

**THE IMPLEMENTATION OF STREETS ENGLISH TOURISM
PROGRAM ON TELEVISION**

SKRIPSI

*Submitted In Partial Fulfillment of the Requirements
For the Degree of Sarjana Pendidikan (S.Pd)
English Education Program*

By:

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**FACULTY OF TEACHER TRAINING AND EDUCATION
UNIVERSITY OF MUHAMMADIYAH SUMATERA UTARA
MEDAN
2023**



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Tanggal	Deskripsi Hasil Bimbingan Skripsi	Tanda Tangan
29-04-2023	The Background of the study	
30-05-2023	Literature Review (Tourism)	
8-05-2023	Research Methodology	
15-05-2023	References	
22-05-2023	ACC Green Table	

Medan, Mei 2023

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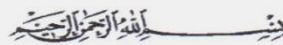
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Dengan ini saya menyatakan bahwa skripsi saya yang berjudul **“The Implementation of Streets English Tourism Program on Television.”** adalah bersifat asli (Original), bukan hasil menyadur mutlak dari karya orang lain.

Bilamana dikemudian hari ditemukan ketidaksesuaian dengan pernyataan ini maka saya bersedia dituntut dan diproses sesuai dengan ketentuan yang berlaku di Universitas Muhammadiyah Sumatera Utara.

Demikian pernyataan ini dengan sesungguhnya dan dengan yang sebenar-benarnya.

Medan, September 2023
Hormat saya
Yang membuat pernyataan,



Lina Marlina Pasaribu

ABSTRACT

LinaMarlianaPasaribu. NPM. 1602050171 THE IMPLEMENTATION OF STREETS ENGLISH TOURISM PROGRAM ON TELEVISION. Skripsi UMSU. 2020

Muslim Traveler are one of the special NET programs in the month of Ramadan. This Muslim tourist provides various traveling information, especially for Muslim travelers. This program provides an Islamic nuance with attractive packaging to enrich the days of Ramadan. Muslim tourists are guided by hosts who visit several Muslims living in the destination city. The purposes of this study was to determine the functions of tour guide on TV Programs and the use of English regular terminologies on television stations applied by the tour guide. Research results show that the purpose of the tour guide in this TV program is to introduce Islamic civilization abroad and to provide knowledge to the audience that don't be afraid to travel abroad for a Muslim because abroad also has Islamic civilization and food places that are things to visit. The regular terminology applied in guiding tourists in the program is showing the place of Muslim civilization, be it Muslim historical places such as mosques, ancient cities, residential neighborhoods, ancient buildings, palaces, tombs of the aulia, as well as the natural scenery of the destination country.

Keyword: English Tourism, Travelling, Program on Television

ACKNOWLEDGEMENT



Assalamu'alaikumWr. Wb.

Alhamdulillah, praises were sent to the almighty Allah SWT for the unaccountable blessings, mercies, and kindness which had been given to the writer so finally she could finish her thesis entitle “The Implementation of Streets English Tourism Program on Television”. Shalawat and Greeting were presented to the prophet Muhammad SAW who had opened the door of knowledge and brighten our life.

In finishing this thesis, the writer realized that there were a lot of difficulties to face. But because of hard efforts and permit of the lord also the support from both of her parents, the researcher could finish it even if it was still far from perfection.

In this occasion, the writer would like to thank to, her most beloved parents, Mr. BisaPasaribu and Mrs. DermiPangaribuanfor the endless love, prays, supports, motivations, advices and matters which never been able to be substituted by any other thing, and wholeheartedly given to the writer without asking for any feedback.

1. The Rector of University of Muhammadiyah Sumatera Utara, Dr. Agussani, M.AP.
2. The Dean of Teachers' Training Education Faculty, University of Muhammadiyah Sumatera Utara, Prof. Dr. H. ElfriantoNasution, S.Pd., M.Pd.

3. The Vice Dean I of Teachers' Training Education Faculty, University of Muhammadiyah Sumatera Utara, Dra. Hj. Syamsuyurnita, M.Pd.
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6. The Academic Advisor of D Class (Morning), English Department, Teachers' Training Education Faculty, University of Muhammadiyah Sumatera Utara, KhairilS.Pd, M.Hum.
7. The researcher's reviewer who had given suggestion advice and comment for the researcher, AmbarWulansari, S.Pd. M.Pd
8. All lecturers at FKIP University of Muhammadiyah Sumatera Utara, who had given knowledge in English teaching for her during academic year at UMSU
9. Her beloved friends thanks for giving support, time and otivation and spent a lot of time, for the sweet memories and cheerful, they are more than just friends.

Finally, with all her due respect, the writer hoped that this thesis would be beneficial for the writer especially and the reader generally. Aamiin.

Wassalamu'alaikumWr. Wb.

Medan, December 2020
The writer

LinaMarlianaPasaribu

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CHAPTER I

INTRODUCTION

A. The Background of the Study

As we know, Indonesia is a developed country with various cultures and languages. and over time the development of language in Indonesia is very fast, one of which is English which is considered the second language in the world, how does Indonesia apply and introduce good and correct English to everyone? one of them is by holding a program for traveling abroad in a TV station with presenters who are proficient in English. According to Chaer (2003:30), language is a verbal tool for communication. Previously (1994), Chaer emphasized that language is an arbitrary sound symbol used by a group of community members to interact and identify themselves. However, in a walking program, not all of the presenters present the program in a language which is easy to understand in general. because English itself in one word has many meanings. Therefore, it would be nice for a TV program that broadcasts such a program to review the mistaken in pronouncing every word issued by the presenter be it from a verb, noun, word, or sentence

The success of a television station to be able to grab the eye and the hearts of the audience cannot be separated from the success of a television program. Program is everything that a broadcasting station displays to fulfill needs of the audience. One broadcasting station is always one program as best as possible, so that it remains attractive and keeps the audience interested against the programs presented. There fore a broadcasting station competing to design the best possible

program for get the audience's interest to watch that program informative and entertaining program of events, no Requires a lot of concentration, so it becomes a one of a kind event badly needed by. Programs that are served via broadcast news, comedy, drama, talk shows, culinary to travel and lifestyle.

Study-abroad programs tend to assume that their destinations are culturally and linguistically homogenous. However, Western English-speaking destinations, particularly metropolitan cities, have become increasingly culturally and linguistically diverse. Considering such sociolinguistic changes in these destinations, this research examines how students negotiate the given multilingual reality with the desire to interact with native English speakers. Drawing on an ethnographic study of South Korean young adults studying English in Toronto, this article shows that to manage the contradiction, the Korean youth categorized various types of English speakers to identify "better" ones for their English learning. However, even though the Korean students strived to access native English speakers, they usually failed to do so because of their limited knowledge and competence of the local culture and language. Furthermore, the Korean students stratified their non-native classmates according to their perceived English proficiency and accents, but confirmed the limitation of their non-native usage of English. Finally, the informants assigned different linguistic roles to each type of English speaker and valued pedagogical interventions for their English learning in the multilingual context.

Many programs that can be watched on television, one of them is travelers programs or shows. One of the News and Entertainment Television programs is Muslim Travelers, this program is NET's flagship program. in the month of

Ramadan with the concept of documentary, reality show, entertainment and adventure, which is broadcast every day at 04.30 during the month of Ramadan.

This program was started in 2014, in each episode of the Muslim traveler program, discussing how Islam can develop, how Islam is spread and also how Muslim life is in countries that are predominantly non-Muslim as well as their joys and sorrows in that country. Muslim travelers also explained how non-Muslim majority countries began to understand Islam. As in the South Korean episode, Muslim travelers find local residents who become Muslims and open halal restaurants specifically for Muslim citizens, then there are foreign citizens who are Muslim and open Muslim-only lodgings but are also in demand by non-Muslims.

Muslim travelers also visit mosques in South Korea to explore the history of Islam and the spread of Islam there and meet Muslim Muslims from Indonesia. In another episode, namely in America, Muslim travelers also visit mosques in America and meet @Dictionary (KBBI),

The purpose of this study is to find out the extent to which spoken language is actually reflected on TV and what is the purpose of the tv to make the program or program the streets.

B. The Identification of The Problems

Based on the background of the study above, the problems can be identified as the following:

1. cultural and language differences abroad make people hesitate to go on holiday abroad, so with a tour guide we can travel abroad.
2. having a tour guide makes us less interact with people abroad

C. The Scope and Limitation

The scope in this study is limited to the Muslims Travel TV program. The data were obtained selectively by the researcher from three episodes. The episode is taken from the Panorama of Istanbul, the Sahara Episode. Eating a plate of two is a symbol of Qatar's hospitality. The data of this research are tour guides at the Muslim Traveler event.

D. Formulation of the problem

1. What are the function of tourguide on TV program ?
2. What regular language are applied in guiding the tourist?

E. The Objective of Research

The objectives of this research were:

1. To find out the function of tourguide on TV program
2. To find out the regular language are applied in guiding tourist

F. The Significance of Research

The research significance is expected as:

Theoretically:

1. The finding of this research were expected to be reference and information to

Practically:

The research result could contribute to the following parties:

1. Readers, to deeper understanding of the tourism on television. The result of the research can indirectly open their mind to see hom many countries in this world which provides places to go out and eat for muslim with existing language.

2. Lecture, to be the source of information in English tourism on program television and to explain more student about English tourism on tv so that student can learn more a place for muslims abroad who are muslim minorities
3. Other reader researchers, Adding insights for students in terms of traveling and tourism abroad, especially tourism to Muslim minority countries.

CHAPTER II

LITERATURE REVIEW

A. Theoretical Framework

1. Tourism

a. Definition of Tourism

There are some definitions of tourism from several experts to support the opinion of the writer. According to Richard Sihite in Marpaung and the Bahar (2000: 46-47) describes the definition of tourism as follows: Tourism was a journey that is done for a while, which was held from one place to another leaving its place, with the plan and the with the intention of not for a triveora to make a living in the places visited, but simply for a enjoy leisure activities or apertamsyaan and the for a meet the diverse desires.

Besides, based on UU No. 10 the 2009 tourism is all kinds of tourism activities which is supported the facilities and the service of the government, society, entrepreneur and regional government.

From two Swiss scientific experts in tourism, Henniker and Kraft (1996:30), tourism is the sum of phenomena relationship arising from the travel and stay of none residence, and so far they do not lead the permanent residence and are not connected with earning activity. Then the definition that accepted by the international assosiation of scientific expert in tourism.

Richard sonand Fluker (2014) Tourism comprises he activities or persons, traveling to and staying in place out side Reviews their usual

environment for not more than one consecutive year for leisure, and other business purpose.

Franklin (2013) explains that tourism becomes absolutely everything as sociable with acts of tourist, or put in to its proper form tantological "tourismistouri". (Editor: Rafans Manado-from wide range of sources).

b. Kinds of Tourisms

According to Spillane (2012:29-31) there are 6 kinds of tourism based on the motive of travel destination. They are pleasure tourism, recreational tourism, cultural tourism, sports tourism, business tourism and convention tourism. The definitions are as follows :

1) Pleasure Tourism

Pleasure tourism is for people to holiday, get some fresh air, fulfill the curiosity, relax the muscles, look at something new, enjoy the beautiful scenery, get information about folk tale and quiteness.

2) Recreational Tourism

Recreational tourism is using for relaxing minds, recovering the physical and spiritual fitness, refreshing the fatigue and exhaustion. This type of tourism can be done at the destination like the foreshore, mountain, health center or resort. Tourism has recognized that many visitors specifically attracted by recreational offerings. In support of recreational activities government has taken an important role in a creation, maintenance, and organization and whole industries have developed merchandise or service.

3) Cultural Tourism

This type is signed by a set of motivation, such as studying at research center, learning the mores, foundation, and the different way of life of the society, visiting the historical monument.

4) Sport Tourism

This tourism is divided into two as follows :

a) *Big sports event* is the biggest sport events like Olympiade Games, World Ski Championship, Boxing Championship and other events to attract the visitors or fans.

b) *Sporting tourism of the Practitioners* is sport tourism for people who wants to learn and practice by themselves like climbing the mountain, riding the horses, hunting, fishing, etc.

5) Business For Tourism

According to the experts, this tourism is kind of professional travel or travel because it is related to the job or position of someone who cannot changed to choose the purpose or the time.

c. Elements of Tourism

There are certain elements or ingredients of tourism and these are what tourist considers before visiting a destination area according to John paul (2014), they are as follows:

- 1) Pleasing weather
- 2) Scenic attraction
- 3) Historical and cultural factors

- 4) Accessibility
- 5) Amenities
- 6) Accomodation
- 7) Safety and security
- 8) Other factor

d. Potency of Tourism

The definition of tourism potency according to MariottidalamYoeti (2013:160-162) is everything you get in the tourism destination and the attractive place of people who wants to come there. Sukardi (2011:67) also reveals that everything the place has and useful to develop the tourism industry at the area.

In this research, tourism potency is divided into three. They are natural potency, cultural potency, and human potency. Here some definitions from kinds of potency are as follows :

1) Natural Potency

Natural potency means that the condition of flora and fauna, the landscape of the area such as forest, beach. The advantage and disadvantage of that area if it develops, it will increase the visitors to come to the object.

2) Cultural potency

Cultural potency means that all of the outcome, feel, human initiative like mores, craft, art, the ancestor heritage like building, monument, etc.

2. Traveler Guidance

Tourist guiding is an activity provide guides, directions, and explanations to tourists who do by a tourist guide; in Indonesia it is called a guide (Holloway, 2011). In tourist guiding activities, which are given guidance, direction, or explanation are tourists. The guidance of the real tourists personal; where expectations are highly dependent on the complexity of the setting behind a tourist. Skills used to guide tailored to the demographics, character, and needs of the individual / traveler. In other words, a tour guide must always be able to improvise in meeting the relative expectations of tourists.

One simple example of the complementarity relationship in tourist guidance is 'Japanese tourists need for Japanese-speaking guides'. The relationship above explains that one of the needs of Japanese tourists as individuals to communicate verbally in a tourist destination where people do not speak Japanese is a tour guide who has the ability to speak Japanese. That's just at the language level. In tourist guidance, the two of them not only communicate, but also interact.

Interaction is the main requirement of a tourist guide. Based on this interaction, tourist guidance can be distinguished from tourism leadership. Travel guidance does not require an interaction because the object being guided is not an individual, but is limited only to the tour activities. Because it is limited to tourist needs, then not infrequently the tour guide is only a reference obtained by tourists from a travel guidebook or a collection of articles on the internet.

Based on the description above, in the tourist guidance system It takes the interaction of two main elements, namely tour guides and tourists The definition of

both is possible generally known, but to understand guides and tourists referred to in this paper, each of them is described as follows:

a. Tour guide

By reviewing some of the previous literature, almost the whole the literature uses the term 'tour guide' as a term to describe both tour guides and tourist guides or tourist guides. Both indeed have almost the same meaning, but they are really two things different. Literally a tour guide is defined as a tour guide, meanwhile A tourist guide is a tourist guide. According to the official associations covering the guide (WFTGA, SEATGA, and ITGA / HPI) the term tourist guide has validity and legality as a profession when compared to the term tour guide which can be carried by anyone guiding a traveler to a travel anywhere, not limited to an area. With thus a tour guide is not a profession but only a term common for someone guiding tourists without responsibility, regulation, competence, and clear wages. It's hard to tell the difference between the two, However, if viewed from the legality, the tour guide can be said as a tour guide, but a tour guide is not necessarily a tour guide.

Because the similarities are often connoted together, and / or indeed deliberately intended to discuss tour guides, researches previously used the term tour guide more often than tourist guide. Only with the exception of quotations from previous writings, discussion of theories and concepts referring to previous studies using a tour guide, in this paper it is replaced by using guide as a terminology to explain both. However, in this paper, it is also filtered back both roles, practices, and other matters which has been attached to the tour guide so that not everything is converted to tour guide due to the differences mentioned above.

The category toolimited only to tour guides under the umbrella of the association of the CouncilRegional Leaders of the Bali Tour Guide Association; so it can be seen thatoutside of it is not the focus of discussion.

b. Traveler

The definition of a tourist uniform is a visitor in a countryhe visited, at least 24 hours remained and those who came were freemotivation: (1) filling free time (having fun, on vacation, forhealth, studies, religious needs, and sports); and / or (2) business, family, missions, and meetings (UN Statistical Commission, 2010). OnThe spatial context of tourists is divided into two, namely: (1) touristsforeign / foreign tourists who are on their way to enter the country which is not his own country; meanwhile, (2) domestic / domestic touristsare tourists who do not go outside the boundaries of their own country.

3. Broadcasting Program

Broadcast programming is the practice of organizing and/or ordering (scheduling) of broadcast media shows, typically radio and television, in a daily, weekly, monthly, quarterly or season-long schedule. The executive in charge of selecting the programs and planning the schedule is sometimes the director of network programming.

Modern broadcasters use broadcast automation to regularly change the scheduling of their shows to build an audience for a new show, retain that audience, or compete with other broadcasters' shows. Most broadcast television shows are presented weekly in prime time or daily in other dayparts, though exceptions are not rare.

At a micro level, scheduling is the minute planning of the transmission; what to broadcast and when, ensuring an adequate or maximum utilization of airtime. Television scheduling strategies are employed to give shows the best possible chance of attracting and retaining an audience. They are used to deliver shows to audiences when they are most likely to want to watch them and deliver audiences to advertisers in the composition that makes their advertising most likely to be effective.

With the growth of digital platforms and services allowing non-linear, on-demand access to television content, this approach to broadcasting has since been referred to using the retronym linear (such as linear television and linear channels).

4. Television Program Director Duties

The task of the program director in the book *Work as Event Director* as follows :

- a. Creating an interesting work of ideas specified or given by the script writer
- b. Creating something from written form to visual form, director must have imagination
- c. Creative means creating something interesting and different

(Fitrian G Denis, 2011: 3)

a. Role of Event Director

According to Naratama (2013: 201), The role of a television director is according to The names are as follows:

1) Event Director as Leader

The spirit of leadership, that is the main asset of a DirectorEvents. Without leadership, an Event Director can never becreate the desired artwork. In a leada production team made up of a wide variety of backgrounds, at timesa program director must be humble and respect the people who have worked together in the production process.

2) Event Director as an Artist

As the creator who is responsible for the final workaudio visual impressions an event director is required to bean artist who has a high sense of the value of artand culture. This is where an event director needs to havean understanding of the value of beauty to fine art which isprimary needs, apart from general insight and knowledge.

Love for a culture is a factor that will touch eachjoints of visual arts imagination both in dramatic and dramatic formnondramatic. Furthermore, the work of art in itself will quench thirstconnoisseurs of the audience.

3) Event Director as Program and Marketing Observer

As an artist with unlimited imaginationthen a director must act as an observermarket. This is where the uniqueness of being a program director is not only requiredto be creative, but also required to be an observerunderstand the conditions and market needs that will assess his work. The bottom linebeing an event director is not just talking about visual arts issuesand personal imagination, but also talks about the impact

of audio worksvisual to the audience. So an event director must be creativeseeking a balance between idealism and commercial needs.

4) Event Director as Technical Advisor

An event director must be ready to carry out his duties asProduction Engineering Advisor for both single and multi productionscamera. This technical ability must be supported by knowledge and sufficient broadcast insight, ranging from video elements, audio elements, elements of lighting to elements of editing equipment for postproduction. The event director is the best partner for the Technical Director, to create works in accordance with the audience share. (Naratama, 2013)

b. Basic Concept of Event Steering

According to Naratama (2013), there are three basic concepts that must be understood by directors of both films and television programs are:

- 1) What People Want To See, what the audience wants to see (watch) or what the audience wants to see is the first concept that must be expressed in a shot. For that, what is needed is not the beauty of the corner taking pictures, but more about recording image for the audience expression
- 2) What people need to see, or what people need to see the audience. The philosophy is from what one wants to see, turns into what needs to be seen.
- 3) What People Want and Need to see, this phrase is the unity between what the Audience wants and needs to see.

B. Relevance of Study

This research is not the first study which discuss about the unnaturalness of translation. There have been some studies which concerned the related to the topic. First, Qiannan (2012) who studied about the translation of public signs. This study aimed to analyze the Chinese-English translation public signs. The result of the study proposed some main principles strategies which public signs' translation should pay attention to. The main principles are simple, clear, appropriate tone, and normalization. This study gives an insight to the researcher on the principles she should pay attention in analyzing the translation of public signs.

Second, a study which conducted by Aprianti (2019) entitled *The Unnaturalness of the Translation of Indonesian Tourist Resorts Signs into English in Parapat and Bukit Lawang*. This study dealt with the common phenomena unnatural translations in public signs of tourist resorts in Parapat and Bukit Lawang. The result of study showed that there are only two grounds unnatural translation found both in Parapat and Bukit Lawang. They were unnaturalness on the linguistic grounds and unnaturalness on the cultural grounds.

Third, a study entitled *Translation of Public Signs in Cities* which conducted by Liu (2014). This study focused on the translation of public signs from the perspective of intertextuality. Having started from texts and finally returned to texts, the work elaborated the unique correlation between intertextuality observation and translation studies. The result of the study suggested that translators should accurately grasp texts and intertextuality of social culture. Intertextuality of cultural images in translation has become the

common wealth of human beings, since its birth, intertextuality theory has exerted intensive influence on many humanistic disciplines like literature study, linguistic study, cultural study and philosophical study.

Fourth, Yanuar (2016) who studied Public Signs in the City of Malang. The study discussed how languages are used and presented in the public urban space of Malang. The analysis explores the linguistic repertoire of the people in Malang: Javanese, Indonesian, English and Arabic. The result showed that despite the increasing use of English, it is still a problem. Especially for street sellers in the old part of the city. This fact provided a challenge for Malang authority to encourage people to learn English in order not to misinterpret the signs or directions on a product written in English, especially in AFTA (ASEAN Free Trade Area) started in 2015.

The relevant studies above are used by the researcher as the references to enrich her study so that this research can be conducted well and the findings are expected to provide some insights for the readers.

C. Conceptual Framework

Many programs can be displayed on television, one of which is programs or shows. One of the News and Entertainment Television programs is Muslim Travelers, this program is NET's flagship program. In the month of Ramadan with the concept of documentaries, reality shows, entertainment and adventure, which are shown every day at 04.30 during the month of Ramadan.

This program was started in 2014 in each episode of the Muslim traveler program discussing how Islam can develop, how Islam is spread and also how

Muslim life is in non-Muslim countries as well as their joys and sorrows in that country. Muslim tourists also explained how non-Muslim countries understand Islam. As in the South Korean episode, Muslim tourists meet local residents who become Muslims and open halal restaurants specifically for Muslim citizens, then there are foreign citizens who are Muslim and open Muslim-only lodgings but non-Muslims are also in demand.

Muslim tourists also come to mosques in South Korea to explore the history of Islam and the spread of Islam there and to meet Muslim Muslims from Indonesia. In another episode, namely in America, Muslim tourists also visited mosques in America and met local converts, not forgetting the story of how Islam developed and how Muslims can enter and get the last halal food, namely the episode in Spain where Muslims tourists visit tourist destinations that have become the history of Islamic civilization in Spain.

The purpose of this study was to determine the use of English used in television stations and the vision and mission of the television station to make a program of English roads guided by a turguide.

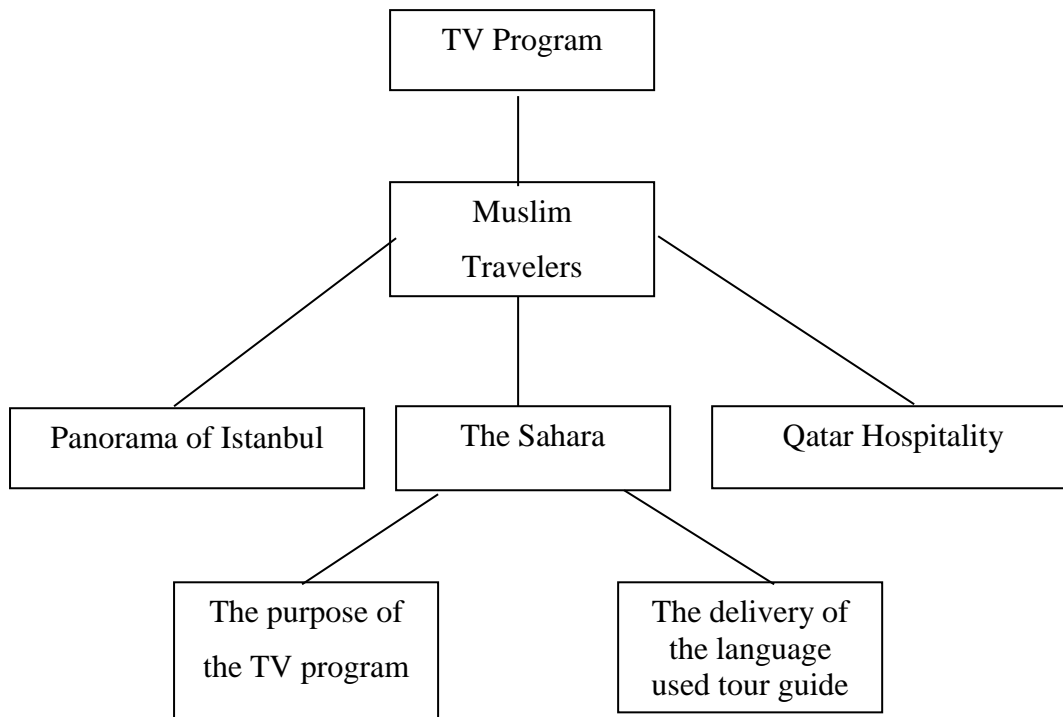


Figure 2.2 The Conceptual Framework.

CHAPTER III

RESEARCH METHODOLOGY

A. Research Design

This research was conducted using a descriptive qualitative design. Neuman (2000: 123) states that qualitative is descriptive whose data is in the form of words and pictures from documents, observations, and transcripts. The researcher took this qualitative research to describe the language delivery carried out by the tour guide.

B. Source of Data

The data source was obtained from the Muslim Traveler event. The program is broadcasted every month of Ramadan. The data were obtained selectively by researcher from three episodes. The episode is taken from the Panorama of Istanbul, the Sahara Episode. Eating a plate of two is a symbol of Qatar's hospitality. The data of this research are tour guides at the Muslim Traveler event

C. Technique of Collecting the Data

Data collection techniques using observation techniques are based on the following steps:

1. Searching the web and Gather related references
2. Downloading the three episodes of the Muslim Travelers Program on the Net from the YouTube site.
3. Watching those episodes of the Muslim Travelers Program again and again.

4. Transcribing the dialogue from the Muslim Travelers Program.

D. The Technique of Analyzing the Data

Miles and Huberman (2014) suggest that qualitative data analysis consists of three procedures. Data analysis is based on the following steps:

1. Data reduction

Data reduction means the process of selecting, indicating, and classifying important data. In conducting research, researchers select data that will provide valuable information in research; The data was collected by identifying the speech of the tour guide and grouping the speech of the tour guide into language delivery.

2. Display Data

Display, namely the process of simplifying data in the form of sentences, narratives, or tables. In displaying data, the researcher describes the data by tabulating the delivery uses the language in the table.

3. Drawing the temporary conclusions. It is used to describe all the data, so that it will come out clearly. This conclusion is able to answer the problems formulated above..

E. The Trustworthiness of the Study

Trustworthiness is very important in qualitative research. The aim of trustworthiness is to support the argument that the inquiry's findings are "worth paying attention to". In qualitative research, data must be auditable through checking that the interpretation is credible, transferable, dependable and conformable. All of those are called as the trustworthiness.

a. Credibility

Credibility is an evaluation of whether the findings of the research represent a credible interpretation of the data drawn from the participants of the original data. The data and finding should be ensured credible or not. To address and enhance the credibility of a research account, triangulation is primary and commonly used and method.

There are four basic types of triangulation, such as:

1. Data triangulation is to entail gathering data through several sampling strategies, so that slices of data at different times and social situations, as well as on a variety of people, are gathered.
2. Investigator triangulation is to use several different researchers or evaluators to review the findings in order to reduce potential bias.
3. Theory triangulation is to use multiple perspective or theories to interpret the data, ie. examining the data from the perspectives of different experts with different theories of actions.
4. Methodological triangulation is to check out the consistency of findings generated by different data collection method.

This study will use data triangulation and theoretical triangulation. Data triangulation are gained from broadcast program on tv. The theoretical triangulation is conducted by cross checking the data with some theories provided by the experts.

b. Transferability

Transferability is a concept of validity states that the generalizing in the findings of the study may apply or applied to other contexts which has the same characteristics. To make the study transferable, the researcher made this research process and findings. This description is called sending context.

c. Dependability

Dependability is an assessment of the quality of the integrated processes of data collection, data analysis, and theory generation. In order to address the dependability issue, the processes within this study are reported in detail, thereby enabling a future researcher to repeat the work, if not necessarily to gain the same results. So as to enable readers of the research report to develop a thorough understanding of the methods and their effectiveness, the text included sections devoted to the research method and its implementation, the procedures of data collection, and the evaluation of effectiveness of the process.

d. Conformability

The idea of conformability is to enable the readers to determine how far the data and constructs emerging from it may be accepted. To make sure that the research is confirmable, the researcher made an audit trial which allowed any observer to trace the course of the research step by step via the decisions made and procedures described. This process is called audit trial which is divided into two kinds: audit trial process and audit trial product. Audit trial process is a deliberate and complete note of the process is done precisely. Audit trial product consists of data note and data interpretation to make sure that the research finding is supported by data. Therefore, the researcher deliberately jotted down the

complete process of research which is done through documentary sheet. The audit trial consists of raw data, reduced data, and reconstructed data. This note is supported by some codes so the readers could easily go through the data. Some appendixes are also attached to make the data confirmable.

CHAPTER IV

DATA AND DATA ANALYSIS

A. The Data

1. Description of Research Object

a. Tour Guide Function on TV Programs

1) Muslim Tourist Events Program

Muslim tourists are one of the special NET programs in the month of Ramadan. This Muslim tourist provides various traveling information, especially for Muslim travelers. This program provides an Islamic nuance with attractive packaging to enrich the days of Ramadan. Muslim tourists are guided by hosts who visit several Muslims living in the destination city. Circling various destination cities, starting from various interesting places to visit, places where the light of Islam is shining, various culinary places that serve halal food menus, and of course exploring places for Muslims who practice worship.

As stated by RoroRatiehDewanti as a producer, when interviewed at the Net Z program, that this program wants to emphasize, even though a Muslim travels in a Muslim minority country, it does not make it difficult for someone to find a place of worship and carry it out.

The Muslim Travelers program has been around since 2014 and annually (2014-2017) won the best Ramadan program award for the

documentary category from the Indonesian Broadcasting Commission (KPI) and the Majelis Ulama Indonesia.

In 2018, a total of 7 trips and 11 countries will be visited, one of which is Turkey, Morocco, and Switzerland.

2) Purpose of Tour Guide in TV Program

The purpose of the tour guide in this TV program is to introduce Islamic civilization abroad and to provide knowledge to the audience that don't be afraid to travel abroad for a Muslim because abroad also has Islamic civilization and food places that are things to visit. Like One of the goals most people visit Morocco is to enjoy the vast desert of the Sahara. To go to the Sahara Desert, you can start an adventure from the city of Marrakesh. There will be many choices of travel tours that offer packages to visit the Sahara Desert with various duration options such as 2D1N or 3D2N tours. If you have a long time, it is advisable to take a tour with a duration of 3 days 2 nights (3D2N), because this tour will offer a much more challenging experience.

The tour fee includes transportation costs by mini bus, the cost of staying at the hotel for 1 night, and the cost of staying in a fine, dinner in a tent and local music performances. The journey will begin in the morning starting along the vast Atlas Mountains, winding roads with views that are very rarely found in our country. Not infrequently, drivers will stop the vehicle, just to give tourists time to take pictures or take a panoramic view of the natural surroundings.

b. Regular terminologies are applied in guiding the tourists

Every Ramadan, Muslims around the world celebrate by fasting for 30 days in this Muslim Holy Month. They do not eat and drink, have sex, smoke, and have other lusts from dawn to dusk (sunset).

The fast of Ramadan is considered an exercise to refrain from worldly pleasures and sharpen our empathy for the suffering of the less fortunate. In the event Muslim Traveler also provides regular terminology that is applied in guiding tourists in the following program, one of the events in the following Muslim Traveler program:

1) Panorama of Istanbul

One of the cities that is considered the best to feel the 'sacred' feel of Ramadan is Istanbul, Turkey. This former Ottoman capital was home to the Islamic caliphate for centuries, as a result, it is considered to be one of the largest and most spiritual cities on Earth.

Even though the morning is rather quiet, the atmosphere will disappear when night falls in Istanbul, especially after breaking the fast. A number of Ramadan entertainment takes place in several locations until dawn.

Then which places are 'must' be visited by Muslims when they set foot in Istanbul, Turkey? If you are in the city or planning to visit the country this month, here are the best sites to experience the moment of Ramadan, as follows:

a. Sultanahmed

Sultanahmed is the district most visited during Ramadan in Istanbul. This is an old city where the sultans of the Ottoman era lived for centuries. There, you can visit the Hagia Sophia, the site of a former basilica (a rectangular building with rows of pillars dating from Roman times to the 5th century AD, which was used as a court place and later developed into a church, turned into a mosque, and now a museum).

Near Hagia Sophia there is the Sultanahmed Mosque or Blue Mosque (Masjid Biru). It is named so because in the past, the mosque's interior paint was all blue. Then there is also the underground reservoir Basilica Cistern which once supplied water to the Topkapi Palace, the residence of the Ottoman Sultans until 1853.

Alternatively, you can also head to the serene Gülhane Park, a park that sits on the grounds of Topkapi Palace, with views of the Bosphorus. However during Ramadan, people in Istanbul tend to gather in Sultanahmed square to break their fast together.

b. Eyüp Sultan Mosque

The Eyüp Sultan Mosque is another place that attracts a fair number of visitors during Ramadan. It is one of the oldest and most significant mosques in Istanbul, built right after the conquest of Istanbul by Ottoman Sultan Mehmed II.

Located in the Eyüp district, the existing building at the Eyüp Sultan Mosque dates from the early 19th century and is still strong today. Inside the mosque complex there is a tomb which marks the place where

the body of Abu Ayub al-Ansari, one of the companions of the prophet Muhammad SAW, is said to have been buried.

The mosque is also home to various activities during Ramadan, including performances of Karagöz and Hacivat (a kind of traditional Ottoman puppet), live performances of Sufi music and workshops.

Activities like this in the Eyüp district will not stop until dawn.

c. Hırka-i Şerif or Holy Cloak Mosque

The Hırka-i Serif Mosque in Fatih district is visited by thousands of people every year, especially when Ramadan arrives, because it is a place of storage because it is home to the ancient robes worn by the Prophet Muhammad - made of linen, cotton and silk.

These clothes are now displayed in special boxes. Traditionally, the robe is shown to visitors on the first Friday of Ramadan

d. Topkapi Palace

Apart from serving as the seat of the Ottoman Empire for centuries, Topkapi Palace is also home to many sacred relics of the Prophet Muhammad, which makes this palace a popular destination for Muslims during Ramadan.

When the Ottoman Sultan Selim I, also known as Yavuz Sultan Selim, conquered the Arabian Peninsula, the sacred relic of the Muslims as well as the title of caliph, passed on to the Ottomans.

Starting with Selim's reign, these sacred objects were brought to Istanbul and protected there. The collections at Topkapi Palace include the Holy Coat of the Prophet Muhammad (Hırka-i Saadet), a strand of

Prophet's beard, the Prophet's teeth that fell off when he took part in the Uhud War, the Prophet's sandals, the Prophet's seal, the Prophet's bow and sword.

Apart from that, there are also old manuscripts of early copies of the Koran and beautiful tiles belonging to important Islamic figures. Based on the explanation above, the tour guide tell more about historical places in the city of Istanbul, Turkey by telling me that Turkey is called the country of 1000 mosques. Tells all the mosque ornaments from the shape of the building, the shape of the mosque dome and the history contained in the mosque building.

2) Sahara (Morocco)

Off road car and camel ride in the Sahara Desert, Morocco, is a great travel experience. Hearing the word Africa, what will cross our mind when it is very hot weather, beautiful desert scenery or a very remote location. Many descriptions of people's thoughts about the black continent. But there is one other thing on my mind, namely camels, animals that can only be found in dry areas and deserts. Therefore, one way to meet these animals is to visit one of the countries in Africa.

We had the opportunity to visit one of the countries in North Africa, namely Morocco. This is one of the bucket lists or dream destinations that I want to visit in my life. This country is about 12,946 km from Indonesia, and it takes a flight time of at least 14 hours 30 minutes. To visit Morocco, we do not need a visa. Indonesian citizens (WNI) will receive a residence permit in the country for 90 days.

There are many places that are bustling with tourists such as Hasan II Mosque, Fes, Chefchaouen, MoulayIdris, Volubilis, Merzouga, Jemaa El Fna, Ait Ben Haddou, and many more. The currency used in this country is the Moroccan Dirham, and the official language used is Arabic, but it is not uncommon for us to find people who speak French.

Here are 5 exotic destinations in Morocco that are interesting for us to visit, namely:

a) Fes

Fes in the 9th century, Fes is claimed to be the largest pedestrian city in the world. Fes is decorated with ancient buildings, wagon and donkey trails, as if to carry you back in time. Here is the building of the former throne of the emperor, the architectural decoration of which is a mosaic like that commonly found in Persia. This decoration is called "zellige" and is commonly found in people's homes.

b) Kasbah Ait ben Haddou

Kasbah Ait ben Haddou is one of the UNESCO world heritage sites. This small town stands on a mountain slope and is lined with muddy clay walls. This exotic city was once inhabited by pre-Saharan tribes. Today, it contains a mosque, a plaza, a wheat processing plant, and a tomb complex dedicated to AuliaSidi Ali.

c) Merzouga

This destination should not be missed when traveling to Morocco. Merzouga is the gateway for anyone entering the Sahara Desert. Of

course, when you visit Merzouga, you will feel like the Arab tribes of the past who lived temporarily in the desert.

To complement the atmosphere, usually tour operators will take you by camel ride, aka riding a camel. Before spending the night under the mysterious Merzouga sky, you will be presented with a panoramic view of the sunset that is so exotic.

d) Marrakech

Marrakech is also a UNESCO world heritage site in Morocco. Here stands the majestic Bahia Palace. The palace is exquisite as it is dotted with gardens, waterfalls, and stunning passages and porches. Uniquely, in this palace there are also rooms devoted to each of the king's wives and concubines. The decor of each room is ranked according to the "ranking" of the wife and concubine.

e) Chefchaouen

This ancient city is so tiny when compared to other cities in Morocco. However, its appearance feels reassuring because it is dominated by blue and white. Starting to pulsate since 1471, Chefchaouen keeps the cultural diversity of the Berber interior tribes, in addition to being a place to live with Muslims and Jews. The Berber tribes generally wear traditional clothes made from cotton. You can also find a lot of goat cheese here.

3) Switzerland

Switzerland (Switzerland) is a country located in the Central European region. People in this country speak at least 4 languages in their

daily life: German, French, Italian and Romance; while the official currency still uses the Swiss Franc (CHF). Geographically, the Swiss territory has no sea at all and is only limited by its neighboring countries: France, Italy, Austria, Liechtenstein and Germany. In the field of tourism, Switzerland is famous for its ever-snowing Alps, fantastic natural scenery, blue lakes with clear water, typical European villages that are still alive, and the Old Town (Altstadt) or old town with various museums and buildings. classical architecture. Apart from that Switzerland is also famous for its economic stability, banking, watch industry, and not to forget, Swiss chocolate.

Then what about Muslim travelers who want to visit this beautiful country. As we know that Islam is not the original religion in the European Continent, so Muslim travelers sometimes ask what if they visit a tourist destination in Europe? Is the city Muslim-friendly, aka Muslim-friendly? Is it easy to find places of worship such as mosques or prayer rooms in that city, as well as halal restaurants and inns? And the answer is, as Muslims we don't need to worry, because Switzerland is almost the same as the Netherlands, France, England and Germany. In six major cities in this country, the Muslim population is also quite large, so that halal places of worship, inns and restaurants are also easy to find. The six major cities include:

a) Zurich (Zurich)

The first tourist destination is Zurich. The city is located in the northern region of Switzerland, on the northern bank of Lake Zurich. The

Limmat River originating from Lake Zurich flows through the city and empties into the Aare River, one of the main rivers in Switzerland. Zurich is known as the center of world economy and banking. One of the largest insurance companies in the world, Zurich Insurance, is based in this city. Not only that, Zurich is also a beautiful city with stunning natural scenery, so it is always crowded with tourists.

The Old Town (Altstadt) area is located on the riverbank with a number of museums, galleries, classical architecture buildings and city parks. Zurich is the city with the largest population in Switzerland, with a population of 390 thousand (2014 estimate). The population of Muslims is also quite large, so it is not difficult to find mosques and halal restaurants in this city. The famous ones are the Mahmood Mosque and Madni Masjid (Swiss Muslim Society).

b) Geneva

The second tourist destination is Geneva. Geographically, Geneva is located in the western days of Switzerland, on the southern bank of Lake Geneva, and is surrounded by the Alps and the Jura Mountains. This city has fantastic natural scenery, with a stretch of mountains that are always covered in snow, the famous one is Mont Blanc. Geneva is known as a city of diplomacy and a center for international organizations.

United Nations (UN) and Red Cross (Red Cross) have headquarters in this city. A popular tourist attraction is the Jet d'Eau fountain, which is the tallest fountain in the world. In addition, another tourist spot is the Old Town, which has many museums and galleries, as

well as city parks located on the shores of the lake. Geneva has a population of around 197,000 (2014 estimate). In this city there are also a number of mosques and halal restaurants. One of the famous mosques is the Geneva Mosque (Petit-Saconnex Mosque) which is the largest mosque in Switzerland.

c) Basel

The third tourist destination is Basel. Basel can be said to be the port of Switzerland because the city is fed by the Rhine River, one of the main rivers on the European continent. Geographically, Basel is located in the northern region of Switzerland; on the border of Switzerland, France, and Germany. This city which is famous for its culture is the center of museums and theaters from all over Switzerland. In the Old Town area, you can find around 40 museums, theaters, and buildings with classical and modern architecture.

Basel's population is around 195,000 (2014 estimate). There are also several mosques, halal restaurants and public facilities for Muslim travelers here. The famous one is the Basel Masjid (Mosque of Basel).

d) Lausanne

The fourth tourist destination is Lausanne. Geographically, Lausanne is located in the southwest region of Switzerland, on the shores of Lake Geneva and the Jura Mountains.

The city is known as Olympic City because it is the center of the International Olympic Committee. Although it is a modern city, Lausanne has natural scenery that is no less beautiful than other cities in

Switzerland, so it is only natural that many tourists from all over the world often visit here, especially during holidays. In the Old Town area, you can find various museums and buildings with beautiful classical architecture. In addition, in this city there are also many city parks and open land that are still green. The population of Lausanne is around 134,000 (2014 estimate). In this city, there are a number of mosques, halal restaurants, and public facilities for Muslim travelers. The famous ones are the Mosque of Lausanne (Mosque de Lausanne) and the AI-Hikma Islamic Center Muslims Mosque.

e) Bern

The fifth tourist destination is Bern. Bern is the capital city of Switzerland as well as one of the cities frequented by tourists, including Muslim tourists. Geographically Bern is located in the central (central) region of Switzerland. One of the main rivers in Switzerland, the Aare River, flows through the city, precisely in the Old Town (Altstadt) area.

In 1983 by UNESCO, the Old Town area was included in the World Heritage Site list. In this area, there are many museums and classical architecture buildings that are often visited by tourists. Bern is also known as the City of Fountains because in this city there are many parks equipped with fountains. In this city there is also Bear Park (Barengraben), a bear conservation park located in Nydeggbro. The population of Bern is around 130 thousand people (estimate 2014). For Muslim travelers, Bern has a number of halal restaurants and several mosques, the most famous of which is Masjid-ul-Qhair.

f) Lucerne (Luzern)

The last tourist destination is Lucerne. This lovely little town is located in the central (central) region of Switzerland, on the northern bank of Lake Lucerne. The city is the gateway to a snow-capped mountain range: Rigi, Pilate, and the Alps; so it is always crowded with tourists who like hiking and skiing. Not only that, the Old Town (Altstadt) area is a colorful city area surrounded by the Museggmauer walls that have been built since the 14th century. In Old Town you can also find various kinds of classic buildings equipped with spiers, the famous one is Kapellbrücke. The population of Lucerne is only around 78 thousand people (estimated 2014). In this city there are also several mosques and halal restaurants. The famous one is the Dzemat der Islamischen Gemeinschaft Luzern which was built by Bosnian Muslims who live in this city.

Those are 6 Muslim-friendly tourist destinations in Switzerland. So for Muslim travelers who want to vacation in Switzerland and enjoy the beauty of the Alps, there is no need to worry, because the six tourist destinations above, all Muslim facilities such as mosques, lodging and halal restaurants, are adequate and quite easy to find.

B. Data Analysis

Delineation of community boundaries Muslims in a very region depending on how the media in this case the television presents information to. Information given in the Muslim program Tourists are concerned with the struggle of its Muslim minority live in a non Muslim country. This information becomes

interesting for the Indonesian audience, because of the location taken is outside the country.

Which is seldom known much people because the distance is so far. Not only showing life Muslim community only, but also Islamic historical places as well as places that can be a reference for visited when had the opportunity to stop over there.

To see how Muslim community environment pictured, framing is wrong one approach that can be used to see how a reality is formed by the media. In the process the reservation must exist part of that reality to be highlighted so that it guarantees more easy to recognize and absorb the reality.

In other words, framing is the way events are presented in media. The presentation emphasizes on two things, namely issue selection and the prominence of certain aspects of reality / issue. By creating information become clearer, closer, and more meaningful, the reality that is accentuated has a great possibility to pay more attention and be remembered, so that it can influence audiences in understanding a reality.

1. Tour Guide Function on TV Programs

The purpose of the tour guide in this TV program is to introduce Islamic civilization abroad and to provide knowledge to the audience that don't be afraid to travel abroad for a Muslim because abroad also has Islamic civilization and food places that are things to visit.

The program of the event is Muslim Travelers (MT), presents the trips of a host in various cities abroad. Highlighting the life of Muslim minorities in various countries around the world. In each episode the host will tour and visit

interesting and unique places such as Muslim sites, Muslim communities, places of worship, halal eating places, historical places where Islam was victorious, a shopping place that is suitable for Muslims, and even keeps in touch to the Muslim fighters in that place.

This MT program has been around since 2014 until now 2019. Various countries in Asia and Europe are targeted travelers program. It is not uncommon for this program to visit places of Islamic history in a country. Like an existing historical place Muslim countries.

This can provide a valuable experience in every vacation trip, especially if you do it to various countries that are friendly and comfortable for various types of visitors, especially those who are Muslim to get a sense of comfort and security when traveling to a priority Muslim country.

2. The Regular Terminologies Are Applied In Guiding The Tourists

In the event Muslim Traveler also provides regular terminology that is applied in guiding tourists in the following event, one of the events in the following Muslim Traveler program:

a. Panorama of Istanbul

One of the best cities to experience the 'sacred' feel of Ramadan is Istanbul, Turkey. This former Ottoman capital was home to the Islamic caliphate for centuries, numbers, it is one of the largest and most spiritual cities on Earth. Even though the morning is rather quiet, the atmosphere will disappear when night falls in Istanbul, especially after fasting time. Several Ramadan entertainment venues take place at several locations until dawn.

b. Sahara (Morocco)

Many descriptions of people's thoughts about the black continent. But there is one other thing on my mind, namely camels, animals that can only be found in dry areas and deserts. Therefore, one way to meet these animals is to visit one of the countries in Africa.

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C. Research Findings

Muslim tourists are one of the special NET programs in the month of Ramadan. This Muslim tourist provides various traveling information, especially for Muslim travelers. This program provides an Islamic nuance with attractive packaging to enrich the days of Ramadan. Muslim tourists are guided by hosts who visit several Muslims living in the destination city. Circling various destination cities, starting from various interesting places to visit, places where the light of Islam is shining, various culinary places that serve halal food menus, and of course exploring places for Muslims who practice worship.

The Muslim Travelers program has been around since 2014 and annually (2014-2017) won the best Ramadan program award for the documentary category

from the Indonesian Broadcasting Commission (KPI) and the Majelis Ulama Indonesia.

The purpose of the tour guide in this TV program is to introduce Islamic civilization abroad and to provide knowledge to the audience that don't be afraid to travel abroad for a Muslim because abroad also has Islamic civilization and food places that are things to visit.

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

After analyzing the data, the conclusion could be drawn as followed:

1. The purpose of the tour guide in this TV program is to introduce Islamic civilization abroad and to provide knowledge to the audience that don't be afraid to travel abroad for a Muslim because abroad also has Islamic civilization and food places that are things to visit.
2. The regular terminology applied in guiding tourists in the program is showing the place of Muslim civilization, be it Muslim historical places such as mosques, ancient cities, residential neighborhoods, ancient buildings, palaces, tombs of the aulia, as well as the natural scenery of the destination country.

B. Suggestion

Suggestion was stage as followed:

1. Program Muslim Traveler should specify every expense when going to a place on the way. So that the audience can find out the budget spent when traveling to these tourist destinations
2. Other researchers, this research can be used as a reference to determine the purpose of TV programs in English, not only domestic programs but also foreign TV shows broadcasting traveler programs.

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APPENDICES

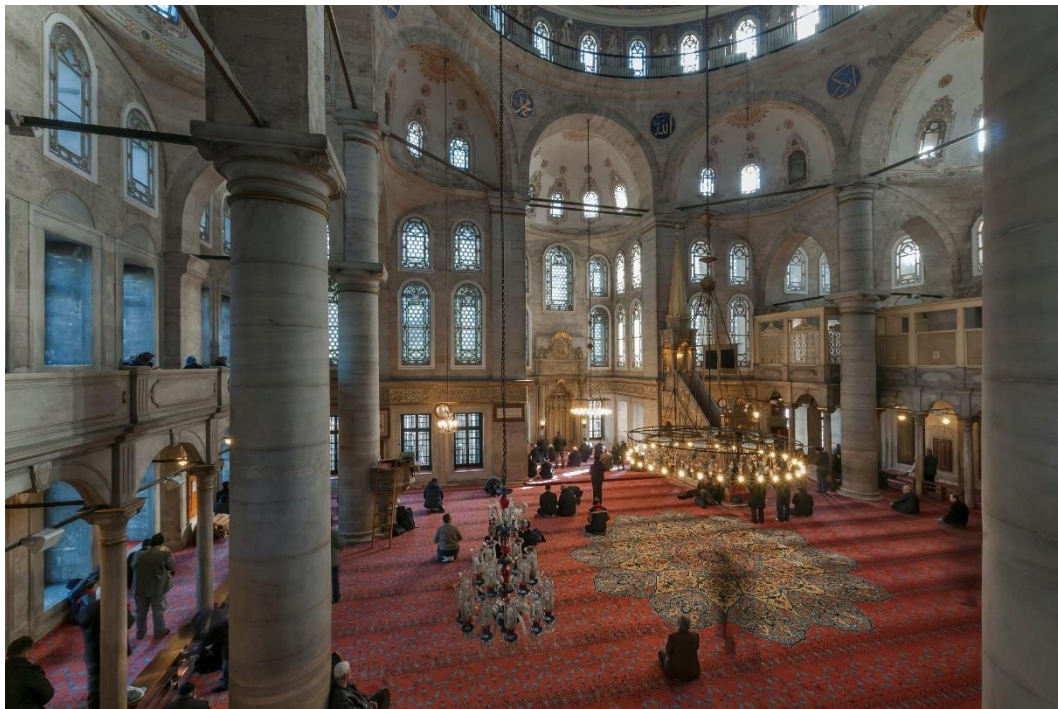
Appendix 1 The Documentary Sheet

1. PARANORMAL OF ISTANBUL

Sultan Ahmed



Eyup Sultan Mosque



Hirka-I Srif of Holy Cloak Mosque



Topkapi Palace



2. SAHARA (Morocco)

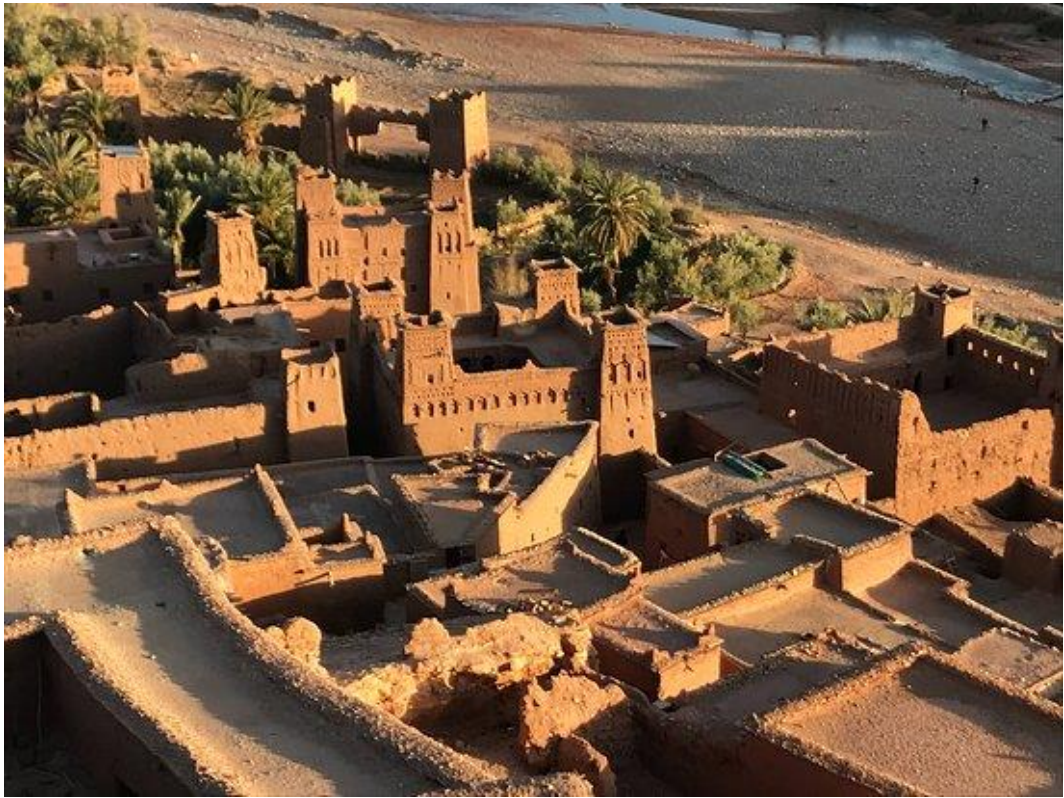
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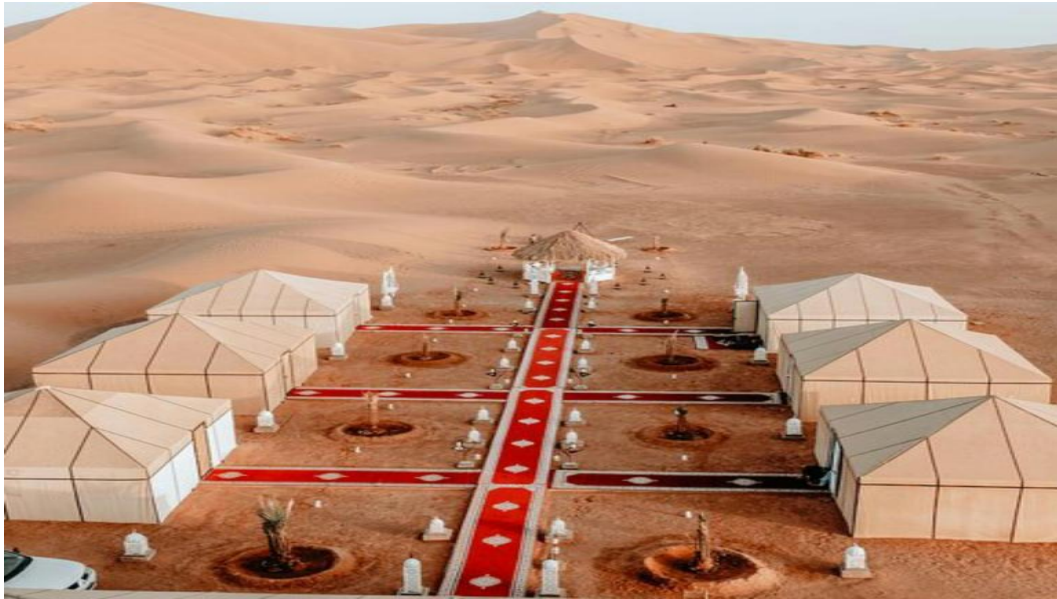


Kasbah Ait Ben Haddou





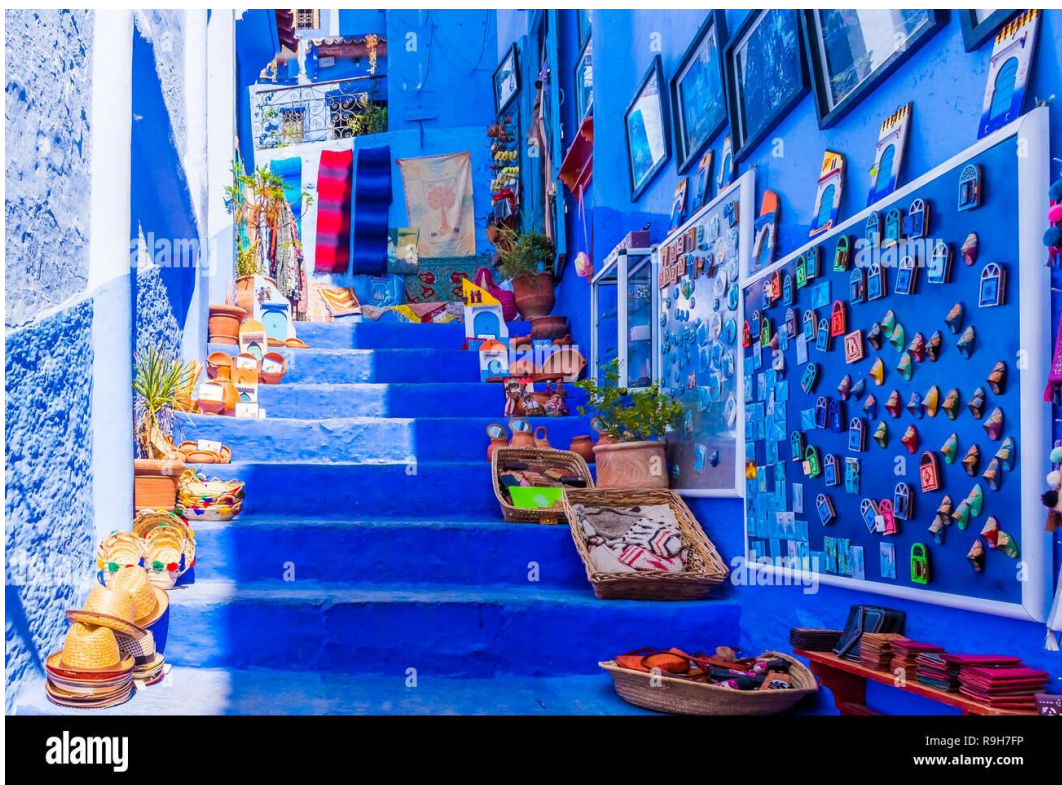
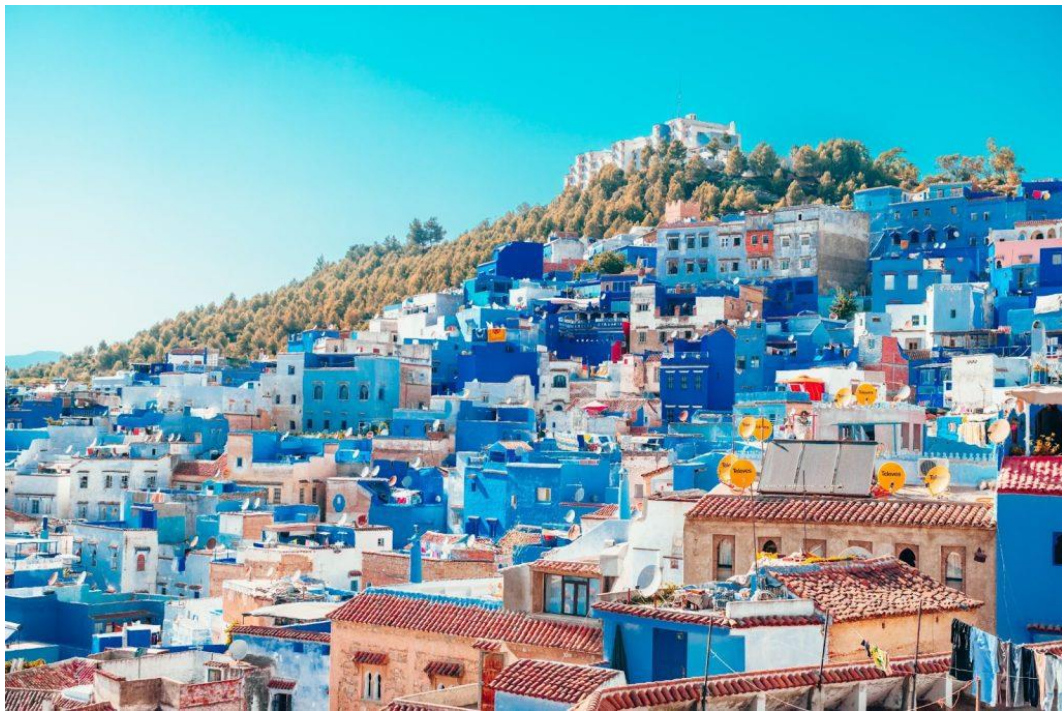
Merzouga



Marrakeh



Chefchaouen

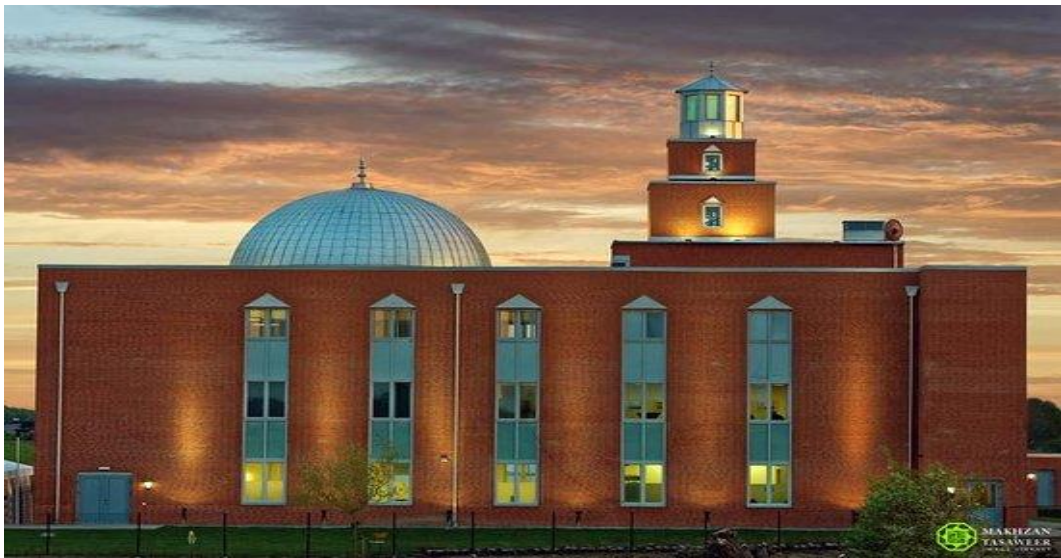


alamy

Image ID: R9H7FP
www.alamy.com

3. SWITZERLAND

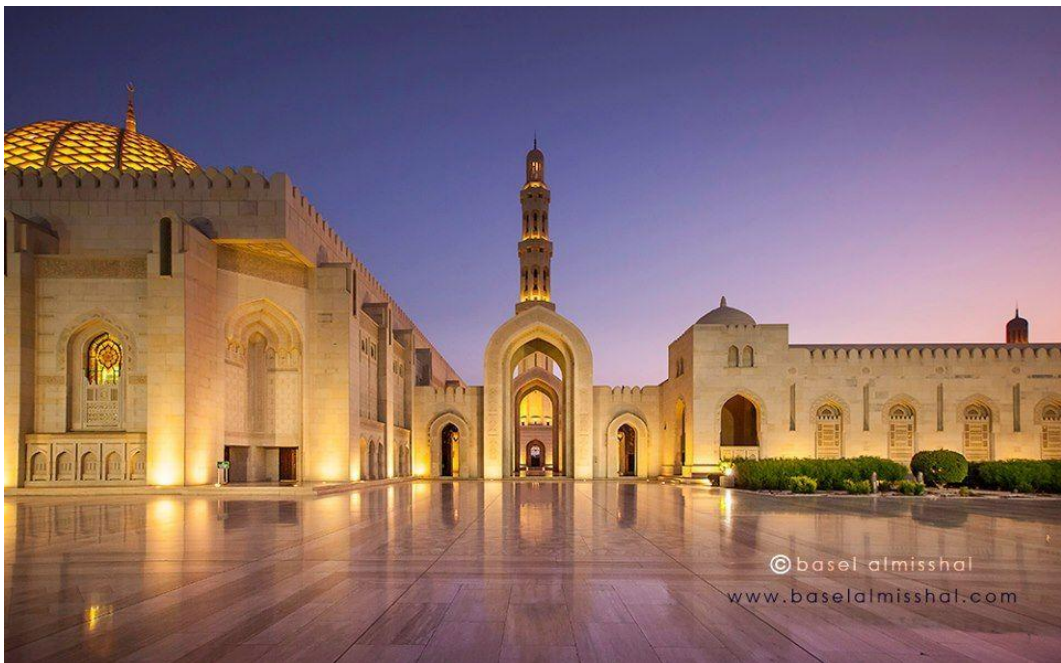
Zurich



Geneva



Basel



Lausanne



Bern



Lucerne (Luzern)



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