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**CULTURAL HERITAGE IN MALAYSIA: A CRITICAL DISCOURSE
ANALYSIS OF LOCAL NEWSPAPER**

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Abstrak

Warisan budaya merupakan antara komponen penting dalam menyumbang kepada pembangunan sektor pelancongan negara. Walaupun penyelidikan di Tapak Warisan Dunia di peringkat antarabangsa bermula pada tahun 1945, namun di Malaysia, penyelidikan hanya bermula sekitar tahun 1980-an. Memandangkan komponen ini masih lagi baharu, hanya beberapa kajian yang dijalankan menjurus kepada aspek pemuliharaan tapak warisan dunia di dalam negara ini. Kajian ini memberi penekanan kepada warisan ketara, iaitu yang merujuk kepada bangunan-bangunan bersejarah, dan isu yang berkaitan hal pemuliharaan di dalam kawasan tapak warisan dunia *United Nations Educational, Scientific and Cultural Organization* (UNESCO) di negara ini. Kajian ini bertujuan untuk mengkaji isu pemuliharaan bangunan bersejarah di kedua-dua kota bersejarah Melaka dan George Town menerusi gambaran (yang terdiri daripada teks dan imej) daripada akhbar tempatan (dwibahasa), iaitu *The Star* (Bahasa Inggeris) dan Berita Harian (BH) (Bahasa Melayu). Kajian ini menggunakan pendekatan analisis kandungan dan semiotik visual untuk mengkaji kedua-dua akhbar terbabit. Sejumlah 503 artikel (137 daripada *The Star* dan 366 daripada BH) diperoleh dengan menggunakan kata kunci. Berdasarkan penemuan, liputan akhbar *The Star* mengenai hal pemuliharaan bangunan bersejarah untuk kedua-dua bandar bersejarah adalah menerusi teks dan imej dan sebaliknya, akhbar BH hanya memaparkan teks sahaja. Dapatan juga menunjukkan kedua-dua akhbar memberi penekanan mengenai warisan yang tidak ketara, berbanding warisan ketara dan warisan semula jadi. Kedua-dua surat khabar memang mengakui akan peri pentingnya hal pemuliharaan. Oleh itu, adalah mustahak untuk mereka mempunyai paparan yang seimbang antara teks dan imej. Kajian ini menyumbang secara signifikan kepada penerusan perkembangan komunikasi visual, yang berkaitan dengan pemuliharaan warisan budaya di negara ini.

Kata Kunci: Pemuliharaan bangunan bersejarah, Tapak warisan dunia, Melaka, George Town, akhbar.

Abstract

Cultural heritage is one of the prominent components in contributing towards the development of the country's tourism sector. Although research on World Heritage Site at the international level had started in the year 1945, instead in Malaysia, it only began around the 1980s. While still being relatively new, only a few studies have been conducted on conservation in the country, especially within the world heritage sites. The current study emphasizes on the tangible heritage vis-à-vis historic buildings, and with their connecting issue on the conservation matter within the United Nations Educational, Scientific and Cultural Organization (UNESCO) world heritage sites in the country. This study sets out to further explore the issue of historic buildings conservation in two historical cities of Melaka and George Town through the portrayal (consisting of text and image) of local newspapers (in bilingual), which are *The Star* and *Berita Harian* (BH). The study employs the approaches of content analysis and visual semiotic to examine both newspapers. A total of 503 articles (137 from *The Star* and 366 from BH) are obtained by utilization of the keywords. Based on the findings, the coverage of *The Star* was via both text and image specifically on the historic buildings conservation to both historical cities and in contrary, for BH thus, it just merely portrays on the text only. The result also shows that both newspapers emphasized more on intangible rather than tangible and natural heritage. Both newspapers indeed acknowledged the importance of conservation matter. Therefore it is pivotal to have a balance portrayal between the text and image. This research contributes significantly to the further development of visual communication on cultural heritage preservation in the country.

Keywords: Historic buildings conservation, World heritage site, Melaka, George Town, newspaper.

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List of Abbreviations

ASEAN	Association of Southeast Asian Nations
BH	<i>Berita Harian</i>
BPP	Tourism Promotion Division
CHANT	Citizens Awareness Chant Group
GTF	George Town Festival
GTGP	George Town Grants Programme
GTWHI	George Town World Heritage Incorporated
ICOMOS	International Council on Monuments and Sites
JKM	Melaka Chief Minister Department
JWN	National Heritage Department
MBMB	Melaka Historic City Council
MPPP	Penang Municipal Council
NGO	Non-Governmental Organization
PBT	Local Authority
SXI	St Xavier's Institution
UNESCO	United Nations, Educational, Scientific and Cultural Organization
WTO	World Tourism Organization

CHAPTER ONE

INTRODUCTION

1.1 Background

Tourism sector has grown remarkably in the past few decades. In parallel with the progress on tourism, there is a high interest in history, culture and heritage. According to Cook (2000), these scenarios does not only apply to local, but it also happens to international travelers are interested in visiting museums, historical spots and culture events. Literally, the current trends of tourism appeared as what is called as cultural heritage tourism. Thus, the trend is clear in the advance of the capacity of tourists who look for history, culture, adventure, archeology as well as contact with the local community (Chourasia, 2012).

Interestingly to note that essentially heritage and cultural are two affiliated models of tourism. Faulkner, Moscardo, and Laws (2000) explain that heritage emphasizes on the previously, while culture concentrates on the today way of life of a visited people. Next is to know what actually the meaning of cultural heritage, and one of the most exact definitions comes from the Virginia Department of Historic Resources (Real, 2000, p. 291); “Cultural or heritage tourism is travel directed towards experiencing the heritage, arts and special character of a place in an exciting, and informative way.” Thus, this definition actually expressed several main points of cultural heritage tourism.

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APPENDICES

**Appendix A:
Companies Profile**

Subject	The Star	<i>Berita Harian (BH)</i>
1. Owner	Malaysian Chinese Association.	Media Prima Berhad.
2. Established	9 September, 1971.	1 July, 1957.
3. Language	English.	Malay.
4. Type	Daily Newspaper.	Daily Newspaper.
5. Format	Tabloid.	Compact.
6. Publisher	Star Media Group Berhad (Formerly known as Star Publications (Malaysia) Berhad).	The New Straits Times Press (Malaysia) Berhad (NSTP).
7. Other	It is the largest paid English newspaper in terms of circulation in Malaysia.	As the first mainstream newspaper in „Bahasa Malaysia“.

Source: Adapted from www.thestar.com.my and www.bharian.com.my

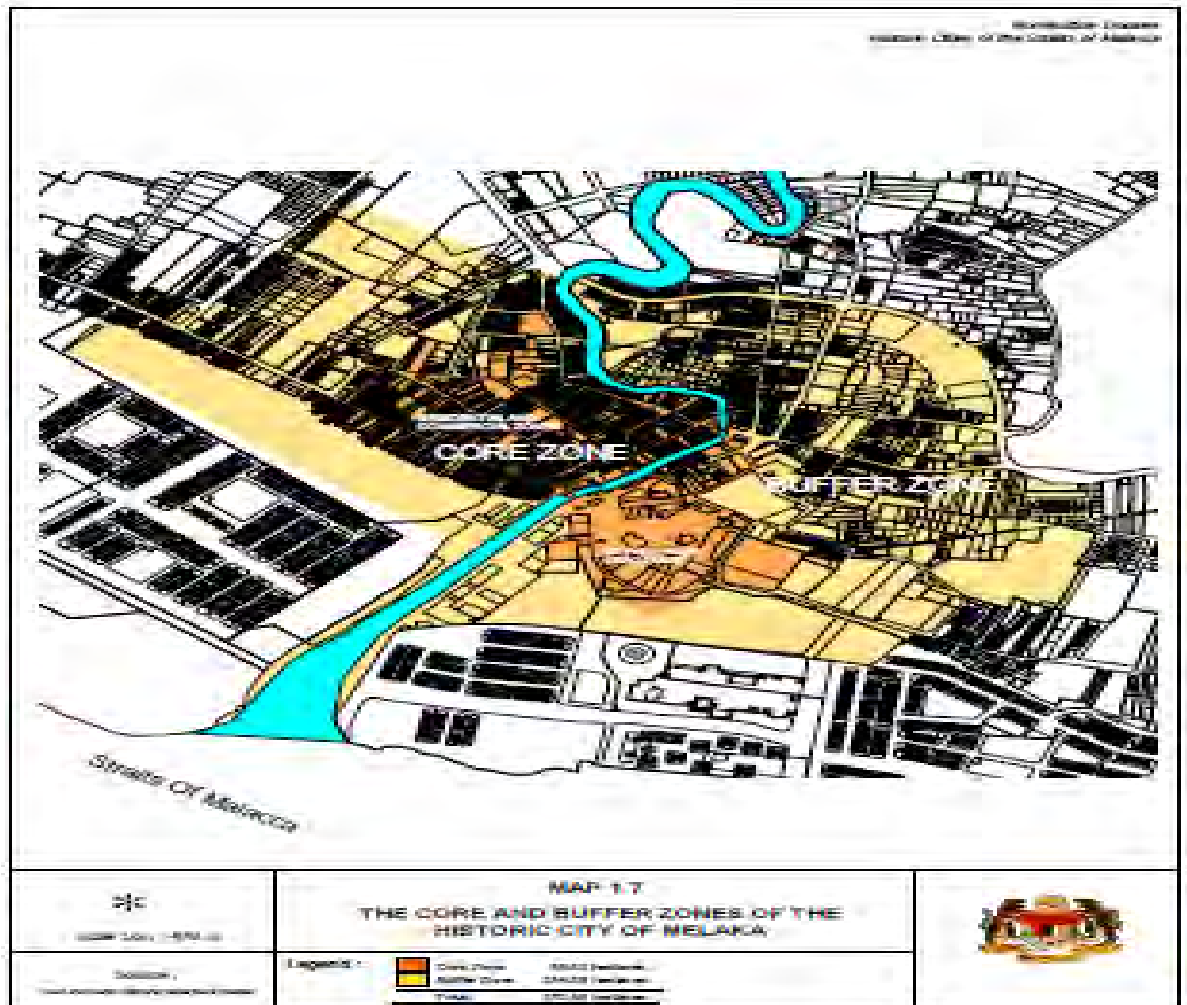
**Appendix B:
Sample of Coding Sheet (Content Analysis)**

Year	
Date	
Newspaper	The Star/BH
Language	English/Malay
Headline	
Issue addressed	
Consistency of words	cultural heritage/historic buildings/conservation/ world heritage site/Malacca/George Town
Page number(s)	
Section	Front/Public Discourse/Miscellaneous/Other
Photographs	Yes/No
Type of cultural heritage	Tangible/Intangible/Natural
State's covers	Melaka/George Town/Other
Source	Hardcopy/Soft Copy

**Appendix C:
Sample of Coding Sheet (Semiotic Analysis)**

Year	
Date	
Newspaper	The Star/BH
Language	English/Malay
Headline	
Issue addressed	
Image portrays	historic buildings/ conservation
	UNESCO World Heritage Site
Page number(s)	
Section	Front/Public Discourse/Miscellaneous/Other
Colour	
Type of cultural heritage	Tangible/Intangible/Natural
State's covers	Melaka/George Town/Other
Source	Hardcopy/Soft copy

Appendix D: Core and Buffer Zone of Melaka



Source: Nomination Dossier, Historic Cities of the Straits of Malacca: Melaka and George Town. (<http://www.gtwhi.com.my/images/stories/files/dossier.pdf>)

Appendix E: Core and Buffer Zone of George Town



Source: Nomination Dossier, Historic Cities of the Straits of Malacca: Melaka and George Town. (<http://www.gtwhi.com.my/images/stories/files/dossier.pdf>)

**Appendix F:
Zone of Melaka and George Town**

No	Property (Name)	Core Zone (hectares)	Buffer Zone (hectares)	Total Area (hectares)
001-M	The Historic City of Melaka	38.62 (22.4%)	134.03 (77.6%)	172.65 (100%)
002-P	The Historic City of George Town	109.38 (42.2%)	150.04 (57.8%)	259.42 (100%)
Total		148.00 (34.3%)	284.07 (65.7%)	432.07 (100%)

Source: Nomination Dossier, Historic Cities of the Straits of Malacca: Melaka and George Town. (<http://www.gtwhi.com.my/images/stories/files/dossier.pdf>)

Appendix G: Melaka River



Source: www.astroawani.com (March 10, 2014)

**Appendix H:
Syed Al-Attas Mansion, George Town**



Source: www.world-heritage-site.com

**Appendix I:
Fort Cornwallis, George Town**



Source: www.travel-penang-malaysia.com

**Appendix J:
Bukit Cina, Melaka**



Source: www.thestar.com.my (August 16, 2013)

Appendix K:
Dataran Pahlawan Melaka Megamall



Source: www.malacca.ws

**Appendix L:
Hatten Square, Melaka**



Source: www.malacca.ws

**Appendix M:
Khoo Kongsi, George Town**



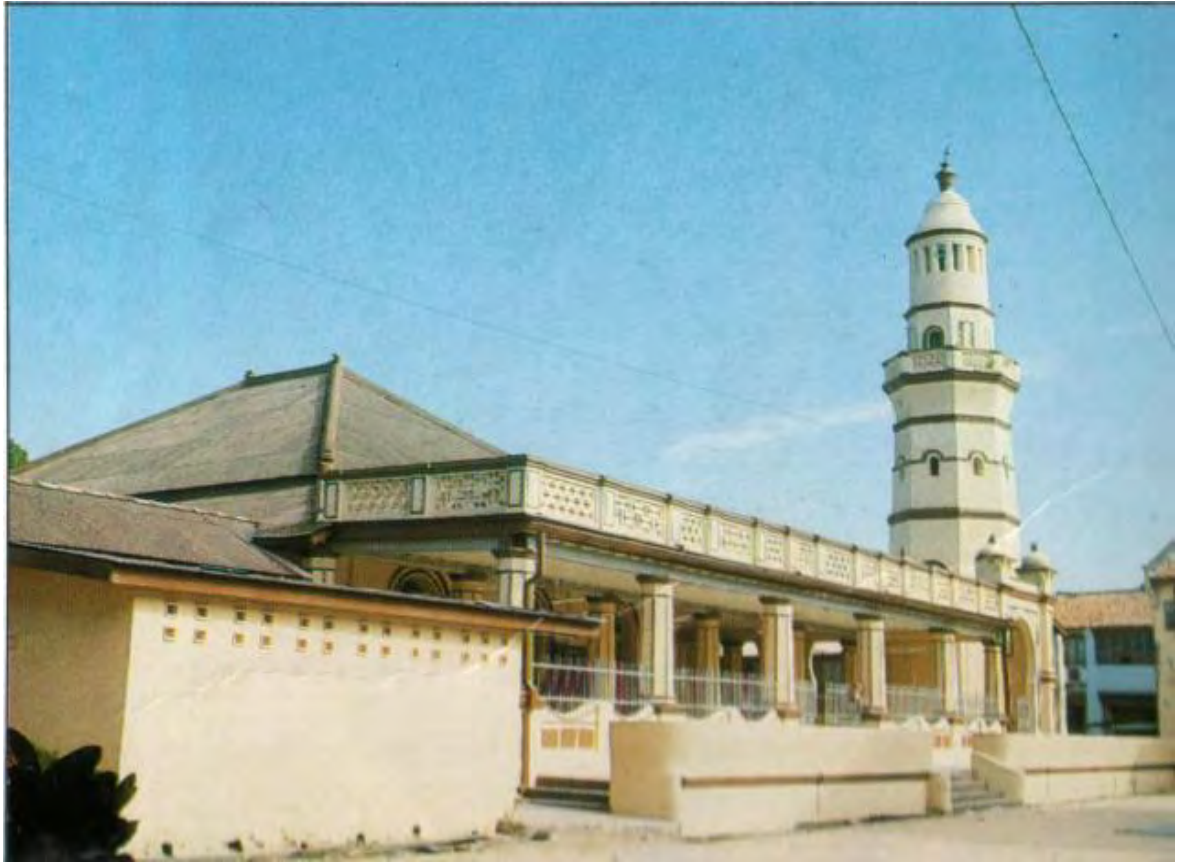
Source: www.khoocongsi.com.my

**Appendix N:
St Xavier's Institution, George Town**



Source: www.penang-traveltips.com

Appendix O:
Masjid Melayu Lebuah Aceh, George Town



Source: www.arkib.gov.my