

## **ABSTRACT**

The amount of Indonesian Islamic TV programs are 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 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 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.

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.