



RESEARCH ARTICLE

# Use Of Digital Media In Developing Umrah Packages At PT Tisaga Multazam Utama Tour Bengkulu

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## Abstract

In this era of ever-growing globalization, it cannot be avoided that the development of Information Technology is experiencing rapid progress. Business people are now taking advantage of this technology to promote and market their products so that they are better known in society. The digital era has made it easier for people to get information, communicate, and even carry out transactions. This change in behavior also affects company marketing strategies, which are now increasingly shifting towards digital marketing. The use of digital media has become a solution for companies in marketing and promoting their products. PT. Tisaga Multazam Utama Tour in Bengkulu uses various digital media platforms such as Facebook, Instagram, WhatsApp and TikTok. Through this media, companies can effectively convey information about various promotional packages, including prices and types of packages offered. The presence of social media makes it easier for prospective pilgrims to obtain information about Umrah travel packages provided by companies. This research uses a descriptive approach that describes phenomena with data that is accurate and arranged systematically. Based on the interview results, it can be seen that the majority of Umrah pilgrims access social media, with 69 people following, while only 13 people do not follow. The research results also show that the digital media platform is most widely used by pilgrims to find out about PT Umrah packages. Tisaga Multazam Utama Tour is Facebook and WhatsApp, with a total of 28 respondents. SWOT analysis is carried out to identify the company's internal factors (strengths and weaknesses) and external factors (opportunities and threats). The results of the analysis show that the company's internal strengths are more dominant than weaknesses, and from the external side, opportunities are more significant than threats. This shows that the company has strengths that can be utilized to optimize the opportunities around it.

**Keyword:** PT. Tisaga Multazam Utama Tour, Social media, SWOT

## Introduction

In this age of growing globalization, we cannot avoid keeping up with the rapid development of Information Technology. In addition, we also need to set clear goals in developing information and communication technology. Entrepreneurs use technology to market their products to be better known by the wider community through social media and the internet. In this digital age, people have easier access to information, communicate, and even shop. This change has altered consumer behavior and significantly affected the company's marketing strategy. Digital marketing comes as a solution to adjust the company's strategy in promoting its products, as explained by Yasmin (2015) that digital marketing is considered more effective and efficient than traditional marketing methods.

Digital marketing utilizes various digital media and technologies, such as websites, search engine marketing, online public relations, display advertising, email marketing, and social media marketing (Christina et al., 2019). Each of these channels has its own role and advantages in promoting a company's products or services to consumers.

As a country with the largest Muslim population, Indonesia has the potential to sell religious tourism packages such as Hajj and Umrah which continue to increase. This increase is driven

by higher religious awareness among Muslims. Performing Hajj or Umrah is part of the recommended worship in Islam. Umrah itself is one of the acts of worship that is considered sunnah, with opinions from scholars such as Imam Abu Hanifah, Imam Malik, Ibn Mas'ud, Imam Ahmad, Imam Ash-Shafi'i, Abu Tsauro, and scholars from Umrah packages have become an interesting phenomenon to study, especially regarding whether for Indonesian Muslims, Hajj and Umrah are primary needs or not. Indonesia as the largest Muslim majority in the world makes Hajj and Umrah a compulsory act of worship that must be done once in a lifetime by every Muslim who is able. However, Hajj and Umrah remain the dream of every Muslim, so the number of Hajj and Umrah pilgrims continues to grow. In Saudi Arabia, Hajj and Umrah may be considered ordinary acts of worship, but for most Muslims living outside the region, including in far-flung countries, Hajj and Umrah are considered special acts of worship. In addition to mental and spiritual preparation, Hajj and Umrah for people from far away also require good physical health. Strategy and implementation are expected that the appropriate promotional strategy can encourage consumers to buy the products or services offered by the company. Promotion is a crucial element in a company's marketing strategy that serves to inform, persuade, and remind consumers about the company's products with short-term goals (Mustafa & Al-Abdallah, 2020; Wang, 2019). Promotion involves the coordination of all the seller's efforts in organizing channels of information and persuasion to market goods, services, or even ideas (Familmaleki, 2015). Through this process, messages are presented to increase consumer knowledge about the products and services offered, which is expected to increase sales and strengthen the company's brand image (Alma, 2010). Research has shown that promotional activities can significantly increase consumer knowledge about products/services as well as

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perceived value, which in turn increases the desire to make purchases (Pai et al., 2017; Wang, 2019).

The basic concept of a promotional strategy involves sending communication messages from producers to consumers with the aim of encouraging the purchase of products or services. Various promotional tools must be adapted to the changing market dynamics in order to achieve the set sales targets. Companies need to explore and identify promotional opportunities that can influence consumer purchasing decisions, so that they can design effective promotional strategies. The right promotional strategy will increase consumer perceptions of product and service quality, which in turn will affect interest in buying. Thus, the implementation of effective promotional strategies and the optimal use of digital media can increase the number of participants visiting PT. Tisaga Multazam Utama Tour in Bengkulu. Based on this data, the author conducted a preliminary study through surveys and interviews at PT Tisaga Multazam Utama Tour in Bengkulu to evaluate the current utilization of digital media. The use of digital media has been very helpful in conveying information about promotional packages, such as prices, types of packages offered, departure schedules, available facilities, and preparations that need to be made by pilgrims for Umrah, without requiring additional searches or consultations with other parties. With the existence of digital media, especially through social media platforms, pilgrims can easily find out the latest information about packages and trips offered by PT Tisaga Multazam Utama Tour. The digital media used by PT Tisaga Multazam Utama Tour are:

1. PT Tisaga Multazam Utama Tour Bengkulu uses Facebook as one of the digital media to promote its Umrah packages. Facebook is widely used by Indonesians and globally, making it a potential platform for marketing various types of products and services.
2. PT Tisaga Multazam Utama Tour Bengkulu also uses Instagram as a digital marketing medium. Apart from Facebook, Instagram has become one of the most popular platforms in recent years. PT Tisaga Multazam Utama Tour uses Instagram to introduce their account to the public and prospective pilgrims, with the aim of increasing the number of their prospective pilgrims.
3. WhatsApp is used by PT Tisaga Multazam Utama Tour as one of the digital media to promote their Umrah packages. This WhatsApp group consists of alumni who have previously used Multazam's travel services, making it easier to promote to them and encourage alumni's interest in leaving again ...
4. Tiktok is used by PT Tisaga Multazam Utama Tour as a digital tool to introduce its umrah packages, by sharing experiences and activities during umrah on the platform, aiming to attract consumer attention.

## Method

According to Hafni Sahir, (2021) "This research has a descriptive nature. Descriptive research method is a method that describes a phenomenon using a description or explanation in detail. using accurate data and systematically researched".

SWOT analysis is an analytical tool that is often used because it is considered capable of providing a comprehensive overview and feedback to management to formulate a suitable strategy for the company in the future. This analysis involves the categorization of key factors that affect the development of the company (J Nazarko, 2017). SWOT analysis is used to recognize internal factors that are the strengths and weaknesses of the company, as well as external factors that are opportunities and challenges for the company's development.

According to (Rangkuti, 2013) SWOT analysis is interpreted as an analytical method that uses logic to make the most of strengths and opportunities, as well as to minimize weaknesses and threats.

SWOT analysis is a strategic planning method that is useful for evaluating strengths and weaknesses, as well as opportunities and threats in a project, both in the implementation and planning stages.

## Result and Discussion

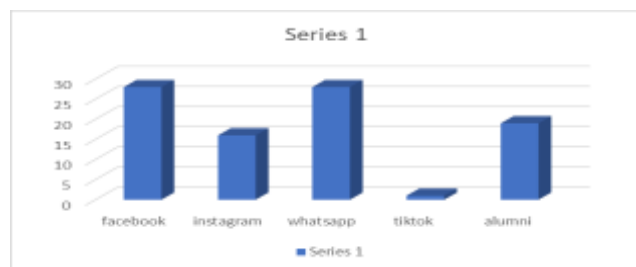


Data Managed 2024

**Fig 1. Graph Of Who Follows The Social Media Account Of PT. Tisaga Multazam Utama Tour Bengkulu**

Based on the results of interviews with respondents, the graph above shows that Umrah pilgrims who follow social media reach 69 people while those who do not follow are 13 people. It can be concluded that more pilgrims follow than those who do not follow. Thus this is a great opportunity for PT. Tisaga Multazam Utama Tour Bengkulu to continue to increase promotion through digital media, because by utilizing digital media effectively and actively in helping to promote Umrah packages.

The content is also emphasized in the results of interviews with the marketing team at PT Tisaga Multazam Utama Tour Bengkulu, namely Mrs. Masni and Mrs. Zahiro, explaining that "in our opinion promoting Umrah packages through social media is very useful, which initially the public did not know about PT Tisaga Multazam Utama Tour Bengkulu, now they know. By looking at testimonial posts, travel stories and various Umrah packages available at our agent which we often share on our social media, thank God, we get a positive response from many people. From that post, many messages came from people asking about our agent's Umrah travel packages." (May 1, 2024). Which digital media is the most useful in promoting Umrah packages.



Data Managed 2024

**Fig 2. Number Of Pilgrims Who Know The Umrah Package At PT. Tisaga Multazam Utama Tour Bengkulu Through Digital And Conventional Media**

Based on the graph above, it shows that the number of Umrah pilgrims who know or make decisions through Facebook and WhatsApp digital media is the same, namely 28 people from the respondents' information, they follow Facebook social media so that they attract attention to take Umrah packages at PT. Tisaga Multazam Utama Tour Bengkulu, while Whatsapp based on the respondents' information they know the Umrah package because they are good friends with the main director, Hj. Darmiati so they see the instastory shared by Hj. Darmiati they immediately ask the owner of the agent.

Meanwhile, Instagram the number of pilgrims who know the promotion of the umroh package is 16 people, the number of pilgrims who know the umroh package through Tiktok is 1 person and the number of pilgrims who know the umroh package through Alumni is 19 people based on the results of this

calculation Alumni are also useful in promoting the umroh packages that we offer.

And the results of interviews conducted on May 1, 2024 yesterday with the marketing team at PT. Tisaga Multazam Utama Tour Bengkulu, namely Mrs. Masni and Mrs. Zahiro, said "the marketing carried out by our agents not only utilizes digital media but also utilizes conventional marketing distributing brochures at recitation events or other meetings and our agents are also currently trying to do marketing by spreading marketing members to the regions".

So based on the information above and the numbers listed on the graph, the most useful digital media in promoting Umrah packages are Facebook and WhatsApp. And PT. Tisaga Multazam Utama Tour Bengkulu also markets its Umrah packages through conventional marketing.

**1.SWOT Analysis**

**(a) Strength**

*1) The facilities and comfort provided are in accordance with what is offered*

The facilities and conveniences provided at PT. Tisaga Multazam Utama Tour Bengkulu are in accordance with what is stated in the Umrah package offered. And comfort is very much maintained to pay attention to the congregation so that the Umrah goes as desired.

*2) Cheap and competitive prices*

The price of the Umrah package of PT Tisaga Multazam Utama Tour Bengkulu is cheaper than other agents and that price includes souvenirs that are rarely found in other agents, but what is very interesting is that even though the price is cheap PT Tisaga Multazam Utama Tour Bengkulu has never reduced the facilities of its pilgrims.

*3) Various Umrah packages*

The variety of Umrah packages offered is quite varied. PT Tisaga Multazam Utama Tour Bengkulu has several Umrah packages offered to the public starting from Here are some of the Umrah package options available: standard Umrah package for 9 days, standard Umrah package for 12 days, Umrah package for 12 days with an additional tour of Turkey, Umrah package for 12 days with an additional tour of Dubai, Umrah blessing package, and other Umrah packages. barokah promo and there are 13-day and 7-day packages in Mecca, these packages are very rarely found in other Umrah travel.

*4) Establishing silaturahmi with alumni by holding a reunion.*

PT Tisaga Multazam Utama Tour Bengkulu Regularly, the company maintains good relations with alumni of Umrah pilgrims through annual meetings and monthly recitations which are held regularly. if there are no obstacles at the Nakau village mosque in Central Bengkulu.

**(b) Weakness**

*1) Weak on offline promotion*

At this time PT Tisaga Multazam Utama Tour Bengkulu focuses on online marketing, for example by utilizing social media such as Facebook, Instagram, Tiktok and WhatsApp. So that offline promotion by distributing brochures directly to the public has not been maximized.

*2) Weak in utilizing video conference facilities.*

PT. Tisaga Multazam Utama Tour has not used video conference facilities such as zoom to guide Umrah and Hajj pilgrims who live far from the location of the rituals or are unable to attend and ensure proper audio quality for the sake of conveying messages from Multazam Bengkulu to pilgrims.

**(c) Opportunities**

*1) PT Tisaga Multazam Utama Tour Bengkulu is the founder and manager of an association or association of Indonesian Umrah and Hajj entrepreneurs in Bengkulu since 2011. And PT. Tisaga Multazam Utama Tour Bengkulu is one of the branches in the center. This position can be used as a platform to promote better Umrah travel packages.*

*2) Positive responses from Umrah pilgrims to PT. Tisaga Multazam Utama Tour Bengkulu as a PPIU (founder of Umrah travel organizers) so that in providing services, comfort and trust to Umrah pilgrims.*

*3) The high number of Indonesia's Muslim population The high number of Muslim population in Indonesia is an opportunity for PT. Tisaga Multazam Utama Tour Bengkulu to be more aggressive in promoting its umrah packages both online and offline.*

**(d) Threat**

*1) The increasing number of PPIU (Umrah Worship Travel Organizers)*

The increasing number of Umrah organizing agents in Bengkulu is a threat to PT. Tisaga Multazam Utama Tour Bengkulu, therefore we must be optimistic in providing the best and most comfortable service for Umrah pilgrims.

*2) The number of Umrah agents who offer very cheap package prices*

With this competition in price, it is a very strong threat in promoting Umrah packages. Some travel agents even lower their prices in order to attract more pilgrims, which ultimately makes pilgrims interested in finding other agents without seeing the facilities provided later.

**Table 1. Matrik Swot**

Internal	Strengths (s)	Weakness (W)
	<ol style="list-style-type: none"> <li>1. The facilities and comfort provided are as promised.</li> <li>2. Cheap and competitive prices</li> <li>3. Various Umrah packages</li> <li>4. Establishing friendship with alumni</li> </ol>	<ol style="list-style-type: none"> <li>1. Weak on offline promotion</li> <li>2. Weak in utilizing video conference facilities.</li> </ol>
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<p style="text-align: center;">Threat (T)</p> <ol style="list-style-type: none"> <li>1. The increasing number of PPIU (Umrah Worship Travel Organizers)</li> <li>2. The number of umrah agents that offer very cheap package prices</li> </ol>	<p style="text-align: center;">Strategi ST</p> <ol style="list-style-type: none"> <li>1. Mobilize all employees and their abilities to maintain and develop the company in the midst of price competition and the number of PPIUs in circulation.</li> </ol>	<p style="text-align: center;">Strategi WT</p> <ol style="list-style-type: none"> <li>1. Improve on offline promotions so as not to lose to other agents who excel in offline promotions.</li> <li>2. Improve the system and communication through video conferences so that people are not interested in registering with other agents because at PT. Tisaga Multazam Utama Tour Bengkulu has complete facilities.</li> </ol>
<p style="text-align: center;">Opportunity (o)</p> <ol style="list-style-type: none"> <li>1. PT Tisaga Multazam Utama Tour Bengkulu which establishes and manages an association of Umrah and Hajj entrepreneurs in Bengkulu which has been registered with the Ministry of Religious Affairs.</li> <li>2. Positive responses from umrah pilgrims to PT. Tisaga Multazam Utama Tour Bengkulu</li> <li>3. The high number of Indonesia's Muslim population</li> </ol>	<p style="text-align: center;">Strategi SO</p> <ol style="list-style-type: none"> <li>1. Utilize the position of the founder and director of the Umrah Association which has been registered at the Ministry of Religion by continuing to provide services and comfort to pilgrims, providing a variety of Umrah packages and low prices that are competitive.</li> <li>2. Always maintain friendship with alumni of the congregation</li> <li>3. And take advantage of the high number of Muslim population and the positive response of the community to continue to add pilgrims.</li> </ol>	<p style="text-align: center;">Strategi WO</p> <ol style="list-style-type: none"> <li>1. With the limitations in utilizing video conferencing facilities at this time the company must continue to dig in or develop so that the limitations of the congregation are met and provide a sense of comfort.</li> <li>2. Weak in offline promotion, the company must install a strategy by adding a marketing team for promotion to small regions.</li> </ol>

## Conclusions

Based on the available information and research findings, the researcher can conclude that:

By utilizing digital media effectively, it can clearly help in promoting Umrah packages. This has been researched by researchers and the results show that the number of pilgrims who follow the social media of PT. Tisaga Multazam Utama Tour Bengkulu is an opportunity for agents to continue to improve in promoting their Umrah packages through digital media. But it is undeniable that based on alumni research it can also be used as a promotional tool because alumni also provide information to the public through word of mouth. And in the SWOT analysis that has been carried out to identify internal factors, including strengths and weaknesses, as well as external factors of opportunities and threats. The results of the analysis show that strengths in internal factors are more purple than weaknesses and external factors in the aspect of opportunities are superior to threats. The company has advantages that allow it to take advantage of existing opportunities.

Based on the results of the study, it shows that the digital media that most pilgrims know about the Umrah package at PT Tisaga Multazam Utama Tour Bengkulu are Facebook and Whatsapp. This is utilized by the company owner by having friends on whatsapp making whatsapp a promotion tool as well, and facebook which is easily accessible to all groups ranging from teenagers to old people.

But at PT Tisaga Multazam Utama Tour Bengkulu also promotes through offline but for now it is not optimal because of the limited employees or marketing team that wants to be spread to the regions.

## Suggestions

Based on the results of research on the use of digital media in developing Umrah packages at PT Tisaga Multazam Utama Tour Bengkulu, there are several suggestions or inputs for PT Tisaga Multazam Utama Tour Bengkulu, including:

PT. Tisaga Multazam Utama Tour Bengkulu which has developed and utilizes digital media as a promotional tool is very effective, but it must continue to develop promotions through offline because not all people have digital media, therefore promotion through offline must be developed again.

In utilizing social media applications, PT. Tisaga Multazam Utama Tour Bengkulu is very good, but researchers suggest that more advertisements be placed on applications that are less

known to the public so that the reach is wider and applications that are already widely known so that they increase.

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