

Lexical Cohesion on Displayed Part and Meta-Description on Website

I Gusti Ngurah Adi Rajisth^{1*}, Dewa Ayu Kadek Claria²
Universitas Warmadewa, Denpasar-Bali, Indonesia

{rajistha@warmadewa.ac.id¹, claria@warmadewa.ac.id²}

Abstract. The application of lexical cohesive devices is one of the ways to maintain coherence among parts in a text. Generally, coherence is formed by the relation among parts in a text, both grammatically and lexically. This article focuses on the lexical cohesion of website text. In applying lexical cohesive devices in a website, the lexical cohesion relates not only to parts that we can see and read on the website page (displayed part) but also the internal part (meta-keywords and meta-description). This article aims to describe the implementation of lexical cohesion that builds up both parts, displayed part, and meta-description. The data source of this research is 41 texts of four packages of both parts. The data were collected by using Antconc. The data that have been collected were analyzed by employing the lexical cohesion theory proposed by Halliday and Hasan. The result of the analysis showed a harmonic pattern. However, not all lexical devices applied to the displayed part was applied to the meta-description.

Keywords: displayed part; lexical cohesion; meta-description; website

1 Pendahuluan

Website has become a necessity in the tourism sector. There are several reasons that underlie the use of websites in the tourism sector. First, the website is a promotional media that can be accessed online. The flexibility of a website that can be accessed anytime and anywhere provides added value as a promotional medium. Second, the website can provide complete and customizable information at any time. This is an advantage of a website compared to choosing print media as a promotional medium. Finally, the cost of creating a website can be said to be cheaper than promoting through printed media such as brochures.

As a promotional medium, websites rely on content in the form of images, videos and text. One of the important and binding parts of a website as a part of the internet is text. Text is content that can be read not only by consumers who visit a website but also by search engines. In this case, although audio-visual media is more attractive, the role of text on the website is no less important. Text is not only contained on the outside of the website, the part that is displayed for consumers, but also on the inside of the website, the part that is in the form of programming language.

The importance of the role of language in a website shows that the language of promotion is not only in the form of spoken language in the form of audio visual content but also written language in the form of text. Text on a website can be said to be made by paying attention to word choice, word effectiveness and word groups used. In this case, the text is not created without supporting other elements on a website. The word can be stated as one of the smallest

parts in building a website. Travel agency websites that rely on search engines to index them using words that have been adjusted to keywords that are usually searched for on search engines. Despite the fact, the competition with applying keywords to a website is very tight. However, with the originality of the text, it can certainly get rid of competitors who only duplicate text.

Inserting keywords into text is certainly not as easy as imagined. The most important thing to pay attention to is coherence. Degano analyzes about cohesion and coherence on argumentative websites. It is stated that the author of the text can control the meaning of the text [1]. This study also explains that the conventional coherence concept can still be applied to argumentative website texts. Schiller in his dissertation investigates the cohesion nature of websites and their implications for the translation of website content [2]. Zhao, Yan, and Zhou revealed that coherence in the translation of medical texts from English to Chinese is maintained to make the meaning of the text clear [3]. Flergin in his research on invitation language in advertising also applies the concept of cohesion and coherence [4]. Other studies also argue that coherence in the text is the most important part in making the text [5]–[7]. Previous studies have illustrated that coherence is mandatory to provide clear meaning. This article describes how lexical cohesion is implemented to maintain coherence between the external (displayed part) and the internal part (meta-keywords and meta-description). The part that is observed in this research is the displayed part and the meta description part. In addition, the meta-keywords section is also explained as an overview of the indexation mechanism of search engines.

2 Method

This research is a qualitative descriptive study using text data sources for travel packages. The type of data used is the lexicons in the text of the tour package. In addition, the data used are lexicons obtained through an inspection process on the website structure. There are several research instruments used in this research, including the antconc program, the website app.neilpatel.com, and chrome. The antconc program is used to collect corpus data computationally to make it easier to obtain data and data classification. The neilpatel.com website is used to search for keyword competition to the position or ranking of a website. Chrome browser is used to inspect the website structure to find supporting lexicons that are not visible on the website display. By applying these instruments, the data you are looking for can be found more quickly. Data is collected by taking the entire tour package on the website which will be used as a data source with the help of the website developer. Each tour package text will be made into a file with * .txt format to facilitate data processing using the antconc program. Computational data collection will save time in collecting data [8]. The collected data will be classified according to the type of lexical cohesion. The use of lexicons that cannot be seen on the website display will be collected using the inspection feature of the chrome browser. The data that has been collected and classified will be analyzed using the lexical cohesion theory by Halliday and Hassan [9]. Through a qualitative descriptive method, the classified data were analyzed for the type of lexical cohesion. First, the classified data were analyzed using lexical cohesion theory to explain the coherence of the text of the tour package lexically. Furthermore, the data collected using the inspection feature on the chrome browser was also analyzed using lexical cohesion theory which is adapted to the website structure, internal and external. Third, the analysis is carried out on website elements to

determine the coherence of the text that is the internal part of the website. Finally, by using the antconc program the frequency of use of the lexicon can be determined. This research will reveal constructions that show lexical coherence, both the coherence created in the text and the coherence created based on the website structure. The results of the research will be presented formally by using tables and charts, and informally to facilitate the description of the results of the analysis.

3 Result and Discussions

The use of language on the website is not only found on the external part of the website (displayed part) but also on the internal part of the website and usually in the meta-description and meta-keywords section. These two parts, the internal and external parts of the website, relate and support one another. Language, which plays an important role in shaping the text on a website, relates both ways to the internal and external parts. Based on the analysis that has been done, the text used in the meta-description is closely related to the text displayed on the external part of the website (displayed part). The text used on the meta-description is text that is also displayed on the displayed part. However, not all text displayed on the displayed part is used on the meta-description. This meta-description section usually contains core information that characterizes and describes what text is displayed on the displayed part. If likened to a paragraph, the meta-description section is a topic sentence that will be detected by search engines. On the other hand, the meta-keywords section contains lexicons which are used as keywords that are considered likely if someone searches about travel in Bali. In simple terms, meta-keywords contain lexicons that are the key and characteristic of every text of the travel package offered. In addition, these meta-keywords are also used on the external part of the website as repetition lexicons. The following is a diagram that illustrates the relationship between language and elements on the website.

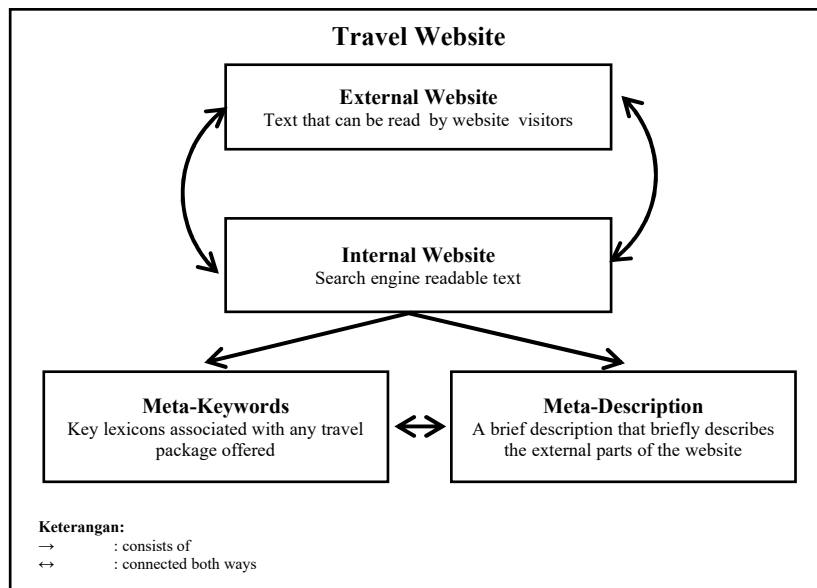


Figure. 1. Language Relation with Travel Website Structure

Through the diagram above, it can be stated that language is an important part of a travel website as a communication medium that connects website owners with potential customers for travel services. Of course in this case, the quality of the language, especially English, needs to be considered to support and support effective communication and of course have an impact on improving the website owner's economy. Language as an important element and capital for communicating digitally must be able to attract the attention of consumers so that the services offered become an option and or even become a trend in travel. To achieve this, internal and external parts must be in tune and in line with the tour packages offered. The implementation of lexical cohesion that involves the three parts is the implementation of reiteration, especially repetition. Repetition (repetition) is the basic thing that is done to connect the three parts. Based on the use of the language contained in the three parts, only repetition can be applied to establish a relationship between the three parts. The diagram below presents the lexicon organization patterns found on the displayed part and meta-description as supporting meta-keywords.

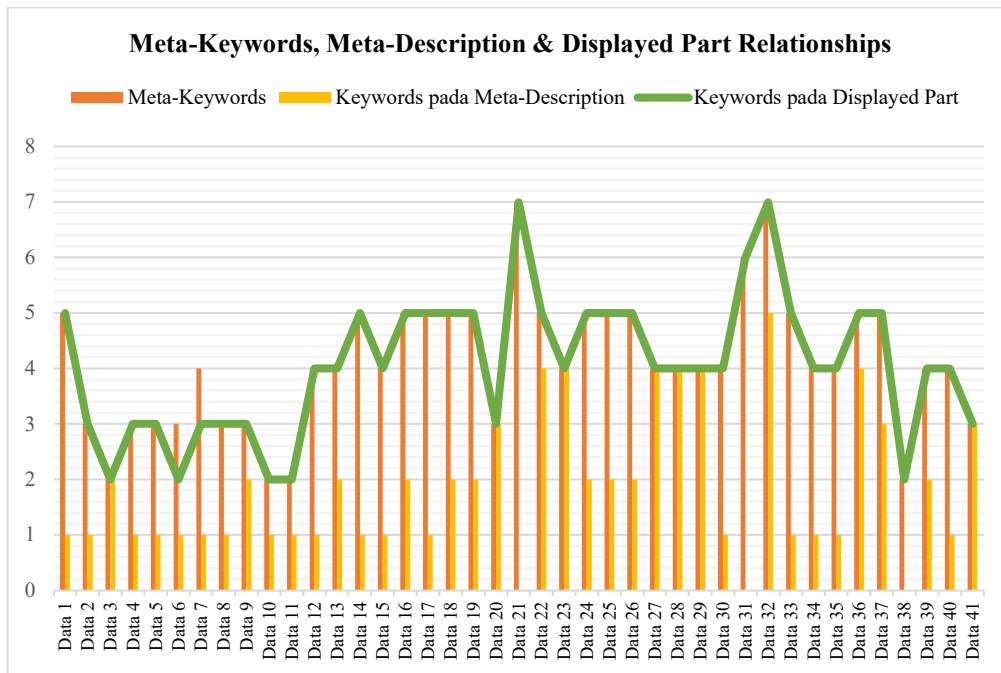


Figure 2. Meta-Keywords, Meta-Description & Displayed Part Relationships

Figure 2 shows that the meta-keywords (brown line) and meta-description (yellow line) are the foundation of the text displayed on the displayed part (green line). Based on the diagram above, there are several cases that show uniqueness, as shown in data 6 and 7 or in data 21 and 31. The pattern shown is slightly different from the pattern of most of the relationships between the three sections. The keyword relationship pattern with the other two parts was not the same. Based on the data taken, it is known that the patterns formed are quite different. There are several patterns of relationship between the three sections. These patterns can be seen in the following table.

Tabel 1. Meta-Keywords Relationship Pattern with Meta-Description and Displayed Part

No .	Data	Meta-Keywords	Keywords in Meta-Description	Keywords in Displayed Part
1.	Data 03	2	2	2
2.	Data 06	3	1	2
3.	Data 07	4	1	3
4.	Data 08	3	1	3
5.	Data 09	3	2	3
6.	Data 10	2	1	2
7.	Data 12	4	1	4
8.	Data 13	4	2	4
9.	Data 14	5	1	5
10.	Data 16	5	2	5
11.	Data 20	3	3	3
12.	Data 21	7	0	7

13.	Data 22	5	4	5
14.	Data 23	4	4	4
15.	Data 31	6	0	6
16.	Data 32	7	5	7
17.	Data 37	5	3	5
18.	Data 38	2	0	2

The above patterns explain that the implementation of repetition of the keywords used is quite varied. It should be emphasized that this study does not discuss the reasons why these variations are formed. The results found are only based on the phenomenon of language use on the travel agency website without exploring the reasons behind the formation of these patterns. The numbers presented in the table above are not the number of repeated use of the lexicons assigned to the keywords. The number shown in the table describes the number of keyword variations that each tour package has, then the number of keyword variations used in the meta-description, and the number of keyword variations used on the displayed part. For example, in data 22, the number of keyword variations used is 5 types, while only 4 keyword variations are used in the meta-description. Although only 4 variations are used in the meta-description, all keyword variations are presented on the displayed part.

The application of repetition to connect internal and external parts of the website is quite basic. Coherence can be maintained from the meta-keyword section, meta-description, and the part where the text is displayed (displayed part). Language is one element that is able to connect these parts to build a unified website for travel agents in particular. In addition, the language on the website is also an element used as a basis for searches by search engines. There are four types of search types using language, namely broad match, broad match modifier, phrase match, and exact match [10]. The following data shows the application of reiteration, especially repetition, as a type of lexical cohesion that binds the meaning and coherence of the internal and external parts of the Gangga Bali travel agency website.

Data 6

Meta-Keywords	: <i>bali quad bike, bali quad bike tour, bali quad bike adventure</i>
Meta-Description	: <i>Bali Quad Bike Adventure is an interesting activity that you can do while in Bali. This activity is suitable for those who like an adventure. Equipped with a 250cc engine and automatic transmission, make this activity are very easy to do.</i>
Displayed Part	: <i>Bali Quad Bike Adventure is an interesting activity that you can do while in Bali. ... Next, we will explain how this Bali Quad Bike Tour activity is carried out.</i>

Data 23

Meta-Keywords	: <i>bali full day tour, elephant ride bali, tirta empul temple, tegalalang rice terrace</i>
Meta-Description	: <i>In this Bali Full Day Tour package, you will take a fun adventure from the activities of Elephant Ride Bali, cool the holy water at Tirta Empul Temple, and enjoy a swing with views of Tegalalang Rice Terrace.</i>
Displayed Part	: <i>In this Bali Full Day Tour package, you will take a fun adventure from the activities of Elephant Ride Bali, cool the holy water at Tirta Empul Temple, and enjoy a swing with views of Tegalalang Rice Terrace.</i>

This data 6 shows the first general pattern showing lexicon-lexicon relationships in internal and external parts of the website. Data 6 shows that internally on the keyword side, the text of this travel package has four keywords that are targeted by the owner of the text to be indexed by search engines. Based on the viewpoint of lexical cohesion, repetition occurs on the meta-description and displayed part. The repetition of keywords applied to the meta-description is less than the repetition applied to the displayed part. Meanwhile, in terms of broad match search types, the three keywords in the meta-keywords can be found by search engines on the meta description and displayed part. In data 23, it can be seen that from the lexical cohesion aspect and the search engine search aspect, the data shows the forward repetition of keywords in the meta-description and displayed part.

Data 38

Meta-Keywords	: <i>bali dinner cruise, bali sunset dinner cruise</i>
Meta-Description	: <i>Want to enjoy honeymoon by going around using Bounty Cruise while enjoying a romantic dinner? We have a tour package that suits you.</i>
Displayed Part	: <i>This Bali Honeymoon Tour will take place from 18:00 to 20:30. Here are details that you will enjoy in this package. Welcome drink and flower Bali Sunset Dinner Cruise (Buffet dinner) ...</i>

The pattern shown in data 38 is quite interesting to discuss. The two keywords presented on the meta-keywords are only repeated on the displayed part. Meanwhile, no repetition is done on the meta-description. But even so, broad match can lead consumers to the text of the travel package. Based on the data example above, there are three general patterns that explain the relationship between the internal and external parts of a travel text offered on the Gangga Bali website. The internal part which consists of meta-keywords and meta-description, and the external part, which is called the displayed part, is related to the language used.

4 Conclusion

Based on the results of the analysis that has been done, it can be concluded that not all types of lexical cohesion are applied. The type of lexical cohesion that is applied to connect the internal and external parts of the website is reiteration, especially the type of repetition. There are several patterns of implementing repetition in building coherence between meta-keywords, meta-description, and text that is displayed and readable by consumers (displayed part).

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