

**PESAN DALAM PROGRAM TV MUSLIM TRAVELERS NET TV DI YOUTUBE
SEBAGAI REFERENSI TRAVELER UNTUK REKOMENDASI MAKANAN HALAL**

***MESSAGE IN MUSLIM TRAVELERS NET TV PROGRAM ON YOUTUBE AS
REFERENCE FOR TRAVELERS' HALAL FOOD RECOMMENDATIONS***

St. Aisyah Purnama Putri Sonjaya¹, Indra Novianto Adibayu Pamungkas²

^{1,2} Telkom University. Bandung

staisyahpurnama@telkomuniversity.ac.id¹, indrapamungkas@telkomuniversity.ac.id²

Abstrak

NET TV memproduksi program travelling bagi masyarakat tertentu yang ingin mencari informasi terkait tentang Halal saat bepergian ke luar negeri, program TV tersebut bernama Muslim Travelers. Kebutuhan akan layanan Halal ini dapat menjadi konten bagi Televisi Indonesia untuk memproduksi lebih banyak program dengan genre Muslim traveler karena banyak traveler Muslim yang tertarik dengan produk dan layanan Halal. Dengan demikian, program Televisi dapat menjadi arahan bagi wisatawan muslim yang ingin ke luar negeri untuk mendapatkan rekomendasi makanan dan pelayanan halal. Hasil dari penelitian ini menunjukkan bahwa Muslim Travelers NET TV merupakan sumber yang sangat membantu bagi penontonnya yang suka bepergian ke luar negeri untuk mencari informasi tentang rekomendasi makanan Halal serta pelayanan Halal. Hal ini ditunjukkan dari hasil wawancara dengan informan kunci dan informan pendukung, informan-informan berpendapat bahwa acara Muslim Travelers sangat informatif mengenai informasi tentang makanan Halal yang tersedia di negara yang dituju sehingga dapat dijadikan referensi untuk bepergian ke luar negeri.

Kata Kunci: Pesan, Wisatawan Muslim, Halal, Makanan Halal, Pelayanan Halal.

Abstract

NET TV produced program of traveling for the particular people who seek information related to Halal while going abroad, the TV programs is called Muslim Traveler. This need of Halal service can be a content for Indonesian Television to produce more programs with Muslim traveller as the genre because many Muslim travellers have been interested in Halal products and services. Thus, the Television program can be a direction for Muslim traveller who wants to go abroad to get recommendation for halal food and services. The result of this research shows that Muslim Travelers NET TV is a very helpful source and reference for the viewers' who like to travel abroad on finding information about Halal food recommendation as well as the Halal services. This is intended from the results of interviews with key informants and supporting informants, the informants stated that

the Muslim Travelers program is very informative regarding information about availability of Halal food and Halal services in the destination countries so that it can be used as a reference for traveling abroad.

Keywords: Message, Muslim Traveler, Halal, Halal Food, Halal Service.

1. Introduction

The availability of a tourism product and service that match with the Muslim travelers' needs to ease worship and requirement of dietary according to Islamic rules, it refers to Halal tourism (Mohsin, Ramli, and Alkhulayfi in Abror et al., 2019)¹. To fulfil the feeling of secure for Muslim travelers before traveling abroad is needed, especially for the food decision that needs to be halal. The TV program about halal traveling can be a reference for Muslim travelers during their stay in a country especially for those countries dominated with non-halal food. The awareness and the Muslim population around the world is increasing as well on demanding for halal products.

Halal tourism's main features, such as Halal food, worship facilities and no prostitution, alcohol and gambling. And worship facilities are also another primary feature of Halal tourism, including halalness, Islamic morality, and free from alcohol drinks or food as well as gambling. The most important aspect for Muslim visitors when they go for a holiday is the worship facilities (Mosque), path of Qiblah, and wudhu facilities (ablution) (El-Gohary, 2016 & Battour and Ismail, 2014 in Wardi et al., 2018)². Muslim consumers and their awareness of the ingredients in food, making Muslim consumers choosing food that they want to consume selectively. The decision of purchasing factors among Muslim consumers of food products where Halal certification from an authorized body is listed on a product, which is very important to verify that the food products are genuinely Halal (Hamdan et al., 2013)³. It shows how important the halal food and service are for the Muslims especially for those who like to travel to the Muslim minority countries which still lacks of halal food and service, to have a feeling of safety about the halalness of food they are having and availability of halal service in a country— it's much more safe to find the information about Halal tourism first before traveling and Islamic TV Program with traveling as the genre can be a reference for Muslim travelers to find information about Halal tourism. One of Indonesian TV Program that includes topics of traveling with Islamic nuance is Muslim Travelers from NET TV, this TV Program can be re-watched through Netmediatama's YouTube channel which is much easier for the viewers to watch because it can be accessed any time.

2. Theory

2.1 Communication

In order to define communication, there are three cores formed in critical conceptual differentiation stated by Frank Dance in (Littlejohn et al., 2017)⁴, as follows: 1) Level of observation, the process that connecting disjoint parts of the living world to one another, the meanings of sending orders, telephone, and radio; 2) Intentionally, three cores formed in critical conceptual differentiation stated by Frank Dance, as follows: 1) Level of observation, the process that connecting disjoint parts of the living world to one another, the meanings of sending orders, telephone, and radio; 2) Intentionally, a situation in which a message transmitted by the source to the receiver with conscious intention to affect the behaviors; 3) Judgement, communication is a thought or idea of the verbal interchange. Communication is a social process where individuals apply symbols to describe as well as to create context in their surroundings (West & H.Turner, 2000)⁵.

2.2 Message

Messages are the core of communication study. Listening and talking involved in communication, as well as writing and reading, implementing and witnessing, in general, act to do anything that includes 'messages' in any situation or medium. Synonym of the word text is a message that can be learned, regardless of the medium (Griffin, 2012)⁶.

2.3 TV Program

Programming or Broadcast Programming to be exact or also known as scheduling, is the stage of organizing radio or television programs for the daily, weekly, or in a year (Djamaal, 2016)⁷. A television program is called a television show as well, it consists of content with a segment aimed for broadcast on television (Definitions.net, n.d.)⁸.

2.4 Muslim Travelers

While the overall world population is projected to rise by 35% in the coming decades, it is estimated that the entire population of Muslims will expand by 73% from 1.6 billion in 2010 to 2.8 billion in 2050. Muslims made up 23.2% of the world population in 2010, and by 2030 it is predictable to hit 26.4%. The travel segment of halal or Muslims' travel is recognized as a strong commercial force and is one of the most rapidly expanding segments in the international tourism industry. The number of Muslim tourists arriving was estimated at 131 million worldwide in 2017 (MasterCard & CrescenRating, 2018 in Manna, 2019)⁹.

3. Methodology

This research is using qualitative as the methodology and interpretive as the paradigm. Qualitative research is an approach intended for ways of thinking, feeling, the reasons underlying the behavior, attitudes, researched system, interests, motivations, ideals, culture, and lifestyle of the people being studied, based on the framework of the people being studied (Slamet, 2019)¹⁰. The interpretive paradigm is an attempt to seek an explanation of social or culture phenomenon based on the perspectives and experiences of the person being studied. In general, the interpretive paradigm is a social system that interprets behavior in detail by observing. Interpretive sees facts as something unique and has a special context and meaning as an essence in understanding social meaning (Newman in Muslim, 2016)¹¹.

In this research, the writer is using qualitative as the approach with exploratory case study as the type of research because the writer is going to conduct research on TV program of "Muslim Travelers" on NET TV's viewers about their perception on capturing the message from the TV program and how its message affects their reference of the halal tourism to go abroad. The writer chose interpretive as the paradigm research to analyze deeply to the perspective of the "Muslim Travelers" viewers on receiving the message that NET TV gives based on viewers' experiences.

4. Result and Discussion

4.1 Message

1. Message

In TV shows, there will always be information provided. The Muslim Travelers TV program, which is also available on YouTube, conveys an information in the context of message about traveling with Islamic nuances. It is not surprising that many of the audiences are Muslim. With this, the audience will definitely expect to get useful information and knowledge for Muslims from the Program, especially regarding to Halal food or services in a country. It is a message when it can be learned, regardless of the medium. The informants listen and witness everything about the Muslim Travelers Program through YouTube or Television as the medium. In general, they are acting to do anything such as listening, witnessing, reading that includes 'message' in any situations.

Based on the information the researcher got from key and supporting informants which are viewers of Muslim Travelers NET TV and travelers, the message content from Muslim Travelers successfully delivered to the viewers as known as the informants of this research. It can tell by the understandings that informants got from the message delivered by Muslim Travelers Program.

2. Creation of Message

The message that Muslim Travelers Program is made to be delivered to the viewers and being understood by the viewers consciously. The message about Halal traveling is being spread by Muslim Travelers to the informants as the viewers to be adopted and preferred and that is where a message is being used to make a choice out of the information that the informants got. Muslim Travelers NET TV have successfully created a message about information on Halal traveling and Halal food for the viewers. Some of information has successfully preferred and adopted by the informants.

3. Interpretation of Message

Messages cannot be described by themselves, there will always be meaning in message for the communicators and receivers because it will not be remained in words but it will mean things by the people. In this research, Halal food recommendation is not only words but they are an information that can be a reference and each informant interpret different information regarding to Halal food recommendation from Muslim Travelers Program. Muslim Travelers Program can deliver a message to viewers and make the message mean things by them. Message from Muslim Travelers is converted as useful information by the informants namely made as a reference for Halal food recommendations to go abroad or an information as a grip before going abroad.

4. A Relational Process

A message that Muslim Travelers deliver will not always be understood the same way by each of the viewers and that is why the flow of communication will always change. The meanings of message will be influenced differently by different people who receive it and, in this case, the informants have different knowledge and experiences on getting an information from Muslim Travelers Program about

the availability of Halal services or food in Islamic minority countries. Every informant stated different opinion about what they think and none of them have the same opinion. It shows how the meanings of messages can always change and not always the same because of different situation from informants. A message defined based on the informants who have gone overseas and the informants who haven't gone overseas.

5. Message that Elicit a Response

Informants' response to Muslim Travelers' message about Halal food recommendation and how the TV show itself can be a reference for informants to go abroad is very affective because the message affects informants' behavioral action and emotion. In this research, all informants are helped by Muslim Travelers TV program to gain information about Halal food and their response to the message is they are using the TV program as their reference to find Halal food abroad. Based on the explanation above, all of the informants are affected in their behavioral action because it makes them want to go abroad just by watching the Muslim Travelers TV program. The message is successfully delivered and produced a response from the viewers.

5. Conclusion

Based on the results of data processed by researcher, it can be concluded that Muslim Travelers TV Program is an effective reference for Muslim travelers who wants to go abroad on finding Halal food recommendations in destination countries, mostly in Muslim minority countries. The message content of Muslim Travelers TV Program is viewed as reference of recommendation by conforming it with five communication features of Muslim Travelers NET TV Program.

Based on five communication features, the message of Muslim Travelers TV Program is consisting of information about Halal food / service as well as a history about Islam in a country that is aimed for the viewers that seek for recommendation to go abroad. The Program itself is very efficient because they gave information about the location, price and even the accommodation of Halal food and place to stay with Halal service for the Muslim travelers. It can be concluded that Muslim Travelers TV Program can be used as a reference for traveling abroad.

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