

ABSTRACT

This study aims to analyse the commodification of tourism in Taman Safari brochure. The study applies qualitative research of textual analysis by using Roland Barthes' semiotics as the tool of analysis as and the findings are interpreted using Jean Baudrillard's concept in commodification. Four sets of images that showing humans and animals interactions are chosen as the object of analysis and it is found that the brochure offers a sense of 'responsibility' that can be done by visiting Taman Safari Prigen. At the same time, it implies that the wildlife is powerless and the safest place is when they are under humans' supervision. Therefore, we can say that through their brochures, Taman Safari Prigen commodifies tourism by offering an opportunity to be close, 'coming back and responsible to the nature and this memorable experience is only available for those who are able to afford the ticket – deriving an idea that 'coming back' to nature in an occasional and festive event is also a statement of class distinction, differing them from sordid and agricultural lifestyle that commonly belongs to the lower class societies.

Keywords: theme park, tourism, brochure, semiotics, commodification.