

Cultural Localities and Tourism in Official Website of Disbudpar Aceh

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Abstract—New media have an important rule to access information that used by society. One of them is a website which officially used by institution or directorate such as Directorate General of Tourism of Aceh (Disbudpar Aceh). They use the official website to inform and persuade society about culture and tourism. So that, they must provide creative and good quality content on their website for society. Aceh is a place that has unique local wisdom and interesting tourism potential to be traced as a large province at the eastern end of the in the Indonesian archipelago. This research will explore cultural locality, and tourism use Social Construction of Reality. Disbudpar Aceh uses the website as media persuasion that gives its perspective in attracting prospective tourists and other netizens to make their area as a preferred as a target of tourist destination through a series of languages that are packaged in such a way as to every news coverage. This research aims to describe framing their cultural locality Aceh in the news features on the site <http://disbudpar.acehprov.go.id> by relying on the Constructivism Paradigm. This research uses the method of framing analysis by Pan and Konsicki how to frame locality of culture and tourism elements displayed. The object of analysis is some news that specifically discusses "Pekan Kebudayaan Aceh (PKA) VII" that celebrates at August, 5-15th 2018. This research is expected to provide perspective on how Aceh framed through cultural localities and tourism.

Keywords—official website of Disbudpar Aceh; cultural localities; tourism; framing analysis; social construction of reality

I. INTRODUCTION

Aceh or "Serambi Mekah" is the westernmost province of Indonesia and the northernmost of Sumatra. Aceh has a lot of natural potentials, cultural tourism, human resources and its history which can be a selling point for tourism. Its position at the zero point of the Indonesian territory makes Aceh rich in marine tourism potential. There are many recreational tourism objects whose activities are carried out in maritime regions such as beaches, islands and other sea areas. Besides that, tourists can visit various cultural tourism such as Baiturahman mosque, cut nyak dien house's, zero kilometer monument and others. The tsunami museum also became one of the tourist attractions that kept a lot of history of the 2004 tsunami natural disaster (Hasyim, 2017).

The beauty of tourism and culture needs to be promoted to attract foreign tourists. One effective way to introduce Aceh tourism to the public and the world is to use the website. According to Syafrizal (2005), the web is a system where information in the form of text, images, sounds, etc. is presented in the form of hypertext and can be accessed by software called a browser. Thus one can create dozens and even hundreds of applications running under the web (under web). Website creation techniques can be done with several types of programming and non-programming. A website is a collection of web pages that are interconnected and can be accessed through the front page (home page) using a browser. The website consists of web pages that will lead to new pages in the form of different information from the home page or other pages (Industri, Teknik, Malang, & Timur, 2003). The website referred to in this study is different from social media. The website represents an organization, communicating an organization's culture, values, and vision. The website acts as a delivery mechanism for service that facilitates various tasks a stakeholder needs to perform. The website also serves as a platform through which an organization can interact with its stakeholders (Owoyele, 2016). Social media network are applications that allow users to build personal websites accessible to other users for exchange of personal content and communication (Palmer and Lewis 2009). Social media according to Palmer and Lewis can be characterized as online applications, platforms, and media which aim to facilitate interactions, collaborations and the sharing of content (Odhiambo, 2012).

Recently, researchers have responded to calls for additional research on the use of the website as a marketing communication tool by investigating conditions that may facilitate effective use of the website as a marketing tool (Oyele, 2016). The web is the primary information source and outlet for millions of people in today's connected world. Marketing on the internet has brought more opportunities for companies or government to approach their customers or society. The Internet and web have created a new way to communicate and have real-time interactions. Nowadays, the internet, particularly the

websites have become popular for firms to introduce their products and services. Sheehan & Doherty (2004) said Companies worldwide are recognizing the World Wide Web as a valuable addition to their "toolbox" of advertising media Statistics shows that the internet has about twelve percent of world advertising market share in 2010 with internet ad spending reaching USD 24 billion. The level of spending is estimated to reach USD 64 billion by 2018 (Owoyele, 2016).

Tourism and culture of Aceh can be introduced using media images, sound, video, and hyperlinks to other supporting websites to achieve the goals of advancing and developing tourism and culture of Aceh. Information about tourism object is one of the influential aspects of tourism promotion. The ease of searching for a country's tourism information is a dominant factor in determining the number of tourists visiting the location. Prospective tourists can easily track the attractions they want and need using the website. Many websites contribute to introducing Aceh's tourism and culture, such as blog reviews, news blocks, online news, and also the official website of the Aceh provincial culture and tourism service at <http://disbudpar.acehprov.go.id>.

The good news is the news that has an impact on readers. The target readers of this website is a candidate for foreign tourists, which resulted in news content should have an impact on the target audience or target (Kusumaningrat, 2009). Therefore, the content is delivered in the news adapt to foreign conditions, which it is feared a change of culture and tourism locality Aceh. Aceh's tourism development that carries Aceh's local cultural values into the realm of globalization has the potential to reduce the authenticity of local cultural values found in Aceh. This can be done through an emphasis on certain parts of the news so that it stands out so as to create reality or construction of Aceh's culture and tourism that can attract international attention.

Based on this, this study aims to see how the website of Disbudpar Aceh frames Aceh's local culture and tourism through the news feature on the website <http://disbudpar.acehprov.go.id>. This Aceh Cultural Week (PKA) is an effort to respond to the condition of the number of cultural human resources or people who understand native culture are increasingly shrinking due to age, marginalization, or lack of appreciation and space for them. Today we rarely see Acehnese youth who want to work in the field of culture; like being a *pawang*, *keujruen blang*, *seulangkee*, *panglima laot*, etc. Even in the arts, it is difficult to find young people who are shaken for a dance. This is a worrying condition for a region that is rich in culture. Through PKA, cultural observers and artists, both creators and actors, can appreciate their respective expertise in advancing culture in the region. A number of attractions, seminars, bazaars, competitions, forums, exhibitions and performances about the culture of Aceh are displayed in each PKA event. Cultural diversity from various regions in Aceh will amaze visitors from local, national and international because this five-year event presents participants from all districts / cities in Aceh. PKA is the right moment to affirm and demonstrate the diversity of Acehnese culture, for the Acehnese themselves and the international community.

A. Website as New Media

The development of advanced technology has created new media. The presence of new media not as a substitute for the old media. But it has included a growing set of applied technologies. New media refers to "those digital media that are interactive, incorporate two-way communication and involve some form of computing." New media is very easily processed, stored, transformed, retrieved, hyperlinked and, perhaps most radical of all, easily searched for and accessed. New media uses digital computer technology for distribution. This definition must be revised every few years as computing technology advances (McQuail's, 2000).

The first electronic computers were developed during World War II, and forerunners of the Internet were developed to support nuclear weapons research. Today's Internet began in 1972 as ARPANET, a computer network using the TCP/IP protocol to transmit messages among defense-related research labs. It slowly evolved to serve wider groups of academic and organizational users before being opened up to all computer users in 1991. Early videotex and online services connected personal computer users to send e-mail and exchange files. The World Wide Web represents one of the most successful protocols used on the Internet, the hypertext transfer protocol. It was the culmination of developments in computer graphics, hypertext, and consumer videotex services that crystallized with the creation of the HTML language in 1991 (Straubhaar, Larose, & Davenport, 2012).

Currently, the Internet is known as a worldwide computer network that connects hundreds of thousands of smaller networks. In this case, the internet is a modern communication and information media that can be utilized globally by users around the world. The internet is used by the interconnection between computer networks through internet provider facilities. The internet has many features that are used to communicate including telnet, e-mail, mailing lists, newsgroups, file transfer protocol (FTP), Internet Relay chat, USEnet, Bulletin Board Service (BBS), Internet Telephony, Internet Fax, multimedia services (www) and others.

The World Wide Web (WWW) is a combination of all resources and users on the Internet that is using the Hypertext Transfer Protocol (HTTP). WWW is a multimedia feature which is a combination of photos, text, graphics, videos, audio animation and hyperlinks. The World Wide Web's content can be characterized according to the various domains that are appended to uniform resource locators (URLs). URLs are the jumbles of letters, "slashes," and "dots" that indicate the network addresses of content stored on Web servers. The last set of letters, such as the .edu at the end of your school's home page,

indicate the top-level domain. Each country also has a top-level domain of its own (e.g., .us for the United States). Others, like .edu and .org, reflect the basic types of institutions that own the addresses (Straubhaar, Larose, & Davenport, 2012).

Web services technically have a mechanism for interaction between systems as supporting interoperability, both in the form of aggregation (collection) and syndication (unification). Web services have open services for data integration and information collaboration that can be accessed via the internet by various parties using technology owned by each user. Even though it is similar to web-based Application Programming Interface (API), web service is superior because it can be called remotely via the internet. Calling web services can use any programming language and on any platform, while the API can only be used on certain platforms (Abdullah et al., 2012).

This makes it easier for people to access the information they need. Traditional technology shift to digital technology to bring major changes in the way people communicate. Previously the mass media audience was controlled by information from mass media institutions when technological changes occurred towards digitalization, there was also a change in media content distribution patterns.

Recently, researchers have responded to calls for additional research on the use of the website as a marketing communication tool by investigating conditions that may facilitate effective use of the website as a marketing tool (Owoyele, 2016). Marketing is an organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders. In that definition, the keywords are “organizational function, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers.” From an organization perspective, the aspects of these processes referred to in the definition above are brand awareness, advertising, public relations, etc.

The web is the primary information source and outlet for millions of people in today’s connected world. Marketing on the internet has brought more opportunities for companies or government to approach their customers or society. As global competition intensifies, an organization’s performance and strategic positioning will become more dependent upon its ability to successfully exploit information technologies. Companies could enhance their sales and marketing efforts by being on the internet. Internet could also widen an organization’s circle of influence by providing yet another way to communicate with its clients, prospects and the public (Abrahamsson & Lundgren, 2004, 27-29).

The growth and acceptance of the internet as an important source of information has challenged marketers to integrate the web into their marketing communication mix. A corporate website has the potential to communicate all the elements of the marketing communication mix and to allow a seamless link between a customer and a product. According to Plamer (2002), a website has the ability to reach and communicate with several different target audiences, such as customers, media, employees and other stakeholders. The internet and the World Wide Web are nothing but a totally new and unique marketing medium (Hoffman & Novak 1997, 5-7).

Cornier (1999.) said the internet has broken geographical limitations in marketing therefore potential customers from all over the world could reach the company through the website because of several reason such as (Owoyele, 2016): establishing new communication tools for existing customers, establishing corporate image and brand identity, and the website also acts as an advertising medium and interactive brochure.

Establishing new communication tools for existing customers; Organizations may post product information, special offers, company newsletter and email addresses for customers to send their comments, request or inquiries. The Internet gives the organization an opportunity to provide information to potential and existing customers 24 hours a day and seven days a week

Establishing a corporate image and brand identity It has been argued that a website is a reflection of the organization itself. The website has the opportunity to attract and maintain customers, or instantly turn someone off. Competitors are only a click away on the internet so the website design must be carefully and well thought out. Replacing manual tasks and in-house procedures with interactive and informative alternatives on the website. An organization, for example, may include frequently asked questions (FAQs) section on its website to minimize the number of incoming telephone inquiries. If properly designed to accommodate customers’ needs, a website can also decrease the numbers of letters, faxes and telephone calls for customers support department. Thus, the overhead and other cost are reduced for the organization

The website also acts as an advertising medium and interactive brochure; Advertising on the internet is similar to advertising through any other medium as the intent is to communicate the message clearly and create interest to move the viewer to further action. The website is an interactive brochure, providing information about their companies, the product or services they offer, the contact information. Customer service tool available research on the website as a marketing communication tool shows that about sixteen percent of companies or organizations use the World Wide Web as a way to provide help and services to their customers. Businesses often take customer questions and/or service order online and provide detailed answers within 24 hours. Some anticipated questions in advance and provide lists of frequently asked questions (FAQs) online

B. Website Disbudpar Aceh

According to the general dictionary of Indonesian language, Directorate General means, everything related to the service (government), not private. Furthermore, according to J.S Badudu (1999) Department interpreted as anything related to government service jobs. Tourism is a tourist who travels, or in other words activities and events that occur when a visitor travels. Tourism can be briefly formulated as an activity in a society that deals with tourists (Yuliani, 2013). So the tourism office is a government that regulates activities and events related to tourists. interpreted as anything related to government service jobs. Tourism is a tourist who travels, or in other words activities and events that occur when a visitor travels. Tourism can be briefly formulated as an activity in a society that deals with tourists (Yuliani, 2013). So Directorate General of Tourism is a government that regulates activities and events related to tourists.

Besides taking care of tourism, culture and tourism department also organizes the cultural thing. Aceh, as one of the provinces in Indonesia, also has Directorate General of Tourism of Aceh (Disbudpar). Dibudpar Aceh province has a vision of "Realizing a peaceful and prosperous Aceh through a clean, fair and serving government." The Aceh Disbudpar in achieving its vision of carrying out its missions is supported by mass media, one of which is the website. The website is one of the mass media that is used in providing information and persuading the public regarding culture and tourism. The public can access information related to Aceh's culture and tourism through the website <http://disbudpar.acehprov.go.id>.



Figure 1. Website of Disbudpar Aceh <http://disbudpar.acehprov.go.id>.

This website provides information related to tourism and Aceh culture to attract the attention of prospective tourists, especially foreign tourists through multimedia features which are a combination of photos, text, graphics, videos, audio animation, and hyperlinks. This website is an official communication media that can be trusted and accounted for by the Aceh provincial government. Prospective tourists can access information about Aceh through news features, blogs, galleries, event calendars, videos that use hyperlinks to YouTube.

C. Cultural Locality

Cultures are systems (of socially transmitted behavior patterns) that serve to relate communities to their ecological settings. This ways-of-life of communities include technologies and modes of economic organization, settlement patterns, modes of social grouping and political organization, religious beliefs and practices, and so on. When cultures are viewed broadly as behavior systems characteristic of populations, extending and permuting somatic givens, whether we consider them to be patterns of or patterns for behavior is a secondary question (Keesing, 1974).

Culture is an intriguing concept. Formally, culture is defined as the order of knowledge, experience, beliefs, attitudes, meanings, hierarchy, religion, time, role, space relations, the concept of the universe, material objects, and property obtained by a large group of people from generation to generation through individual efforts or group. Culture can be seen materially, one of which is the language used and the value contained in it is the value that throughout the life process continues to be carried out and maintained. This cultural locality is the implementation of Aceh's cultural locality which has the purpose of contributing to preserving what has been up to now in the Aceh community and introducing to newcomers in order to realize the noble values.

D. Tourism of Aceh

Aceh has tourism potential to be developed. Tourism is a sector that is currently also a serious concern from the government, potential and extraordinary if managed properly. Aceh is an area that applies Islamic Shari'ah, Aceh is very

suitable to develop religious tourism, historical tourism, natural tourism, culinary and other creative economic development. The tourism sector has a good opportunity to save Aceh after the end of the special autonomy fund which will expire in the next 12 years. Based on the results of the research, this sector also opens up employment and investment which are included in the cheapest category.

Aceh is the westernmost province of Indonesia and the northernmost of Sumatra. This province has many potentials such as natural potential, culture, tourism, culture, human resources, and history. The province which has a population of 4.5 million has many beautiful beaches. Other interesting natural attractions such as waterfalls, blang ponds, suhom waterfalls, fresh sea lakes and more. Aceh is also famous for historical tourism such as the Baiturahman mosque, cut nyak dien house, tsunami museum and others.

E. News and PKA VII

Aceh Cultural Week (PKA) was held since 1958. PKA took the role to increase self-esteem and dignity of the people of Aceh as an Indonesian independent and united through cultural dimension. Through PKA, cultural observers and artists, both creators and actors, can appreciate their respective expertise in advancing culture in the region. A number of attractions, seminars, bazaars, competitions, forums, exhibitions and performances about the culture of Aceh are displayed in each PKA event. Cultural diversity from various regions in Aceh will amaze visitors from local, national and international because this five-year event presents participants from all districts/cities in Aceh.

This year, the seventh program will be held on August 5-15 2018 in the city of Banda Aceh. Implementation PKA this time will raise again the whole cultural treasure Acehnese people from various ethnic groups in Aceh, either in the form of customs, art, and culture, historical heritage treasures Aceh, through a variety of craft products from different areas of Aceh. The goal is that the people and young people of Aceh can know the richness and authenticity of their own culture, in addition to strengthening the status of Aceh as a cultural tourism destination to foreign countries. The times and technological advances also influence the cultural elements of an area to change and even be able to shift the value of the authenticity of the culture itself. As an effort to preserve and re-strengthen the elements of Acehnese culture, PKA VII raises the theme of "Great Aceh with Shari'a Cultural Customs" (<http://www.pkaceh.com>).

F. Cultural Localities

Talcott Parsons had conceived of culture as the system of value-orientation whose generalized symbols of action orientation solved the problem of double contingency in social systems. Culture as a factor which shapes human behavior by "transmitted and created content and patterns of values, ideas, and other symbolic-meaningful systems (Baecker & Processes, 2015). Culture is a concept that arouses interest. Formally, culture is defined as the order of knowledge, experience, beliefs, attitudes, meanings, hierarchy, religion, time, roles, spatial relations, the concept of the universe, material objects and possessions obtained by a large group of people from generation to generation through individual efforts and group. Hebding and Glick (1992) that culture can be seen both materially and non-materially. Material culture appears in material objects produced, then used by humans. Conversely, non-material culture is the elements intended in the concepts of norms, values, beliefs / beliefs and language (Mulyana; 2001)

Culture is an element of the basic mind which includes: world-view, common sense, belief, values, ceremonies and principles, cultural systems, mythology, totemism, and rituals. All of these are agreed upon, trusted, held firm and believed together as normative methods that bind and become the basic elements for the construction of life together with their groupings. Customs, beliefs, languages, clothing, and other cultural attributes used by most Acehnese people are manifestations of the values embraced by these communities. If you look at the order of the daily life of the people of Aceh, the people here really uphold the norms and ethics in society. Very rich and thick with Islam which is reflected in material and non-material such as language, attitude, ideology, buildings, customs and even in local regulations.

Culture can be seen materially, one of which can be seen through tourism which contains values that are carried out during the process of life and are maintained. Tourism that sells the charm and beauty of Aceh is the implementation of Aceh's cultural locality with the aim of helping to preserve what has been so far in its community. Tourism introduces newcomers and communities outside Aceh related to the noble values in it.

II. METHOD

A. Analysis Framing Pan and Kosicki

This study has used the paradigm of constructivism. This paradigm considers news text makers as determinants of the mindset of audiences. This paradigm asks how events and reality are constructed and in what way they are constructed (Eriyanto, 2002). This study looks at how the news constructs the mindset of the people related to cultural locality of Aceh through news on the website *dibudpar* Aceh province. This study uses a qualitative approach. This approach explains the meaning behind reality. Researchers grounded in reality and field events. This approach seeks to look at what is happening in the world and to attach the findings obtained therein.

This study uses a framing analysis method. Robert M. Etman defines framing as a selection of various aspects of reality that are accepted and makes the event more prominent in a communication text. In this case means presenting specifically the definition of the problem, interpretation. As a result, moral evaluation and settlement offer as described. Pan and Kosicki define framing as a construction strategy and process news. The cognition device used in coding information, interpreting events and related to the routine and conversion of news formation. This method is used to see the framing of cultural localities which are part of the construction strategy and the news process on the website of the disbudpar in the province of Aceh.

Framing is often used to describe the selection process and highlight certain aspects of reality by the media. Framing can be seen as the placement of information in a typical context so that certain issues get an allocation more bear on other issues. Pan and Kosicki stated that framing is the process of making a message more prominent, placing more information than others so that the audience is focused on the message. This study aims to describe how framing is done on the Aceh provincial Disbudpar website in framing their news. What they highlight in the news of their website is to promote Aceh tourism. How is the portion of Aceh's cultural locality in the Disbudpar website in Aceh province. Pan and Kosicki stated that there are two conceptions of interrelated framing. First, in the conception of psychology that is how one processes information in itself and how one processes information shown in a particular scheme. The second is the sociological conception of how individuals interpret their social experiences to understand themselves and reality outside themselves (Eriyanto, 2002).

Framing is divided into four major structures. First is the syntactic structure, which is related to how journalists compile events in the general form of news. This section is observed in the news are leads, backgrounds, headlines, quotes taken, and others. Second is the structure of the script, which is related to how reporters tell or tell events into the news. The third is a thematic structure that is related to how journalists express views on events into propositions, upper sentences or relations between sentences that form between sentences that make up the text as a whole. The fourth is a rhetorical structure that relates to how journalists suppress meaning in the news. This structure looks at how journalists use word choices, idioms, graphs, images that are used not only to support writing but also to emphasize meaning to the reader (Eriyanto, 2002).

TABLE I. PAN AND KOSICKI FRAMING ANALYSIS

Structures	Framing Device	Purpose of Analysis
Synthetic	News Scheme	Find out how journalists compose words
Script	Completeness of news elements	Knowing how journalists tell facts
Thematic	Details, Sentences, Relationships, Sentences, Pronouns: Paragraphs, Prepositions	Find out how journalists write facts
Rhetorical	Lexicon, Graphics, and Metaphor	Knowing how journalists emphasize facts

The unit of analysis of this research is the news article contained on the website disbudpar related to PKA VII (Aceh Cultural Week) VII. The news analyzed consisted of the reporting of PKA VII. The first news is news about the implementation of Aceh's halal tourism which is considered good on the attached site. The next news is Raising Local Wisdom, Temporary Exhibition of Tsunami Museum Attracted by Visitors. Other news that became the unit of analysis was that during PKA VII, Stan Arpus Aceh presented various literacy agendas.

III. FINDING AND DISCUSSION

This study aims to see how the framing of cultural locality of Aceh in the news on the disbudpar site of the province of Aceh. This study uses framing analysis of Pan and Kosicki. The news analyzed was news related to the Cultural Week (PKA) VII of Aceh province which was broadcast on the official website of the Disbudpar in Aceh Province <http://disbudpar.acehprov.go.id>. Regional Cultural Week is an effort to preserve and re-strengthen the elements of Acehnese culture. PKA aims to enable the people and young people of Aceh to know the richness and authenticity of their own culture, in addition to strengthening Aceh's status as a cultural tourism destination to foreign countries.

The concept of framing Pan and Kosicki states the process of making a news message and placing information more important than others so that the audience is more focused on the message (in Airlangga Pradipta Adhitama, 2016). According to Pan and Kosicki, there are two conceptions of interrelated framing (in Eriyanto, 2002). First, in the conception of psychology. Framing in this conception focuses on how a person processes information, and how someone processes information and is shown in certain schemes. Second, in sociological conception. This frame processes how a person classifies organizes and interprets his social experience to understand himself and the reality outside himself.

Psychological and sociological conceptions are combined in one framing model through several things. First, the construction process involves social values inherent in journalists / news writers. Journalists will accept values and trust in the community. Based on "During PKA VII, Stan Arpus Aceh show Various Literacy Agenda," we can see that news writers receive and support Aceh cultural literacy activities conducted by the Archives and Library of Aceh. Second, the audience is considered by journalists / news writers when events are written, and words begin to be compiled. One form of support from the Arpus Office in organizing the Aceh Cultural Week (PKA) VII is to provide committee contact information for anyone

interested in participating in the activity. Third, the construction process is determined by a text production process that always involves work standards, the journalistic profession and professional standards of news reporters. The article is in accordance with journalistic standards; this can be seen from the clear source of the news writer, namely the reporter from Directorate General of Tourism of Aceh.

The article entitled "Framing Analysis and Approach to News Discourse" by Zhong Dang Pan and Gerald M. Kosicki (1993), divides the four dimensions of the structure of news texts as part of the framing analysis tool. The several dimensions consist of syntax, script, thematic and rhetorical (Suprobo, 2016). First is the syntactic structure, which is related to how journalists compile events in the general form of news. This section is observed in the news are leads, backgrounds, headlines, quotes taken, and others. Second is the structure of the script, which is related to how reporters tell or tell events into the news. The third is a thematic structure that is related to how journalists express views on events into propositions, upper sentences or relations between sentences that form between sentences that make up the text as a whole. The fourth is a rhetorical structure that relates to how journalists suppress meaning in the news. This structure looks at how journalists use word choices, idioms, graphics, images that are used not only to support writing but also to emphasize meaning to the reader.

The syntactic dimension according to Desiana (2016) is the way journalists compile words as a news scheme consisting of headlines, leads, background information, quotations, sources, statements, and conclusions. Based on the syntactic analysis of three different news related to PKA VII, the elements in the news chart can be said to have been fulfilled all / complete. The results can be concluded that in compiling news, journalists support PKA VII activities and try to showcase Aceh's excellence through Aceh's achievements and local wisdom of Aceh that tourists are interested in.

Lead in the news text embedding the discussion on the implementation of the concept of halal tourism is part of the discussion in the PKA VII seminar. The Information Background that is widely used in <http://disbudpar.acehprov.go.id/implementasi-halal-tourism-in-Aceh-dinilai-sudah-bagus/> is the achievement of Aceh in winning three national awards in 2016, then two categories at the international level in the same year. Quotations of statements and news sources come from one source, namely Aslam Nur, an academic from Ar-Raniry State Islamic University. The statement expressed consisted of three things, including definitive levels of halal tourism along with examples of Thai countries that have implemented it, then indicators of halal tourism, and closed with an evaluation of halal tourism in Aceh.

The result of observing the title and lead in the second news, the news emphasizes local wisdom as the theme of the exhibition is an attraction for visitors to increase the exhibition. The reader is led to conclude that the local wisdom of Aceh culture is an interesting thing to visit as part of the VII Aceh Cultural Week. This refers to the data presented in this news. Excerpts are taken in this news relate to two things from two key informants. The first is a quote from the Cut Putri Kausaria Exhibition Designer that provides information regarding the concept of local wisdom presented in this exhibition. This concept educates visitors and causes visitors to feel at home in the selection. Next is the information conveyed by the Tsunami Museum Coordinator about visitor data. He mentioned the number of visitors is drastically increased who from various. Besides that, the allocation of time needed by visitors to visit the museum is longer. They usually take visitor until the afternoon, but now they open the visitors until evening. Based on the semantic analysis of this news, it can be concluded that news writers try to draw the attention of their readers to Aceh by emphasizing that local wisdom of Aceh which favored by tourists.

The script dimension consists of 5W + 1H news completeness according to Prastya (2016) as the way journalists tell a fact. One element that is deliberately shown to stand out is the figure (element who) Aslam Nur as an academic from the Ar-Raniry State Islamic University, supported by additional information in the form of Anjong Mon Mata - Banda Aceh as a place where and Monday (08/13/2018) as is the time (element when) of the seminar. The news is dominated by elements of what is disclosed related to the implementation of halal tourism and the reason (element why) halal tourism label is worth carrying by Aceh, rather than telling the chronology (element of how) the seminar took place. This is in line with the title that was carried out in the article, namely "The Implementation of Halal Tourism in Aceh Assessed is Good."

Meanwhile, tracing from the 5 W + 1H script analysis in the second news, it explains the data on how visitors are interested in the exhibition presented in the. We can see why and how the increase in visitors in this exhibition can occur from why and how questions. This happened because the concept of local wisdom became the theme in the exhibition. How this can happen is explained by increasing the number of visitors and the amount of time allocated by the museum to visitors to be able to visit the exhibition. This presentation emphasizes how the local wisdom displayed can attract visitors

In the third news article, Department document and Library is component to answer who. Held the Aceh Cultural Week VII is component to answer what. Jalan Teuku Nyak Arief Banda Aceh, exactly beside the Hajj Aceh is component to answer where. Dormitory, starting from 7-15 August 2018, from 09.00-22.00 WIB is component to answer when. Its in order to improve cultural literacy of Aceh is component to answer why. Information about Aceh's Archives and Library Service creative, innovative, and educate the public in accordance with the motto of the agency is component to answer how. Based on the script analysis which consists of the 5W + 1H news framework on the news, journalists try to explain the superiority of Aceh through PKA VII performances. The superiority of Aceh's tourism and culture is explained by telling the characteristics of Aceh's culture and tourism. Through the journalist's "why and how" elements explained the local wisdom of budaya Aceh in Aceh's Kebudayaan Week and its potential as halal tourism as the main commodity.

Thematic dimensions are expressed by Pan and Kosicki (Yogadiasti and Nazaruddin, 2008) as a way for journalists to write facts, where the frame formed is a construction strategy and a cognitive tool for compiling information, interpreting events related to routines and conversion of news formation. It consists of: details, the intent of sentences, relationships, sentence forms, and pronouns by paying attention to paragraphs and prepositions. There are ten brief paragraphs, each of which is composed of two to three sentences, in which the theme raised refers to the definition of halal itself and halal tourism applied in Aceh. Sentences are arranged to justify Aceh's position with halal tourism, then cultural transformation of halal truth in a narrower sense into something that is universally adapted. The relationship that the journalist wants to knit in telling the facts related to the content of this seminar lies in the 'red thread' between the strategy of developing Aceh's culture in the future with halal tourism as one of its main commodities. Both the general theme, the meaning of the sentence, the relationship between sentences is conveyed directly without metaphor or other intrinsic meaning. In addition, no pronouns are found for the first person for the tendency to "exclude" or exclude certain actors in the news. On the contrary, the main character who becomes the informant is reported as is and the quote is delivered explicitly so that it is easy for the reader to understand.

Thematic analysis on the second news, overall the theme raised was one which was an increase in the number of exhibition visitors due to the theme of local wisdom at the event. Based on this analysis, it was concluded that the Tsunami Museum exhibition attracted the audience because of the theme of local wisdom. The data submitted is data on the increase in the number of visitors and the allocation of museum visit time. This is related to the theme of the exhibition which is designed to highlight the local wisdom of the Acehnese culture. Smong's local wisdom from Simeulue was raised with a story line from one collection to another. The concept of art that was raised was able to tell stories and be able to educate visitors, so they were comfortable to linger in the exhibition.

Rhetorical dimensions expressed by journalists to emphasize certain facts, both through lexicons, graphics, and metaphors (Andarista, 2017) through the use of certain words or the existence of idioms, as well as pictures or photos and graphics. The choice of words in the form of "implementation," "concept," and "indicator" is a diction that is not commonly used for a wide audience, it appears that there is an attempt by journalists to target this news to an audience with a capable educational background. Of the three specific words used, the word "concept" has at least eight redundancies so that it appears to dominate the news content. The efforts of journalists to offer halal tourism as the main concept seems so persistent. Ironically, the diction used is not in line with the attached photo, because the photo only displays banners that read "International Seminar: Culture and Maritime" and there are also two speakers sitting between three empty seats on the right and left. This contradiction reflects the efforts of journalists in framing events from their point of view as Mustika writes (2017), that there is an emphasis and extends the discussion related to halal tourism aspects for the reality of organizing an international seminar to be easily remembered by its readers.

Rhetorical dimensions expressed by journalists to emphasize certain facts through lexicons, graphics, and metaphors. In this news, the use of "drastic" diction in the delivery of information to an increase in the number of visitors emphasizes a significant increase. However, the data displayed was not accompanied by a comparison of visitor data before and after the exhibition. Then the word educates, where the word is closely related to the function of the museum. However, if the museum normally does identical education with boring things about history. In this news, it was emphasized that the education that was done made visitors feel at home for a long time at the exhibition. Based on this, it was concluded that the concept of the exhibition made visitors increase. Furthermore, in the displayed image there is a contradiction in which the image shown does not show a large number of visitors or the concept of cultural locality used.

Journalists convey the core of the news using diction or words that attract the attention of the reader. The reader is led to the core of the news by putting pressure on words. Meanwhile, in the depiction of news through pictures, it has not proven the pressures contained in the news. The selected image does not match the news idea or does not represent the content of the news.

IV. CONCLUSION

Pan and Kosicki stated that there are two conceptions of interrelated framing, namely the conception of psychology and sociological conception. Psychological and sociological conception combined in a framing model in the pka vii report on the Aceh provincial disbudpar website involved several things. First, the process of constructing Aceh's locality which involves social values inherent in journalists / news writers who love the culture of Aceh. Second, when events are written, and words begin to be compiled, audiences are considered by journalists/news writers so that the locality culture of Aceh as a sociological concept can attract the attention of news readers in the psychological sphere. Third, the construction process is determined by a text production process that always involves work standards, the journalistic profession and professional standards of news reporters.

The conception can be observed through framing devices can be divided into four large structures. At the syntactic level, in compiling news, journalists support PKA vii activities and try to showcase Aceh's excellence through Aceh's achievements and Aceh's local cultural wisdom that tourists are interested in. At the level of script analysis consisting of the 5w + 1h news framework on the news analyzed, the superiority of Aceh's tourism and culture is explained by telling the characteristics of Aceh's culture and tourism. Through the journalist's "why and how" elements explained the local wisdom of budaya Aceh in Aceh's kebudayaan week and its potential as halal tourism as its main commodity. At the thematic level, journalists play words

to attract readers' attention by describing the achievements, excellence and beauty of Aceh. However, journalists did not describe in detail what aspects of culture are the attraction of Acehnese culture. Journalists use idioms that make readers curious. Meanwhile, on the rhetorical level, in the depiction of news through pictures, it has not proven the pressures contained in the news. The selected image does not match the news idea or does not represent the content of the news.

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