

## PRESENTING RELIGIOUS TOURISM NEWS THROUGH JOURNALIST COMMUNICATION MODEL

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### Abstrak

<i>Article History</i> <i>Received :21-02-2022</i> <i>Revised :12-03-2022</i> <i>Accepted :20-03-2022</i>	<i>newscasting faced new difficulties. Rushing at a unique pace, different editorial standards, for example, confirmation entered the stage of redefinition. Another test is the emergence of content assertiveness that puts news broadcasting into small but deep spaces such as scientific reporting, job news coverage, entertainment news casting, design news casting, and travel industry news casting. the religious travel industry will not be known by the general public and the possibility of explorers assuming it does not blend and advance sufficiently and widely. In addition to using the correspondence techniques and practices shown, religious tourism locations can also be conveyed through news. What is the procedure for writing encouraging news to advance travel industry objections? This diary proposes a travel industry editorial writing model that can deliver compelling writing results through the development of standard 5W 1H recipes (what, who, when, where, why, and how) and generous content changes tailor-made for travel industry outreach reasons for religious tourism.</i>
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## **Introduction**

Broad communication has the ability to convey data that can create culture and can encourage individuals to be interested in the world of data and entertainment. In keeping with the undeniably complex needs of society, broad communication has its place in all areas of life (Parsaorantua, Pasoreh, and Rondonuwu 2017). As per Vocabulary Correspondence, broad communication is "a method of conveying a message that is directly connected to the wider local area, such as radio, TV and newspapers". Media is the plural form of medium which means center or intermediary. Mass comes from English, especially mass which means gathering or gathering (Kompas.com 2021). Thus, broad communication thinking is the delegation or instrument used by the majority according to one another. Broad communication takes an important part as a discussion filled with data retrieval, handling, and dissemination. "Broad communication is a tool used in conveying messages from a source to a large number of people (beneficiaries) using special mechanical instruments such as paper, film, radio, and TV" (Karman 2013, 103–21).

Indonesia has a myriad of interesting tourism potentials, it's just that Indonesia has long been the shadow of neighboring countries in Southeast Asia. The uniqueness of culture in the diversity and superiority of nature in the midst of Indonesia's lack of understanding, for some time did not seem to be sufficiently presented to the rest of the world. Referring to [www.indonesia-investment.com](http://www.indonesia-investment.com) on 2016, the beautiful hinterland, stunning social and authentic heritage, beaches (Jakarta and Bali), and many more, do not attract many foreign tourists. By 2015, Indonesia must be confident of achieving its goal of inviting 10 million foreign tourists. However, to be investigated, at the same time 15 million foreign tourists were visited and Malaysia 27 million so that currently the Indonesian government plans to use storynomics tourism for the promotion and development of Indonesian tourism. The presence of storynomics tourism has become a new style in promoting tourism and the country's creative economy. Innovations with the storynomics tourism approach are expected to attract 4-7 million foreign tourists to Indonesia by the end of 2021 (Kemenparekraf/Baparekraf RI 2021).

In recent years, the contribution of the tourism sector has increased significantly, but in early 2020 the world was shaken by the presence of the Covid-19 virus outbreak. This research was conducted to see the condition of tourism in Indonesia in the midst of the Covid-19 pandemic and the steps taken by the government to restore the tourism sector with the library research method. The government through the Ministry of Tourism and Creative Economy (Kemenkarekraf) has taken several policy steps to improve the tourism sector and the creative economy. The government is preparing another program, namely preparing a tourism grant program with a total budget of up to Rp. 3.3 trillion as the government's efforts to maintain the economic sustainability of the tourism sector. Increasing exports and digitizing the marketing of creative economy products (Ekraf) is one of the government's steps, so it is expected to be able to restore national tourism (Utami and Kafabih 2021).

Efforts to develop the travel industry by public authorities are expected to increase media support. The Wonderful Indonesia trademark echoed by the Service of The travel industry and Imaginative Economy, of course, was invited by various media, which quickly received public analysis. The public authorities themselves continue to develop efforts to standardize the circulation of data through computerized media.

However, the wealth and uniqueness of tourist areas or areas that have the potential for the religious tourism industry in the country, it seems, has not been covered enough by the big media. For the most part, media assets are also restricted to arrive in certain regions. The number of potential objections is very large and at certain points makes access difficult, not the same as the accessibility of media assets to promote existing tourist areas, especially religious tourism.

That is why, the task of environmental media, and individuals who need to participate in the realm of writing through advanced media as writers are still very much needed. The affordability of time and the availability of local residents in their own area is an abundance that should be utilized to improve the capacity of the religious tourism industry in the region.

Many regions have advantages that have not been organized or have not been moved by the local government. Generally, public

authorities rely on crowded areas first and then intercede to offer assistance. Through the openness of the media, the assistance can also be pushed more quickly. Or again, in another case, there are many attractive tourist areas and adequate supporting facilities, but they are less prominent because they have not been developed as expected. This is where the detail work is needed, especially with the use of computerized media which is reasonably priced and does not rely on large media organizations.

So at this point, it is necessary to enrich the ability of local media activists and public relations from local government institutions in writing about tourist destinations and or potential tourist areas in each region. Because reporting something, including a tourist location, is not simple, although it is not difficult either. For local media activists, both local mainstream media and citizen journalists, as well as public relations for local government agencies dealing with tourism, what is needed is the skill to enrich exposure starting with mastering the basics of journalistic writing. Of course, in this context, the tourism journalism model does have its own uniqueness in developing its generic information based on 5W + 1 H.

### **Research Methods**

This study uses a qualitative research approach. The data sources are obtained from supporting literature such as journals, books, and other information. The study used is library research. The research begins by collecting research materials and then analyzing them using existing empirical information. Then began this research. The data analysis technique is carried out by first collecting data and then reducing it, then after being reduced, the data display is presented and then analyzed using a theoretical approach or existing sources and then interpreted to draw a conclusion.

### **Discussion**

#### *Journalism and Online Journalism*

The reporting or reporting of news generally does not change its significance or degree. Journalism is the act of news of social affairs, tracking reality and detailing events. Different references provide comparable definitions on the grounds that from the earliest starting point in his series of experiences, news coverage has evolved

from a journal to a development of bundled reports to address crowd issues for data. As an activity of searching, composing, or recording in electronic media, changing or changing and conveying news, the main standard of news coverage is truth. The data provided depends on the facts (Kusumaningrat and Kusumaningrat 2006). From the specific definition above, news coverage is then recognized as an important component of human existence. Today, the discussion of news coverage will basically be concerned with establishing or strengthening a majority rule system. As a result, Brian McNair characterizes news coverage as a pile of data for people and gatherings to filter their social climate. For McNair, reporting is an asset to helping and taking part in open life in a voice-based society as a cornerstone of conversation. Mechanisms of instruction, reinforcement, and diversion (McNair 2006). News coverage plays an important role in the continuum of human experience today. Until recently it was accepted as an important part of the vote- based cycle in a country, in Indonesia even though the implementation of law, administration and control was carried out by the parliament. If not the most significant of the three, coverage or all, the press, is the one standing to direct the three components.

Baran and Davis say that with its non-exclusive capacity to monitor the majority rule system, news broadcasting is also growing. It does not just stop as a message conveyed for socio-political purposes, but is a discussion of different data definitions considering the local needs for schools, entertainment, or tranquility. Until then, news coverage turned into a business, comparable to any organization on the planet since the sensational reporting period that flourished in the mid-nineteenth century (Baran 2012). Hachten added that newscasting is a news business, which means it is a process of collecting, handling, and delivering significant and interesting data (Hachten 2005).

Kovach and Rosenstiel say that while reporting optimism continues to be tried before the industry itself, professionals and masterminds in this field are genuinely receptive. The fundamentals of the editorial movement have not changed. Some argue that perhaps the meaning of news coverage has been exploded by innovation so that today anything is seen as newscast, said. Even so, he continued, the reason for the news was not entirely motivated by innovation, or the authors or methods used. Standards and goals are still in the air by

something more important the capacity that news plays in the lives of individuals (Kovach and Rosenstiel 2017).

Despite the fact that things have changed at the speed of strategy, speculative people from hypotheses and theories of information delivery, (betting) understanding of news broadcasting continues. Kovach and Rosenstiel state that the main motivation behind news broadcasts is to give citizens the data they need so that they can live freely and self-regulate.

Online news coverage is a columnist in internet-based media such as websites, websites, gatherings, web-based media or other web-based media. Just like regular reporting, online newscasts must also adhere to overarching columnist principles, and carry out the author's overall obligations. What is important is only in the media used to introduce the news. Online news coverage is the third era of the columnist. The original news is print news broadcasts, namely presenting news through print media such as newspapers or magazines. The second era of newscasting is electronic news coverage, which presents news on electronic media such as radio or TV (read: reporting authorities think about it agrees). Online news coverage is often referred to as a Web Columnist (Web Reporting), Site Writer (Web News-casting), Computerized Columnist (Advanced News- casting), Digital Journalist (Digital Journalism), or also Title Writer (Title of news broadcasts). Every writer today is very much needed to become an internet-based columnist, considering that almost all print media and electronic media today have web-based media variants so that they are very well accessible to readers from all over the world.

The Internet is a communication technology leap that began in the 1990s, inevitably changing the map and practice of journalism. Print and broadcast media have expanded themselves online to serve the internet user community. The internet has resulted in the acceleration and diversification of journalism and communication, among others, by displaying news in real time. The sense-making and interpretive functions of journalism in the real-time and online news era are becoming more and more powerful.

The fact that the digital revolution has brought changes to the patterns and practices of journalism has been discussed in various places. Some things are still being debated, for example the issue of

check discipline which cannot always be met by online media in one news distribution (post). Other issues, such as the breakdown of verifiable dependence on the media as an institution, also have consequences for moral discussion. Through the website, the limit for the accumulation of news has been reduced with the dissemination of content on the web. Anyone can participate and try things out with the democratization of media through the ability to distribute words and photos using the phone to inform and report faster than the regular media.

Online journalism has several characteristics, including: Immediacy, the speed of delivering information immediately; Multiple pagination, the ability to be opened or accessed in the form of related pages or opened separately; Flexibility delivery platform: journalists can write news anytime and anywhere; Archiving, archiving, categorizing rubrics, keywords, and tags that are stored and can be accessed at any time; Relationship with readers, direct interaction with and between readers through comments.

James C. Foust recommends several attributes of online news coverage: a). Crowd control: readers are allowed to vote for the news they like or need. b). Nonlinear: each information story remains solitary or out of sequence. c). Capacity and recovery: news is saved and saved and can be accessed again at any time. d). Unlimited space: unlimited amount of information and it's free. e). Speed: fast and direct. f). Interactive media capacity: the capacity to insert text, sound, images, recordings into the news; and g). Intuitive: invest readers with comments, share office to social media.ik to bring web clients to a website where they can peruse more with regards to the points they need. Moreover, unlike other media, the guidelines and organization are quite new and constantly evolving (Foust 2017).

### *Principles of Online Journalism*

First, Brief (Short). Writing should be made as short as expected, not long and wordy (read: correspondence standards). It is better if the composition is for the time being, combined into several short works in order to be read and viewed quickly. The overall term, Keep It Short and Basic (kiss). Second, Versatility (ready to customize). In introducing news/data, writers should have the option to adapt to innovative advances in the field of correspondence. So not just making up news, columnists are also required to be able to

present the news in various ways. Writing, but also combined with pictures, or can also be included in the video or sound configuration. Columnists should have options to suit the needs and inclinations of the readers.

Third, Scannability (can be filtered). Reporting sites/site pages are required to be searchable, to make it easier for readers. Because most of the clients of this site do an explicit search, by checking the site's pages. Users will look for features, subtitles, merges, and so on to help navigate the text, so they don't have to look at the screen for long periods of time. In this way, determining the headline is very important in attracting legitimate attention to the reader, especially the first two words in the title. Fourth, Intelligence (intuitive). Readers are allowed to become clients, in the sense of providing the opportunity for readers to provide different input, or exchanges to columnists through web pages. That way readers will feel that they are engaged and valued, so they feel more comfortable reading the site. Fifth, Areas and Local Discussions. Online media users are not only free to understand the news, such as when reading news in newspapers or TV. Because online media allows clients to have brief discussions to react to news content, for example through commentary segments. Therefore, columnists must also react to the collaboration of these readers, to create local areas and discussions within them.

### *Meaning of Travel Industry*

The definition of the travel industry according to Hari bingin is the general action of the public authorities, the business world and the local area to supervise and serve the needs of tourists. While the specific definition, that the travel industry is a series of activities carried out by people either individually or in groups within the territory of their own country or other countries. This exercise uses offices, administration and other supporting elements provided by public or local authorities to understand the wishes of tourists (Karyono 1997, 15). Law Number 9 of 1990 in Article 1 stipulates that the travel industry is everything related to the implementation of the travel industry. This means that all kinds of movements and businesses related to the arrangement, development, implementation, supervision, of the travel industry, whether carried out by public



agencies, private areas or local areas, are called the tourist travel industry (Republik Indonesia 1990). Soekadijo also provides an understanding of the travel industry, in particular the brief and temporary development of individuals against objections outside the places where they normally live and work, and their training during their visit (Soekadijo 2000). From several definitions that have been explained by scientists, experts can conclude that the travel industry is a non-permanent action taken by people or groups to participate in travel and to satisfy various desires at this time against rejection outside the home. and their place. from home. their daily work and their practice while achieving their goals.

### *Elements of Tourism Communication Studies*

Correspondence is the most common way to convey messages by communicators to communicants through media that have a certain impact. Lasswell also revealed, "the most appropriate way or method to describe correspondence exercises is to respond to questions: who, express what, in which channel, to whom and with what impact.

Burhan Bungin (Bungin 2015, 94) said that the travel industry correspondence has several main fields of study that can be made into interesting fields of study. These fields will continue to develop in the opportunities to come as the study of travel industry correspondence becomes increasingly complex. The areas mentioned by Burhan Bungin include: First, Tourism Marketing Communication. Travel industry correspondence field (travel industry correspondence promotion) or restricted (TMC). The field of TMC analyzes the whole with regard to promoting correspondence. This field of study explains about the 4Ps, 7Ps, Correspondence Blend, Advertising Blend, and things about TMC. This field is one that fully addresses TMC in hypothetical and total functional settings, but is not explicit in expert settings. Second, Brand Destinations. Objective brand is an objective brand investigation with respect to the objective product brand, where the objective brand is just a medium and message in a unique situation and interaction of displaying the correspondence as a whole and specifically with regard to travel industry advertising. Apart from auditing brands as a medium and as a message itself, it also examines how social objective brands are constructed, how brands connect with objective items, brands with availability, with

travel industry advertising, sub-brands and new parent brands. All quality and kinds of brands are concentrated here, including city brands, satay brands, and country brands. Similarly, brand exposure and tagging are also important tests in this conversation.

### *Tourism Communication Management*

In this review, executive correspondence standards became a significant audit completed and applied in the travel industry correspondence field. This review audits how the board is applied in the field of travel industry correspondence, in particular how it oversees the travel industry displays, oversees objections, oversees disclosure and oversees HR and travel industry foundations. What are the duties of authorities and initiatives, how to supervise individuals, oversee financial plans and oversee travel industry-specific devices and machines (Bungin 2015, 95). First, Tourism Transportation Communication. The tourist travel industry area needs data on availability for travel industry objections. In this way, one of the most significant is the transportation data when traveling to the places of the travel industry. This is very important and requires almost half of their consideration with regards to traveling. This travel industry correspondence concentrates on media concerns or correspondence directions used in conveying transportation data, the effect of data on the local regional travel industry, normal criticism. Concentration is also concerned about the means and types of transportation, necessary financial plans, transportation safety and welfare issues, transportation options, and availability with the convenience of lodging, lodging, guesthouses, etc. assuming there is a crisis around. With respect to the necessary expenditure plans and decisions to be made to avoid excessive costs. The main standards in this transport correspondence are welfare, accommodation, simplicity and memory. This concentration also covers how to use elective correspondence models such as verbal (informal) and online media as well as other skill media.

Second, the travel industry Visual Communication. The field of visual correspondence of the travel industry is a very difficult field of visual representation in the travel industry. Thus, this field will forever be created where review is coordinated with business correspondence, invention, craftsmanship and artistic freedom. Travel

industry correspondence visuals take a reasonable investigation side of the correspondence content applied to imaginative companies that produce important gifts, keepsakes, trinkets near the travel industry symbols and become travel industry brands. The focus also concerns the methodology of the travel industry correspondence framework with objections, arrangements, transportation, lodging, travel industry partners. The foundation of the business correspondence network with other potential meetings such as banks, markets, and regional pioneers should also be concentrated in this area.

Third, Communication Travel industry meeting. The field of correspondence for travel industry groups concerns the individual capacities of travel industry players, whether destination owners, regulatory specialists or even individual capacities of local escorts and local area experts. The travel business is not a personal matter, but a business that is run as a get-together so that many relational skills are important. Significant differences in this study were event association, collective vibration, speaking ability, noted objection leader, and travel scene. Fourth, Online Communication of the travel industry. Online media is a different news in the correspondence of the travel industry, thus online media can not only be used as an advertising medium, but can also be used for various interests in the realm of the travel industry. There are five capacities of online media today, specifically the capacity to store (transfer) data, the capacity to handle data, the capacity to provide data (download), spread correspondence and the capacity to build data images. So these five capabilities of web-based media are analyzed in their application in travel industry correspondence. This concentration also talks about new media, new internet based media, media expansion, media illustration, and media semiotics and virtual media that can be applied to the correspondence travel industry.

Fifth, Advertising and MICE. Advertising (PR) and MICE are areas of great interest in relation to travel industry correspondence, as they are one avenue for the travel industry to raise objections. Thus, PR tasks are expected to be able to handle all MICE programs, starting from compiling and designing MICE programs, financing problem investigations, sponsorship, MICE promotions, facilitating MICE implementation (MICE implementation), evaluating and organizing MICE events. following lengthy reports in travel industry correspondence.

*Building a Brand in an Area*

Brands are a vital dividing factor in a sea of similar goods/administration. There are many areas in Indonesia that have very good natural scenery and vacation spots that are not inferior to well-known tourist attractions, especially religious tourism sites, historical sites of the entry and development of Islam, the tombs of scholars and so on. What distinguishes one area from another even though both have interesting tourist areas? what is important is the popular brand or branding factor (Situmorang, Mulyono, and Berampu 2018). Brands have extraordinary mental and symbolic implications according to tourists or tourists. Thus, once the brand value has been established, it turns into a completely local property that is much more important than any other provincial resource. A brand can be a type of income for a local. Thus, branding does not only include creating a real contrast through publication, but also must be supported by the quality of goods/administration, estimation methodology, and proper distribution to help the image (brand image) conveyed through advertising for goods/administration. Behind a solid brand, every stage and part of the promotion system must work flawlessly. Division, market share selection, and placement are carefully done to select the right objective market, get what objective customers really need and want, and see items in the buyer's personality. In addition, the brand turns into a kind of trust agreement between the organization and the buyer because it guarantees the consistency that the goods/administrative products generally can deliver the value that customers anticipate from them.

Efforts to create a provincial brand can not be separated from the very large special financial plans of the region. The more often an area is developed, the more that area will be known and remembered by buyers. Therefore, spending on brand advancement is very important for immaterial territorial ventures. Brands today rule the marketplace. Years ago, when demand exceeded supply, good, high qualityproducts ruled (Kotler and Keller 2011).

*Development of Religious Tourism Through a Destination Branding Activity*

Objective Branding is a system on the most proficient method to advertise the capabilities of an area. In the objective marking

system in many places, there are about six essential components that make up the objective marking or are essential for the establishment of a viable destination and the travel industry is one of them. The different sections are individual, administration, trade, business/migration, culture and heritage. The idea of tagging is objective, considering the attractive energy and personality that are intertwined with various things that will make it easier for the individual to have a connection with the place.

Marking accepted objective has the ability to change insight and change the individual's point of view on a place or destination, including seeing the contrast between a place and another place to be chosen as a destination. Changing the image of an area is essential for objective marking. Changing the image of an area can be done in various ways, for example through media relations such as promotions, live exhibitions, individual sales, websites, flyers or event coordinators, film producers, objective advertising associations (DMOs), and writers. From the coordinated efforts above, it is believed that this region will side specifically with the main interest groups. For example in Japan, 30 years earlier we would have seen Japanese-made goods as unimportant, now we consider Japanese goods as a guarantee of value (Morgan, Pritchard, and Pride 2004).

Objective marking will change the views of tourists from negative to positive. Therefore, territorial advertisers need to carry out planning procedures by taking into account the capabilities of the appropriate territories to be created and what methodologies can be made to preserve and maintain social heritage. In objective marking, there are several five phases that can be passed, including; Market checks, investigations and key proposals: at this stage, local advertisers lead a statistical survey of planning potential, what can be done, and readiness of procedures; Brand personality enhancement. Brand Personality is formed based on the vision, mission and image that the region needs to build. From the exploration results, some are not rigid and then a slogan is taken to describe the area.

Pike said that the Brand Personality that was created was turned into a brand. a situation that is ultimately expected to turn into a brand image; Brand delivery and presentation: conveying the vision. Once the slogan is presented, the current brand is presented by including all current sections through media relations such as publications, direct promotions, individual sales, websites, flyers, or

event coordinators, film producers, objective advertising associations (DMOs), and columnists; Brand execution. A brand is a guarantee. All meetings including from public authorities, lodging, travel services, environmental networks should try to understand the guarantees made. So that tourists who come will feel comfortable and fascinated with the destination. The cases that often occur are various areas with excellent natural scenery, however, the absence of satisfactory lodging offices and the unpleasant behavior of local residents and financial and administrative staff, the low standard assistance rates in various tourist attractions, make them powerless against coercion. and annoy tourists. Finally, framed brands are endless; Observation, assessment and survey. The running program is checked for irregularities, flaws, etc. From the results of checks, assessments and audits carried out for additional improvements; This past examination is one of the references for creators in leading exploration with the aim that creators can improve the hypotheses used in assessing the exploration they lead. (Pike and Ryan 2004).

#### *Difficulties and Obstacles in Marking Objectives*

Difficulties and obstacles in making objective markings are the absence of promotions, human resources, foundation offices, transportation, migration administration, advertisements for regional goods, behavior of residents and nearby entrepreneurs and the need for financial plans. To overcome the emergency of traveler's trust in a space, at least there are several things that can be done, including: distinguishing the reasons for the problem that caused the emergency (Recognizing the incident/problem as an emergency or danger); Emergency surveillance group development: cooperate through media and advertising, travel industry, visiting administrators, aircraft and hospitality industry, great staff, nearby travel industry, environmental government, and so on; Advancing goals during and after an emergency (Advancing goals during and after an emergency); recovery screen and investigate the reason for the emergency (Emergency experience recovery and surgery screen).

#### *News and Tourism*

Kotler reveals that tagging in the travel industry as a simple way for shoppers to differentiate, create insight and quality, establish

quality and guidelines that are not difficult to manufacture, increase interest in nearby goods which will have implications for the local economy and increase economies of scale. Objective tagging works by creating objective quality areas through the development of a brand image to identify the most important and related affiliates and generally endorse the true brand (Kotler 2002; Kotler and Keller 2011). Some of the advantages of objective marking include; Marking makes a destination in the personality of tourists, positive impressions of tourists on a destination, objective marking that is made effectively and fulfills visitors will be loyal and keep coming back to the area.

There are several objectives of objective marking, including; form a public impression of the destination (place), bundle objections (place) specifically and tastes, Make the destination (region or destination) stand tall in the midst of the competitive travel industry market around the world so that it can compete with others, shape the travel industry experience. In displaying, objection is responsible for the terms and needs of the buyer. In accordance with the change of events, customers do not just choose goods, but have started at the brand or brand stage. The embodiment of the objective marking reason is the promise to change one's perspective and change one's point of view in a place with another place to choose as a goal (Kotler and Keller 2011).

### *News and Tourism*

News is mostly considered as story development in view of reality. News is a variety of data that is arranged in such a way with a specific purpose in mind. To understand the news, as stated by Rolnicki, Tate and Taylor, there are several important things that need to be known, among others; news must be real, but not all reality is news; news can be in the form of conclusions, especially from figures or experts in certain fields; news is basically about individuals, about what they say and prove; news is not always a report of the latest developments, any important information for one area or college may be insignificant or less important (Rolnicki, Tate, and Taylor 2015).

Observing and understanding the elements above, we get a clear picture that news creation is not only concerned with fabricating or introducing reality. Even what is taken into account influences the

procedures that must be taken to discover, collect, and present reality as a composition or performance.

In general, separated into two kinds; hard news and soft news. Hard News (hot news) has important meaning for some readers, viewers and observers because it generally contains the "latest" events that happen to happen in government, legislative matters, foreign relations, teaching, business, religion, equality, market, finance, etc. Meanwhile, sensitive news is generally less significant because the substance is interesting, although here and there it provides significant data. This kind of information is usually not the latest news. It contains insight into human interests or elemental rubric types. This kind of information asks for feelings more than souls. News about the travel industry is included in light news, other than about the release of government organizations related to the travel industry, or because In certain cases, for example, the travel industry becomes the object of sensitive news: light, but does not lose its enlightenment angle.

As Pike and Ryan point out that the travel industry itself is an industry that includes parts of transportation, convenience, diversion, and food administration exercises. Reviews and industries that examine the tendency of people to leave their realm of everyday life, which has actual social, monetary, and ecological effects on the places they visit (Pike and Ryan 2004). A tourist spot without news is hard to imagine becoming a famous place. For this situation, fame is the way forward that allows the destination to gain visits which then, at that time, affect the financial standing of the surrounding area. After all, this basic relationship would not exist without the meeting's ability to coordinate.

Horner and Swarbrooke explain that the relationship between columnists and the advertising (PR) division of tourist objections should be encouraged so that the dissemination of news about advances in tourist location data, links to progress and outreach groups can build a level of public concern about tourists. location data and items (Horner and Swarbrooke 2004). A good article will grab people's attention and provide a purposeful assessment. Sending news and elements to newspaper editors and broadcasting stations will bring about certain openness. People generally accept that correspondence introduced by media sources they believe is unrelated



to these interests is seen as more trustworthy. A way to guarantee the inclusion of an exercise or news item about entertainment and travel is to communicate it directly to the covering columnist, the editor-in-chief of the newspaper or magazine spotlight, or the TV news maker. The overall truth of the broad public-scale communication support for the advancement of the Indonesian travel industry, is indicated by the presence of the travel industry rubric in recent years. Moving with the media's need to fill various information gaps, especially online media, reliably shows different objections in extraordinary news bundled with different news models. Several Indonesian public news sites have unique sections that talk about the travel or voyaging industry, including;

Most of the travel rubrics in web-based media are given the name of tourism and are included in the overall way of life category. This news item is known as movement news-casting. Unlike other editorial reports, which focus on political, financial and other hard news issues, travel news coverage has so far received less attention from scholastics and journalistic practitioners. This can be seen from the lack of thesis or scientific work that discusses it. However, given its long history as coverage representing —other people and —other places, travel journalism is no less important study material, especially in cross-cultural studies. Tourism journalists have various attributes, including First, they are always interested. This is not really the quality of the movement's columnist selection. Every columnist is relied on to have a high interest in many things. However, this curiosity must be underlined for a movement writer because his involvement is highly dependent on the individuals, events and other things he experiences in his movement. Second, they like to communicate, relate well, and have a sense of inclusion with other people from various societies, nationalities, and foundations, especially those they meet while traveling. Without great connections, associations, and methods of interfacing, it is difficult for writers to unravel any of the unique and interesting stories from the sources they encounter in their movement. Third, be prepared forever to gain useful new knowledge. A completely new thing, less prominent, certainly has news pride. A trip will have a higher news price when we meet new people, opportunities, and things. There is really no particular scholastic speculation about movement news broadcasts. Everything described here is a bit of a synopsis and focus

of sensible information, and a gathering of people looking for travel newscasts.

For the time being, as far as the subject can be investigated, this inclusion takes into account the highly varied vegetation for an area, natural beauty, potential for the travel industry, sea, mountains, forest, savanna, and others. Another area that can be investigated is the financial condition of the surrounding community, such as the closest human resources, community calls and controls, education level, aspects of alert life, and various other financial activities. Cultural and social objects depicted in traditional house designs, wars, wedding customs, special festivals, strict ceremonies, etc., are different things that can be investigated and passed on to the general public through certain groups. Of course, no less important is the culinary. Tourism and culinary are two sides of a coin that cannot be separated. In certain places, culinary is not only concerned with contributing with extraordinary taste, surface, and appearance, but can discuss or describe the uniqueness of lifestyle, culture, cultural richness, innovation, and certain surprising methods of reasoning. Travel coverage is also becoming increasingly popular and attracting the attention of media audiences, especially TV, when researching society, uniqueness, or even broad conditions in countries with well-known images and characters.

The work of a great journalist generally precedes a satisfactory examination. Especially when travel news broadcasts are shot with the article or motivation behind going to a foreign area, such as countries in the Middle East, Africa, Europe or even areas with insignificant local touch. Even if you expect problems, interruptions or unwelcome things, research allows editorial work to be bolder, controlled, and on track. No less important in this tour, satisfying facilities and the ability to explore tourist areas with a camera, both photos and recordings. Indeed, public media, both print and online, are currently competing to display the designs and interests of photos or recordings. The unavoidable competition seems to trigger these media to add plans, even though the allure of the essay is able to bring the reader as if he was directly where the story is told, complete with all its advantages and uniqueness. Both messages and photo developments are introduced by this medium as a component.

Finally, the use of component articles to the media and free travel contributions by travel services for editors to take part in the traveler's experience is standard practice in the travel industry. These practices are usually alluded to as media visits and media events. Another way that columnists usually look at the news is to look for data from web-based media clients who have a large number of supporters or fans (usually famous people). They look for stories and data that have become fixations or go viral for some clients and then distribute them.

### *5W+1H Concept for Religious Tourism*

The concept of 5W + 1H (what, where, why, who, when + how) is primary information that must be presented in a journalistic work. Because the main purpose is to provide data, experts understand news as a series of words and sentences containing what (events, news objects), where, why (announced), who (what) the characters or involved, when, and how the events occurred (object) occurs. or on the other hand can be described. For both hard news and soft news (included), 5W + 1 H is the ultimate need. Without the right essential data, a story will fail to fill its readers and have a hard time attracting more readers. However, when shown in social media, it can create chaos and neglect to captivate its audience.

Hard News design, commonly known as the inverted pyramid. Important matters or important data are arranged above. In this way, overall it can be said, 5W + 1 H in the reorganized pyramid news design, should be carried out in the main. If important, complete the lead of the package or feature. In the following sections or sections, news is a series of additional data, sequences or descriptions of how, specifically how an event occurred (in depth and methodically), under what conditions or circumstances until the news was revealed. This inverted pyramid design draws on the need for print media in the early days of its existence - to present concise, direct, story-centred news that can be enjoyed quickly by readers who may not have much time on their hands. Likewise the design instruments used in the printed version and structure of the manual, so that when a section (rubric) cannot require a long text, the news can be cut at the base, anywhere as far as possible. The sentence is coherent without losing the substance of the news because it is carried out in the main part. However, this arrangement continued into the computerized media

period. The way the media advances is fast, it fits very well with hard news. Not surprisingly, assuming the largest level of online media content is very original (even constant) news, which is packed concisely and clearly.

A travel news media company has a variety of requests, in addition to news with the object of the travel industry as a real delivery (opening of new tourist areas, development of points of interest, or special cases), 5W + 1H models in the travel industry news must be made. Here, the 5W 1H model; What, what is the name of the tourist spot? Where, where are the tourist attractions located? Why, why is this tourist spot visited by so many tourists? Who, who was the first person to discover this tourist spot? When, when was this place inaugurated as a tourist spot until now? How, how do we get to these tourist spots?. Of course, with such a development model, the presentation of tourism news as one of the media for tourism promotion is not enough to be filled with hard news with a straightforward and brief character. Tourism news today is indeed 'destined' as soft news or written in a feature style (NewsUAD 2018). Simply put, we can understand features as realities composed by an imaginary methodology. A feature is an innovative article, in some cases emotional, which is basically intended to engage and illuminate the reader about an event, circumstance, or part of life. (humasindonesia.id 2019). Completely unlike regular news writing, highlight writing allows columnists to "create" a story. Undoubtedly, he is still constrained by the ethics of writing to be precise, etc., on the grounds that the feature, for all its —opportunities, is still an editorial style.

So especially within the travel media company, reality is introduced as flawlessly as one would expect, as deep and comprehensive as imaginable at the same time, and full of innovation, bypassing the harsh nature of Hard News. Emotional, but not in the feeling of exaggerating deeply held beliefs. The destination, but also assistants with attractive appearance, captivating words, friendly and orderly non-verbal communication, and extraordinary character. Every auxiliary quality shows up in a composition that is finished, inside and out, and just right, but also good. Accuracy, satisfaction, depth, and beauty will take the reader as if they were directly on the scene, investigating every uniqueness of regular excellence, social

uniqueness, description of a culinary, or atmosphere of experience of travel industry destinations. Travel industry highlights must be guaranteed to be more engaging and satisfying even than videos or movies. With such an image of a person, users will be satisfied with the data when they need or set a goal to visit the responsible area. As an article, highlights have the usual level of toughness compared to hard news that is sure to be considered old news the next day. In the era of advanced media, hard news (certain) actually 'age' very quickly.

Assuming hard news collects the main part towards the beginning of the article, the components spread from the lead, to the news agency to the end. All segments contain important data and are packaged in such a way as to captivate the reader, not preventing him from appreciating it from the moment he begins to spell the main word. Thus, one of the eccentricities of these components is the lead or feature. Assuming the hard news lead is "that's all," the element offers a variety of leads.

### **Conclusion**

The 5W 1H model of travel industry news coverage described above is a workable model that can be used as a common sense reference for online media writers who explicitly cover the field of tourism news media companies, advertising journalists for government organizations, writers for travel planners or location travelers. or travel bloggers and community journalists (resident journalists) in general. This travel media company's news writing model will guide journalists and writers in any event, for individuals concentrating on news broadcasts and resident writers to fabricate travel industry news according to good editorial composition guidelines, while simultaneously attracting readers. Finally, the reader's desire to participate in exploring a tourist area, or to gain experience in a place, is relied on to develop further and move. Because in the end, encouraging news will become news that influences and moves individuals to achieve something. For this situation, readers are moved to appreciate the religious tourism industry.

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