

A FRAMING ANALYSIS OF INDONESIAN NEWSPAPER ON THE ISSUE OF COMMUNITY-BASED TOURISM IN MAGELANG

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Abstract. Since its inception in 2009, CBT has been a topic of controversy. However, the different discourses on CBT have led to many debates. Which in turn has led to the destructive impact of exploitation by the community. So it is important to analyze the discrepancy of the discourse. This study uses the frame analysis method to examine and understand how CBT in Magelang district, Indonesia, is conceptualized in media discourse. A total of 75 news articles in online media and 40 articles in print media on CBT in Magelang, published between 2017 and 2022, were selected from 9 online media and 2 print media. 5 issue frames and 4 interest groups were identified to organize the entire public discourse on CBT. Furthermore, a media framing analysis with Entman's theoretical approach was conducted on 35 articles published by Kompas Daily. This was done to understand how the main mass media selected issues, highlighted elements, and provided quality responses about CBT development in Magelang. The results of the analysis show that news related to CBT governance, CBT concept implementation, and tourism infrastructure development received more coverage than other rural tourism issues.

Keywords: Frame analysis, Media, Communication Development, CBT, Rural Tourism

Abstrak. Sejak diluncurkan pada tahun 2009, CBT telah menjadi topik kontroversi. Namun perbedaan wacana mengenai CBT menimbulkan banyak perdebatan. Yang pada akhirnya menimbulkan dampak destruktif berupa eksploitasi yang dilakukan oleh masyarakat. Sehingga penting untuk menganalisis kesenjangan wacana tersebut. Penelitian ini menggunakan metode analisis bingkai untuk mengkaji dan memahami bagaimana CBT di Kabupaten Magelang, Indonesia, dikonseptualisasikan dalam wacana media. Sebanyak 75 artikel berita di media online dan 40 artikel di media cetak CBT di Magelang yang terbit antara tahun 2017 hingga 2022 dipilih dari 9 media online dan 2 media cetak. 5 kerangka isu dan 4 kelompok kepentingan diidentifikasi untuk mengatur keseluruhan wacana publik tentang CBT. Selanjutnya dilakukan analisis framing media dengan pendekatan teori Entman terhadap 35 artikel terbitan Harian Kompas. Hal ini dilakukan untuk memahami bagaimana media massa utama memilih isu, menyoroti elemen, dan memberikan tanggapan berkualitas tentang pengembangan CBT di Magelang. Hasil analisis menunjukkan bahwa berita terkait tata kelola CBT, implementasi konsep CBT, dan pembangunan infrastruktur pariwisata mendapat liputan lebih banyak dibandingkan isu pariwisata pedesaan lainnya.

Kata Kunci: Analisis bingkai, Media, Pengembangan Komunikasi, CBT, Wisata Perdesaan

INTRODUCTION

Community-Based Tourism (CBT) has become a major topic in the last three decades due to the changing direction, values and mindset of community development in Indonesia. However, the meaning of the CBT concept has been defined from various perspectives. For example, according to Dolezal (2020) CBT has a potential to strengthen and empower communities, particularly via cooperation, partnership, and capacity building. Through the use and protection of cultural and natural resources, as well as through providing a forum for cooperation and partnership, CBT strengthens communities. The same point is made by Sunuantari in (Febriandhika & Kurniawan, 2019) who argues that successful CBT implementation can support local economic development by generating jobs, promoting equitable community participation, reducing the negative environmental effects of tourism, preserving cultural heritage, and enhancing livelihoods. Initiatives for CBT development cannot be successful without the participation, collaboration, and support of the local populace. Despite the complexity and ambiguity of the power relations formed between corporate, public, and community stakeholders, CBT has a tremendous potential to benefit and empower communities, notably via capacity building, partnerships, and cooperation (Stone & Stone, 2020).

This CBT phenomenon does not only create new alternatives for rural communities to generate income from the tourism industry (Asmelash & Kumar, 2019), but also changing the nature of product and service access and redefining community involvement in tourism activities that are critical for sustainability (Gössling et al., 2020; Truong & Hall, 2013). National economic development through CBT

encourages tourism through empowering the people's economy (Febriandhika & Kurniawan, 2019). (Fafurida et al., 2020) said that CBT development can help improve the rural economy. CBT is considered to encourage the development of other economic fields. CBT also increases employment opportunities and salaries. (Dolezal & Novelli, 2020) said that the tourist village program is a way to implement CBT in Indonesia. This tourist village has been a government policy since 2009. The Ministry of Tourism and Creative Economy targets 244 tourist villages that have been certified as independent tourist villages in the 2020-2024 RPJMN. Of these 244 tourist villages, 150 are super-priority destinations, including 57 villages in Magelang District. This policy provides the foundation for the idea of tourism villages in Indonesia and regulates the various organizations and individuals involved in the development of tourism villages.

Although CBT has come to the attention of the tourism industry globally, an extensive review of the literature shows a lack of theoretical frameworks that explain the structure and mechanism of sustainable CBT. Different perceptions of CBT determine how people act. Across the world, CBT has been rapidly growing as a sustainable social development strategy. It has been defined from various perspectives and characteristics, such as tourism entrepreneurship managed and operated by communities, tourism activities that focus on partnerships with local communities to improve their quality of life (López-Guzmán et al., 2011), and social activities (Dodds et al., 2018). In addition, CBT is thought to attract visitors who are more responsible and aware of the needs of non-extractive tourism, and result in improvements for local communities (Giampiccoli et al., 2021). This has resulted in a significant amount of research concentrating on unpacking the

contextual factors and circumstances that provide CBT best practices and development opportunities. Such studies include those conducted by (Burgos & Mertens, 2017; Dabphet et al., 2012; Maldonado-Eraza et al., 2020; Zielinski et al., 2021). However, there is still a failure to address the holistic relationship between the various parties involved in CBT and sustainable development. Moreover, given the enormous impact of this community development model on the tourism industry and its sustainability, researchers and practitioners need a systematic understanding of CBT.

The media plays an important role in building understanding of sustainable CBT in Indonesia. Indonesia's uniqueness as an archipelago, with more than 17,000 islands, offers a rich tapestry of cultures, traditions and landscapes that form the foundation of CBT initiatives. These initiatives are not just tourism products, but also a reflection of Indonesia's commitment to preserve its cultural identity while promoting sustainable economic development in rural areas (Dolezal & Novelli, 2020). This aspect of CBT underscores the importance of media representation, as it plays a critical role in how these unique cultural and natural assets are communicated to domestic and international audiences. Media narratives on CBT also promote tourism as a key driver of economic growth, studying media representations that reveal complex challenges including issues related to sustainability, community participation, and the impact of tourism on culture and the environment (Pan et al., 2011). The diverse attitudes of different interest groups towards CBT, as reported in media coverage, provide valuable insights into the dynamics of tourism development in Indonesia. This includes perspectives from the government, strategic partners, tourist village communities, and visitors.

However, communicating CBT development through mass media is a challenge. Journalists have to face some of the biggest obstacles when they want to make CBT popular and interesting in the media. Some of them are the complexity of CBT, the perception of its values, and its technical characteristics. In this study, "frame analysis" will be used to examine differences in CBT narratives. Frame analysis, a classic theoretical method in mass communication research, is commonly used to understand the fundamental conceptual and ideological framework of a particular social phenomenon (Morley in (Kuypers, 2009)). This social approach can be useful because it can not only simplify and explain complex phenomena to the public, but it can also show possible options and help policy makers make decisions (Nisbet in (Leung et al., 2019)). The frame analysis approach becomes an effective tool in this study to uncover the media discourse on CBT and to understand and describe the organizing principles and mechanisms underlying the implementation of the CBT concept in Indonesia. The government's support for projects such as the Balkondes in Magelang as part of the initiative to designate Borobudur as a National Tourism Strategic Area highlights the importance of CBT. Media is therefore an important tool in the government's communication strategy, influencing public perception and international understanding of the initiative.

The specific objective of this research is to emphasise on how understanding how understanding the framing of CBT narratives in media discussions can explain the various narratives and interpretations that influence public perceptions and government policies related to the development of tourism villages in accordance with the CBT concept. By using framing theory to analyze how different frames shape the discourse around CBT in media outlets, this analysis aims to

uncover the dominant narratives that could either support or undermine the development of CBT initiatives. By doing so, this study seeks to contribute to a deeper understanding of the role of media framing in shaping the outcomes of CBT projects, thereby offering insights that can guide more effective communication strategies and policy formulations to support CBT. As an Indonesian phenomenon, CBT requires discussion on its cultural, economic and environmental significance, the role of the government in promoting it, the challenges faced and the diverse perspectives of the stakeholders involved. A study of its presentation in the media is essential to gain a thorough understanding of the impacts and challenges of CBT in Indonesia.

This approach will highlight that the study's purpose extends beyond mere analysis; it aims to offer a foundation for informing and guiding the strategic communication and policy-making processes to promote and develop CBT effectively. Furthermore, by identifying the main frames, sub-frames, interest groups, and communities in news articles, the study can provide valuable insights into how CBT is perceived and discussed among different stakeholders, thereby facilitating more targeted and informed efforts to address challenges and leverage opportunities within CBT development. This research will use Entman's framing analysis model. The objects used in this research are news from print main media to find the selection of issues and the emphasizing of messages in each news frame from the mass media that leads to the problem of developing tourism villages through the CBT concept. This research will therefore make it clear that frame analysis serves as an important tool to understand and shape the discourse around CBT, which ultimately contributes to the development of sustainable tourism villages.

To achieve the research objectives, this paper starts with a literature of Framing Theory and CBT. The use of framing theory aims to identify the main frames used by the media to represent CBT and understand their implications for public perception and policy formulation. This is crucial to inform strategic communication and policy making to effectively promote CBT. As such, this paper not only discusses framing theory but also integrates it with the research objectives, illustrating why this theoretical perspective is critical to examining media portrayals of CBT and its broader impact on tourism development and sustainability. It then further describes the research design, data collection, and coding of the frame analysis. Next, the results of frame analysis codings are discussed, which makes it possible to propose how CBT mainstream print media were understandable, relatable, contextualized, and explained thoroughly. As for the last part, this paper discusses the conclusion and implication of this research towards the development of CBT, particularly tourist villages in Magelang District.

LITERATURE REVIEW

To discuss the integration of framing theory with the objectives of this study, it is imperative to explicitly articulate the relevance of the choice of theory to the research objectives. This research begins by outlining the importance of framing theory in understanding the role of the media in shaping perceptions of CBT. This can be achieved by explaining how framing theory provides a lens through which to analyze the influence of the media on public perceptions and policy decisions regarding CBT. Specifically, the paper explains the choice of framing theory is based on its ability to dissect the ways in which media frames can define problems, diagnose causes, make

moral judgments, and suggest solutions relating to CBT development, as highlighted by Entman's model.

Frame Analysis. Frame analysis studies, especially regarding media framing, have been applied to various issues in all parts of the world, ranging from different portrayals of crises in mainstream media (An & Gower, 2009), coverage of LGBT themes (Putra & Nasionalita, 2018) to political narratives in Australia (Barnes, 2022). This frame analysis has also been widely applied to health issues, especially about the Covid virus outbreak, to see how the media discusses it. Examples are content analysis of youtube content about the Covid 19 crisis from a political perspective (Chae & Hara, 2023), and framing the phenomenon of livestreaming travel in China during Covid (Liu et al., 2022).

In this research, frame analysis refers to the way people understand, interpret and give meaning to an event or situation. The theory was first introduced by Erving Goffman (1974), who defined frames as "interpretive schemata" that can be used to describe the structure of experience that exists in a person's social life. Other qualitative researchers later developed this idea. Among others is Minsky (1977), according to whom frame analysis is a mental representation of human knowledge of the world consisting of multiple layers, with low-level subframes providing additional detail and high-level subframes providing additional generality. Social movement studies began to use frame analysis extensively in the mid-1980s, paying attention to how actors actively participated in creating the meaning of social problems (Leung et al., 2019). Frame analysis was chosen because it offers a systematic approach to understanding how the media constructs narratives around CBT, which influences public perception and policy direction. This is particularly relevant in the

context of CBT, where media representations can significantly influence the success and sustainability of tourism initiatives.

Frame analysis has developed in communication and media research since 1990 to determine how news is socially constructed (Westermann, 2020). A frame is defined as a part of perceived reality that is displayed more prominently in a communicated text. It is used to encourage a particular problem definition, causal interpretation, ethical evaluation, and or commendable treatment (Entman in (Putra & Nasionalita, 2018)). In other words, frame analysis reveals the way people talk and think about social issues by looking at how people talk and think about issues in the news. The goal is to determine how certain parts of a particular idea are connected to a set of meanings and spread in the discursive activities found in the news (Leung et al., 2019).

Frame analysis is typically a method in which the researcher's focus is on how the experiences of a particular research participant or group of individuals are organized and given meaning. Frames are cognitive structures that help people make sense of their world. Frame analysis is an attempt to identify these frames, which can be concepts, mindsets, rules, or norms, and analyze how these frames influence participants' perceptions and actions. In the process of frame analysis, important elements of the frame, such as symbols, narrative elements, or concepts, are identified. The researcher then looks at how these frames relate to understanding and social interaction. Frame analysis can be used in social research to delve deeper into how people see and give meaning to their experiences and help reveal the values, norms and social constructs that shape understanding.

Robert Entman (1993) states that framing is a term that refers to the selection

of "some aspects of perceived reality and making them more salient in communication texts, in ways that promote particular problem definitions, causal interpretations, moral evaluations, and/or treatment recommendations for the items described" in research (Putra & Nasionalita, 2018). Sources can predict the effects that may occur by using certain frames. Therefore, frames have the ability to shape public ideology, as well as public understanding, interpretation, evaluation, and judgment about an issue. In addition, this research investigates how frame diversity-also known as frame diversity-in the communication process. Mauro Porto (2007) explains how multiple voices affect readers' information processing (Leung et al., 2019). The media should not only provide the audience with information but should also provide an interpretative frame that allows the audience to make sense of the information. This interpretive framework provides a context or explanation of the various issues discussed in the media. This theory is important for research because it helps us understand how information is delivered to the general public and how the diversity of frames and news sources can affect the quality of that information.

This research uses the constructionist paradigm, a paradigm that has a position and view of the media and the news texts it produces. The concept of constructionism was introduced by interpretative sociologist, Peter L. Berger. According to Berger (1990), reality is not scientifically formed, nor is it something handed down by God. Instead, it is shaped and constructed (Ptaszek et al., 2023). Using frame analysis techniques, various studies have been categorized into issue-specific frames and general frames. Issue-specific frames are only applicable to certain topics. This is like the frames created by (Putra & Nasionalita, 2018) to frame LGBT issues and those created by (Ptaszek et al., 2023) that frame the issue of the Ukraine-

Russia war. In contrast, structural components of news that fall under generic frames can be applied to a variety of different topics. Examples are the episodic-thematic frame typology proposed by Iyengar (Matthes, 2009) and the frame typology developed by Semetko (Semetko & Valkenburg, 2000), which includes things like conflict, human interest, moral responsibility and economic consequences.

In this paper, the use of frame analysis aims to identify the main frames used by the media to represent CBT and understand their implications for public perception and policy formulation. This is crucial to inform strategic communication and policy making to effectively promote CBT. As such, this paper not only discusses framing theory but also integrates it with the research objectives, illustrating why this theoretical perspective is critical to examining media portrayals of CBT and its broader impact on tourism development and sustainability. Frame analysis has also been widely applied to analyze tourism development themes. For example, the use of frame analysis in CBT development, where it has been used to examine the ideological and socio-cultural forces that shape representations of tourism (Baixinho et al., 2020; Fan et al., 2021). In addition, frame analysis also includes additional social and political issues in tourism. These include public policy changes in Hong Kong's cultural heritage sites influenced by movies and Golden Week vacation policy reforms in China (Wu et al., 2012). Also studies conducted by (Aaltojärvi et al., 2018; Chae & Hara, 2023; Dolezal, 2015; Valenta & Strabac, 2016) examined how the use of frame analysis in tourism development.

Therefore, the literature review section on frame analysis will end by emphasizing how important it is to understand the framing of CBT narratives in media discussions. This understanding can

help explain the various narratives and interpretations that influence public perceptions and government policies related to the development of tourism villages in accordance with the CBT concept. This will be the basis for the framing analysis conducted by the author on news articles about CBT. The purpose of this analysis is to find the main frames and sub-frames that shape public discussions about the complex and ever-changing CBT model.

Frame Analysis in Tourism and Village Development. To examine the socio-cultural aspects of the tourism industry, Santos and colleagues used frame analysis in the early 2000s. They found that ideological forces shape representations of tourism. (Buzinde & Santos, 2008; Jeong & Santos, 2004). For example, (Jeong & Santos, 2004) found traditional and modern ways used by American media to present Portugal as a tourist destination. According to (Buzinde & Santos, 2008), the two main pillars of slavery were regional politics and economics, and the prowess of the white aristocracy. These two pillars are emphasized when promoting a heritage site. In addition, (Pan et al., 2011) examined the image of New Zealand in print media reports and found that the three main frames of the destination image were adventure, nature and culture. While atmosphere and leisure were the two most prominent frames of New Zealand's image in two TV commercials.

The application of frame analysis in Tourism and Rural Development is extended to other social and political issues. (Wu et al., 2012) examined policy reforms related to Golden Week in China and pointed out six specific themes: welfare and rights, economic effects, tourism growth, power distribution, policy making, and cultural change. Pan and Ryan (2013) conducted research on public policy changes that occurred at a media-shaped cultural heritage

site in Hong Kong. They found three specific problem frames: conservation, protection of business profits, and urban renewal. In another case, to examine cultural frame interpretations of local food (Aaltojärvi et al., 2018) used two general types of frames. One of them is episodic-thematic, while the other is generic related to the experience of consuming local food, while (Liu et al., 2022) examines how new media, especially live streaming, frames the tourism industry during the Covid 19 pandemic by using five general frames: tourism under the COVID-supply side, tourism under the COVID-demand side, travel live streaming pattern, region revitalization, new travel trend and virtual image building.

Community-Based Tourism (CBT). Tourism has been acknowledged as one of the most important businesses in the world in terms of earning foreign currency and bringing about socioeconomic improvements that have a multiplier effect on long-term development both locally and worldwide. The significance of the tourist sector in contributing to sustainable development has been expressly acknowledged by the United Nations through the 2030 Agenda and the Sustainable Development Goals (SDGs). Several authors have demonstrated and emphasized the strong link between sustainable tourism and the 17 SDGs (Lenao & Saarinen, 2015). Aside from its importance in local tourist development, new study has revealed particular ties between tourism and the SDGs in Southeast Asia (Müllera et al., 2020). Partnerships are essential for developing coherent policies (e.g., SDG 17.14), fostering synergy between different policy areas (e.g., social, economic, environmental) and levels (e.g., supranational/global, national, local) (OECD, 2019), and delivering impact for all stakeholders through collective vision, shared goals, alignment, and transparency

(Darian Stibbe et al., 2019). However, this is not always the case with CBT-related concerns, which can instead result in social disempowerment and community incapacity owing to deficiencies in skills, confidence, trust, and resources (Dolezal & Novelli, 2020).

The CBT concept has the ability to benefit and empower communities, particularly via capacity building, partnerships, and cooperation. It must, however, be divorced from the complexities of unclear inter-community power relations formed by corporate, public, and community stakeholders (Stone & Stone, 2020). CBT as a location where power dynamics between actors might lead to community empowerment failure (Dolezal & Novelli, 2020). If many stakeholders are involved in the CBT development process, the most powerful political or economic interests will have the ability to fulfill their interests, leaving the weak, underdeveloped local communities with little potential to actively participate in the restructuring of their environment.

CBT focuses on including local people in tourist development planning and administration in order to establish a more sustainable sector (Ghaderi et al., 2022). As a means of implementing sustainable tourism, community engagement in the tourist planning process is strongly suggested (Okazaki, 2008). CBT, which is frequently seen as an essential component of sustainable tourism, possesses a number of crucial characteristics, including diversity and specialization, linkages, and inherent participation. However, it appears that tourism development that takes place based on the priorities of local communities is heavily skewed towards tourism development and is primarily concerned with meeting the needs and desires of government, tourism operators and tourists (Tosun, 2006). Under such circumstances, CBT is powerless

to alleviate poverty, provide jobs, increase community pride, conserve resources, improve living standards or achieve other goals. Undoubtedly, the process of collaboration is a complex and long-term activity, with multiple benefits to society. But due to the complexity of the relationships among stakeholders, the concept has proven difficult to implement well.

There are many environmental benefits of CBT development, including improving the rural economy and increasing environmental knowledge and management abilities, encouraging environmental planning, and managing environmental challenges (Fafurida et al., 2020). In certain circumstances, the government permits residents and visitors to act as environmental protection eyes and ears. Another advantage of CBT is that it helps to preserve local culture. Local knowledge and wisdom may be passed down from generation to generation if people recognize the worth of their customs and culture. CBT also has social advantages such as collaboration with government and business groups, closeness to visitors, and a higher quality of life. CBT will be able to improve individual freedom, pride, and optimism for the future via social cohesiveness and harmonious collaboration (Satarat, 2010). Furthermore, with the money collected from CBT, local people's health and education may be improved, which can help alleviate poverty, reduce population increase, and solve land allocation issues (Murdoch in (Satarat, 2010)). Furthermore, CBT has the potential to decentralize the tourism industry by transferring decision-making to the local community level, resulting in the empowerment of local communities and the development of local institutions, providing a sense of belonging, strengthening community identity, and pride.

To realize sustainable tourism development through CBT, to plan and manage tourist growth and deliver better

advantages to local communities, expertise or help from stakeholders such as NGOs or scientists is required. (Lee & Jan, 2019). Although the decision-making process in CBT is inward-oriented, the knowledge absorbed can be from any national or regional level from different communities. Therefore, cooperation between stakeholders is needed, especially in terms of implementing science to the policy level, as well as in adjusting scientific findings to changes in people's livelihoods. Therefore, globally, the development of CBT has received increasing attention from various sectors, namely: government and non-governmental organizations, government and private sector, local community involvement (Caroline Ashley and Elizabeth Garland, 1994).

State-driven CBT. The tourism industry is a rapidly growing industry globally. Tourism is a resource-based economy that includes climate, scenery, socio-cultural history, traditions, and food, all of which are complimented by integrated customer services such as transportation, hotels, restaurants, and attractions that provide tourists with an experience (Hwang & Lee, 2015). The need to expand the tourist business in Indonesia in a sustainable way, avoiding environmental and socio-cultural consequences while increasing economic advantages has become a major goal (Dabphet et al., 2012). The government is shifting its policy towards more sustainable development tourism, with a focus on conservation and benefits for local people or communities. CBT is the government's implementation of developing community-based tourism to strengthen institutions designed to increase local participation and promote economic, social and cultural well-being. CBT also promotes a balanced and harmonious approach to adjusting various forms of development with local economic

components, namely the quality of cultural and environmental development, as well as the needs, interests and potential of the community. (Brohman in (Maldonado-Erazo et al., 2020)).

Through its policies, the government plays a crucial role in CBT development (Adu-Ampong, 2017). Although CBT development is envisioned as a community empowerment activity, the government has policymaking authority because the state is the cornerstone to its growth. The government plays an essential role in many local developments via tourism, both favorably and badly altering the lives of local people (Yu, 2011). As a result, the government plays a significant role in the development of CBT in Indonesia. From various previous studies, it is known that the development of tourism villages in Magelang, especially around Borobudur Temple, is closely related to the development communication system initiated by the government, be it the central, provincial or district governments. One of the main sources of information for the development of tourism villages is obtained by the local community through the Village Economic Center (Balkondes). The Balkondes program is a central government program and is funded by CSR funds from state-owned enterprises. It is a policy with a top-down approach, that is, from the central government directly to the village community through the assisting SOE. Balkondes is under the control of PT Manajemen CBT Nusantara (MCN) which is a direct formation of the Ministry of SOEs. The assisting SOE through MCN acts as a supervisory, mentoring, and auditing institution. Furthermore, at the macro level, state-based CBT is demonstrated by a country that prioritizes expenditures for infrastructure renovation projects to foster economic growth that benefits the tourist sector (Donkor et al., 2019).

METHOD

Research Design. This research is a qualitative study based on constructivism. This perspective offers a variety of empirical methods to describe and understand the experiences of research informants in various settings. A qualitative approach used to gain an understanding of the contestation of evolving narratives. To explore the dynamics and complexity of CBT, this exploratory study uses frame analysis as the theoretical approach and method of analysis. News articles about CBT from these news sites are analyzed to see how the idea of CBT is constructed and interpreted, as well as the interest groups involved in the news discourse.

The main way to conduct frame analysis is to find frames in news articles. These issue-specific frames are used in this study because the goal of this study is to uncover and understand the level of detail relevant to the public discussion of CBT. According to Minsky's (1977) theory, a frame system consists of higher thematic frames that provide a higher level of generality and lower subframes that provide more detail about a specific issue. In this study, the main concepts and key ideas of each news article were identified and organized into lower-level subframes. The subframes are then generalized and grouped together to form larger frames. This research uses an inductive method to derive subframes and frames from the exploratory analysis of the data, rather than generalizing and grouping them. After that, this qualitative content analysis research uses an analysis tool based on the frame analysis model by Robert Entman through a constructionist approach consisting of (1) Define Problems (2) Causal Interpretation, (3) Make moral Judgement, (4) Treatment Recommendation. (Putra & Nasionalita, 2018).

Data Collection. This research was carried out in phases. The first phase collected 75 news articles in online media and 40 articles in print media about CBT in Magelang published between 2017 and 2022 selected from 9 online media and 2 print media in Indonesia. To systematize the whole public debate on CBT, 5 discourse frames and 4 interest groups were found. Furthermore, through the websites of these news media, Google Advanced Search was used to find news articles related to CBT in Magelang. Online news article titles were searched with a list of key terms, such as "desa wisata", "CBT", "pariwisata berbasis komunitas", "wisata pedesaan", dan "CBT berkelanjutan". Only websites that continuously reported on CBT (websites with more than ten related articles) were used, of course after removing duplicate news articles. Table 1. shows the selected news media entities. These include 9 online media and 2 print media in Indonesia. News articles about CBT were collected from January 2017 by Google search method. The final search result is 115 news articles published between 2017 and 2022.

Table 1. Articles based on News Media

Media coverage	Number of CBT articles	Frame		
Newspaper				
Kompas	35	Governance, HR Readiness, CBT concept		
Suara Merdeka	5			
Online Newspaper				
Detik	6	Governance, HR Readiness, CBT concept, Consumption practices, Social, Cultural and Political Relations		
CNN and CNBC	6			
Berita Magelang	12			
Radar JawaPos	8			
Media Indonesia	4			
Liputan 6	6			
Suara Merdeka	13			
Tribunnews	11			

Antara	9			
Total	115 articles			

Frame Coding. To obtain data for analysis, researchers entered different codes on each news article and compared the results. The title of the article, news media entity, publication date, referenced tourist village destinations, and referenced tourist village MSMEs were the basic information collected. Codes were assigned after the analysis of frames, interest groups, and interest group attitudes was completed.

In this study, the inductive method of frame coding consisted of four steps. First, the researcher coded the subframes and frames independently after selecting 30 news articles from the sample. Second, the researcher compared the coding results and created an initial coding scheme that was adjusted to the list of frames and sub-frames. Third, the researcher re-coded all 115 news articles using this initial scheme, changing the initial list of frames and sub-frames if necessary. Finally, the researcher checked the coding results and updated the initial list of frames and sub-frames. The result of this last step was a final list of 5 frames and 13 sub-frames that simplified the complicated public debate on CBT. In the frame coding process, each frame in a news article should be coded if it has more than one main idea or proposition (Knoll et al., 2020). This resulted in a total of 116 frames in 115 news articles.

Researchers also create frames and codes for interest groups that give their opinions in news articles (Kuypers, 2009). This study identified four interest groups engaging in the public debate in the media in the context of CBT (government, strategic partners, tourism village community, and visitors). Furthermore, researchers used Entman's analysis method to understand how mass media in Indonesia select issues, highlight aspects and the quality of responses when narrating the development of tourist

villages in Magelang. Using Robert Entman's framing analysis model, this study identifies the frames, interest groups and communities involved in the CBT discussion. This shows the importance of main media representation in effectively promoting and developing CBT.

RESULTS AND DISCUSSION

Village Tourism in Media Discourse. CBT or village tourism in Magelang has been a complex and discursive topic since the construction of the Balkondes in 2017. Table 1 displays the amount of news stories as well as the framing exhibited in those pieces. When the news is discussing on village tourism began to be massive in 2017 with the construction of Balkondes and also the designation of Borobudur as a National Tourism Strategic Area, the narrative of media coverage was generally optimistic about this new phenomenon, with many neutral and positive news reports occurring during this period. The factor of mass media especially print media, as a government tool for communicating development is one of the main reasons why it is difficult for diversity of attitudes to occur. In addition, the media experienced time constraints and limited resources. This can lead to focusing on news that is deemed most relevant or controversial, rather than a complete representation of the diversity of people's views. And only in late 2019, negative opinions about tourist villages began to emerge, and even then it was indicated because people began to see the negative impact of tourism from the impact of the Covid-19 pandemic.

Overall, 20 different tourism villages in the Borobudur area were discussed in the news articles, indicating the different characteristics of the CBT concept development of each tourism village. Table. 2 lists all the tourist villages mentioned in the news articles. Candirejo (n = 15) and

Borobudur (n = 8) are the most frequently mentioned tourist villages, followed by Karangrejo (n = 7), and so on. The distribution shows a "long tail" tendency, indicating that public interest in tourist villages is considerable. In addition, tourist villages offer a multitude of tourism services that span a variety of sectors. Overall, a wide range of rural tourism services and attractions were mentioned and grouped into two categories, namely natural resource tourism and cultural tourism. These two groups accounted for more than 80% of the tourist kinds mentioned in news stories, showing that they are prevalent in tourism villages.

Table 2. Differences in Characteristics of Rural Tourism Services Covered in the News Article.

Categories	Rural Tourism Services
Accomodation Tourism Village	Homestay (15), Balkondes (43), Restaurant (6), Resort (3) Tuksongo (5), Wringinputih (3), Wanurejo (4), Tanjungsari (3), Majaksingi (3), Kenalan (1), Kembanglimus (3), Giritengah (3), Karanganyar (5), Karangrejo (7), Kebonsari (2), Bigaran (4), Borobudur (8), Bumiharjo (1), Candirejo (15), Tegalarum (3), Sambang (1), Ngargogondo (2), Ngadiharjo (2), Giripurno (4).
Natural Tourism	Sightseeing (41), Farming (27), Gardening (4), Hiking (19)
Cultural Tourism	Culinary (37), Tradition (24), Ritual (23), Art and Craft (21), Dance and Music (28)

Framing the CBT. This study identified 5 frames and 13 sub-frames in news stories to acquire a better understanding of the complex discourse of Community-based Tourism in Magelang. These issue frames and sub-frames reflect the primary issues confronting CBT development. In the following brief study, the five frames are described in

sequence of frequency, with highlighted sub-frames and frequency counts.

Implementation of CBT Concept (Economy). The implementation of the CBT concept (n = 17) refers to various issues related to the social system of the village community. Where the main purpose of CBT development is for the welfare of the local community. The main narrative is the design, development, management and operation of the tourism village business which is identified into three sub-frames. Strategy (n = 11) was the most prevalent sub-frame, encompassing subjects such as market expansion and Borobudur elements as a tourism magnet, development of spirituality aspects, philosophy of temple reliefs, CBT as alternative tourism, spice education tourism, cultural exploration, collaboration, agricultural tourism, funding, differentiation, competition between tourism villages, pricing, and investment. When creating strategies, local businesses should keep ethics in mind (n = 3) by putting sustainability principles in place as CBT itself is based on community principles. Another important issue for the business model of rural tourism is designing appropriate tourist attraction products (n = 3) that attract visitors. As a result, the media discourse stressed subjects such as presenting different types of rural tourist packages, comparing them, and upgrading or altering current tourism goods.

Tourism Village Governance. Governance (n = 37) refers to the process of organizing and managing tourist villages as a new tourism alternative. Governance is divided into three sub-frames. The government or aiding groups (strategic partners) carry out this process, which involves the development, modification, or replication of laws, rules, standards, and ethics. Balkondes (n=19) represent a significant threat to the

social structure of tourist settlements. Some villages, such as Bigaran and Giripurno, are struggling to develop their balkondes. Village governments representing tourist villages undertook various strategies to improve the status of their tourist villages, and also implemented tourist villages to break up temple visitors, (n = 10) to obtain proper regulation and infrastructure provision (n = 8) in the areas of comfort, health, private investment, new business space, sustainability and other issues.

HR Issues and Readiness. HR readiness issues (n = 15) included three sub-frames related to individual participation in active engagement in accessing village tourism service development: education (n = 7), entrepreneurship (n = 5), and identity (n = 3). Earning additional income was a primary and immediate motivation for villagers, but the lack of creativity, village tourism literacy, reading level, and technology adaptation were issues that became key narratives. For some individuals, being involved in working for a tourism village is also a "micro-entrepreneurial" business that allows them to experience flexibility, empowerment, and entrepreneurial opportunities. The growing number of visitors to the tourism village will immediately benefit the community's economy, and anybody can become a home-based entrepreneur. This new way of life, however, comes with it issues such as job insecurity, income insecurity, unpredictability, and a lack of benefits, particularly for those who prefer to work full-time and rely on revenue from the tourist village.

Social, Cultural and Political Relations. The social, cultural and political relations framework (n = 22) is related to community involvement in decision-making, planning and tourism development. The development of CBT requires community awareness and

active participation together with other stakeholders. The community as a stakeholder can influence tourism planning and development itself. In addition, it is important for local communities to understand tourism development in general and CBT in particular. However, the role that also cannot be ignored in tourism development through CBT is related to the cultural and political conditions in the Borobudur area. These narratives include lack of tourism action, public participation, community empowerment, tourism environment, Virtual Tour, Covid-19, disruption, digital workshops, public training, new life style, millennial generation, technology, accessibility, data or network problems.

This relationship frame consists of 2 sub-frames, namely in terms of socio-political relationships involving community development, strengthening local institutions, and community involvement in planning (n = 10) and from the cultural aspect it is expected to protect the diversity of natural resources, cultural heritage, and local traditions (n = 12). CBT has a variety of good social, cultural, and political effects, including the creation of new employment, the expansion of the local economy, the reduction of disparities, the reduction of poverty, the promotion of trust, and the development of social bonds. However, it is also chastised for its negative consequences, which include market disruption to the tourism sector, overpopulation, inequality, housing shortages, and prejudice, as well as an increase in CBT home or land prices.

Consumption Practices. Consumption practices (n=6) reflect visitors' participation and experience in visiting the tourism village. Two sub-frames emerged in this framework: rural experience (n=4), and cost and mindset (n=2). For most visitors, tourist attractions in tourist villages are an alternative to rural

tourism activities by enjoying the beauty of nature, the friendliness of the people and enjoying local cultural traditions. In addition, the cost factor also emerged. Visitors, who are mostly local tourists living in urban areas, not only pay less for what they need, but also save on expenses that they usually get expensively such as food, accommodation, handicraft goods and agricultural products. The unique village experience is the main reason why visitors are attracted to village tourism. Compared to the mass tourism industry, village tourism provides a more personalized, distinctive, and authentic experience, giving visitors a comfortable and well-rounded experience of the other side of rural life. Thus, a narrative emerges about strengthening attraction management, tourism promotion, and the village tourism experience. Choosing to visit a tourist village also means more choices of consumption needs at lower prices. A shift in attitude that stresses sharing or giving rather than possession also aids the spending trend. In addition, technology has made things easier so that the narrative of low cost. millennials, technology strengthening, and this sharing mindset appear in the mass media.

Table 3. Attitude of Frames

Frame	Negative	Neutral	Positive	Total
Implementation of CBT Concept	2	7	8	17
Tourism Village Governance	8	7	22	37
HR Issues and Readiness	2	5	8	15
Social, Cultural and Political Relations	4	8	10	22
Consumption Practices	1	2	3	6

Interest Group Narratives in CBT Development. According to (Kuypers, 2009), frame analysis is the act of matching

frames with groups that freely communicate concepts. (Sánchez Vergara et al., 2021) also pointed out that various interest groups may have differing perspectives and attitudes regarding a given subject. D'Angelo and Kuypers (Kuypers, 2009) also explain that these interest groups may have different opinions and attitudes towards a particular issue. This study found four CBT interest groups in news discourse: Government (n=79), which includes government, balkondes, industrial groups, and politicians who have spoken out about CBT and its development. Strategic partners (n=22) are firms or organizations that work with tourist communities to participate in and profit from CBT development, such as VW car communities, media, tour travel agencies. Tourism village community (n=21) refers to the community or local people who are the actors of tourism village development, such as Candirejo, Karangrejo, etc. Visitors (n=12) are groups of people or individuals who visit and then carry out the process of consuming tourism products/services from tourist villages.

Table 4. Attitude of and Major Concerned Frames of Interest Group

Interest Group	Negative	Neutral	Positive	Total	Frame Concerned
Government	2	10	67	79	Governance(28), HR(9), Practices(4), Implementation(7)
Partner	9	6	7	22	Implementation(5), Relations(8), HR(6)
Community	10	3	8	21	Implementation(5), Governance(9), Relations(9)
Visitors	4	1	7	12	Practices(2), Relations(5)

The most concerned attitudes and frames for the interest groups are shown in Table 4. Among the four interest groups, the tourist village community has the most negative attitude towards CBT because they are highly affected by the negative impacts

caused by the implementation of the CBT concept. The community does not yet understand the concept of sustainable CBT. Many people believe that tourist villages only aim to improve the community's economy. Some people do not even fully understand the concept of tourism village development. The government as the policy maker does not seem to have communicated well so far. This will make a significant contribution to the development communication system model, which will be designed mainly to improve the human literacy aspect, where there is no encouragement and no use of technological elements to communicate. For tourism actors, such as hotels and restaurants and other tourism destinations, still consider CBT as just an alternative tourism destination that can become a new tourism attraction if promoted well. In addition, they complain that Magelang tourism only grows in certain seasons and cannot last throughout the year due to lack of promotion.

The community has a dominant negative attitude due to the lack of literacy about the CBT concept. Tourism villages are considered to have damaged the environment and damaged local communities. On the other hand, tourism in tourist villages depends on private tour operators who transport tourists from outside. When local people are involved in tourism, it is only as cheap labor or as a tourist attraction, usually in the form of performances or displays. Groups of people living in villages on the slopes of mountains are usually only seen as tourist attractions to be seen and photographed. Local people are not involved or participate in their village tourism events. Human and technological literacy aspects are very important in CBT development. CBT development should not damage the local culture. Preservation and adaptation to modernization without losing national identity is a sign of cultural maturity. Tourism village communities also face

cultural issues such as sectoral ego, low community capacity (including skills, confidence, and resources), and lack of information literacy system.

Strategic partners also showed many negative attitudes, including expressing the lack of human resources (HR), the focus of visitors is still on Borobudur Temple even though the capacity of Borobudur Temple is very limited, the lack of facilities around Borobudur Temple, the absence of clear regulations on the development and implementation of CBT, and the location between tourist attractions that are far apart, limited budgets, low public awareness of tourism, relatively short tourist stay time, and poor accessibility and transportation between villages. However, a positive attitude was also shown by the partners, namely by building a strong relationship with the tourist village community, including the assisting SOEs (state owned enterprises). PT PGN Tbk, for example, is assisting Balkondes in Karangrejo village. The SOE sees Balkondes as an effort to support the establishment of Borobudur as a very important national destination. In addition, the activity was carried out with the appearance of Gasblock as the latest symbol of Balkondes Karangrejo. Gasblock is an example of energy cooperation between PGN and the Karangrejo village community to realize a natural gas Energy Village that is environmentally friendly and unique, beautiful, and rich in local cultural wisdom.

The largest amount of news distribution about CBT is the framing of the government. The government shows a predominantly positive attitude, having provided adequate information to resolve the difficulties of the Desa Wisata community so far. For example, assistance, provision of tourism infrastructure, training, establishment of tourism information centers (TICs), and incentives for tourism village development. Both central and village

governments are committed to implementing the concept of village tourism, which is considered to have strong potential to assist and empower communities, particularly through the development of collaborative skills and community capacity. However, the government is still considered not fully committed to the underlying principles of CBT by communities and partners. For example, Disparpora (Department of Youth, Sports and Tourism) Magelang has encouraged CBT in tourism villages to preserve nature and help local residents, but is not responsible for its sustainability due to a lack of sustainable development literacy, such as not providing special permits for environmentally friendly tourism services and low socialization and literacy of Pokdarwis (tourism awareness group) and tourists.

In terms of the government and visitors, both expressed predominantly positive attitudes towards CBT. The government focuses on the governance of tourism village development and human resource capacity and skill building, particularly the development of skills required for local communities to actively participate in CBT development. Broader CBT information literacy initiatives are needed to ensure that well-informed citizens can reproduce and gain access to information that can be used to enhance their activeness. Visitors have a positive attitude towards tourism villages due to the low cost of tourism and providing a better consumer experience (consumption practices). CBT also creates new forms of social interaction, which "fosters a stronger community" (socio-cultural relations). Partners are actively involved in CBT and are finding ways to take advantage of the business model of alternative tourism, as a number of new tourism infrastructure businesses are being and will be built in the tourism village. One

example is a project to develop the "Borobudur Highland tourism area".

Entman's Framing Analysis of the CBT Case Coverage in Magelang. The researchers used a constructivist paradigm to assess mainstream mass media news and outline the primary subjects covered. social reality and presupposes that text authors may identify possible routes and attitudes. This paradigm believes that the media must manufacture every public policy event, hence it raises problems about how journalists frame events. This paradigm is chosen in this study because news framing analysis involves constructing reality from the perspective of the media, which has an impact on the audience.

This study concludes that reality is made up of several media creations. Using Entman's framing analysis approach, this study seeks to understand how mainstream mass media selects concerns, highlights elements, and provides quality replies in news stories about tourism village development in Magelang.

In this research, the selected media is Kompas Daily Newspaper. Apart from being the most consistent media reporting on CBT in Magelang, Kompas was chosen because the information produced is of high quality and up-to-date, including prominence, proximity, timeliness, and significance, so it is suitable to be published and consumed by the public.

In Entman's analysis, the three main aspects that will be discussed are framing, priming, and agendasetting. In this case, framing will determine how the problem is perceived and shaped by the mass media. Priming will affect how individuals see the problem or situation around them, while agenda setting will affect how individuals see the problem or situation around them. The Entman model of framing essentially involves identifying the problem that is being covered (problem definition), diagnosing

causes (causal interpretation), making moral judgements (moral evaluation), and suggesting remedies (treatment recommendation). The following are the results of the summary of the identification of narratives and the selection of issues and highlighting aspects in the news carried out by Kompas Daily Newspaper during the period from 2020 to 2022, using the Entman model framing analysis method. There are 35 articles that are the subject of this framing analysis study.

Table 5. List of Articles and Framing from Kompas Daily Newspaper

No	Article's Titles	Published
1	Desa Sehat dan Cerdas	2020
2	Fitnasih Menggerakkan Desa Wisata di Borobudur	2020
3	Pemanfaatan Balkondes Kenalan untuk Tempat Belajar	2020
4	Swasta Berpeluang Bantu Pengembangan Balkondes dan Desa Wisata	2020
5	Balai Ekonomi Desa Ngadiharjo Ditutup Sementara	2020
6	Kreativitas Dibutuhkan untuk Bangkitkan Masyarakat di Tengah Pandemi	2020
7	Elisa Anggraeni, Mengangkat Kelas Roti Goreng	2020
8	Membuka Pintu Ekonomi lewat Wisata Edukasi Rempah	2020
9	Lima Situs Disiapkan Jadi Obyek Wisata Alternatif Borobudur	2020
10	Legenda Bajingan Manisan Empuk dari Magelang	2020
11	Pariwisata Berkelanjutan Masa Depan Turisme Nasional	2020
12	Disiapkan Rencana Wisata Alternatif Tanpa Harus Naik ke Candi Borobudur	2020
13	Balkondes Bertahan dengan Sisa Tabungan	2020
14	Desa-desa yang Menggeliat	2021
15	Semarak Borobudur Marathon Bersemi Kembali	2021
16	Bijak Mengelola Candi Borobudur	2021
17	Parade Kreativitas Kuliner Borobudur	2021
18	Cerita dari Luar Pagar Borobudur	2021
19	Menggali Relasi lewat Bunyi dari Candi Borobudur	2021
20	20 Desa Dioptimalkan Memecah Keramaian Pengunjung Candi Borobudur	2021
21	Minimnya Kreativitas Warga Hambat Pengembangan Wisata Desa	2021
22	Membangun Pariwisata Berbasis Komunitas dan Berkelanjutan	2021
23	Mimpi Menjadi Desa Wisata	2022
24	20 Desa di Borobudur Dilibatkan dalam Pembuatan Sandal Konservasi	2022
25	Desa-desa di Borobudur Kembangkan Permainan Tradisional dan Budaya Spiritual	2022

26	Kunjungan ke Bangunan Candi Borobudur Tidak Jadi Prioritas Wisatawan	2022
27	Obyek Budaya Desa Berpotensi Mendukung Pariwisata Borobudur	2022
28	Budaya Spiritual dan Permainan Tradisional Dikembangkan di Borobudur	2022
29	Delegasi G20 Akan Membahas Masalah Kebudayaan di Borobudur	2022
30	Satukan Komitmen untuk Selamatkan Bumi melalui Jalan Kebudayaan	2022
31	Balkonjazz 2022, Panasea bagi Pemuda Konser Panggung Terbuka	2022
32	Wisata Baru di Borobudur	2022
33	Denyut Desa Wisata Diharapkan Berlanjut	2022
34	Obyek Budaya Desa Berpotensi Mendukung Pariwisata Borobudur	2022
35	Merawat Gula Kelapa lewat Wisata Edukasi di Borobudur	2022

Table 6. Summary of Narrative Identification by Kompas Daily Newspaper

Framing and sub frame	Problems Definition	Diagnose Causes	Moral Evaluation	Treatment Recommendation
Implementation of CBT Concept				
Strategy (article number 1,3,12,16,19,24,26,32)	historical tourism is less desirable, temple reliefs, borobudur reputation,	Identify the important problems in Borobudur preservation efforts (UNESCO), Potential and challenges in the management of culture as a tourist attraction	important for preserving cultural heritage and increasing appreciation of historic sites.	Developmental reorientation, reeducation, resocialization, and social welfare and equality programs for individuals who have been involved in rural tourism and for sympathizers.
Ethics (article number 4,11,18,32)	private investment, land degradation	Private investment that cannot bring direct economic benefits to society Land degradation	It is important to maintain a balance between economic development and environmental preservation	Private investments that bring direct economic benefits to society Restoration or rehabilitation of

		caused by Tourism and development activities	ion and to take into account the rights of local communities.	degraded land Integration applications, such as the use of environmentally friendly technologies and the development of projects that have a positive impact on the environment.			investment in tourism infrastructure development, and lack of effective promotion strategies.	and environmental impacts of tourism promotion.	training on simple tourism management to support the development of tourist destination ecosystems
Appropriate attraction (article number 15,25,27,28,29,30,31)	Development of spirituality aspects	Lack of understanding of spiritual values in, the dominance of commercial aspects that override spiritual aspects, and the lack of integration of culture and spirituality in the development of CBT.	It is important to pay attention to and nurture spiritual aspects in tourism development to maintain the sustainability of local culture and values..	Development of various creative activities such as festivals that strengthen the spirituality aspect for tourist destinations	Alternative tourism (article number 8,9,10,11,17,20,22,23,32,34)	educational spice tourism, cultural exploration, agricultural tourism, village atmosphere,	Potential and challenges in developing spice tourism education, cultural exploration, agricultural tourism, and village atmosphere Factors influencing the development of spice tourism education, cultural exploration, agricultural tourism, and village atmosphere	It is important to pay attention to and preserve the educational, cultural, agricultural, and atmospheric aspects of the village in tourism development to maintain the sustainability of local culture and provide meaningful experiences for tourists.	Development of more attractive and effective spice tourism education, cultural exploration, agricultural tourism, and village atmosphere
Tourism Village Governance					HR Issues and Readiness				
Balkondes (article number 3,5,13,31,35)	Strengthening attraction management, tourism promotion	lack of coordination between related parties in the management of tourism attractions, lack of	It is important to maintain the sustainability of tourism attractions and pay attention to the social	Development of more attractive and effective tourism marketing and promotion. Development of	Education (article number 6,21)	Lack of creativity and innovation	limited resources, lack of infrastructure and knowledge about CBT	assessing the impact of these factors on the development of CBT and the potential consequences of	strategies such as increasing investment in CBT infrastructure, providing training and

			not addressing the issue	education, and promoting CBT through marketing campaigns.
Entrepreneurship (article number 2,7,10,17,23,35)	millennial generation, strengthening technology	lack of understanding of millennial generation's preferences, lack of access to technology, and lack of entrepreneurial skills	involve assessing the impact of these factors on the development of entrepreneurship in rural tourism and the potential consequences of not addressing the issue	providing training and education on entrepreneurship, promoting technology adoption through incentives, and creating mentorship programs to help millennials develop entrepreneurial skills.
Identity (article number 2,7,14,35)	Need for a driving force (agent of change), community capacity,	lack of leadership, lack of community involvement, and lack of resources	assessing the impact of these factors on the development of rural tourism and the potential consequences of not addressing the issue.	strategies such as providing training and education on leadership and community involvement, promoting community engagement through incentives, and creating mentorship programs to help develop community capacity

Education (article number 6,21)	Lack of creativity and innovation	limited resources, lack of infrastructure and knowledge about CBT	assessing the impact of these factors on the development of CBT and the potential consequences of not addressing the issue	strategies such as increasing investment in CBT infrastructure, providing training and education, and promoting CBT through marketing campaigns.
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In this study, Entman's framing analysis was conducted on articles from Kompas Daily Newspaper that discussed the development of tourism villages in Magelang. There are 35 articles that are the subject of this framing analysis. The results of the framing analysis show that Kompas Daily Newspaper in its reporting tends to focus on issues related to governance, human resource readiness, and the concept of Community-Based Tourism (CBT). The framing done by Kompas Daily Newspaper also highlights the implementation of the CBT concept in Magelang, especially related to the development of tourism villages around Borobudur Temple. In its reporting, Kompas Daily Newspaper tends to frame the CBT issue as an effort to develop sustainable rural tourism.

News related to CBT governance, both about Balkondes and alternative forms of tourism to attract tourists to visit tourist villages, to the development of supporting tourism infrastructure, received more coverage than other rural tourism issues. As for the second issue that is often reported is the form of implementation of the CBT concept in Magelang. According to the researchers, this is because Kompas is the largest national media in Indonesia and is

taking its role as a mass communication media to assist government programs in the development of community-based tourism (CBT) in Magelang District, especially related to the development of the concept of tourism villages in the Borobudur Temple area.

In addition, Entman's framing analysis also revealed that Kompas Daily Newspaper in its articles tended to emphasize the positive aspects related to the development of tourism villages in Magelang. The coverage carried out by Kompas Daily Newspaper, especially in the initial period of Balkondes development in 2017 and the establishment of Borobudur as a National Tourism Strategic Area, tends to be optimistic and neutral. This shows that mass media, especially print media such as Kompas, have an important role as a government communication tool in conveying development information, which in turn can influence the point of view that appears in the news. Thus, the framing done by Kompas Daily Newspaper can influence people's perception towards the development of CBT in Magelang.

Overall, from the results of Entman's framing analysis of the Kompas Daily Newspaper article, it can be seen that the media coverage tends to choose issues related to the Kompas Daily Newspaper are related to the application of the CBT concept (strategy, ethics, appropriate tourist attraction products), tourism village governance (Balkondes, alternative tourism) and human resource issues and readiness (education, entrepreneurship, identity).

CONCLUSION

Framing theory was chosen in this article because of its relevance in analyzing media narratives surrounding CBT in Magelang, Indonesia. This theory allows researchers to understand how various narratives and

interpretations influence public perceptions and government policies related to CBT development. Furthermore, using Robert Entman's framing analysis model, this research identifies the frames, interest groups and communities involved in the CBT discussion. This shows the importance of media representation in effectively promoting and developing CBT. Framing theory, therefore, is relevant to provide insights into how CBT is projected in the media and its implications for public perception and policy formulation.

Not only is CBT in Magelang a complex and difficult phenomenon for academics to understand, it is also a hot topic in public discussions. Through a thorough assessment of 75 news articles in online media and 40 articles in print media about CBT in Magelang published between 2017 and 2022 selected from 9 online and 2 print media in Indonesia, this study used frame analysis to interpret the complex structure of CBT. This study has analyzed 35 articles from Kompas daily to understand how the main mass media in Indonesia select issues, highlight aspects, and the quality of responses when reporting on the development of tourism villages in Magelang. Although the public discourse on CBT existed since 2009, it reached its peak in 2017 when the Balkondes were built as the implementation of the Presidential decree on the determination of Borobudur Temple as a National Tourism Strategic Area. And the general attitude of the narrative is neutral and positive.

This research found 5 frames and 13 sub-frames that became the main subject of media discourse. Implementation of CBT concept, Governance, HR issues and readiness, Social, cultural and political relations, Consumption practices. In addition, this research determined 4 interest groups involved in CBT, namely: government, strategic partners, tourism village

communities, visitors. These groups are interrelated and influence each other in a symbiotic hierarchy, where some groups are in a more dominant or more important position in the ecosystem than other groups. Frame analysis was used to explore the understanding of how CBT is represented in media discourse. Five main frames were identified, which underline the complexity and challenges in the development of CBT in the region. Various interest groups, including the government, showed diverse attitudes towards CBT development, with the media, particularly the Kompas Daily Newspaper, playing an important role in shaping public perception and influencing community participation. Frame analysis helps in understanding how different aspects of CBT are linked in meaning and propagated in news discourse.

Through the use of Robert Entman's framing analysis model, this research examines how the mainstream media, particularly Kompas Daily Newspaper, frames the narrative around CBT, focusing on the positive aspects of CBT development and the challenges faced. The research identified five frames and thirteen sub-frames in the news articles, covering the implementation of the CBT concept, tourism village governance, human resource readiness issues, social, cultural and political relations, and consumption practices. By identifying the various frames and interest groups involved in the CBT discussion, including the government, strategic partners, tourist village communities, and visitors, this research highlights the complexities and challenges in CBT development. In particular, the community has the most negative attitude due to a lack of understanding of the CBT concept, demonstrating the importance of communication and literacy in CBT development. This analysis shows how media representations can influence public

perceptions and government policies related to CBT development, and highlights the need for more targeted communication strategies and policy formulation to support CBT development.

The unique and authentic experiences offered by village tourism highlight the importance of sustainable CBT development. Challenges faced include a lack of understanding of sustainable CBT, negative impacts on local communities, and limited resources. The media, through the coverage of Kompas Daily Newspaper, highlighted various aspects of village tourism development in Magelang, focusing on the problems, causes, moral evaluation, and recommendations for handling. Key issues include the implementation of the CBT concept, ethics, and the need for sustainable community-based tourism development. This research shows that media representation has an important role in promoting and developing CBT effectively, by highlighting the importance of communication and literacy in CBT development. By identifying the attitudes of various interest groups, including the government, strategic partners, tourist village communities, and visitors, this study shows how media framing can influence stakeholder engagement, policy making, and public support for CBT. In particular, the negative attitude of the community due to the lack of understanding of the CBT concept indicates the need for more targeted communication strategies and policies to support the sustainable development of CBT.

This research makes an important contribution to the successful development and sustainability of CBT initiatives in several ways. First, by analyzing the media coverage of the Kompas Daily Newspaper, this study reveals how the media tends to emphasize the positive aspects of CBT development, which has the potential to positively influence public perception. The

importance of maintaining a balance between economic development and environmental preservation, taking into account the rights of local communities, is highlighted in this study. Private investment that provides direct economic benefits to the community, restoration of degraded land, and integration of environmentally friendly technologies are very important in CBT development. Development of spirituality aspects in tourism, strengthening attraction management, and integrated tourism promotion. Second, the identification of five frameworks and thirteen sub-frameworks in the news articles highlighted the complexities and challenges in CBT development, including issues related to tourism village governance, human resource readiness, and social, cultural, and political relations. Thirdly, this study emphasizes the importance of communication and literacy in CBT development, especially considering the negative attitude of the community due to the lack of understanding of the CBT concept. In addition, by using Robert Entman's framing analysis to understand the different narratives and interpretations in the media discourse on CBT, which aims to provide insights for more targeted communication strategies and policy formulation to support the development of CBT. As such, this study highlights the importance of media representation in effectively promoting and developing CBT, and offers a basis for more effective communication strategies and policies to support the continued development and sustainability of CBT.

Despite its advantages, this study has two shortcomings. To begin, the sample news stories were chosen from 9 online and 2 print media outlets in Indonesia that mentioned CBT in Magelang, eliminating newspapers that discussed CBT in other locations. However, due to the uniqueness of Magelang Regency with Borobudur Temple, the results of this study are still relevant. With the

development of the CBT concept that is growing rapidly in the tourist villages in the Borobudur area, it would be interesting to see how the media frame about CBT develops in the National Tourism strategic area. There is also worry that this research focuses solely on the specific concerns raised by interest groups, neglecting media interventions created by journalists who are hesitant to apply their own frameworks (Kuypers, 2010). As a result, future study might investigate and merge specific issue frames with broad frames. They can even investigate how media frames impact travelers' attitudes and impressions of tourist communities.

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