Umrah Service Management PT. Zakiah Dina Tayyibah

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ABSTRAK

Penelitian ini untuk menguraikan strategi pelayanan jamaah umrah yang ada pada perusahaan PT. Zakiah Dina Tayyibah. Penelitian ini menggunakan metode kualitatif deskriptif. Teknik pengumpulan data diperoleh melalui wawancara, observasi, dan dokumentasi. Penelitian ini menunjukkan bahwa PT. Zakiah Dina Tayyibah dapat meningkatkan pelayanan dan memperkuat suatu perusahaan. PT. Zakiah Dina Tayyibah menggunakan beberapa strategi dengan brosur, website, dan lainnya sehingga dapat meningkatkan kualitas pelayanan perusahaan PT. Zakiah Dina Tayyibah terhadap jamaah umrah. Perusahaan PT. Zakiah Dina Tayyibah ini juga menyediakan beberapa cabang perusahaan di berbagai daerah sehingga memudahkan para jamaah untuk mengakses informasi dan untuk melakukan pendaftaran jamaah umrah.

Kata Kunci : manajemen, pelayanan, umrah

ABSTRACT

This research is to analyze the strategy of umrah pilgrimage services in PT. Zakiah Dina Tayyibah. This research uses descriptive method. The data collection techniques obtained through interviews, observation, and documentation. This research shows that PT. Zakiah Dina Tayyibah can improve services and strengthen a company. PT. Zakiah Dina Tayyibah uses several strategies with brochures, websites, and others so as to improve the quality of the company's services PT. Zakiah Dina Tayyibah also provides several branch companies in various regions making it easier for pilgrims to access information and to register umrah pilgrims.

Keywords : management, service, umrah

INTRODUCTION

Hajj and Umrah is one of the obligatory worship services for every capable Muslim. This obligation is the fifth pillar of Islam, because Hajj is an obligation, then anyone who is able to do it, if he does not do so he will sin and if he does, he will be rewarded. Hajj and Umrah are only required once in a lifetime. This means that someone who has made the first pilgrimage, then his obligations have been completed. The next Hajj, second, third and so on, are Umrah (Thib & Musdah, 2016:227).

Providing good services to the pilgrims will give satisfaction to the pilgrims which will ultimately create loyalty of the pilgrims to the manager (travel) concerned. If the service or service received is in accordance with what is expected, then the quality of the service or service can be perceived as good and satisfying, conversely if the service or service received is lower than expected, the quality is perceived poor (Kifli, 2010:4).

PT. Zakiah Dina Tayyibah Tours and Parepare City Travel is one of the Hajj and Umrah travel agencies that will provide integrated services both in organizing pilgrimage trips and in the form of other services, by providing worship travel services based on the guidance of the Qur'an and al-Sunnah. To find out more about the services of the Hajj and Umrah, the writer will pour in a paper that aims to elaborate Manajemen Pelayanan Jamaah Umrah (Studi Kasus PT.Zakiah Dina Tayyibah Tours dan Travel Kota Parepare)."

The research conducted by the author is not the first study conducted, but there are some previous studies related to the management of Umrah pilgrims services. First, research conducted by Irmayani years 2019 Vol. 1 No. 1 dengan judul "Strategi Manajemen dalam Peningkatan Pelayanan dan Kepercayaan Jamaah Haji dan Umrah (Studi pada PT. Zakiah Dina Tayyibah Tour dan Travel Kota Parepare)". The results of this study concluded that the service management strategy of PT. Zakiah Dina Tayyibah Parepare City Tour and Travel in improving Services and Beliefs of Hajj and Umrah pilgrims is to use a strategy based on the guidance of the Koran and as-Sunnah where there are five service management points that become the Strategy of PT. Zakiah Dina Tayyibah Parepare City Tour and Travel namely Planning, Organizing, Motivating, Paying Attention to Service Quality and Supervising the Performance of Its Employees (Irmayani, 2019:98).

Second, a research conducted by Ngatno Syahputra SE.I, ME.I 2017 Vol. 3 No. 2 title "Analisis Sistem Pelayanan Haji dan Umrah pada PT. Malindo Makkah Madinah di Medan". The results of this study concluded that in terms of service PT. Malindo Makkah Madinah is administratively maximal to the congregation by facilitating professionally both in the country such as politeness, neatness and professionalism of employees serving prospective congregations when they are just about to register themselves and when in the Holy Land and are able to work well

with the parties parties supporting the departure of the hajj pilgrimage such as accommodation in adequate place settings for the four-star and five-star lodging facilities which are equipped with Indonesian special food menus, because PT. Malindo Makkah Madinah looks at the situation and conditions that exist (Syahputra, 2017:126).

Third, research conducted by Nur Aeni Hidayah et. al. 2015 “Rancang Bangun Sistem Informasi Pelayanan Haji dan Umroh Berbasis Web (Studi Kasus: KbiH Al- Karimiyah Depok). The results of this study conclude that the web-based Hajj and Umrah service information system provides services such as Hajj and Umrah guidance registration online, can see guidance schedules, health check schedules and green book collection for pilgrims only, schedule for making passports and taking passport books for the congregation and the existence of chat among members of KBIH Al-Karimiyah (Hidayah, Utami, & Suhendar, 2015:12).

From some of the above studies, the authors conclude that the three studies discuss the services of pilgrims and umrah, but the research is different from the research that will be conducted by the author. Therefore, this research will discuss in detail about the management of Hajj and Umrah services on PT. Zakiah Dina Tayyibah Tours dan Travel Kota Parepare. Based on the background of the problems above, it can be drawn the formulation of the problem: How is the management of Umrah pilgrims services at PT. Zakiah Dina Tayyibah Tours and Parepare City Travel?

Research conducted at PT. Zakiah Dina Tayyibah Tour and Travel is located on Jl. General Ahmad Yani No. 190 KM. 3 RT-RW. 003-004, Ex. Lapadde, Kec.Ujung Kota Parepare, South Sulawesi 91131. PT. Zakiah Dina Tayyibah Tour and Travel.

This study uses a qualitative data analysis method that emphasizes collecting data directly from the first hand without going through an intermediary by understanding in depth what actually happened to be thought about and its background (Raco, 2010:21).

This study adapted field research, that is research conducted on an event that actually occurred (Damanuri, 2010:6). This research is classified as a qualitative study, meaning that this research seeks to collect data, researchers must plunge themselves into the field actively through observation, interviews, and study documentation (Gunawan, 2013).

Data sources are all information obtained from responses or originating from documents, both in the form of statistics or in other forms for the purpose of the research. (Subagyo, n.d 2004:87.). Data consists of primary data and secondary data. Primary data is data in the form of information in oral form which is directly obtained by researchers from the original source (Arikunto, 2010:40). Based on this primary data, the writer asked directly by interviewing. While secondary data is the

data used in the form of written data obtained from various sources relating to the research objectives (Arikunto, 2010:40). This means that this secondary theory is obtained from various sources in the form of books, journals, as well as scientific works as well as other data sources relating to the title of the proposal.

The techniques used to obtain data through field research are as follows: First, data collection is based on interviews conducted by researchers with related parties in order to obtain more accurate information. Second, do documentation which is a way of collecting data that produces important records relating to the problem under study, so that data will be obtained that are complete, valid and not based on estimates (Suwandi & Si, 2008:158).

LITERATURE

The theory used as the basis in this research is the theory of service and Umrah. Service is the fulfillment of needs through other people's activities directly. Service is also defined as any activity / benefit offered by one party to another party which is basically intangible and does not result in any ownership.

Service is an activity or sequence of activities that occur in direct interaction between an individual and another individual or machine physically, and provides the satisfaction of worshipers. In a large Indonesian dictionary, service is explained as an effort to serve the needs of others; and serving is to help prepare (take care of) what someone needs (Sukayat, 2016:133).

The activities of Hajj and Umrah services include: First. Administration, administration is the whole process of activities carried out and involving all people together in an organization to achieve organizational goals that have been set, starting from the registration process, service, until the immigration letter (Sukayat, 2016:133).

Second. Manasik guidance, Hajj and Umrah ritual guidance can be carried out into 3 parts, namely: (a) Prahaji, guidance carried out before leaving for the holy land so that prospective pilgrims understand and understand how to worship the Hajj and Umrah when in the Holy Land later. (b) Guidance carried out while in the Holy Land, Guidance accompanying and giving direction to pilgrims to carry out the pilgrimage and umrohya in accordance with the procedures for the pilgrimage. (c) Post-Hajj, guidance conducted after the implementation of the Hajj and Umrah, to maintain the prevalence of Hajj and Umrah (Sukayat, 2016:133).

Third. Transportation, transportation plays a significant role in the implementation of the Hajj and Umrah. Movement of pilgrims from the area of origin to Saudi Arabia until returning to the area of origin requires a means of transportation in accordance with the distance traveled and the volume of transport (people and goods). Fourth. Accommodation, accommodation is one important element that must be considered by the organizers of the pilgrimage and

umrah. Organizing must provide accommodation well and satisfactorily so that pilgrims are more solemn in carrying out worship. The accommodation services referred to include lodging services that are complemented by food, drink and other services (Sukayat, 2016:134).

Fifth. Consumption, the feasibility of serving food that meets nutritional and hygienic standards is a service that makes pilgrims feel comfortable and satisfied. When compared with the facilities they receive and feel, the costs they incur to be able to carry out the Hajj and Umrah become balanced. Sixth. Health, health services are carried out before leaving for the Holy Land, such as medical check-ups, injections of meningitis and H1N1 vaccines. Health services are examinations, treatments and health care so that pilgrims remain in good health, do not transmit or contract diseases during the Hajj and Umrah pilgrimage. And after returning to the country (Sukayat, 2016:134).

Umrah in language, Umrah comes from the word *i'timar* which means pilgrimage, which is to visit the Ka'bah and tawaaf, then to *sa'i* between Safa and Marwah, as well as to shave hair (*tahalul*) without staying before Arafat. Whereas according to the term, Umrah is a visit to Baitullah to do Ihram of miqat, tawaf, *sa'i*, and shave (*tahalul*) in order to expect Allah's pleasure. (Sukayat, 2016:24).

Umrah worship is required for Muslims who can perform it once in a lifetime. For those who carry out more than once, the law is *sunnah*. Umrah can be done at any time of the year. Umrah is not tied to just a few months like the pilgrimage. However, the pilgrimage is not recommended on the nine *zulhijjah* (Arafat Day) to 13 *Zulhijjah* which is the peak of the Hajj (Sukayat, 2016:25).

The Umrah conditions are: Islam, Baliq, common sense, independence (not a slave), and *Istitha'ah* (able). While the pillars of umrah consist of *berihram* and intend, tawaf, *sa'i*, *tahalul*, and orderly (Sukayat, 2016:26).

There are several pillars of umrah that must be done, namely: First, *ihram* and intend, *ihram* intention must be carried out in *Miqat* which has been determined after wearing two strands of *ihram* clothes without stitches for men and for women there are no provisions on the type of clothing that must be worn, but must cover all his private parts, except his face and hands. Second, tawaf, tawaf that is around the Kaaba as much as 7x, starting from the point of Hajar Aswad with the intention of umrah tawaf and there are no specific provisions of prayers that must be read during tawaf. However, you should read the prayer guide or other sources from *Jumhur ulama*. Third, *Sa'i* is a 7x journey between Mount Safa and Mount Marwah, starting from Mount Safa and ending at Mount Marwah. There are no prayer requirements to read while doing *sa'i*. However, you should read the prayers that have been written by *Jumhur scholars*. Fourth, *tahalul* means to justify yourself from all prohibitions after intending *ihram* by shaving hair after completing all the series of Umrah. Fifth, namely orderly (Sukayat, 2016:28).

PT. ZAKIYAH OVERVIEW

PT. Zakiah Dina Tayyibah Tour and Travel has been established for approximately 11 years, which is open five times a week, from Monday to Friday, which is open from 08:00 to 17:00.

PT. Zakiah Dina Tayyibah Tour and Travel This parepare city is a Hajj and Umrah travel agency based on the guidance of the Qur'an and Hadith so as to increase the Islamic insight of the pilgrims and Umrah.

The vision and mission of PT. Zakiah Dina Tayyibah Tour and Parepare City Travel is to prioritize the interests of pilgrims by being willing to provide quality services in order to achieve prosperity in worship and provide services in accordance with the guidance of the Qur'an and hadith. right to strengthen a company. PT. Zakiah uses strategies with brokers, websites and others, so as to improve the quality of the services of pilgrims and umrah.

UMRAH SERVICE PROVIDED BY PT ZAKIYAH

This is consistent with an interview conducted with one of the staff of PT. Zakiah Dina Tayyibah, the City of Parepare, which explains about strategies such as what is used in increasing Hajj and Umrah customers or consumers at PT. Zakiah i:

"If the strategies are, right ... maybe through brochures, we have many branches, we have partners in each region and agents also exist in each region, for example in Sidrap. Especially in Pinrang, there are already offices like this, if in other places such as Bone, Belopa, Malili, we have many partners there. So we have a congregation that is always increasing. "(Direct interview with the information division of PT. Zakiah Dina Tayyibah Tour and Travel" Mr. Awal Achmad "on 28 November 2019).

From the results of the above interview it can be concluded that PT. Zakiah Dina Tayyibah uses brousur that can attract customers of Hajj and Umrah pilgrims from various regions so that pilgrims and Umrah at PT. Zakiah Dina Tayyibah is always increasing.

The strategy adopted by PT. Zakiah Dina Tayyibah can increase Hajj and Umrah pilgrims / customers:

"For Hajj and Umrah pilgrimage registration there is an automatic increase, if for monthly it still increases only depending on the quota, for

example this month we get a quota of only 40, next month only 30 and also depends on the airline given for example sometimes there are 90, 100, 200 and also sometimes given 50 and 60 airlines per month. But if for each year the graph continues to increase / increase. " (direct interview with the information division of PT. Zakiah Dina Tayyibah Tour and Travel "Mr. Awal Achmad" on November 28, 2019).

"For example, in October there were 900 (nine hundred) pilgrims dispatched with 4 departures." (direct interview with PT financial staff, Zakiah Dina Tayyibah Tour and Travel "Mrs. Rustika" on November 28, 2019).

From the interview results above prove that an increase in the services of pilgrims and umrah at PT. Zakiah Dina Tayyibah, according to her annual chart records, continues to increase depending on the quota and airline provided.

Services of PT. Zakiah Dina Tayyibah provides convenience to pilgrims and Umrah outside the area by registering Hajj and Umrah through the internet without having to go to the location. This is consistent with the interviews conducted:

"Yes, we can open it on its website tayyibah, we can also download it on youtube, InstagramPT. Zakiah Dina Tayyibah. For registration via online. The file can also be sent online, whatsapp, email, the cost is sent through an account, so our congregants are mostly from outside the region, for example those from Jayapura, Kalimantan, from Ambon, although we never meet the person, we will only meet later at the airport or at the hotel. We have never met the congregation directly, starting from depositing files, paying for anything of all kinds. All through applications either through WA, or via pdf, email, what all kinds including all the recommendations for making passports of all kinds we just send them then they proceed to the place where they are administered, for example vaccines, passports, without having to meet directly with the person. " (direct interview with the information division of PT. Zakiah Dina Tayyibah Tour and Travel "Mr. Awal Achmad" on November 28, 2019).

It can be concluded that the strengths of PT. Zakiah Dina Tayyibah, that is, the trust of pilgrims and umrah to the services provided by PT. Zakiah Dina Tayyibah without having to meet in person. Given the number of service bureaus pilgrims and Umrah who commit fraud.

In providing guidance services from PT. Zakiah Dina Tayyibah gave several directions before departure:

"Every departure has its manasik and its mentor is special. There too later in the Holy Land there are each mutawif who guide and they have been equipped with certificates and have accreditation so we are not haphazard. So you must have documents that must comply with the provisions of the Department of Religion. " (direct interview with the information division of PT. Zakiah Dina Tayyibah Tour and Travel "Mr. Awal Achmad" on November 28, 2019).

From the above statement it explains that PT. Zakiah Dina Tayyibah has made preparations from the beginning to smooth the process of guidance services for prospective pilgrims or their customers and without discriminating customers by serving wholeheartedly.

The results of an interview with one of the staff of PT. Zakiah Dina Tayyibah Parepare City explained about how the characteristics of PT. Zakiah Dina Tayyibah in providing services to pilgrims:

"All travel is the same, both are given hotels, both are given planes, the difference is that PT. Zakiah with other services. Starting from here at the office to the file, and how to get it back. Then we also provide our service in Parepareinduk, in Parepare, the center is in Pare, so if we do, we leave the pilgrims at Pare and pick up at Pare, so there is no additional cost. " (direct interview with financial staff of PT. Zakiah Dina Tayyibah Tour and Travel "Mrs. Rustika" on November 28, 2019).

"If we have covered all the costs from leaving to go home. Kalautravel-other travels frankly, when they arrive in Makassar they will be scattered back to their homes because they are picked up by themselves, meaning leaving / being picked up one by one. if we are still picked up and still provide pickup services to the Parepare place. " (direct interview with the information division of PT. Zakiah Dina Tayyibah Tour and Travel "Mr. Awal Achmad" on November 28, 2019).

In this case, PT. Zakiah Dina Tayyibah still provides pickup services for pilgrims and umrah even though there are pilgrims who go home alone or have family pick up.

Then PT. Zakiah Dina Tayyibah provides other services that form arisan groups and majlis taklim with the aim of providing a way for worshipers who want to worship.

CONCLUSION

Based on the analysis of the discussion and research results titled "Management of Umrah Congregation Services (Case Study of PT. Zakiah Dina Tayyibah Tours and Parepare City Travel)", the researchers can conclude that the strategy used by PT. Zakiah Dina Tayyibah is using brokers that can attract customers of Hajj and Umrah pilgrims from various regions so that pilgrims and Umrah at PT. Zakiah Dina Tayyibah always increases according to her annual chart records, which depends on the quota and the amount of her mask.

The advantages of PT. Zakiah Dina Tayyibah, namely the trust of pilgrims and umrah to the services provided by PT. Zakiah Dina Tayyibah is related to preparations from the beginning for the smooth process of prospective mentoring pilgrims or their customers and providing pickup services. PT. Zakiah Dina Tayyibah provides services without discriminating customers by serving wholeheartedly. PT. Zakiah Dina Tayyibah also provides other services in the form of the formation of arisan groups and taklim assemblies aimed at paving the way for worshipers who wish to worship, so this is what distinguishes PT. Zakiah Dina Tayyibah with Hajj and Umrah pilgrims.

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