

Umrah and Hajj Travel Marketing Strategies in Maintaining Existence and Facing Competition (Study at PT. Aufa Duta Wisata Tour and Travel)

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ABSTRACT

Many factors are known including management who have not dared to war fares, agents prefer other travel that is more profitable, management is less deft in recruiting new agents and looking for new markets. The research method used by researchers is qualitative research methods. By methods of collecting interview data to respondents both owners, and employees of the company, documentation, observation and literature studies. Research data analysis uses SWOT analysis by calculating ifas (internal factors strategic analysis) and efas analysis (external factors strategic analysis) of the company. Based on the IFAS table position of Aufa Duta Wisata Tour & Travel, Ltd. on a score of 3.04 this signifies a strong internal position. Companies can make good use of their strengths and overcome weaknesses. And based on the EFAS table, the position of the company can respond to opportunities and threats in the company's market but less than optimally. In a growth strategy, the company must be able to take advantage of existing opportunities, and streamline costs and minimize costs to increase profits.

Keywords: Service Quality, Price, Brand Image, Customer Satisfaction.

INTRODUCTION

Marketing strategies are closely related to distribution channel activities, in which the distribution channel is part of marketing strategies implemented by the company in improving increased sales of a product. Marketing strategy can be seen from 3 (three), the strategy commonly known as the STP (Segmentation, Targeting, Positioning). That in doing a product marketing, always pay attention to the importance of competitiveness (segmentation) that can meet the target product sales (targeting) without neglecting the layout of an activity Marketing or positioning. These three marketing strategies determine the success or failure of a marketing activity (Kotler, Philip. Dan Keller, 2009).

Marketing strategy is a tool to achieve goals and maintain the quality of the company. Which price is an important part of marketing strategy and also become one of the very big obstacles in business ventures consumers often see the price. As well as there is with very sharp competition in the business world, the company must be able to create even better marketing strategy. Therefore, there is an appropriate pricing. And a good marketing strategy in the face of increasingly sharp competition will be important in maintaining the quality of the company (Ayu, 2020).

According to Retnowati that External Environmental Analysis includes PEST (Political, Economic, Social and Technological) Analysis covering macro environmental conditions. Indonesia, namely economy, technology, politics / law, and sociocultural. The second external environmental analysis is the pressure model. Competition that describes five threats, namely competition from existing competitors, threats of new competitors, threats of products or substitution services, the bargaining power of customers, and the bargaining power of suppliers. Internal Environmental Analysis Use a Context Diagram that describes the relationship between the system and external parties related to the company's business (Retnowati, 2010).

Seeing the increasing desire of the Muslim community, especially in Indonesia to perform hajj, this causes the waiting list (waitinglist) to be very long. According to the latest data taken from the Ministry of Home Affairs, there are more than 900 special Umrah and Hajj travel service companies registered

officially in the Ministry of Home Affairs. With the many companies that open this service business, there is inevitable competition between companies that make inevitably every company must compete to create and provide the best service for consumers.

The impact of this then opens up opportunities for the presence of Hajj and Umrah travel. or travel agencies that compete with each other to recruit pilgrims. Now, you can see many travel that take care of the implementation of hajj and Umrah. This can be seen from the proliferation of hajj and Umrah travel companies in various areas both in big cities and in remote areas though (Afidah & Romli, 2019).

In this case there is a very interesting study because after a pilgrim uses the services of a company, it does not rule out the possibility that at other times the pilgrim will use the services of the same company. The number of Indonesian pilgrims is increasing every year, during the implementation of hajj always get special attention from the government in this case the president ordered the minister of religion lngsung plunge in the field as amiirulhajj, in order to directly know the condition of pilgrims who are performing worship. With the increase in hajj applicants every year and the limited number of hajj quotas, the current quota given by the government of Saudi Arabia is 231,000 pilgrims due to the addition of 10,000 quotas which were previously only 221,000 pilgrims consisting of a regular hajj quota of 204,000 pilgrims and a special hajj quota of 17,000 pilgrims. The number of such quotas certainly cannot accommodate all hajj applicants who reach 600,000 pilgrims per year. Of course that amount cannot be met all of them even the quota given less than 40% of the needs. Of course, this is the cause of the long waiting list of Hajj up to decades. Competition in the field of business tavel Umrah and Hajj is increasingly more and more enthusiasts. So it requires reliable and competent marketing to get pilgrims.

In the face of competition the company must understand the market segment and also pursue cost leadership or differentiation within the market segment. Competing and competent marketing techniques are needed, which is the definition of marketing is a social and managerial process in which each individual and group obtains what they want and need by creating and requiring products and values with others, the occurrence of overcapacity that causes hypercompetitive; Too excessive chasing consumers whose numbers are decreasing, most products low differentiation that makes many companies that lose market share, stagnation or congestion or even bankruptcy because they are unable to compete.

Companies should always try to meet the wants and needs of consumers at a time of increasingly tight competitiveness by offering various products. But with the emergence of various offers this can have an impact that consumers have many choices and the power of consumer bargaining is getting bigger so that the company must always be oriented towards consumer satisfaction as the main goal. Therefore, the company must have a strategy to win the competition.

Noviyanti Also explained that hajj and Umrah travel companies must always pay attention to their marketing strategies. Marketing strategies offer companies, including hajj and Umrah travel companies in Banjarmasin a way to create competition, realize the company's goals and provide satisfaction for customers (Noviyanti, 2015). For this, the company can carry out segmentation strategies, target market determination, positioning (Segmentation, Targeting and Positioning (STP)); Marketing mix strategy (marketing mix strategy), differentiation strategy and brand strategy (brand strategy).

The study in this research is on Afa Duta Wisata Tour & Travel, Ltd., a company that provides services on Umrah and Hajj travel services. Located in Kemang Raya 18 Jati Cempaka, Pondok Gede, Bekasi and have opened a branch in Jalan Raya Ketegan, Tanggulangin Sidoarjo. The company have experienced a 17% decrease in the number of pilgrims in 2018. From 2,079 jama'ah in 2018 - 2019 to 1,542 jama'ah in 2019 - 2020.

METHOD

This research uses qualitative research methods. Which intends to understand phenomena about what the subject of the study understands such as behavior, perception, motivation, action and others holistically, by means of descriptions in the form of words and language, in a special context that is natural by utilizing various natural methods.

The main data sources in qualitative research are words and actions, the rest are additional data. The data collection here is intended to obtain accurate data. In the collection of research data, the authors use several methods that support and complement each other in the collection of data that is in accordance with the research methodology, including interviews, documentation, observations and literature studies (Sa'adah, 2020).

Use SWOT data analysis methods by calculating IFAS (Internal Factors Strategic Analysis) and EFAS (External Factors Analysis Strategic) analysis. Internal and External Analysis, based on environmental analysis of internal factors and external factors of the company, then the company can find out the position of the company is in which quadrant, then IE matrix is needed. SWOT analysis is an easy, powerful analysis when used appropriately, so that the company can develop its business as seen from the results of the analysis of internal and external factors of the company and can be presented in the SWOT matrix chart (Kotler Philip, 2010).

RESULT AND DISCUSSION

The Internal And External Factors Analysis

- **Internal factors**
- Aufa, Ltd. Strength
 - Have an expert guide in the field of worship.
 - Provide high quality service products.
 - Provide service convenience to consumers.
 - Have reliable human resources.
- Aufa, Ltd. Weakness
 - Poor management system.
 - Lack of promotion. The advanced technological information does not make the company improve its business act.
 - Product prices are not competitive.
 - Lack of cooperation with other parties.
- **External Factors**
- Opportunity
 - Public interest is high in the field of Umrah and Hajj
 - Branch location. A good opportunity with the branches that can reach more pilgrims in various regions.
 - Technological information. Advanced technological information in the current era has made it easier for information and company marketing about the company's products.
- Threats
 - The number of service companies that compete in the same service sector.
 - New competitors are emerging.
 - Many competing companies are developing products and improving their services.

EFAS and IFAS assessments

Compiled based on internal (strengths and weaknesses) and external (opportunities and threats) analysis of PT. Aufa Duta Wisata Tour & Travel. Internal analysis is carried out by making ifas matrix (Internal Factors Analysis Summary) and EFAS matrix (External Factors Analysis Summary).

Internal analysis that uses IFAS tables is used to formulate strengths and weaknesses so as to optimize existing strengths and overcome weaknesses in the company. IFAS is used to determine the internal factors of the company related to power and weaknesses that are considered important, especially in the functional field. This matrix is also a foundation for identifying and evaluating relationships between fields.

Table 1. IFAS Aufa Duta Wisata Tour & Travel, Ltd. Table

STRATEGIC FACTOR		WEIGHT	RATING	WEIGHTING SCORES
STRENGTH	Expert Human Recources	0,15	4	0,60
	Quality Service	0,125	3	0,38
	Service Convinience	0,1	4	0,40
	Reliable Human Recources	0,15	3	0,45
Total		0,525		1,83
WEAKNES	Management	0,1	2	0,20
	Promotion	0,1	2	0,20
	Price	0,125	3	0,38
	Bussines Relations	0,15	3	0,45
Total		0,475		1,23
TOTAL		1		3,05

Source : Primary Data Processed, 2021.

Based on table 1, the total score of Aufa Duta Wisata Tour & Travel IFAS is 3.04 which then inserted into IE matrix to determine the position of Aufa Duta Wisata Tour & Travel. This analysis was used to formulate threats and opportunity so that it can optimize the existing opportunity and avoid present threats.

Table 2. IFAS Aufa Duta Wisata Tour & Travel, Ltd. Table

STRATEGIC FACTOR		WEIGHT	RATING	WEIGHTING SCORES
OPPORTUNIT	Public Interes	0,19	4	0,76
	Branch Office Location	0,16	3	0,48
	Information Technology	0,19	4	0,76
Total		0,525		2,00
THREATS	Competitor in the same Field	0,12	2	0,24
	New Competitor	0,16	2	0,32
	Inovative Competitor	0,18	3	0,54
Total		0,475		1,10
TOTAL		1		3,10

Source : Primary Data Processed, 2021.

According to the second table, the EFAS total score of Aufa Ltd, is 3.09 then included in the IE matrix to determine Aufa Ltd position.

SWOT Matrix

		<i>High</i> (3-4)	<i>Medium</i> (2-3)	<i>Low</i> (1-2)
Total skor IFAS/ Total skor EFAS	<i>High</i> (3-4)	PT. Aufa Duta Wisata Tour & Travel		
	<i>Medium</i> (2-3)			
	<i>Low</i> (1-2)			

Figure 1. Matrix IE PT. Aufa Duta Wisata Tour and Travel

Source : Primary Data Processed, 2021.

According to figure 1, Aufa Tour and Travel, placed in the first on both row and column means Aufa, Ltd is in concentration growth strategy through vertical integration. Growth strategy (Growth). The company's strategic objectives refer to achieving growth in sales, capital, profit or a combination of all of them. Companies must be able to take advantage of existing opportunities, and streamline costs so that the company can survive.

This strategy is designed to achieve growth, whether in sales, assets, profits, or a combination of the three. This can be achieved by lowering prices, developing new products, adding quality to products or services, or increasing access to the wider market. Aufa Duta Wisata Tour & Travel. The effort that can be done is by minimizing costs so that it can increase profits. This method is the most important strategy if the condition of the company is in rapid growth and there is a tendency of competitors to wage price wars in an effort to increase market share. Thus companies that have not reached the critical mass point of profiting from large scale production will suffer a defeat, unless the company can focus on a particular profitable market. Aufa Duta Wisata *Tour & Travel*, Ltd. SWOT diagram. Coordinat point obtained are :

$$\begin{aligned} \text{Axis X} &= S + (-W) \\ &= 1,82 + (-1,22) \\ &= 0,6 \end{aligned}$$

$$\begin{aligned} \text{Axis Y} &= O + (-T) \\ &= 1,96 + (-1,12) \\ &= 0,8 \end{aligned}$$

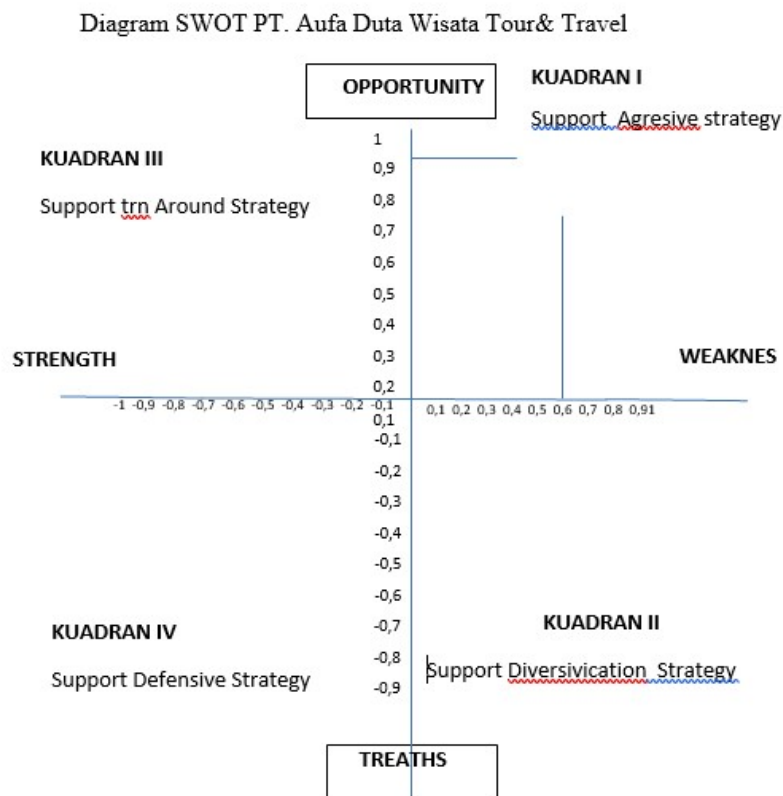


Figure 2. SWOT Diagram of PT. Aufa Duta Wisata Tour & Travel
Source: Primary Data Processed, 2021.

Based on the diagram above the position of PT. Aufa Duta Wisata Tour and Travel is on quadrant I which means a favorable situation. The company has the opportunity and strength so that it can take advantage of the opportunities that exist. The strategy implemented in these conditions is to support aggressive growth policies.

Tabel 3. SWOT Matrix PT. Aufa Duta Wisata *Tour & Travel*

Internal	<i>Strength (S)</i> 1. Have an expert advisor in the field of worship 2. Providing quality service products 3. Providing service convenience to consumers	<i>Weakness (W)</i> 1. Poor Management System 2. Lack of promotion 3. Product prices that are not competitive 4. Lack of cooperation with other parties
Exsternal	4. Have reliable human resources	
<i>Opportunities (O)</i> 1. There is a lot of public interest in the field of Umrah and Hajj 2. Branch office location 3. Information Teknologi	Strategi SO 1. Establish a mutually beneficial cooperative relationship 2. Improve company performance	Strategi WO 1. Recruiting employees in accordance with the field 2. Carry out promotional activities to increase market share
<i>Treath (T)</i> 1. The number of service companies that compete in the same service sector 2. New competitors emerging 3. Many competing companies are developing products and improving their services	Strategi ST 1. Increase market share 2. Increase promotion	Strategi WT 1. Develop a business 2. Provide Human Recorces mastery of technology

Source: Primary Data Processed, 2021.

The company is said to have power, if the internal variables of the company evaluated are able to provide a certain advantage. Aufa Duta Wisata Tour and Travel, Ltd. is in a growth strategy of concentration through vertical integration. Growth strategy. The purpose of a company's strategy refers to the achievement of sales growth, capital, profit or the combination of all of them. In this pososi the company must be able to take advantage of the opportunities that exist, and streamline the costs that come out so that the company can survive. This strategy is designed to achieve growth, whether in sales, assets, profits, or a combination of the three. This can be achieved by lowering prices, developing new products, adding quality to products or services, or increasing access to the wider market. Aufa Duta Wisata Tour & Travel.

The company has the opportunity and strength so that it can take advantage of the opportunities that exist. The strategy applied in this condition is to support aggressive growth policies to deal with the company's weaknesses and threats so that the company chooses a strategy by establishing a cooperative relationship that can be profitable this can be done by strengthening the bond between pilgrims and mentors because there is a community held by guidance from Aufa Duta Wisata Tour & Travel, Ltd. The second strategy is to improve the company's performance in order to compete well. Increasing market share can be by doing targeted and efficient promotions to attract prospective pilgrims. The second increases the demonstration in order to attract the public to use the services of PT. Aufa Duta WisataTour & Travel. Recruiting staff who are in accordance with the field in this strategy to improve the quality of the company in order to make prospective pilgrims believe and can also help in the development of the company. This can be done by expanding the promotional area and can be done with promotion through newspaper advertising media, social media and so on that have not been implemented by the travel party.

(Nazaruddin et al., 2020) I think in its study of the obstacles experienced by PT. Makkah Multazam Safir The marketing and service strategies are as follows: a) Still lack of supervision at the implementation stage, b) Services that are still requires reliable human resources (HR) in their fields, c) Program innovation carried out by PT. Makkah Multazam Safir has many done other travel, d) The emergence of new Tour & Travel competitors facing Competition among other travel.

In research (Nur Cahyawati, 2017) showed the analysis of the position of X Travel companies with SWOT Matrix methods can be seen such as adding the completeness of Umrah and Hajj facilities in SO Strategi, Strengthening Relations with the government and boarding schools in WO Strategi, Booking aircraft seats before there are orders from pilgrims in ST Strategi, Distinguishing prices during low season and High season in WT Strategi. IE Matrix strategy selected is strategy I i.e. the company is in a state of Growth.

In line with the research (Anas et al., 2015) The results of the AWOT analysis, obtained

The strategic priority of the revenue stream element with the relative global value of the highest strategy is the SO strategy, which is to develop the features of Hajj and Umrah products, and work with BPKH to utilize hajj financial instruments. The strategic priority of the main activity elements with the relative global value of the highest strategy is the SO strategy, which is to improve communication and marketing of Hajj and Umrah products, make Hajj customers as endoser / referral, and product marketing in cooperation with the parent company. Finally, the strategic priority of the main partnership elements with the relative global value of the highest strategy is the SO strategy, which is in collaboration with KBIH and non KBIH, and the head office conducts partnership cooperation with BPKH. Based on the elements of the selected canvas business model and the specified strategy can be the basis of the development of a business model for the company in the future.

According to (Ribek, et al., 2020) that external environmental variables are opportunities and threats and the internal environment as strengths and weaknesses. The strategic position of Bean sporuts business in the present and in the future is grow and develop, innovation as a competitive advantage in improving marketing performance by using intensive strategies.

Aufa Duta Wisata Tour & Travel, Ltd. pays less attention to risk management so there are some employee performances that are down but slow in action and cause conflict. The strongness of information technology is less utilized by companies. The company does not dare to risk a big loss, so the company cannot compete on price. Lack of relationships makes it difficult for the company to develop and seem stagnant. Many tour & travel businesses that have been established or newly established and that are always innovating make more and more people's choices and opportunities for PT. Aufa Duta Wisata Tour & Wisata Wisata & Travel will be reduced.

According to (Fadillah, 2018) explained that Travel Hajj and Umrah Medan City has carried out various strategies and also good management, aiming to attract prospective pilgrims or users of travel services. The average strategy and management of Hajj and Umrah travel can be said to be the same, only in some ways there is a difference, both in terms of quality, and also the quantity of pilgrims. Of course, every Hajj and Umrah travel in the city of Medan, can have many prospective pilgrims, if they remain consistent in realizing every commitment built between the travel party and prospective pilgrims. It is necessary according to the author's savings, to make hajj and Umrah travel as a medium of da'wah, not just as a means of hajj. business media. Because, the worship that wants to be carried out is a plenary worship and refinement in the religion of Islam, which is the fifth pillar of Islam.x to determine Aufa Ltd position.

CONCLUSION

- PT. Aufa Duta Wisata Tour & Travel facilitates jama'ahnya with Human Resources (HR) who are experts and reliable in their fields. All services to jama'ah are guaranteed convenience and carried out in accordance with Standard Operating Procedures (SOP), where jama'ah or company customers must be satisfied with the company's services, the provision of bonuses for customers who bring their own jama'ah or bring friends to participate in the company's tour & trip.
- Based on ifas table position of PT. Aufa Duta Wisata Tour & Travel on a score of 3.04 this signifies a strong internal position. Companies can make good use of their strengths and overcome weaknesses. And based on the EFAS table position of PT. Aufa Duta Wisata Tour & Travel on a score of 3.09 it can be identified that the company can respond to opportunities and threats in the company market but less than optimally.
- PT Aufa Duta Wisata Tour and Travel is in the growth strategy. It refers to the achievement of sales growth, capital, profit or a combination of all of them. In this pososi the company must be able to take advantage of the opportunities that exist, and streamline the costs that come out so that the company can be in place.

- Improve the company's performance in order to compete such as doing targeted and efficient promotions to attract candidates.

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