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CONTENT ANALYSIS OF THE MALAYSIAN GOVERNMENT'S
WEBSITES ON HALAL INFORMATION TO PROMOTE THE
MALAYSIAN CUISINE GLOBALLY

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ABSTRACT

This study aim is to analyze the content of the Malaysian Government's website which has been used to promote Malaysian cuisine and Halal information globally. This study used a descriptive design from secondary data through an exploratory method for this investigation. Four official government websites which are official Tourism Malaysia, official Islamic Tourism center, official VisitKL, and official Malaysia External Trade Development Centre were explored. All data is shown in Chapter 4 (Result and Analysis) analyzed using content analysis to respond this study's research objectives; i) to identify the type of information employed by the Malaysian government in the website to promote Malaysian cuisine and Halal (RO1), and ii) to determine the descriptors that have been used by the Malaysian Government in the website and their frequency usage to promote the Malaysian cuisine and Halal (RO2). Results revealed that most of the Malaysian government websites, text descriptions on Halal information are being utilized and employed rather than photographs or video. Further analysis has shown that 'Halal food' is the most repetitive descriptors to convey Halal information in those websites. Thus, this study found that tourism marketers focus on textual promotion as part of the marketing strategy to promote Halal cuisine. Therefore, this study based on four Malaysian government websites suggested that another imperative study focused on more government websites and go deeper exploration into this part and also can investigate more platforms of information such as a brochure, campaign, or event mobile applications that being developed by Malaysian authority.

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