personification styles. The purpose of personification was to make the advertising slogan much more live and more beautiful so that it can be easier to remember.

Moreover, the results revealed that there were 25 connotative meanings and 25 denotative meanings in the Korean tourism advertising slogans. Denotative meaning could convince consumers with the actual facts. Connotative could attract the consumers' attention with eloquent words without reducing the value of the products offered.

It is hoped that in further research, researchers can further deepen the knowledge of Korean style from other language style theories. This is because there are so many types of language styles found in Korean language advertisements. In addition, it is hoped that further research can vary more data on advertising slogans apart from tourism advertisements. So that

more can be known about the diversity of the use of language styles in other Korean language advertising slogans.

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