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Intersemiotic Complementarity in Tourism Promotional Video *About Qingdao*

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ABSTRAK

As an important coastal tourist city in China, Qingdao has a pleasant climate, a combination of Chinese and Western cultures, and rich tourism resources. To promote Qingdao as a tourist destination, tourism organizations in Qingdao have launched a series of promotional videos through the Internet, TV and other media, which have become important media for people to know Qingdao. As a multimodal discourse for conveying tourism information, tourism promotional videos integrate sound, text, image and other symbolic resources to establish the city's destination image. This study aims to investigate the relationship between the verbal and visual modes of the tourism promotional video *About Qingdao* on YouTube in a multimodal discourse analysis approach to acknowledge how verbal and visual modes work together to construct meanings. The study employs a qualitative research design, and specifically employed Royce's Intersemiotic Complementarity Framework to analyze the relationship between the verbal texts and visual images of the promotional video *About Qingdao*. The verbal texts were extracted through NVIVO, and the visual images were obtained via the video editing application Adobe Premiere Pro. The verbal and visual data were analyzed through NVIVO 12 by encoding the participants, processes and circumstances of the clauses and images. The study found that the frequently used ideational intersemiotic relation between visual and verbal modes are repetition and hyponymy. The complementarity of the two modes portrays the positive destination image of Qingdao, thereby publicizing the attractiveness of Qingdao.

Kata kunci: Multimodal discourse analysis, intersemiotic complementarity, tourism promotional video

1.0   INTRODUCTION

Since China's opening up policy in 1978, the country's tourist sector has achieved outstanding progress and generated significant earnings, for tourism industry leads to the difference between the developing countries and developed countries on economic development (Sezerel & Taşdelen, 2016). Hence, tourism promotion has become more and more important with the rapid development of tourism industry in China. Tourism promotional materials can highlight the local culture of the destinations to create exotic feeling for potential tourists to attract them to come to the destinations (Sezerel & Taşdelen, 2016). As a result, numerous attempts have been made to promote popular tourist destinations in China via websites, publications, magazines, and promotional videos.

Among various ways of tourism promotion, tourism promotional video (TPV) is considered as an effective way to portray the destinations to potential tourists by displaying the natural beauty, urban landscapes, history, culture, and economy of destinations (Georgescu Paquin & Cerdan Schwitzguébel, 2021). Nowadays, more and more tourists tend to choose their destinations with the help of tourism

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promotional videos, for TPVs let potential tourists see, fantasize, and dream about the destinations (Fong *et al*., 2017). Moreover, tourism promotional video is a combination of verbal texts, visual images, and sound, so it is multimodal. In addition, the integration of texts and images constructs the tourism discourse of TPVs which is designed to persuade tourists to choose the destinations represented.

Furthermore, the significance of TPVs leads to the prosper of tourism promotion through social media like YouTube which plays a vital role in portraying destination image by establishing a link between the destinations and potential tourists (Reino & Hay, 2011). Tourism information on social media is important in forming destination image and enticing more potential tourists, for the promotional materials on social media are multimodal and the number of social media users is large (Kim *et al*., 2017). In comparison to corporate-sponsored marketing communication channels, which have historically been used to advertise goods and services, tourists now view social media as a far more reliable source of information about tourist destinations (Kim *et al*., 2017). Therefore, this study takes the TPV *About Qingdao* from the social media YouTube as the data source.

Qingdao is a famous national historical and cultural city in China, and one of the first batch of China's excellent tourist cities. It boasts two state-level scenic spots, namely Laoshan Scenic Spot and Qingdao Seashore Scenic Spot. Moreover, it has 131 outstanding historical buildings and 85 former residences of celebrities. With its rich natural and cultural resources, Qingdao has attracted millions of tourists from all around the world. Hence, it is worth to investigate how Qingdao is represented in the TPV. This study uses the TPV *About Qingdao* as an example to explore how verbal and visual modes cooperate to portray destination image of Qingdao. This study aims to examine the intersemiotic relations between the verbal and visual modes of this video based on the Intersemiotic Complementarity Framework proposed by Royce (2007).

2.0   LITERATURE REVIEW

2.1   Intersemiotic Complementarity

Intersemiotic Complementarity was proposed by Royce (2007) based on the theory of Systemic Functional Linguistics which regards language as "social semiotic" (Halliday, 1978). Based on the assumption that semiotic systems interrelate and work together semantically, Royce (2007) explored the "interrelatedness of systems of meaning" and proposed the intersemiotic complementarity framework. Intersemiotic complementarity can be divided into ideational intersemiotic complementarity, interpersonal intersemiotic complementarity, and compositional intersemiotic complementarity which are derived from the three metafunctions in Systemic Functional Linguistics (Royce, 2007). This study only focused on ideational intersemiotic complementarity analysis. Ideational intersemiotic complementarity refers to the intersemiotic relation between the Visual Message Elements (VMEs) of the visual modes and lexical inventories of the verbal mode. According to Royce (2007), there are six ideational relations between verbal and visual modes, namely repetition (identical experiential meaning), synonymy (the same or similar experiential meaning), antonymy (opposite experiential meaning), hyponymy (the relation between a general class of something and its subclasses), meronymy (the relation between the part and whole of something), and collocation (an expectancy or high probability to co-occur in a field or subject area). The exploration of intersemiotic ideational relations reveals how verbal and visual modes cooperate to represent meanings.

Intersemiotic complementarity has been widely used in multimodal discourse studies. It has been extensively utilized to investigate various multimodal discourses, including pedagogical discourses (Mestre-Mestre, 2015), textbooks (Damayanti & Febrianti, 2020; Sugianto *et al*., 2021), cartoons (Gao, 2017; Royce, 2015), economic discourse (Jing & Yi, 2014; Alyousef, 2016), and promotional videos (Jiao & Hassan, 2022; Xie, 2022; Yao & Zhuo, 2019). For instance, Sugianto *et al*. (2021) explored the relationship between illustrations and texts in EFL (English as a Foreign Language) textbooks, concluding that multimodal texts convey rich meanings through various modalities, with ideational intersemiotic complementarity demonstrating a synergy between verbal and visual meanings. Moreover, Royce (2015) expanded the employment of Intersemiotic Complementarity to the analysis of legal cartoons and testified the availability of this framework. In addition, Gao (2017) investigated intersemiotic relations between the text and the image of an illustrated article in The Economist and concluded that text and image interact together in the illustrated article. Furthermore, Bahtiar *et al*. (2018) examined the intersemiotic complementarity between the texts and pictures in picture-based puns and explored how texts and pictures cooperate to construct picture-based puns. Additionally, Yao and Zhuo (2019) examined the verbal and visual elements in tourism promotional videos, finding that these two modes collaborate to create a cohesive and coherent discourse highlighting the beauty of the city of Hangzhou. Similarly, Xie (2022) analyzed the intersemiotic complementarity of the promotional video The World of Ding Zhen and summarized how verbal and visual parts construct the city image. These previous studies provide references for this current study to investigate the intersemiotic complementary relations between verbal and visual modes in the tourism promotional videos in this current study.

2.2   Tourism Promotional Videos on Social Media

The second generation of online development and design is characterised as the emerging of social media which realizes connectivity, secure knowledge exchange, interoperability, and international web collaboration (Khan & Abir, 2022). Nowadays, social media has become an effective platform for businesses of any sectors to connect with potential clients and consumers, including tourism industry (Khan & Abir, 2022). In tourists' planning of travelling, social media plays a vital role in influencing their decisions on destination choice, for they were greatly affected by the representation of destinations and other tourists' comments on destinations through videos and blogs shared on social media (Firman *et al*., 2023; Silva & Pereira, 2023). Hence, social media is used by more and more tourism promotion organizations and agencies to shape the image of the destinations and improve potential tourists' perception of destinations (Silva & Pereira, 2023).

Among various types of tourism promotion on social media, tourism promotional videos (TPV) shared on social media is considered as an important mean to convey tourist information and attract potential tourists for its combination of text, image, sound and color (Fong *et al*., 2017; Liu *et al*., 2023). Moreover, through promotional videos on social media, the natural beauty and cultural highlights of the destinations are displayed vividly, which can catch the viewers' eyes quickly (Liu *et al*., 2023). In addition, tourism promotional videos can promote the destinations and stimulate the development of tourism industries by attracting people to visit and purchase goods and services in destinations (Yang *et al*., 2017). Furthermore, the tourist information conveyed in tourism promotional videos enable the target viewers have a positive impression of destinations and arouse viewers' interest in visiting the destinations (Albar & Hutajulu, 2020).

In terms of the significance of tourism promotional videos (TPVs) in tourism promotion, many studies have been conducted on TPVs from various perspectives, such as TPV designing(Albar & Hutajulu, 2020;

Aoki & Fujimoto, 2021), marketing communication and storytelling (Moin *et al*., 2020), content analysis (Băcilă *et al*., 2022; Kim *et al*., 2018), discourse analysis (Razak, 2020), and multimodal discourse analysis (Ansori & Taopan, 2019; Kasni & Budiarta, 2021; Li, 2019; Nafis, 2020). However, the studies on tourism promotional videos on tourist destinations in China from the perspective of multimodal discourse analysis is insufficient. Hence, there is a need for studies like this current one to explore the multimodal features of TPVs on tourist destinations in China, especially to investigate the intersemiotic relations between the verbal and visual modes.

METHOD

This study uses a qualitative research methodology in conjunction with theoretical research built on the Intersemiotic Complementarity framework to accomplish its goal. The aim of this study is to analyze the relationship between the verbal and visual modes of the TPV About Qingdao from the perspective of multimodal discourse analysis. The research was designed to answer the research question: What are the ideational intersemiotic relationships between the verbal texts and visual images of the tourism promotional video in promoting Qingdao?

Sampling

The TPV About Qingdao was chosen because it has both verbal texts and visual images and it was shared on YouTube to attract potential visitors from all around the world. Moreover, the subtitles and captions of the TPV are in English language. The TPV About Qingdao was produced by the Information Office of the People's Government of Qingdao in 2022. The TPV is 5 mins 1 second long in time and vividly represents the natural beauty, urban landscape, economy, history and culture of Qingdao. The verbal data was got through Nvivo after transcribing the subtitles and captions of the video, while the visual data are the frames of the video snapped through the software Adobe Premiere Pro. In total, 237 frames were collected which contains both verbal texts and visual images for data analysis.

Research Procedure

The research process commenced with collecting data by identifying and downloading the TPV About Qingdao. This was followed by gathering verbal data through the extraction of subtitles and captions from the TPV, as well as collecting visual data by capturing frames from the TPVs. Subsequently, the intersemiotic relationships between the verbal and visual elements were examined using the framework of Intersemiotic Complementarity (Royce, 2007). Finally, upon completing the data analysis, the research findings, discussions, and conclusions were presented.

Data Analysis

To examine the relationship between the verbal texts and visual images of TPVs in promoting tourist destination Qingdao, Royce's (2007) Intersemiotic Complementarity was adopted to analyze the relationships. The study focused on the ideational intersemiotic complementarity of the verbal texts and

visual images of the TPV About Qingdao. The complementary relations of the two modes were coded in Nvivo. The frequency of each complementary relation was figured out by coding the images as repetition, synonymy, antonymy, hyponymy, meronymy, and collocation.

RESULTS AND DISCUSSION

Based on Royce's framework of intersemiotic complementarity, the ideational intersemiotic complementarity is realized through six semantic relations: repetition, synonymy, antonymy, meronymy, hyponymy, and collocation (Royce, 2007). On the basis of data analysis in this study, the sematic relations appearing the most frequently in the TPV About Qingdao is repetition, followed by hyponymy, synonymy, collocation and meronymy. The frequent use of intersemiotic repetition shows that the verbal and visual modes work together to preserve and promote the central idea of the TPV About Qingdao (Royce, 2015). Three figures were selected to show how ideational intersemiotic complementarity analysis was conducted.

Figure 1 displays the urban landscape of Qingdao by representing red-tiled buildings, green trees, blue sky, sea, and white clouds. The combination of all these represented participants vividly shows the beauty of Qingdao as a coastal city, which attracts the viewers' attention and arouses their interest in visiting Qingdao. For the verbal text, the clause "red tiles shine under green trees" was collected for analysis. Table 1 shows the ideational intersemiotic complementarity of Figure 1.
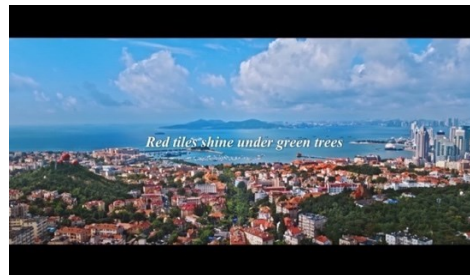

Figure 1 Urban landscape of Qingdao

Table 1 The ideational intersemiotic complementarity of Figure 1

	Visual mode	**Intersemiotic complemetarity**	**Verbal mode**
Participants	buildings with red tiles	repetition	red titles
	green trees	repetition	green trees
	cloud	/	/
	sky	/	/
	sea	/	/
Process	red-tiled buildings are beside green trees.	synonymy	shine
Circumstance	beside green trees	repetition	under green trees

From Table 1, the Visual Message Elements consist of three main parts, participants, process and circumstance. For the intersemiotic relation in terms of participants, the "red titles" and "green trees" in the verbal text are the repetition of the represented red tiles and green trees in the visual part. Moreover, for process, the process represented in the visual part is a conceptual process that red-tiled buildings are beside green trees, and the process in the clause is "shine" which can be regarded as a synonym of the meaning in visual part. Hence, the intersemiotic relation in terms of process is synonymy (Royce, 2007). Furthermore, for circumstance, the circumstance in the visual part is "beside green trees", and the circumstance in the verbal part is "under green trees" which conveys the same meaning in the visual part. So, the intersemiotic relation in terms of circumstance is repetition (Royce, 2007).
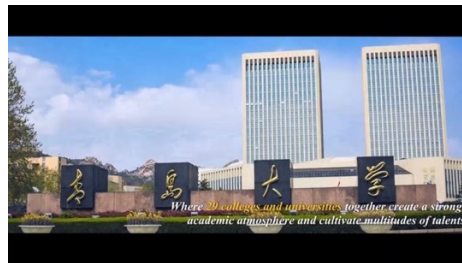

Figure 2 Qingdao University

Figure 2 is a picture of Qingdao University which is a conceptual representation of the university (Kress & van Leeuwen, 2006). The represented participant VME in visual part is Qingdao University. In the verbal part, the clause "29 colleges and universities together create a strong academic atmosphere and cultivate multitudes of talents" was transcribed for verbal data analysis. Table 2 shows the ideational intersemiotic complementarity of Figure 2.

Table 2 The ideational intersemiotic complementarity of Figure 2

	Visual mode	**Intersemiotic complemetarity**	**Verbal mode**
Participant	Qingdao University	hyponymy	colleges
		hyponymy	universities
		collocation	academic atmosphere
		collocation	talents

From Table 2, the verbal texts and visual image in this picture complement each other in terms of participants. The words "colleges" and "universities" in the verbal part and the represented participant "Qingdao University" in the visual part form the intersemiotic relation of hyponymy, for Qingdao University is in the class of colleges and universities. Moreover, "academic atmosphere" and "talents" in the verbal part and "Qingdao University" in the visual part form the relation of collocation, for "academic atmosphere" and "talents" are possible to appear in the context of mentioning "Qingdao University".

Figure 3 Steam locomotive

Figure 3 portrays the steam locomotive running on the bridge, which is a narrative representation of the action of the locomotive (Kress & Van Leeuwen, 2006). In visual part, the represented participant VME is "steam locomotive", the process VME is "running", and the circumstance VME is "on the bridge". In the verbal part, the clause "the first steam locomotive in New China was successfully trial-produced in Qingdao" was identified as a material process based on transitivity system in Systemic Functional Linguistics (Halliday, 1994). The participant is "the first steam locomotive", the process is "was trial-produced", and the circumstance is "in New China" and "in Qingdao" which are prepositional phrases (Halliday, 1994). Table 3 shows the ideational intersemiotic complementarity of Figure 3.

Table 3 The ideational intersemiotic complementarity of Figure 3

	Visual mode	**Intersemiotic complemetarity**	**Verbal mode**
Participant	steam locomotive	repetition	the first steam locomotive
Process	running	/	was trial-produced
Circumstance	on the bridge	/	in New China
		meronymy	in Qingdao

From Table 3, the verbal part and visual part of Figure 3 complement each other in terms of participant and circumstance. Regarding participant, the participant VME "steam locomotive" is repeated in the verbal part by using "the first steam locomotive". So, the participants in verbal and visual part form the intersemiotic relaltion of repetition. For circumstance, the circumstance VME "on the bridge" is complemented by the verbal part through the intersemiotic meronymy of "in Qingdao", for the bridge in the picture is part of Qingdao (Royce, 2007).

5.0   CONCLUSION

In summary, in terms of ideational intersemiotic complementarity between the verbal and visual parts of the TPV *About Qingdao*, five semantic intersemiotic relations were found, namely, repetition, synonymy, meronymy, hyponymy, and collocation, and the relation of antonymy was not found in this study. Among the five semantic relations, the relation of repetition appeared the most frequently, indicating that the

visual part of this TPV is mainly reinforced by the intersemiotic repetition of the verbal part (Jiao & Hassan, 2022).

The exploration of the intersemiotic complementarity between the verbal and visual modes of the TPV *About Qingdao* is significant both theoretically and practically. In terms of theoretical contribution, this study has testified the applicability of Royce's (2007) Interemiotic Complementarity in analyzing videos. Most of previous studies concentrated only on the static discourse with verbal and visual elements. Hence, this study provides hints for future studies focusing on the investigation of complementarity between verbal and visual modes of videos, especially of tourism promotional videos. Regarding practical contribution, the findings of this study can be used as references for future TPV designing. TPV designers can refer to the intersemiotic relations discovered in this study to decide how to combine verbal mode with visual mode. Guided by the findings of this study, TPV designers may select images and compose subtitles and captions purposefully to better represent tourist destinations.

This study has expanded the multimodal discourse analysis of tourism promotional videos on destinations in China and shed light on future studies on exploring relations between verbal and visual modes of tourism discourse. However, there are still limitations for this current study. Firstly, the result of the study is based on the data from only one TPV, so the findings are limited and not representative. It is hoped that future studies will include more TPVs as data source. Secondly, the study only focused on the verbal and visual parts of the TPV and neglected the function of audio part which is also a vital component of TPVs. Hence, future studies can explore the functions of audio mode of TPVs. Thirdly, this study concentrated on the ideational intersemiotic complementarity of the TPV but didn't examine the interpersonal and compositional intersemiotic complementarity of the two modes, so future studies can investigate the intersemiotic complementarity between the two modes ideationally, interpersonally and compositionally.

ACKNOWLEDGEMENT

CONFLICTS OF INTEREST

The author(s) declare(s) that there is no conflict of interest regarding the publication of this paper.

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