

THE IMPLEMENTATION OF STREETS ENGLISH TOURISM PROGRAM ON TELEVISION

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ABSTRACT

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, Program on Television, Travelling.

INTRODUCTION

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. 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 Englishspeakers. 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

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

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.

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 as triveora to make a living in the places visited, but simply for a enjoy leisure activities or a tamasya 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. Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure (United Nations World Tourism Organization, 2008). Building on the definition of tourism, a commonly accepted description of a tourist is “someone who travels at least 80 km from his or her home for at least 24 hours, for business or leisure or other reasons” (LinkBC, 2008, p.8). The United Nations World Tourism Organization (1995) helps us break down this definition further by stating tourists can be: Domestic (residents of a given country travelling only within that country), Inbound (non-residents travelling in a given country), Outbound (residents of one country travelling in another country).

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 association 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 busines purpose. Franklin (2013) explains that tourism becomes absolutely everything as sociable with acts of tourist, or put in to it's proper form tantological "tourism is touri". (Editor: Rafans Manado-from wide range of sources). Bambang Pancasyahputra (2917) In today's international tourism industry, there are hardly any possibilities without the services of tour guides as mediators as at some destination, resources are unavailable to visitors or are not provided by the respective governments or companies. Therefore, skilled tour guide is necessary for visitor, and the more the tour guide

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

is in a position to express the speaker's idea in their own words, the better will be the quality of communication between the speaker and the tourists. The quality of natural resources of the tourism industry cannot be separated from the role of stakeholders. One of them is the quality of tour guides as tourism ambassadors. One of the creative industries are now growing rapidly in Indonesia is an industry in the field of culture. Potential in the field of culture has always been a fertile ground for the emergence of social values and economics. Here the creative economy gives a very important role. Creative Economy is also called the creative industries, cultural industries, or the culture industry. Special skills and professional attitude required to manage and cultivate the creative industries or the cultural industries to produce something worthwhile in the end. The creative industry is a work that should be the work of the world, top quality, and the birth of creative ideas are brilliant. Therefore, there must be an effort to protect the intellectual property (Paeni, 2008: 3-4). Measure an industry's prospects in the field of art, especially traditional theater, will refer to the mass absorption capability. Ojak Manalu, one of the instigators of the Opera Batak in an interview with the author says Opera Batak provide considerable opportunities in the development of creative industries in the field of culture. Extraordinary professor at the Faculty of Arts University of Medan (Unimed), admits that in some Batak Opera performances are held in Pematangsiantar, Samosir. This reality enables Opera Batak evolve as a creative industry in the field of culture, especially later become a mainstay of the tourism sector. In Kota Siantar, for example, the development of the tourism sector is strongly supported by cultural tourism projects (Yulhasni, 2020). The aim this research is to find out the language, vocabulary and culture or places visited by Muslims while abroad which are used by tour guides in tourism carried out in various countries.

METHOD

The data source was obtained from the Muslim Traeveler 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. Data collection techniques using observation techniques are based on the following steps: Searching the web and Gather related references. Downloading the three episodes of the Muslim Travelers Program on the Net from the YouTube site. Watching those episode of the Muslim travelers again and again. 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. 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. Drawing the temporary

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

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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.

RESULTS

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.

The Documentary Sheet Paranormal Of Istanbul



Figure 1. Sultan Ahmed

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Figure 2. Eyup Sultan Mosque



Figure 3. Hirka-I Srif of Holy Cloak Mosque



Figure 4. Topkapi Palace

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Sahara (Morocco)



CONCLUSION

After analyzing the data, the conclusion could be drawn as followed: 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 thingsto visit. The regular terminology applied in guiding tourists in the program is showing the placeof Muslim civilization, be it Muslim historical places such as mosques, ancient cities, residential neighborhoods, ancient buildings, palaces, tombs of the Aulia, as well as thenatural scenery of the destination country.

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