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Transformation of Marketing and Services in the Organization of Umrah Pilgrimage

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ABSTRACT (10 PT)

This study aims to examine the transformation of marketing and services in the implementation of Umrah pilgrimage at PT Nur Haramain Mulia. The background of this study is based on the increasing public demand for professional, transparent, and digital-based Umrah services, as well as the challenges of industry competition and changes in government regulations. The research method used is qualitative with a field study approach. Data collection was conducted through in-depth interviews with pilgrims and company staff, observation of the service process, and analysis of supporting documents. The results of the study show that the marketing transformation at PT Nur Haramain Mulia was carried out through the integration of conventional and digital strategies, including the use of social media, official websites, testimonial content, and partnerships with various religious institutions. In terms of services, the company implements integrated services ranging from administration, rituals, assistance, to accommodation facilities that are oriented towards the comfort of pilgrims. Although digital innovation has been running well, its effectiveness is still influenced by the digital literacy of pilgrims, the level of competition, and limited marketing resources. This study concludes that the success of umrah marketing and service transformation is largely determined by the synergy between service professionalism, targeted digital innovation, and the continuous building of pilgrim trust

Keywords : *marketing and service transformation, Umrah pilgrimage*



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INTRODUCTION

Umrah is a pilgrimage performed at the Grand Mosque and is similar to the Hajj pilgrimage, but does not include the rituals of wukuf in Arafah, mabit in Muzdalifah and Mina, and throwing stones at the jumrah. Etymologically, umrah means visiting a place, while terminologically in fiqh studies, umrah is understood as the performance of a series of rituals that include tawaf, circling the Kaaba seven times, sa'i between the hills of Shafa and Marwah, and tahalul as the closing of the series of rituals. All of these activities begin with the intention of ihram from the predetermined miqat. The complexity of performing these rituals requires professional guidance and assistance from umrah travel agencies so that pilgrims can perform their rituals correctly, safely, and comfortably. (Syamsiyah, 2023)

In the context of organizing umrah trips, the quality of administrative services is a factor that greatly determines the level of pilgrim satisfaction. Various cases of umrah travel fraud that have occurred in Indonesia have reduced public trust in travel agencies, so companies are required to rebuild their credibility through transparent and accountable services. The registration stage is the starting point of interaction between prospective pilgrims and travel agencies, which includes the process of recording identities and managing data as the basis for providing further services.

Professionalism in administrative services at this stage will shape pilgrims' initial perceptions of the quality of travel agencies. (Putri, 2024)

Efforts to improve service quality cannot be separated from the implementation of appropriate marketing strategies. The concept of strategy comes from the Greek term *strategos*, which refers to a long-term plan through a series of targeted actions to achieve specific goals. In the perspective of service management, service strategy is understood as an intangible activity that is realized through interactions between consumers and service providers to meet customer needs. Therefore, the umrah service marketing strategy is not only oriented towards commercial aspects, but also towards creating trust, quality interactions, and a meaningful worship experience for pilgrims. Ubaidillah, 2023).

On the other hand, umrah travel agencies are required to constantly adjust their marketing strategies to government policies and regulations. Changes in regulations regarding licensing, service standards, and departure quotas require travel agencies to be adaptive and responsive. Marketing strategies that are not in line with regulatory provisions have the potential to reduce pilgrims' trust and impact business sustainability. Thus, compliance with regulations is an integral part of marketing strategies that are oriented towards protecting pilgrims and service professionalism. PT Nur Haramain Mulia, as a company engaged in providing Umrah travel services, has actively integrated digital-based marketing strategies in an effort to expand its market reach while increasing public interest in purchasing the Umrah packages it offers (Ajizah, 2024). In its implementation, the company has applied various forms of digital marketing innovation tailored to current technological developments and consumer behavior. One of the efforts made is to utilize various popular social media platforms, such as Instagram, TikTok, and YouTube, to display promotional content that is informative, interesting, and relevant to the target audience. In addition to social media, PT Nur Haramain Mulia also provides services through its official website, which is designed to provide complete information about the Umrah program as well as a booking channel that makes it easy for prospective pilgrims to access services online. Furthermore, innovation is not only carried out in marketing channels, but also in the product itself.

PT Nur Haramain Mulia has made adjustments to the composition and structure of the umrah packages it offers, such as providing a choice of hotel accommodations with various star ratings to suit the financial capabilities and preferences of customers, including various additional facilities that enhance comfort, and offering incentives in the form of bonuses and certain discounts at certain times. All these innovations are carried out with the main objective of increasing the attractiveness of the products offered and providing added value that is relevant to the needs and expectations of the community in this fast-paced and competitive digital era. (Ulum, 2025)

However, the reality on the ground shows that even though various marketing and product development innovations have been implemented, public interest in purchasing umrah packages has not increased significantly. This raises questions about the effectiveness of these innovation strategies. Are the marketing innovations on target? Is the content delivered in line with the needs and digital behavior of today's consumers? This situation calls for empirical research to examine the extent to which digital marketing innovations influence purchasing interest, so that companies can develop more appropriate and measurable strategies.

Based on this description, this research is important to examine the transformation of marketing and services of umrah travel agencies in building the trust and interest of pilgrims as well as their satisfaction. This study is expected to contribute theoretically to the development of umrah service management and provide practical recommendations for improving the professionalism of hajj and umrah travel agencies.

RESEARCH METHODS

This study uses a qualitative method with a field study approach. Moleong states that this approach provides a context for understanding and explaining the phenomena that occur (Moleong, 2011). In this study, the researcher actively participated in direct observation to gain a deeper understanding of the transformation of marketing and services in the implementation of the Umrah pilgrimage at PT Nur Haramain. This study aims to obtain data on the transformation of marketing and services in the implementation of the Umrah pilgrimage. Data was collected through in-depth interviews with Umrah pilgrims and PT Nur Haramain staff, direct observation of the service process such as registration, preparation, and assistance during the Umrah pilgrimage, as well as analysis of

related documents. The researcher identified the essence of the phenomenon by reducing the data to core elements that reflect the subjective experiences of Umrah pilgrims. The research data was sourced from previous studies discussing Umrah marketing and services, specifically focusing on increasing the interest and satisfaction of pilgrims at PT. Nur Haramain, and reinforced by relevant references that support the context of this study.

RESULTS AND DISCUSSION

PT. Nur Haramain Mulia Tour & Travel was established to provide specialized services for umrah and hajj plus pilgrimages, in line with the growing public interest in such services. The main strategies implemented by PT. Nur Haramain Mulia in organizing Umrah services include the following aspects: First, Integrated and Professional Services. This strategy is realized through the provision of comprehensive services from the administrative process to the return of pilgrims, involving professional, friendly, and ethical staff. Second, Information Transparency. This strategy aims to ensure that pilgrims receive clear, accurate, and easy-to-understand information regarding costs, departure schedules, accommodation, and a series of activities during the umrah pilgrimage. Third, Travel Insurance and Safety. This strategy includes providing insurance protection and security guarantees during the transportation process and the pilgrims' stay at their destination. Fourth, Intensive Manasik Implementation. This strategy is carried out by providing comprehensive umrah manasik training so that pilgrims are mentally and spiritually prepared and have sufficient knowledge before departure. (Ridho, 2024)

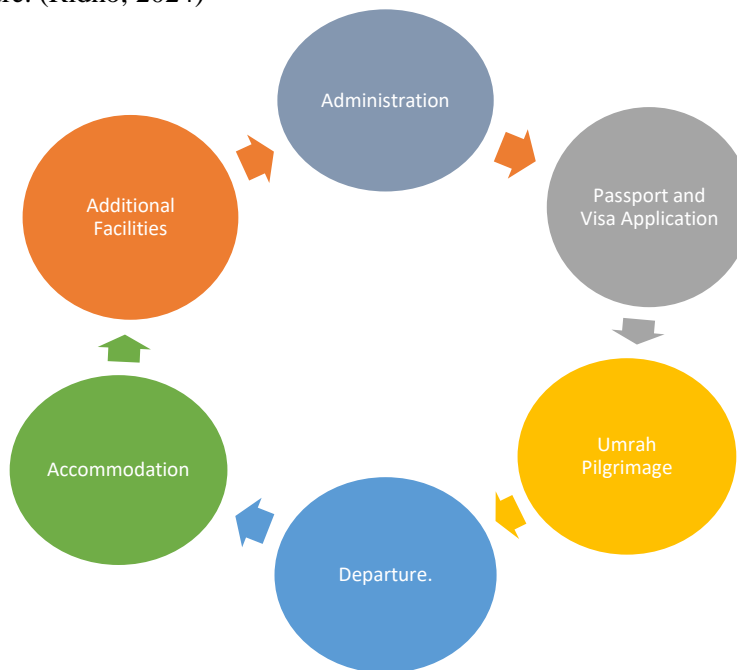


Figure 1: Umrah services provided by PT. Nur Haramain

In terms of service quality, PT. Nur Haramain Mulia can be categorized into several main aspects as follows: First, Administration. The administrative process is carried out in a structured and coordinated manner, with the support of staff who play an active role in assisting pilgrims during the registration stage and preparation of departure documents. The registration information required includes the following main documents: identity card (KTP), family card (KK), and supporting documents. In addition, other required documents include a letter of recommendation from the travel agency and an operational permit letter. (Sri Wahyuni, 2024). Second, passport and visa application. This service is carried out in an integrated manner as part of the overall service system, so that pilgrims do not need to take care of the documents independently. Third, Umrah rituals. The rituals are carried out professionally with simple, easy-to-understand material that is tailored to the needs of the pilgrims, including the elderly and first-time participants. Fourth, Departure. The departure stage is carried out in an orderly and organized manner, including the provision of transportation services from the city of origin to the airport and assistance during the departure process until check-in. Fifth,

Accommodation. The selection of accommodation facilities is based on considerations of accessibility and strategic location, such as proximity to the Grand Mosque or the Prophet's Mosque, as well as suitability with the service package chosen by the pilgrims. Sixth, Additional Facilities. The facilities provided include daily meals, air-conditioned bus transportation, religious tours in the Makkah and Madinah areas, and basic health services for pilgrims.

The role of service quality improvement is highly significant in the sustainability of Umrah pilgrimage services. Service improvements at PT. Nur Haramain Mulia contribute to two main aspects: First, Pilgrim Satisfaction Improvement. Optimal service can create a positive experience for pilgrims, thereby encouraging loyalty and a tendency to use the service again on future occasions. Second, Reputation and Trust Building. Consistent and professional service quality can strengthen the company's image as a trustworthy, credible, and reliable Umrah travel organizer.

Hajj and Umrah Marketing Strategy at PT. Nur Haramain Mulia

The marketing strategy for Hajj and Umrah at PT Nur Haramain Mulia needs to be integrated with building trust, professionalism, and services in accordance with Islamic Sharia. In this case, the company must be able to build a positive image as a trusted, transparent, and experienced pilgrimage organizer. Market segmentation is the first and foremost step by targeting prospective pilgrims who are in the economically productive age range to the elderly, families, and religious groups including majelis taklim and pengajian. The company's position can be strengthened by highlighting service quality, intensive manasik guidance, professional assistants, and comfortable facilities during the pilgrimage.

Promotion is one of the main aspects of the marketing mix because it can increase consumer attention and interest. At PT Nur Haramain Mulia, promotional activities have proven effective in expanding market share and fostering trust among prospective Umrah and Hajj pilgrims. Through the use of social media, the dissemination of information related to service packages, the sharing of previous pilgrims' experiences, and the organization of activities such as rituals, the company can demonstrate the quality of its safe and reliable services. Special offers such as discounts or family packages also help drive public interest, while public relations activities help build a positive image for the company. Overall, these promotional efforts play an important role in strengthening PT Nur Haramain Mulia's position in the religious travel industry and increasing the number of pilgrims through continuous and persuasive communication. (Septiana, 2025)

PT Nur Haramain Mulia's marketing strategy can be explained through the 4Ps framework, namely: *Product*: The company emphasizes the quality of the Umrah and Hajj services they offer, such as comfortable accommodation, worship assistance, and guaranteed travel facilities. Information about the advantages of these packages is conveyed through various media so that prospective pilgrims understand the value of the services provided. *Price*: the company promotes a variety of package options with a range of costs that can be adjusted to the pilgrims' abilities, including special offers such as discounts, installments, or promotions for groups, so that prospective customers feel more comfortable and secure in making decisions. *In terms of location/distribution*, PT Nur Haramain Mulia expands service access through its offices, agents, and the use of digital platforms such as its official website and social media, so that prospective pilgrims can obtain information or register more conveniently. *For promotion*, the company utilizes various communication channels, ranging from social media content, pilgrim testimonials, manasik activities, to collaborations with communities and public figures. These promotional efforts help strengthen public trust while increasing the company's marketing reach amid competition in religious travel services. The Role of Service Improvement in Attracting and Retaining Umrah Pilgrims.

Digital marketing has become a relevant strategy in the current era. The official website of PT Nur Haramain Mulia needs to be managed professionally by providing complete information about Hajj and Umrah packages, departure schedules, costs, and facilities available to pilgrims. Social media such as Instagram, Facebook, TikTok, and YouTube can be used to share educational content about Hajj and Umrah, testimonials from pilgrims, and so on. Offline marketing strategies are still very important in addition to digital marketing. Through socialization activities, manasik seminars, and Islamic education, cooperation can be established with mosques, Islamic boarding schools, majelis taklim, and Islamic educational institutions. This method builds emotional connections and trust with prospective pilgrims while expanding the marketing network. One way to introduce PT Nur

Haramain Mulia's services directly to the public is by participating in exhibitions, Islamic bazaars, and religious events.

To attract potential pilgrims, educational and persuasive marketing content is very important. Information about worship procedures, physical and mental preparation, and the virtues of Hajj and Umrah can make potential pilgrims more interested and knowledgeable. Because the testimonials of pilgrims who have departed are very important for building public trust, they must be displayed regularly. To maintain relationships with prospective pilgrims, provide the latest information, and follow up personally, it is very important to communicate intensively via WhatsApp or other messaging media. Promotional programs such as discounts, easy payment terms, installment packages, and additional service bonuses can be attractive incentives. Additionally, implementing referral and loyalty programs for pilgrims who have used PT Nur Haramain Mulia's services can increase the likelihood of repeat bookings and recommendations to family and friends. To assess the effectiveness of its marketing strategies and plan for continuous improvement, PT Nur Haramain Mulia must conduct regular evaluations. By implementing integrated marketing strategies focused on pilgrim satisfaction, the company aims to enhance public trust and strengthen its position as a professional and reliable provider of Hajj and Umrah services.

Online-based Hajj and Umrah marketing strategy

Based on research from PT. Nur Haramain Mulia. The strategy in developing an online-based marketing plan for the Hajj and Umrah travel business is an online marketing strategy that involves creating digital brochures and distributing them through various social media platforms such as TikTok, Facebook, Instagram, and WhatsApp channels, offering a variety of Umrah packages. To build trust among pilgrims, promotions through offline travel agents are an important part of Hajj and Umrah marketing (Syamsiyah, 2023). Use social media (Instagram, Facebook, Twitter, and YouTube) to promote your business with attractive photos, customer testimonials, interactive content, and live travel streaming. Additionally, using paid advertising to target specific demographics is also effective (Hidayatulloh, 2025). Digital marketing strategies are crucial for increasing brand awareness of Hajj and Umrah travel agencies. This involves using email marketing to maintain relationships with customers by offering special deals, providing useful updates, and segmenting emails to make messages more relevant. (Hidayatulloh, 2025).. Social media has proven useful for delivering engaging visual content. This is especially true for platforms like Instagram and Facebook (Godey et al., 2016). Through creatively packaged images and videos, social media provides a space for travel agencies to directly convey the values and uniqueness of their services to prospective pilgrims (Istiqomah et al., 2023).

The marketing approach used includes both conventional and technology-based methods.

PT Nur Haramain Mulia employs both conventional and technology-based marketing approaches that complement each other. In conventional marketing, the business interacts directly with the community through collaborations with Islamic boarding schools, mosques, religious study groups, and religious communities. Activities such as manasik guidance, religious lectures, presentations on Hajj and Umrah packages, and seminars on worship preparation serve as the primary means to introduce services while building trust among potential pilgrims. PT Nur Haramain Mulia also utilizes its alumni network as a word-of-mouth promotional tool, as personal recommendations have proven successful in attracting new pilgrims. Participation in exhibitions, Islamic markets, and other religious activities brings direct marketing closer to the community. On the technology-based marketing side. (Nurdiana, 2025)

PT Nur Haramain Mulia utilizes digital media as the main means of disseminating information. Social media such as Facebook, Instagram, and WhatsApp are used to convey information about Hajj and Umrah packages, departure schedules, activity documentation, and pilgrim testimonials. The company's official website serves as an information center that provides easy access for prospective pilgrims to find out details about services, costs, and registration procedures. Digital communication via WhatsApp and other messaging platforms is utilized for consultation services, follow-ups with prospective pilgrims, and the swift and personalized delivery of information. Through the combination of conventional marketing and technology, PT Nur Haramain Mulia is able to reach various segments of society while maintaining good relationships with pilgrims on an ongoing basis.

Effective digital marketing implementation

Based on research from PT.Nur Haramain Mulia. To reach a wider audience through digital marketing, the source recommends using various social media platforms, especially live streaming on TikTok for promotion, as well as utilizing the official website. An optimized website is very important, with complete content, online booking features, and SEO optimization for relevant keywords such as “cheap umrah packages”. This increases visibility on search engines and makes it easier for prospective pilgrims to find travel agencies (Fauziah, 2025). Utilizing social media (Instagram, Facebook, YouTube, TikTok) to build communities and direct interactions. Effective content includes photos of worship experiences, video testimonials from pilgrims, live streaming from worship locations, and interactive content such as question and answer sessions. (Hidayatulloh, 2025). Pilgrim testimonial videos, live streaming from worship locations, photos of worship experiences, and interactive content such as question and answer sessions are examples of effective content. Utilization of live chat features on websites and WhatsApp groups for registration services, consultations, and the formation of loyal agent and pilgrim communities (Fauziah, 2025).

Building and creating synergy with business actors in Hajj and Umrah marketing

Based on research from PT.Nur Haramain Mulia, building synergy is done through partnerships with other parties. For Umrah, they collaborate with partners (including business actors such as shops and car rentals). For Hajj, they work with Hajj coordinators. They also collaborate with religious leaders who have influence in the community. Online-based marketing training and cooperation for business actors in the Hajj and Umrah travel business are very important to improve digital marketing competencies and expand networks. Cooperation between business actors can create beneficial synergies because they support each other in marketing and business development, thereby increasing credibility and market reach together. Local governments also play an important role in fostering and facilitating this collaboration (Dinni Agustin, 2024). Business partnerships, particularly B2B (business to business) between Hajj/Umrah travel agencies and businesses such as Muslim fashion, prayer mats, batik, luggage, etc., can increase business opportunities and pilgrims' trust while also increasing turnover for both parties. In today's technological era, this cooperation is essential to achieve sustainable growth and efficiency. (Sri Wulan Wahyuni, 2024). Identifying potential partners, building strong networks, and managing profitable relationships are all successful cooperation strategies. Umrah Travel Organizers (PPIU), also known as Umrah travel agencies, have emerged as a result of increased public interest in performing Umrah in the Holy Land of Mecca. (Dinni Agustin, 2024)

The number of these companies has increased along with the growth of marketing and the creation of additional products or services that are attractive to prospective Umrah pilgrims. The proliferation of Umrah service businesses has ultimately created a competitive environment that benefits the public, where people can choose from a number of PPIU alternatives that meet consumer expectations when departing for Umrah to the Holy Land of Mecca. (Syafiq Fadlu Rahman)

Marketing obstacles and challenges faced by PT. Nur Haramain Mulia

PT Nur Haramain Mulia faces marketing challenges and obstacles due to increasingly fierce competition in the Hajj and Umrah travel industry, forcing the company to continuously improve its services and public trust. Changes in government regulations related to the implementation of Hajj and Umrah also pose a challenge as they impact the adjustment of marketing strategies and the delivery of information to prospective pilgrims. In addition, differences in the level of digital literacy among prospective pilgrims mean that the effectiveness of technology-based marketing is not always consistent, especially for older pilgrims who rely more on direct communication. Limited marketing resources, both in terms of budget and professional personnel, also affect the optimization of sustainable promotion. On the other hand, demands for transparency, speed of information, and responsive service are challenges that companies must face in order to maintain the trust and loyalty of pilgrims.

Digital Marketing Innovation at PT Nur Haramain Mulia

The implementation of Digital Marketing Innovation by PT Nur Haramain Mulia. Based on the results of descriptive analysis, the Digital Marketing Innovation variable obtained a high average score, which means that respondents considered that the company had successfully implemented digital marketing innovation. Social media is the main channel used by the company to promote

umrah packages. Most respondents felt that the company effectively utilized digital platforms such as Instagram, TikTok, and WhatsApp to provide information about umrah packages.

In addition, digital content quality indicators also showed good results, where the company was able to present content that was relevant and interesting to prospective pilgrims. The ease of access to information about umrah packages, online booking services, and the ease of the payment system also received positive ratings from respondents, indicating that the digital innovations implemented by the company made it easier for prospective pilgrims to make bookings and transactions. (Ulum, 2025)

These results are in line with the theory presented by Kotler, Kartajaya, and Setiawan (2021), which emphasizes that in the world of digital marketing, digital innovation is very important in building stronger relationships with consumers and increasing market reach. Therefore, it can be concluded that PT Nur Haramain Mulia has successfully utilized digital marketing innovations to market umrah packages in a more modern and efficient way.

CONCLUSION

Based on this study, the transformation of marketing and services in the implementation of Umrah pilgrimage at PT Nur Haramain Mulia shows that the company's success in maintaining the trust of pilgrims is greatly influenced by the quality of professional services and adaptive marketing strategies. Service transformation has been realized through an integrated service system that includes administration, rituals, worship assistance, accommodation, and other support facilities oriented towards the comfort and safety of pilgrims. From a marketing perspective, the company has integrated conventional and digital approaches through the use of social media, websites, educational content, pilgrim testimonials, and cooperation with various strategic partners. Digital marketing innovations have proven to contribute positively to expanding market reach and facilitating access to information for prospective pilgrims. However, the effectiveness of these strategies still faces a number of challenges, such as differences in pilgrims' digital literacy, increasingly fierce industry competition, changes in government regulations, and limited marketing resources. Therefore, continuous evaluation and strategy development are needed, with an emphasis on improving the quality of digital content, strengthening personal relationships with pilgrims, and synergizing with business actors and community leaders. Overall, the transformation of marketing and services at PT Nur Haramain Mulia has shown a positive direction in building trust, increasing interest, and satisfying pilgrims. Going forward, the sustainability of innovation based on pilgrims' needs, regulatory compliance, and service professionalism will be key to strengthening the company's position as a trustworthy and competitive umrah travel organizer.

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