

The Semiotic Analysis of Geographical Indication Products in the Context of Nation Branding: The Case of Türkiye

Ulus Markalaşması Bağlamında Coğrafi İşaretli Ürünlerin Göstergebilimsel Analizi: Türkiye Örneği

Araştırma Makalesi / Research Article



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Geliş tarihi/Received:
10.10.2021

**Son revizyon teslimi/Last
revision received:**
02.12.2021

Kabul tarihi/Accepted:
04.11.2021

Yayın tarihi/Published:
09.12.2021

Atıf/Citation:
Işık, M. & Bilici, E. (2021).
The semiotic analysis of
geographical indication
products in the context of
nation branding: The case of
Türkiye. *İletişim ve Diplomasi*,
6, 29-49.

doi:
10.54722/iletisimvediplomasi.1007702

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ABSTRACT

Increasing a country's reputation is directly proportional to reflecting its good to the masses in the international arena. Geographical indication (GI) products have a vital position in the sense of country branding and destination. This research aims to analyse the images related to GI products in the Türkiye's promotional posters. The research was analysed with the semiotics method and differed from other studies as it makes the hidden message in the images visible. The study is vital in analysing the representations of GI products on country promotion posters within the framework of nation branding. These visuals which were prepared by the Ministry of Culture and Tourism regarding the promotion of the Türkiye between the years 2014-2019 constitute the universe of the study. Those images since then are the only promotional images on the website of the ministry. Therefore, this date range has been taken into account. When the GI products in the Türkiye's promotional posters are considered, it is seen that food and beverages are at the forefront. Also, the Turkish eating habits are given priorities on the posters and introductory information explaining GI of products which is Türkiye. In this context, it has been concluded that these posters play a major promotional role.

Keywords: Türkiye, nation branding, geographical indication products, promotion, semiotic

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ÖZ

Yeni bir çalışma alanını oluşturan ulus markalaşmasının öneminin kavranması için gerekli çalışmaların uygulanması önem teşkil etmektedir. 21. yüzyılın önemli olgularından biri haline gelen ulus markalaşması bir ülke hakkında uluslararası alanda paydaşların zihnindeki algılamalarından ibarettir. Bu algılamaların insanlar, coğrafi işaretli ürünler, kültür, dil, yemek, moda, küresel markalar ve yer gibi öğelerden oluştuğunu söylemek mümkündür. Bir ülkenin itibarının artması uluslararası alanda kitlelere ne kadar iyi olduğunu yansıtmaya doğru orantılıdır. Algılama unsurlarından biri olan coğrafi işaretli ürünler ülke markalaşması ve destinasyonu açısından önemli rol oynamaktadır. Bu araştırma, Türkiye tanıtım afişlerinde yer alan coğrafi işaretli ürünlerle ilgili görselleri analiz etmeyi amaçlamaktadır. Araştırma göstergebilim metoduyla analiz edilmiştir ve görsellerdeki görünmeyen mesajı görünür hale getirdiği için diğer çalışmalardan farklılık arz etmektedir. Çalışma ulus markalaşması çerçevesinde coğrafi işaretli ürünlerin ülke tanıtım afişlerindeki gösterimlerini analiz etmesi bakımından önem taşımaktadır. Kültür ve Turizm Bakanlığının 2014-2019 yılları arasında Türkiye'nin tanıtımına ilişkin hazırladığı bu görseller çalışmanın evrenini oluşturmaktadır. İlgili tarih aralığında bulunan görseller bakanlığın web sitesinde yer alan tek tanıtım görselleridir. Bu yüzden bu tarih aralığı dikkate alınmıştır. Araştırma sonucunda Türkiye'nin tanıtım afişlerindeki coğrafi işaretli ürünler göz önüne alındığında en çok yiyecek ve içeceklerin ön planda olduğu görülmektedir. Afişlerde Türk beslenme alışkanlıklarıyla ilgili çeşitli bilgilerin verildiği ve Türkiye'de hangi coğrafi işaretli ürünün nerede yetiştiğine dair tanıtıcı bilgiler verildiği görülmektedir. Bu bağlamda afişlerin tanıtıcı bir rol üstlendiği sonucuna ulaşılmıştır.

Anahtar Kelimeler: Türkiye, ulus markalaşması, coğrafi işaretli ürünler, tanıtım, göstergebilim

Introduction

The concept of nation branding was coined by Simon Anholt in 1996, and this concept is explained as the point at which a nation's unique position vis-à-vis other nations becomes apparent. Depending on the nation branding, the national identity is determined by the foreign public opinion. In addition, public perception is particularly affected by prejudices, stereotypes, media products and personal experiences (Karabulut, 2018). The power of these factors and the media has a great impact on nation branding. While nation-states compete in economic, political capital and in many areas, they have adopted the logic of nation branding, which attracts significant attention in the business world, politics and academic circles. States make plans for nation branding to manage the country's image to improve tourism, investment and foreign relations (Risen, 2005). Accordingly, the actions on nation branding are increasing worldwide.



The states' sense of national identity serves to advance national interests and promote a sense of loyalty and belonging both internally and externally (Yağmurlu, 2019). The nation branding trend to provide link nationalism and marketing clear and tangible. According to Kaneva, government expenditures in nation branding efforts are offered both to mobilise private and public partnerships and promote national identity (2011). This trend is perhaps most visible in the marketing of international tourism. Hence, it is crucial to develop catchy slogans to show desired tourist destinations in the creation of a national brand image (Jordan, 2014). The nation branding trend should not be limited to tourism. (Dinnie et al., 2010; Kulcsár & Yum, 2011). Accordingly, nation branders make a great effort to separate nation branding from tourist-oriented place branding.

According to Köksoy (2015), nation branding companies deal with many issues relevant to diplomacy and economy by the state. In this context, most countries see branding as an effort that affects foreign investment decisions and the market (Van Ham, 2001, p. 1). According to Barr (2012), international relations are stuck in economic competition, so politicians have to train themselves in brand management to fulfill their responsibilities in the future. Creating a brand for their own country, dealing with competitive marketing, and ensuring customer satisfaction are among the duties of politicians (Volcic & Andrejevic, 2011, p. 599). In addition to all these tasks, ensuring the formation loyalty of the brand as their biggest mission.

Although studies on the effect of country's image on product purchasing have been performed for years, nation branding constitutes a new field of study. In this research, GI products on promotional posters will be examined as part of Türkiye 's nation branding. The fact that tea and hazelnuts are the products specific to the Black Sea region, baklava to Gaziantep, figs to the Aegean region, candied chestnuts to Bursa, and Turkish coffee and ayran to the whole country has been efficient in the selection of the example in this direction. The study is essential in terms of analysing the representations of GI products on country promotion posters within the framework of nation branding. The research was analysed with the semiotics method of Roland Barthes. The purpose of choosing Roland Barthes' semiotic method is to interpret the denotative and connotative connotations of GI products on the posters produced as a Turkish nation branding activity. These visuals prepared by the Ministry of Culture and Tourism regarding the promotion of the Türkiye between the years 2014-2019 constitute the universe of the study. As a result of the research, it was determined that the richness and diversity of GI products were promoted in the country promotion posters.

Nation Branding Steps

The importance of planned studies in the formation of nation branding is immense and the process of implementations in this direction can take years. Accordingly, many planned strategies must be applied together in the nation branding process. According to Anholt, one factor that makes nation branding difficult is the effort to minimize the process, and the lack of consensus in branding activity stands out as another obstacle (2005, pp. 225-226). It is important to explain the purpose of nation branding, to functionalize it and to determine its method. In this context, nations that strive to create a positive image are more likely to achieve their objectives in accordance with their image. When all these factors are evaluated, three important steps are considered necessary for nation branding. These stages are strategy, execution and symbolic actions. The strategy step involves the local and global positioning of a nation's current identity. At this stage, the methods to be applied are determined while the final goals are revealed. At the next stage, following the strategy, legal, socio-cultural, economic, and similar actions need to be functionalized through various institutions. There are actions that play a role in conveying the national elements in the final stage of nation branding. At this point, if symbolic actions are not exhibited for the ultimate purpose, they are considered propaganda activities (2011).

According to Fan, the following factors impede the fulfilment of nation branding obligations: the inability to define national identity, the inability to make a specific image understandable on a global scale, and historical perceptions (2006, pp. 9 -11). An effective image management is critical to the nation brand strategy, and Dinnie, identifies there are three of these strategies. These stages are as follows: internal and external analysis of nation branding, making goals measurable and the way chosen to achieve goals (2008, pp. 220-223).

Citizen relationship management and feedback from the campaign are crucial in nation branding campaigns. Another important point in these campaigns is brand ambassadors. A nation branding ambassador can be a celebrity, or citizens can serve as natural ambassadors. The Ministry of Tourism and Commerce is responsible for the planning of these campaigns. These ministries, Chambers of Commerce and Industry can also participate in nation branding events (Yağmurlu, 2019, p. 133).

The Relationship between Geographical Indication Products and Nation Branding

Regarding the relationship between GI products and nation branding, nation branding aims to benefit the country economically, whereas GI products aim to benefit the country economically while also protecting traditional knowledge and



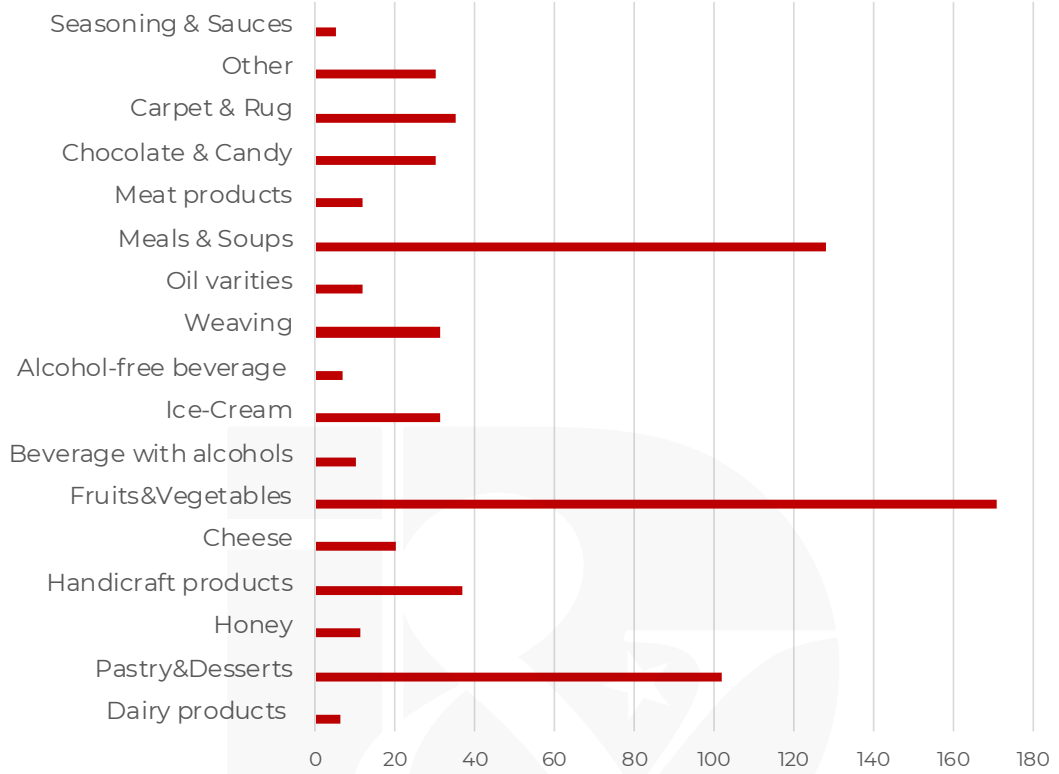
cultural heritage (Mercan & Üzülmez, 2014, p. 70). Economic nation branding practices also include the acknowledgement of geographical indicated products. Thus, nation branding encompasses all the values of a country. Among these, GI products play an important role. Accordingly, having a positive relationship with visitors who come to the country to experience these values will contribute to the country branding. From this point of view, while nation branding builds bridges by ensuring arrival visitors to the country, the values shared with visitors fall under the category of GI products.

The communication process with the visitors coming to the country through nation branding practices will shape the perceptions about that country and determine whether geographical indication product promotion activities are successful or unsuccessful in the eyes of foreign audiences. GI products can influence both foreign and domestic audiences' behaviours and attitudes, so it is regarded as a factor that can influence nation branding (Sancar, 2017). In this respect, GI products are a valuable element in managing perceptions about a nation.

Countries have images of themselves, and this element can affect both the perceptions of the masses about a nation's products and the investors' opinion of whether the state is suitable for investment. Accordingly, it can determine the shaping of people's attitudes (Kenzhalina 2014, p. 651). Therefore, the thoughts of the target audience about a nation can shape their perceptions of the nation. Individuals' thoughts about the nation can be shaped even before they visit that nation. The role of nation branding activities can be undeniably serious in order to make individuals visit the country. In this context, protection and registration of GI products are considered important by countries.

In some countries such as Türkiye, geographical indicators are officially registered. Geographical indications are collectively owned by regional manufacturers and processors and are usually issued by national intellectual property offices (Giovannucci et al., 2009). Geographical indicators are accepted as intellectual possession rights on the same basis as brands in other fields.

As a result, this has strengthened their status as quality marks based on food origin and contributed to the international expansion of product certification procedures (Donner, Fort & Vellema, 2017, p. 175). The image of a country can offer itself or companies the potential to get a retainable competitive profit in the international field (Baker & Ballington, 2002). In this context, GI product groups in the Türkiye are as follows:

Table 1: Distribution of Registered Geographical Indications by Product Groups

Source: (Turkpatent, 2021)

In the distribution of GI products patented in the Türkiye, fruits and vegetables have the highest share with 171 product types. In the list, meals and soups are in the second place with 128 products, while pastries and desserts are in the third place with 102 products. Handicraft products are in the fourth place, and carpet and kilim products are in the fifth place. Ice cream and its derivatives and woven products shared the sixth place with 30 products, while products in the chocolate, confectionery and other categories ranked seventh. Cheese ranks eighth with 20 products. Meat and oil varieties are in the ninth place with 12 products. Honey ranks tenth with 11 products, alcoholic beverages eleventh with 7 products, and milk twelfth with 6 products, while seasonings and sauces rank last. Accordingly, the patenting of GI products in the Türkiye concentrates on the vegetable-fruit, meal-soup, pastry and dessert groups. Therefore, the food and beverage ratios are not regularly distributed. The more preference of basic food nutrients causes these products to be patented more than other products. In addition, the lack of demand for other products has been effective in keeping the patent rates of these products at low levels.

Importance of Geographical Indications and Related Studies

The items used in the nation branding promotional posters are conveyed for advertising and promotional purposes. At the same time, such promotional posters both reflect the potential of the countries and play an informative role for individuals. In this context, the studies that convey the informative aspect of the posters are as follows: Loo & Davies (2006); Dinnie and Fola (2009); Fujita and Dinnie (2010); Imran (2017), Xiaobing & Kireeva, (2007). Studies on the positive aspect of image on perception change are as follows: Tinne (2013; Kaneva and Popescu (2014), Fauve (2015); Andrei (2016). Studies dealing with product diversity and legal regulations regarding registered GI products are as follows: Das, (2010); Kizos & Vakoufaris, (2011); Marie-Vivien et al., (2017). The study that deals with GI products in the context of public diplomacy is as follows: Yazar (2021). The study on country brand personality is as follows: Zeybek (2019). The study on the gastronomic items used in the scope of country promotion studies is as follows: Altaş (2017). Accordingly, nation branding plays a promotional and informative role, while the contribution of these products to the country's economy with legal regulations in studies on GI products is striking. In this research, GI products in the Türkiye promotional posters will be analysed. Accordingly, within the framework of nation branding, Türkiye promotional posters will be examined with the method of semiotics.

Türkiye Promotion Posters and Semiotic Analysis

The study is important in terms of analysing the representations of GI products on country promotion posters within the framework of nation branding. The research was analysed with the semiotics method of Roland Barthes. The purpose of choosing Roland Barthes' semiotic method is to interpret the denotative and connotative connotations of GI products on the posters produced as a Turkish nation branding activity. With the development of linguistics, semiotics has become an important field in society. Roland Barthes analysed the signs in two main semiotic concepts; the signified and the signifier from the perspective of Saussure:

Figure 1: Signs Components According to Roland Barthes



Source: (Bouzida, 2014)

It is stated that De Saussure's emphasis on the sign and its components greatly encourages Roland Barthes as the basic background of structuralism. Barthes identified the semiotic sign with the language system. According to De Saussure (2011) linguistic sign consists of concept and sound, which are closely related to each other. Barthes defined semiotic signs as function signs because of both their usage and meaning. As an example of this idea, Barthes points out that many semiotic systems are objects of daily use. Accordingly, it is stated that even though food is used for nutrition and clothing for protection, they are an indicator (Bouzida, 2014). The sign consists of the indicator and the signified. The unity between dress and fashion is given as an indicator. The rhetorical analysis of the fashion sign, proposed by Barthes, is to uncover the hidden sign behind use and function, so there is said to be a trade-off between signs and functions. As a result, Roland Barthes did not get out of Saussure's perception of the sign and its two main components (signifier and signified). According to him, the semiotic indicator consists of the signifier & the signified.

A signifier, whether it is an object or an image, has a material structure. It is difficult to separate the signifier from the sign, that is, they have an associative structure. Signified is the mental representation of the external world, it has a psychological and abstract nature that is given through denotation.

Sign	Nature
Signifier	Material
Signified	Mental representation-psychological

According to Barthes (1972), the basis of semiotics is based on signs, and denotative and connotative are used to make sense of signs. While the signifier explains the denotation, the signified is expressed as a connotation. In this framework, semiotics is an analysis method for understanding what the sign wants to convey and what is conveyed in the subtext (Bircan, 2015). According to Parsa (2008), a message creates a meaningful spiral through signs and the target audience makes some inferences with the signs in this spiral. At this point, the influence of culture in the formation and interpretation of a semantic situation in artistic products is an undeniable fact. Therefore, it is important for cultural equipment to obtain a discursive integrity with cultural signs when examining posters that convey messages equipped with cultural codes.

Findings

Within the framework of nation branding, eight posters related to GI products in the Türkiye promotional posters will be examined. The information obtained about the posters is as follows:

Example 1: Home of Tea



Source: (KTB, 2021)

Table 3: Signifier & Signified of Denotation

Signifiers of Denotation	Signified of Denotation
Flag	Türkiye
Logo	Turkish Airlines
Goturkey.com	Web address
Location	Country address
Tea	Beverage
Türkiye home of tea	Türkiye, the homeland of tea

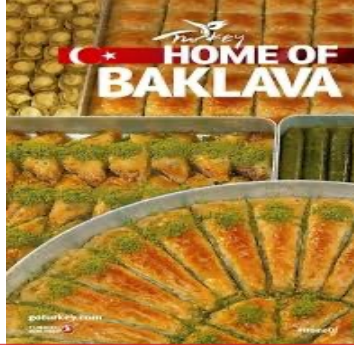
Table 4: Signifier & Signified of Connotation

Signifiers of Connotation	Signified of Connotation
Foreground	Close to the audience, the main theme
Background	Farther from the viewer, blurry
Close Up	Objective features are in the foreground
Longitudinal	Environment
Lighting	Soft handling
Sepia Toning	Traditional

Denotation: In the image, there are two cups of tea on the table floor. The text of Türkiye Home of Tea covers the upper-left corner and the Turkish flag is seen under the text. The turquoise color is at the upper of the image. The lower part of the left corner is as follows: The link of goturkey.com and the Turkish Airlines' emblem. The bottom right is as follows: Istanbul and the #homeOf. The text of Home of on the Turkish flag reflects that the homeland of tea is Türkiye.

Connotation: The tea glasses lined up against each other evoke a sincere conversation. In the image, tourists are invited to drink tea. Because the glasses are shown as full and the spoons are positioned ready to stir the tea. Also, there is a transparent glass and a traditional cover under the plates.

Example 2: Home of Baklava



Source: (KTB, 2021)

Table 5: Signifier & Signified of Denotation	
Signifiers of Denotation	Signified of Denotation
Flag	Türkiye
Logo	Turkish Airlines
Goturkey.com	Web address
Location	Country address
Baklava	Food
Türkiye home of baklava	Türkiye, the homeland of baklava

Table 6: Signifier & Signified of Connotation	
Signifiers of Connotation	Signified of Connotation
Foreground	Close to the audience, the main theme
Background	Farther from the viewer, blurry
Close Up	Objective features are in the foreground
Longitudinal	Environment
Lighting	Soft handling
Sepia Toning	Traditional

Denotation: The image is as follows: The text of Türkiye Home of Baklava at the top, the Turkish flag under the text, the link of goturkey.com and the Turkish Airlines' emblem at the bottom left, the #homeOf at the bottom right. Different types of baklava are depicted on various plates, and there are sliced, rolled, round, square baklavas with sprinkled pistachios.

Connotation: Türkiye is shown that the homeland of this product. Because the letters of the baklava were written in capitals, and the Home of's text was positioned on the Turkish flag. The different shapes of baklavas reflect the diversity of the Türkiye. Displaying baklava ready to be served gives a message to tourists to visit the Türkiye.

Example 3: Home of Turkish Coffee



Source: (KTB, 2021)

Table 7: Signifier & Signified of Denotation	
Signifiers of Denotation	Signified of Denotation
Flag	Türkiye
Logo	Turkish Airlines
Goturkey.com	Web address
Location	Country address
Turkish Coffee	Beverage
Türkiye home of Turkish Coffee	Türkiye, the homeland of Turkish Coffee

Table 8: Signifier & Signified of Connotation	
Signifiers of Connotation	Signified of Connotation
Foreground	Close to the audience, the main theme
Background	Farther from the viewer, blurry
Close Up	Objective features are in the foreground
Longitudinal	Environment
Lighting	Soft handling
Sepia Toning	Traditional

Denotation: The image is as follows: The text of Home of Turkish Coffee at the left corner, the link of goturkey.com and the Turkish Airlines' emblem at the bottom left, the emblem of UNESCO and ICH at the lower-right corner. A patterned cup and saucer filled with frothy Turkish Coffee and two Turkish delights in the middle and a white plate, and a brown table at the bottom.

Connotation: The image reflects the attractive side of the Türkiye. Because the visual of Turkish Coffee was pictured with frothy that increases attraction. The Coffee's visual depicted in a patterned cup and saucer reflect a long history. Serving Turkish Coffee with various treats reflects a culture of its own.

Example 4: Home of Ayran



Source: (KTB, 2021)

Table 9: Signifier & Signified of Denotation	
Signifiers of Denotation	Signified of Denotation
Flag	Türkiye
Logo	Turkish Airlines
Goturkey.com	Web address
Location	Country address
Ayran	Beverage
Türkiye home of ayran	Türkiye, the homeland of ayran
Pragraph	Promotion, information

Table 10: Signifier & Signified of Connotation	
Signifiers of Connotation	Signified of Connotation
Foreground	Close to the audience, the main theme
Background	Farther from the viewer, blurry
Close Up	Objective features are in the foreground
Longitudinal	Environment
Lighting	Soft handling
Sepia Toning	Traditional

Denotation: The image is as follows: The text of Türkiye Home of Ayran at the upper corner, the Turkish flag under the text, the link of goturkey.com and the Turkish Airlines' emblem at the lower corner, the #homeof at the upper corner, a frothy ayran in the middle and an introductory text next to it.

Connotation: Ayran is promoted as one of the unique flavors of the Türkiye. It is stated to be an excellent beverage especially in hot summer months. Additionally, information on how to make ayran is given. Correspondingly, it is desired to augment the interest in ayran, which is an important beverage of the Türkiye. Ayran is reflected as a unique and traditional beverage. Because ayran was pictured with an appetising frothy in a bowl. The positioning of the Home of section on the Turkish flag indicates that the homeland of ayran is Türkiye.

Example 5: Home of Figs



Source: (KTB, 2021)

Table 11: Signifier & Signified of Denotation

Signifiers of Denotation	Signified of Denotation
Flag	Türkiye
Logo	Turkish Airlines
Goturkey.com	Web address
Location	Country address
Fig	Food
Türkiye home of figs	Türkiye, the homeland of figs
Paragraph	Promotion, information
Blue	Sea
Wood and Leaves	Forest

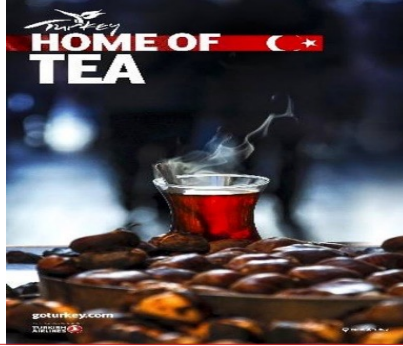
Table 12: Signifier & Signified of Connotation

Signifiers of Connotation	Signified of Connotation
Foreground	Close to the audience, the main theme
Background	Farther from the viewer, blurry
Close Up	Objective features are in the foreground
Longitudinal	Environment
Lighting	Soft handling
Sepia Toning	Natural, health

Denotation: The image is as follows: The text of Türkiye Home of Figs in large fonts at the top left corner, the Turkish flag under the text, the link of goturkey.com and the Turkish Airlines' emblem at the lower-left corner, the #homeof at the bottom right, a green table, the green leaves, the figs and an introductory paragraph in the middle. The text is as follows: The fig is the rarest plant of the Aegean region. The figs are healthy, edible and fertile, and are more productive in Türkiye.

Connotation: The figs and the leaves are shown as green, emphasising their importance in terms of the health. The fig is cut in half and the insides are shown, reflecting that the fruit is grown in a natural area. The green figs are shown in blue. This situation reflects that the regions with the figs are rich in the sense of green space.

Example 6: Home of Tea



Source: (KTB, 2021)

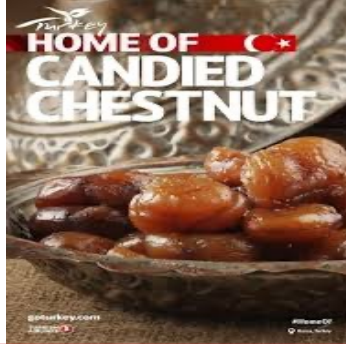
Table 13: Signifier & Signified of Denotation	
Signifiers of Denotation	Signified of Denotation
Flag	Türkiye
Logo	Turkish Airlines
Goturkey.com	Web address
Location	Country address
Tea	Beverage
Türkiye home of tea	Türkiye, the homeland of tea
Roasted chestnuts	Winter and food

Table 14: Signifier & Signified of Connotation	
Signifiers of Connotation	Signified of Connotation
Foreground	Close to the audience, the main theme
Background	Farther from the viewer, blurry
Close Up	Objective features are in the foreground
Longitudinal	Environment
Lighting	Soft handling
Sepia Toning	Traditional

Denotation: The image is as follows: The text of Türkiye Home of Tea at the upper left, the Turkish flag under the text, the link of goturkey.com and the Turkish Airlines' emblem at the lower-left corner, the #homeOf at the bottom right, steamed tea in the middle and the roasted chestnuts in front of it.

Connotation: Steamed tea and chestnuts visuals evoke the winter. Consequently, it is reflected that Türkiye is a country worth visiting in the winter, also it is reflected that visitors can spend time here with pleasure.

Example 7: Home of Candied Chestnut



Source: (KTB, 2021)

Table 15: Signifier & Signified of Denotation

Signifiers of Denotation	Signified of Denotation
Flag	Türkiye
Logo	Turkish Airlines
Goturkey.com	Web address
Location	Country address
Candied chestnut	Food
Türkiye home of candied chestnut	Türkiye, the homeland of candied chestnut
Silver and copper tray	Antique, artifact

Table 16: Signifier & Signified of Connotation

Signifiers of Connotation	Signified of Connotation
Foreground	Close to the audience, the main theme
Background	Farther from the viewer, blurry
Close Up	Objective features are in the foreground
Longitudinal	Environment
Lighting	Soft handling
Sepia Toning	Traditional and historical

Denotation: The image is as follows: The text of Türkiye Home of Candied Chestnut at the upper left corner, the link of goturkey.com and the Turkish Airlines' emblem at the lower-left corner, Bursa and the #homeOf at the lower right. The chestnut candy is presented in a traditional tray in the middle. The candy chestnut is represented as GI product of Bursa.

Connotation: The candied chestnuts are sweet, hence, we can say that Bursa reflects the impression a sweet city as well. The presentation of traditional trays in the visual also reflects that Bursa is a historical city. Those who prefer the Türkiye will have the chance to advantage from such opportunities.

Example 8: Home of Hazelnut



Source: (KTB, 2021)

Table 17: Signifier & Signified of Denotation	
Signifiers of Denotation	Signified of Denotation
Flag	Türkiye
Logo	Turkish Airlines
Goturkey.com	Web address
Location	Country address
Hazelnut	Food
Türkiye home of hazelnut	Türkiye, the homeland of hazelnut
Brown ground	Natural

Table 18: Signifier & Signified of Connotation	
Signifiers of Connotation	Signified of Connotation
Foreground	Close to the audience, the main theme
Background	Farther from the viewer, blurry
Close Up	Objective features are in the foreground
Longitudinal	Environment
Lighting	Soft handling
Sepia Toning	Health

Denotation: The image is as follows: The text of Türkiye Home of Hazelnut at the top, the Turkish flag under of the text, the introductory information text, the link of goturkey.com and the Turkish Airlines' emblem at the bottom left, the #homeOf at the lower-right corner and the hazelnuts in the middle. The word of Hazelnut is bigger and in the foreground compared to other words, and the fact that the word of home of is on the Turkish flag indicates that the real homeland of hazelnut is Türkiye. It is aimed to increase people's interest in promotion. Accordingly, it is stated that the hazelnut makes people smart. The hazelnut is a fiber-rich product. Therefore it reduces cholesterol, the risk of heart disease and increases one's energy.

Connotation: The promotion of hazelnut reflects the Türkiye 's feature of being a strong state with fertile areas. The hazelnuts are shown brightly and vividly, and this gives the message that if people consume these products, they can have a strong, lively and bright appearance.

Evaluation and Conclusion

Most of the countries compete fiercely for the attention of tourists, individuals and investors in all fields. For this reason, nations are making an intense effort to survive in the competitive environment, to determine and implement the nation branding strategy. Individuals take part in the nation branding campaign and this is very substantial. Another important issue is the positioning of a country in foreign countries in the context of nation branding. Thus, achieving this depends on how much the gap between locals' and foreigners' perceptions of the country can be reduced. The regional or global prominence of a country's brand power depends on raising awareness. In this awareness-raising process, the most basic assistant for the country to realise its future goals is its spiritual existence. Associating a product with a strong national brand increases its ability to have higher pricing, longevity and choice in global markets.

Nation branding plays an important role in associating politics, economy and social ties with each other. This defines how a country's citizens perceive it. When a nation wishes to achieve its goals in areas such as foreign policy and tourism, they must offer a unifying platform that allows promotion between the public and private sectors. States should be able to initiate a different nation branding campaign. The basic principle underlying every success in national branding is coordination, a common vision and a common strategy for all sectors.

GI products have a major role in increasing the recognition of a country across borders. In other words, products belonging to a certain region have a share in people's interest in that region. Therefore, countries need to identify such products and produce strategies to ensure their permanence in the minds of individuals.

Globalisation has removed official borders. Therefore, GI products have an important share in the branding of countries. Accordingly, it contributes to the positive improvement of the country's image. Türkiye is a rich country in the context of GI products, but unfortunately, promotional activities on GI products concentrate on certain products. By extension, it is substantial to introduce the richness and diversity of GI products on country promotion posters.

Considering the GI products on the promotional posters in the Türkiye, it is seen that food and beverages are at the forefront. These products are hazelnut, chestnut candle, tea, Coffee, ayran, baklava and figs. In addition, although there is promotion

in ayran, hazelnut and fig, this is not the case in other products. In some of the eight products examined, the bookmark and #homeOf elements are not used. This may cause that product not to be remembered by people and not to be described as one of the country's branding. For this reason, GI products should be included with both promotion and other important elements in order to be remembered. In terms of nation branding, the use of Türkiye's GI products in distinctive promotional posters will lead to the recognition of Türkiye's products among other states and even more prominent. In the study, the relationship between geographical indication product and nation branding was analysed. Nation branding ensures that foreign and domestic visitors come to the country and the values reflected to the target audience cover the field of communication. Various information about Turkish eating habits was given to the tourists visiting the country with nation branding practices. In this context, posters are played a major promotional role.



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