

Visual and Verbal Elements on Kerta Gosa Website: A Discourse Analysis Approach

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ABSTRACT. These days, tourism websites play a vital role to support the tourism industry, including in Bali. Tourism websites involve not only textual contents but also visual element—such as images that complement the verbal discourse on the websites. This research aims to discuss the verbal and visual elements on the websites of one of Bali’s tourist attractions, namely Kerta Gosa. Kerta Gosa is a renowned historical tourist attraction which is located in Klungkung Regency, Bali. Furthermore, this research intends to identify how the website engages with its readers and explore how discourse creates a sense of belonging or exclusion within specific communities. This research utilized descriptive qualitative method. Data collection was conducted by gathering sentences and visual elements, which were taken from Kerta Gosa’s online websites. Moreover, data were analyzed by using discourse analysis approach, by using Cheongs (2004). In addition to that, this research examines the meanings produced by the verbal and visual elements, as well as the contexts and processes of these meanings, and practices caused by these meanings. The results show that Kerta Gosa’s strategies through the websites includes employing persuasive speech acts, such as emotional appeals and positive language. Additionally, the visual elements such as images on the website support the verbal elements, which can influence readers’ perception and encourage them to visit Kerta Gosa in Bali. To sum up, verbal and visual elements on Kerta Gosa’s websites complement one another and have a crucial role in development strategy of tourism in Bali.

KEYWORDS: discourse analysis; Kerta Gosa website; persuasion; verbal; visual elements

1 INTRODUCTION

In the contemporary landscape of urban development, the fusion of verbal and visual elements on a website has emerged as a potent tool for conveying strategic initiatives. Kerta Gosa, a burgeoning municipality, has ingeniously harnessed this approach to communicate its developmental trajectory. Through a discourse analysis lens, this article delves into the intricacies of Kerta Gosa’s development strategy, examining how the harmonious interplay of words and images on its website creates a multifaceted narrative. At the heart of Kerta Gosa’s online presence lies a meticulous blend of verbal articulation and visual representation. The website not only elucidates the municipality’s goals but also employs a synergy of text and visuals to paint a vivid picture of its evolution. Discourse analysis offers a lens to decipher the subtle nuances in language choices, framing, and imagery that construct the narrative.

Verbal elements, such as mission statements and project descriptions, provide the cognitive framework for Kerta Gosa’s strategy. They convey the municipality’s aspirations, policies, and intentions with a deliberate choice of words that mirror its identity. Through a discourse analysis approach, we unearth the semantic layers beneath these texts, revealing the underlying values, priorities, and anticipated outcomes. Concurrently, the visual components of Kerta Gosa’s website play an equally pivotal role. Imagery, ranging from architectural renderings to photographs of community engagement, imbue the strategy with a tangible dimension. Applying discourse analysis to these visuals unveils the visual semiotics employed - the symbolic representations, color palettes, and spatial arrangements that harmonize with the verbal discourse to evoke specific emotional responses and convey inclusivity. Furthermore, the study of the juxtaposition between verbal and visual elements elucidates the strategic intention behind their alignment. A discourse analysis framework discerns the interplay, offering insights into the municipality’s intentional communication choices.

Cheong's (2004) Discourse Analysis framework offers a nuanced lens through which we can unravel the deeper layers of meaning embedded in Kerta Gosa's website. As we navigate this digital terrain, we discern how verbal and visual elements collaborate in shaping narratives, disseminating values, and projecting aspirations. Cheong's (2004) approach, with its focus on power dynamics, identities, and social contexts, provides a scaffold to decode the subtleties that underpin Kerta Gosa's strategic communication strategy. This article embarks on a journey into the heart of Kerta Gosa's digital discourse, fortified by Cheong's (2004) Discourse Analysis approach. We aim to uncover the undercurrents that shape Kerta Gosa's communication strategy—the subtle influences, the identity constructions, and the ideological dissemination. By adopting this lens, we navigate the intricate web of language and imagery, shedding light on how Kerta Gosa orchestrates its narrative in the digital age.

2 METHOD

This research utilized descriptive qualitative method. Furthermore, the data source is Kerta Gosa's online website. The data source is Baligoldentour.com, travelingyuk.com, balistariland.com, and visitbali.id. Data collection was done by gathering sentences and visual elements, which were taken from Kerta Gosa's online websites. Moreover, data were analyzed by using discourse analysis approach, by using Cheong's (2004) theory. Furthermore, this research intends to identify how the website engages with its readers and explore how discourse creates a sense of belonging or exclusion within specific communities.

3 FINDING AND DISCUSSION

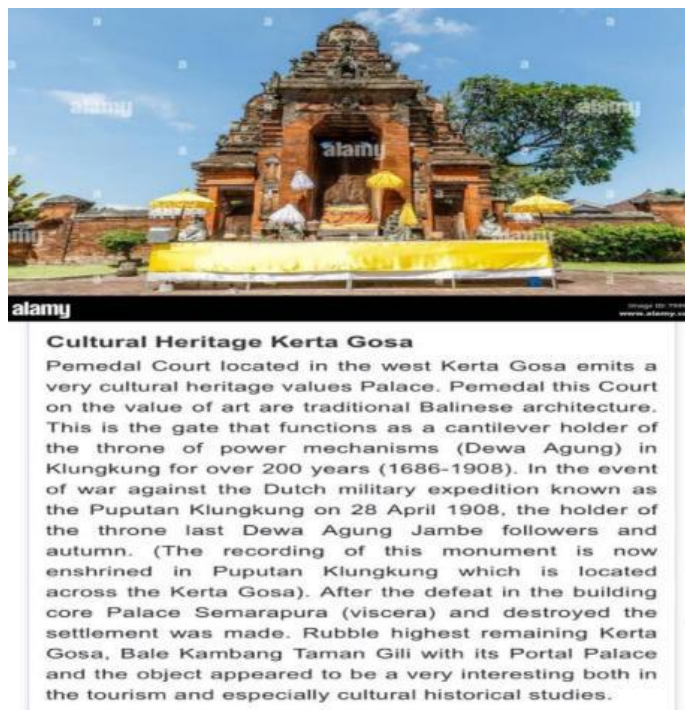


Figure 1. Kori Agung Kerta Gosa
 (Source: www.alamy.com, baligoldentour.com)

- (1) Pemedal Court located in the west Kerta Gosa emits a very cultural heritage values Palace.

Subject "Pemedal Court" as the central topic of the sentence indicating the specific location being discussed. Adjectival Phrase "located in the west Kerta Gosa" provides more information about the subject's location. Verb Phrase "emits" as the action by the subject describing what Pemedal Court does. Object "a very cultural heritage values Palace" describes what is being emitted by Pemedal Court. Adverbial Phrase "in the west Kerta Gosa" specifies the location and provides context for the subject's position. The discourse analysis highlights the subject,

its location, the action it performs, and the qualities of what is being emitted. The sentence describes that Pemedal Court, positioned in the western part of Kerta Gosa, emits significant cultural heritage values associated with a palace. This pemedal court is an important heritage that is still around and can not be separated interms of the value of Kerta Gosa traditional architecture. The function of the gate as cantilever holder of the throne of the kingdom.

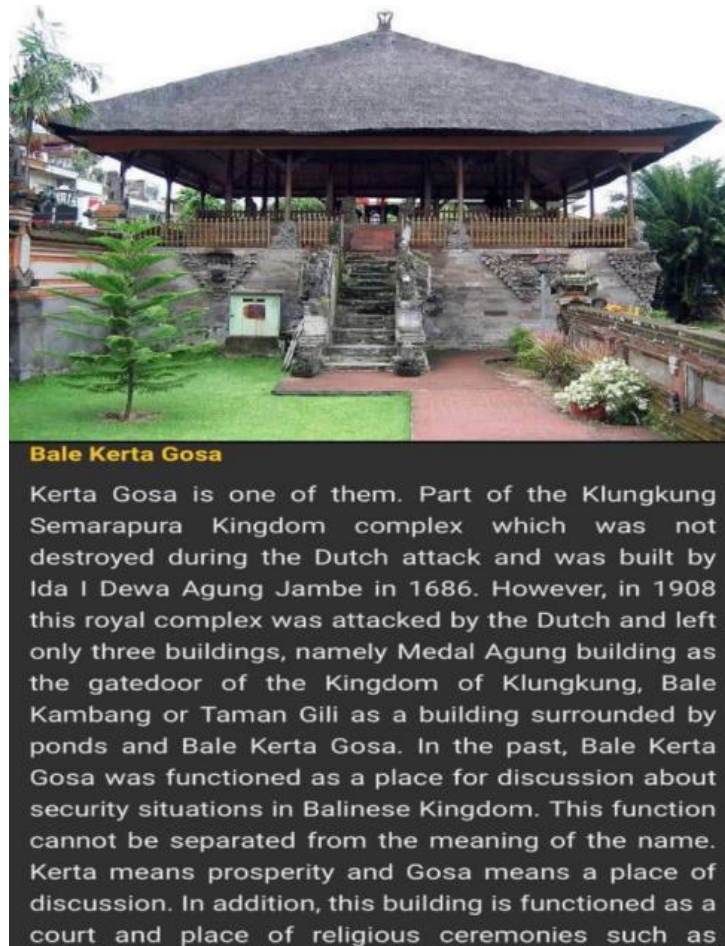


Figure 2. Bale Kerta Gosa
(source : baligoldentour.com, visitbali.id)

- (2) In the past, Bale Kerta Gosa was functioned as a place for discussion about security situations in Balinese Kingdom.

The temporal frame "In the past" sets the context for when the action took place. The subject "Bale Kerta Gosa" as the main focus of the sentence, indicating what the sentence is about. The past tense verb "was functioned" is the passive voice where subject performed an action in the past. The purpose "as a place for discussion about security situations in Balinese Kingdom" explains the function of the Bale Kerta Gosa, which describes what Bale Kerta Gosa was used for in the past. The Causal Relationship "about security situations in Balinese Kingdom" provides more information about what kind of discussions took place. It specifies the topic of the discussions held at the Bale Kerta Gosa. In this discourse analysis, the sentence effectively conveys that the Bale Kerta Gosa had a specific historical purpose – serving as a location for discussing security situations within the Balinese Kingdom. The Kerta Gosa building as a place of discussion, justice and prosperity for The Klungkung Kingdom has function as a court to provide a sense of justice and comfort for the society in Klungkung Kingdom. It seen from the

equipment such as chairs, table, and others with carvings which famous as kamasan decoration.



Bale Kambang and Taman Gili

Painting at Ceiling Kerta Gosa

Bottom row illustrates the themes derived from Tantri Story. Suite second from the bottom illustrates the theme of the story. Bimaswarga in Swargarakanaparwa. Catenarian next theme Bagawan Kasyapa story. Fourth row to take a theme that is characteristic Palalindon or meaning and the meaning of the occurrence of earthquakes in mythologist. Continuation of the story is taken from the theme Bimaswarga painted on the fifth row that is located almost on the cone-shaped roof building. In the last row or the sixth place by a description of the life of Nirwana. In addition to the building ceiling Kerta Gosa, puppet paintings also decorate the ceiling in the west that is Kerta Gosa Bale Kambang. On the palate this painting Bale Kambang puppet who comes to take the themes from the story of Kakawin Ramayana and Sutasoma. The theme comes from guide kakawin this function that the building is the place Bale Kambang under one's belt religious ceremony that is Manusa Yadnya cut teeth child in Klungkung king. The attractiveness of Kerta Gosa Bale Kambang paintings than in the traditional style of Kamasan at Kerta Gosa Bale and Bale Kambang, other important

Figure 3. Painting at Ceiling Kerta Gosa
(source: baligoldentour.com)

- (3) “Bottom row illustrates the themes derived from Tantri Story.”

"Bottom row" as the subject of the sentence refers to the lowermost row of something, such as an arrangement of illustrations or images. "illustrates" as the verb of the sentence indicates the action being performed by the subject, to represent visually. "the themes" as the direct object of "illustrates" as the verb. The themes are being depicted visually. "derived from Tantri Story" as a prepositional phrase which provides more information about the themes, which describes the source or origin of the themes being depicted. The relation of these themes to the Tantri Story, and the highlight of visual elements, involve exploring how these themes contribute to the overall narrative or message being conveyed, such as the success of a smart young girl named Ni Dyah Tantri who has an ability to make the king realize his fault of doing polygamy by telling the king a lot of stories which are rich of local wisdom. The attractiveness of the illustration are made in the traditional style of kamasan.



Structure Kerta Gosa Building

Kerta Gosa consists of two buildings (bale), namely Kerta Gosa Bale and Bale Kambang. Bale Kambang called because the building is surrounded by a pond that is Gili Park. The uniqueness Kerta Gosa with Bale Kambang this is surface on the ceiling or roof bale is decorated with traditional painting style of Kamasan (a village in Klungkung) or style of puppet that is very popular in the community Bali. Initially, the paintings that decorate the ceiling are made of cloth and parba. New since 1930 is replaced and created at the top of the plasterboard direstorasi ago according to the original image is still intact and up to now. Cultural heritage as Kingdom Semarapura, Gosa and Kerta Bale Kambang enabled to judge the matter and the religious ceremony that is especially yadnya cut teeth (mepandes) like children king.

Figure 4. Bale Kambang that surrounded by Gili Park
(source: baligoldentour.com)

- (4) The building is surrounded by a pond that is Gili Park.

"The building" is the subject, "is surrounded" is the verb phrase which describes the relationship between "the building" as subject and the rest of the sentence. "by a pond that is gili park" is a prepositional phrase which provides more information of the building's surroundings. "by a pond" is a prepositional phrase which indicates the location of the building in relation to the pond. "that is gili park" is a relative clause which describes the pond. "That is" introduces the clause, and "gili park" is the descriptor for the pond. In terms of discourse analysis, this sentence describes the location of the building in relation to a pond known as "gili park." The use of "is surrounded" suggests that the building is encircled or encompassed by the pond. The sentence provides context by introducing "gili park" as the descriptor for the pond, indicating that it likely holds significance or characteristics that differentiate it from other ponds. The uniqueness of Bale Kambang Kerta Gosa lies in its intricate ceiling paintings that depict scenes from the Balinese epic narratives, along with its distinctive floating pavilion architecture.

4 CONCLUSION

The results show that the analysis begins by dissecting sentences that describe the uniqueness and historical significance of places like pemedal court and bale kerta gosa, which served as centers for cultural heritage and discussions in the Balinese Kingdom. It underscores how these locations were utilized and their relation to the surrounding environment. The analysis also delves into the visual aspects where it discusses illustrations and their thematic origins from Tantri Story. This exploration considers the narrative implications and cultural value they contribute. Additionally, the analysis touches upon architectural details, such as the presence of a pond known as "gili park," which surrounds a building. This approach offers a comprehensive understanding of the sentences' structure and how each element contributes to conveying information.

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