

CHAPTER I

FOREWORD

1.1 Background

The amount of Islamic TV programs is variety as well as the contents they provided especially traveling as the main content, those TV programs are available to be re-watched on YouTube. Some of TV programs airing their shows on TV as well as uploading the show on YouTube. NET TV and TRANS 7 produced program of traveling for the particular people who seek information related to halal while going abroad, those TV programs are called Muslim Traveler (NET TV) and Hijab Traveling (TRANS 7) and they can be re-watched on YouTube.

“Muslim Travelers” is NET TV’s mainstay program every Ramadhan since 2014. This 30-minutes event combining the concepts of documentary, reality show, entertainment and adventure. In the following program, “Muslim Travelers” will provide various life stories of Muslims from all around the world to be told. Wrapped up with ups and downs with challenges in other countries. “Muslim Travelers” will also discuss countries over the world on how their understanding towards Muslims increased by providing Muslim-friendly products (Meiriani, 2017).

Hijab Traveling is a traveling program produced by TRANS 7 that provides a reference for tourist spot in a country as well as a reference for Halal food to get in spaces, Muslim Communities, and Mosque in the area of tourist attraction. Halal Living is a TV program that provides local Halal travel destinations, current Muslim trends, and Islamic rules. Packed lightly and full of beautiful sceneries, the beauty of a place from many sides to attract the viewers. From nature to inspiring stories from the people there. The audiences are also spoiled with the fashion of the presenters (Dewi, 2018).

This research is going to focused on “Muslim Travelers” NET TV program, how the program can be helpful for the “Muslim travelers” on seeking Halal food recommendations. It will be how the messages that “Muslim Travelers” NET TV give to the audiences and the audiences that are going to be interviewed are the Muslim viewers. By that, researcher is going to conduct this research with qualitative exploratory case study in order to find how effective the message that the viewers get from the “Muslim Travelers” program as reference for Halal food when going abroad.

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). To fulfil the feeling of secure for Muslim travelers before traveling abroad is needed, especially for the food decision that needs to be halal.

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).

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 are increasing as well on demanding for halal products. Halal food indicates to edible thing that does not contain pork as well as certain animals, and all meats that have not been slaughtered in compliance with Islamic procedures. When the food is being prepared and processed according to the Islamic law and manner, it can be labeled as Halal (Hamdan et al., 2013).

For Muslims, Halal food and their beliefs are something that cannot be separated and not limited only for their needs but also an advice that must be obeyed. Based on Bonne & Verbeke (2008), consumption of food is usually imbued with religious rules, rituals according to culture, and social meaning. Muslims are required to strive to obtain and consume halal food, an Arabic phrase that can be roughly translated as allowed or permitted food (Lubis, Mohd-Naim, Alizul, & Ahmed, 2016 in Carboni et al., 2017).

This need can also be a content for Indonesian Television to produce more programs with Muslim traveler as the genre because many Muslim travelers have been interested in Halal products and services. Thus, the Television program can be a direction for Muslim traveler who wants to go abroad to get recommendation for halal food and services.

Table 1. 1 Indonesian Muslim Travel TV Program

Program	TV Station	YouTube Channel	Subscribers
Hijab Traveling	TRANS 7	TRANS7 OFFICIAL	13.8M
Muslim Travelers	NET TV	Netmediatama	5.09M
Halal Living	NET TV	Indonesia Morning Show NET & Netmediatama	414K & 5.09M
Jazirah Islam	TRANS 7	TRANS7 OFFICIAL	13.8M
Buku Harian Muslimah	RTV	KOLAM IKAN MEDIA	28K
Wisata Ziarah	MNC TV	MNCTV Official	8.4M

(Source: Proceed by writer, 2020)

From all the TV programs stated on Indonesian Muslim Travel TV Program (**Table 1. 1**), the programs that provided content about halal food and halal tourism are “Muslim Travelers” from NET TV, Hijab Traveling from TRANS 7, and Halal

Living from NET TV. For Halal Living alone is traveling around local tourist attractions packed with Muslim presenters. The similarity between Hijab Traveling and “Muslim Travelers” are each of the shows provide topic about Muslims traveling abroad, halal tourism and food—basically halal destinations for Muslim travelers.

Above all of the TV programs that have been mentioned, the current active one with most viewers, like and comments is “Muslim Travelers” from NET TV on Netmediatama YouTube Channel. The “Muslim Travelers” TV program on NET TV is going to be the reference for the writer for the further information for the research. By the numbers of most viewers, the writer is expecting more chance to find informants easily. “Muslim Travelers” is a program by NET TV and the program itself is available on Netmediatama’s YouTube Channel.

Figure 1. 1 Netmediatama YouTube Channel

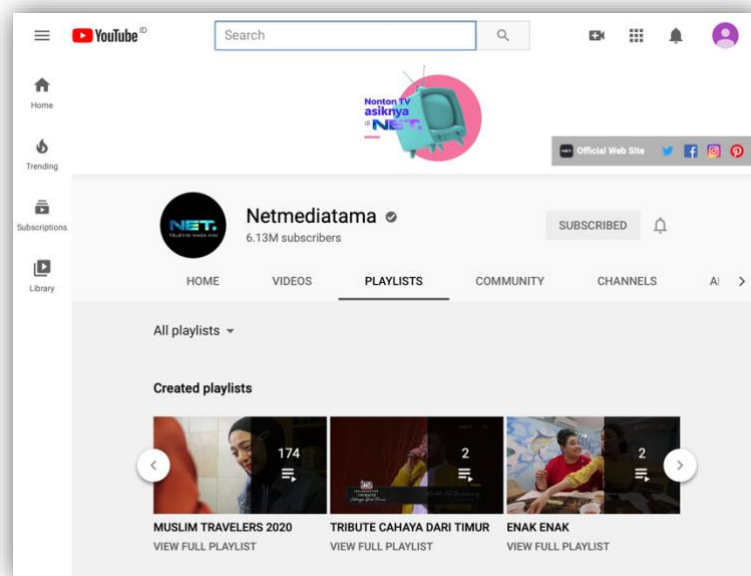
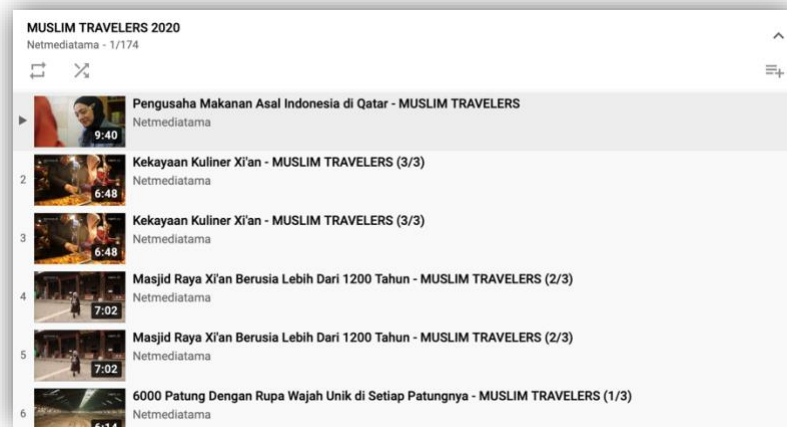


Figure 1. 2 Muslim Travelers Program on Netmediatama’s YouTube Channel



There are also some news that shows definition of Halal food, how important Halal food is for the Muslims across the countries, how the Halal food itself is rising in popularity, and how important the Halal certification is for the business these days as well as to attract Muslims to go abroad countries. Here are some of the news that researcher found:

Figure 1. 3 “Halal Food Rising in Popularity” News



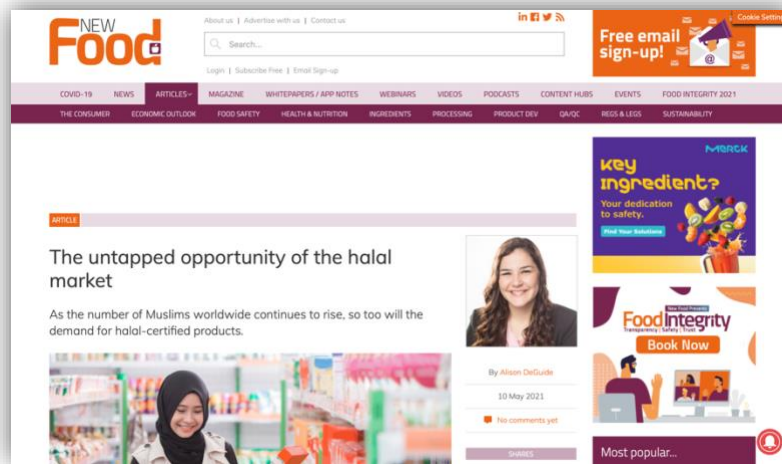
Source: (Prasidya, 2020)

Figure 1. 4 “Islamic Organization for Food Security Outlines Halal Plan For Ensuring Nutritional Needs of Muslim World Are Met” News



Source: (Alsaaidh, 2020)

Figure 1. 5 “The Untapped Opportunity of The Halal Market” News



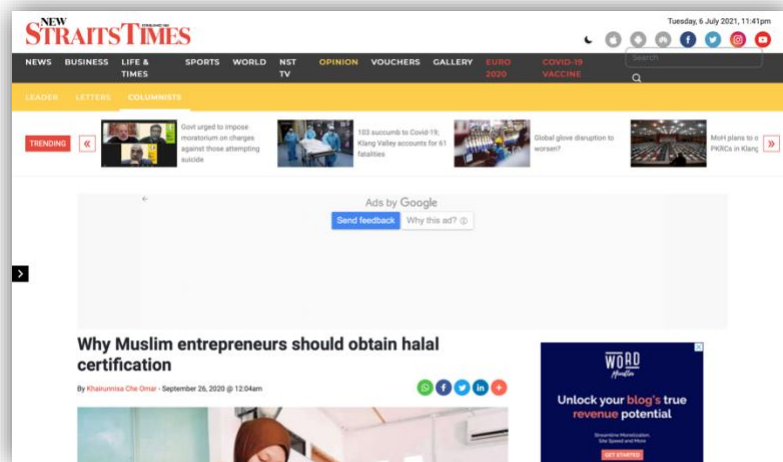
Source: (DeGude, 2021)

Figure 1. 6 “What are Halal Food?” News



Source: (Renaud, 2018)

Figure 1. 7 “Why Muslim entrepreneurs should obtain halal certification” News



Source: (Che Omar, 2020)

In 2013, a research journal with the title “Purchasing Decisions among Muslim Consumers of Processed Halal Food Products” discussed about 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).

In 2014, a research journal with the title “Consumers’ Preferences Toward Attributes of Manufactured Halal Food Products.” In this study, it stated that cultures and religion can impact consumers’ decision on buying something. In Islam itself, any food they devour need to be acknowledge accordance on the Islam principles. There are other food characteristics such as price, brand, promotion, and assurance of safety that could also affect consumer decision-making (Mohayidin & Kamarulzaman, 2014).

In 2019, a research journal with the title “Brand perception of halal tourism services and satisfaction: the mediating role of tourists’ attitudes.” The purpose of this journal is to investigate the brand's perception of Halal products and services that can influence satisfaction in deciding the experience of Muslim tourists. This journal offers valuable information to understand Halal's brand equity and to suggest serving tourism operators by providing Halal services mainly favored by Muslim tourists and appealing to them for the next destination visit (Rahman et al., 2019).

Most of the previous researches are discussing about the definition of Halal Tourism itself, how important the Halal Tourism for Muslim travelers and the impact of Halal Tourism for the travelers. Comparing from the previous researches, the novelty of this research is on the Indonesian TV Programs with Halal Traveling as the content which can be a reference for the Muslim travelers on Halal Food.

According to the background stated above, the writer will conduct a research about how important an Islamic TV content as one of references for Muslim people to travel, looking how Halal food is a must for Muslim people to consume. This research is going to be focused on the use of TV Program at YouTube which is not yet available in the previous researches, the use of TV Program itself is how a message content from “Muslim Travelers” TV program on NET TV viewed as a reference of Halal food recommendation for Muslim travelers.

1.2 Research Focus

The focus of this research is how Muslim viewers capture a message from “Muslim Travelers” TV program on NET TV for a reference of Muslim travelers to go abroad based on the availabilities of Halal food in destination countries.

1.3 Problem Identification

Based on the background written above, researcher identifies a problem that will be used as further research material:

How does the message content of “Muslim Travelers” program is viewed as reference of recommendation?

1.4. Research Objective

Based on the problem identification above, the research objective that needs to achieve from this research is stated below:

To know how the message content of “Muslim Travelers” program is viewed as reference of Halal food recommendation.

1.5 Research Time Line

Table 1. 2 Time Line

Activity	April 2020	May 2020	October 2020	November 2020	December 2020	January 2021	February 2020	May 2021
CHAPTER I: Foreword								
CHAPTER II: Literature review								
CHAPTER III: Research Method								
Desk Evaluation Register								
Interview with Informants								
CHAPTER IV: Research and Discussion								
Interview with Informants								
CHAPTER V: Conclusion								

and Suggestion									
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