```asm
; Hello world program
; Eliav Gnessin, Fall 2002
; ==========================================
; This is an example program in 8086 Assembly
; ==========================================

TITLE HELLO

; This instruction defines the memory model that MASM or TASM use
.model small

; Define the stack size. This instruction initializes the SP.
.stack 160h

; Variables & other definitions section
.data
infor      db "Hello world!",10,12+1  ; infor is the string to be printed
inforlen   equ 14                      ; this is the string's length

; This is the program itself
.code
start:  mov ax,@data        ; Since the .data instruction doesn't initialize
the ds register
        mov ds,ax           ; we have to do it manually

        mov cx,inforlen     ; This is the string's length for our loop
        mov si,0            ; This will be the index of the string pointer
again:  mov al,infor[si]    ; Get char from loop
        call printch        ; Print it
        inc si              ; Increment our index
        loop again          ; Do it for all the chars in the string

        mov ax,4c00h        ; This is the program terminator
        int 21h             ; just like putting "return 0" in C

; =================================================
; Procedure definitions
; =================================================

; =================================================
; Procedure name: printch - Print a char to console
; Input:          AL - the char's ASCII code
; Output:         None
; =================================================
printch proc near
        mov bx,0            ; No color definitions
        mov ah,0Eh          ; Print char to TTY function code
        int 10h             ; Call
        ret
printch endp

; End of program
end start
```