

## Management of Digital-Based Marketing Strategy in Increasing the Quantity of Umrah Pilgrims of PT Arudam 99 Probolinggo Branch

Zainur Ridho<sup>1</sup>, Muhammad Jalaluddin Assayuthy<sup>2</sup>

<sup>1</sup> Hajj and Umrah Management Study Program Badri Mashduqi College of Business Economics Patokan Kraksaan Probolinggo East Java

<sup>2</sup> Hajj and Umrah Management Study Program Badri Mashduqi College of Business Economics Patokan Kraksaan Probolinggo East Java

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#### \* Corresponding author

e-mail:

[zainur13ridho@gmail.com](mailto:zainur13ridho@gmail.com)

[misayuthy@gmail.com](mailto:misayuthy@gmail.com)

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### ABSTRACT

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*The purpose of this research is to examine the digital marketing strategies used by PT. Arudam 99 Cabang Probolinggo to increase the quantity of umrah participants. The approach used in this research methodology is descriptive qualitative, with the title "Digital-Based Marketing Strategies in Increasing the Quantity of Umrah Participants at PT. Arudam 99 Cabang Probolinggo." This study aims to gather information about the digital marketing strategies implemented at PT. Arudam 99 Cabang Probolinggo. Since this research employs a qualitative approach and includes direct observation, the results are presented in an analytical-descriptive manner, consisting of written words from the responses of individuals observed, particularly regarding the digital-based marketing strategies aimed at increasing the quantity of umrah participants at PT. Arudam 99 Cabang Probolinggo. The research findings indicate that PT. Arudam 99 Cabang Probolinggo has effectively implemented digital marketing in its umrah promotions, especially on social media platforms like Facebook. However, there are shortcomings in its Instagram and website presence.*

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**Abstrak:** Tujuan penelitian ini adalah untuk meneliti tentang bagaimana strategi pemasaran digital yang digunakan di PT. Arudam 99 Cabang Probolinggo untuk meningkatkan kuantitas jemaah umrah. Pendekatan yang digunakan dalam metode penelitian ini adalah pendekatan kualitatif deskriptif dengan judul *Strategi Pemasaran Berbasis Digital Dalam Meningkatkan Kuantitas Jemaah Umrah di PT. Arudam 99 Cabang Probolinggo*, yaitu mencari informasi terkait bagaimana strategi pemasaran digital yang dilakukan di PT. Arudam 99 Cabang Probolinggo. Penelitian ini menggunakan pendekatan kualitatif dan termasuk penelitian secara langsung, maka hasil penelitian ini bersifat analisis-deskriptif yaitu berupa kata-kata yang tertulis dari jawaban seseorang yang diamati terutama terkait dengan bagaimana Strategi Pemasaran Berbasis Digital Dalam Meningkatkan Kuantitas Jemaah Umrah di PT. Arudam 99 Cabang Probolinggo. Hasil penelitian menunjukkan bahwa PT. Arudam 99 Cabang Probolinggo sudah menerapkan pemasaran digital dalam pemasaran umrahnya dengan baik terutama dalam sosial media seperti facebook, namun terdapat kekurangan pada instagram dan websitenya.

**Kata kunci:** *Manajemen Strategi Pemasaran Digital, Kuantitas Jemaah Umrah*

## INTRODUCTION

Increasing the quantity of Umrah pilgrims at PT Arudam 99 Probolinggo Branch is a big challenge in the midst of intense competition in the field of Hajj and Umrah travel. Although the umrah market opportunity continues to grow, many other travel agents provide similar packages, so prospective pilgrims become more careful in choosing a service provider (Putri, 2024). This requires PT Arudam 99 Probolinggo Branch to formulate an efficient marketing strategy to attract more pilgrims.

One of the reasons related to what affects the number of Umrah pilgrims is the lack of public understanding of the understanding and advantages of Umrah. Many prospective pilgrims are still confused or doubtful about the travel process, costs, and spiritual benefits that can be obtained. In addition, bad experiences from previous pilgrims can create distrust of travel agents, which can result in less interest in signing up for Umrah. In this situation, service quality becomes crucial, as consumer trust is strongly linked to reputation and experience.

In this digital age, online marketing is a very effective means to reach a wider audience (Donoriyanto, dkk, 2023). Unfortunately, there are still many travel agents who have not maximized the potential of digital marketing, so they miss the opportunity to attract potential pilgrims. Therefore, a more creative and effective marketing approach is needed so that PT Arudam 99 Probolinggo Branch can compete with other agents.

To solve this problem, PT Arudam 99 Probolinggo Branch can implement various effective marketing strategies such as creating attractive products such as umrah packages at affordable prices, or packages with additional spiritual experiences can increase attractiveness. By providing options that suit the needs and preferences of pilgrims, agents can attract more attention.

Furthermore, digital marketing needs to be a key point. Using social media, websites, and online advertising to reach a wider audience is essential. Interesting and informative content can increase the interest of potential pilgrims and strengthen the agent's image. In addition, conducting seminars or webinars that explain the benefits of Umrah as well as travel procedures can help increase public knowledge, resulting in more individuals being interested in signing up.

Testimonials and recommendations from pilgrims who have gone before are also a successful method. Collecting and disseminating positive testimonials can increase the trust of potential pilgrims. With this, word-of-mouth recommendations will also have a greater

influence. Finally, improving service quality should be a key focus. Ensuring that every element of the service, from registration to travel, runs smoothly and satisfactorily is crucial to building a strong reputation in the eyes of consumers. By implementing these strategies, PT Arudam 99 Probolinggo Branch is expected to increase the quantity of Umrah pilgrims and strengthen its position in an increasingly competitive market.

## LITERATURE REVIEW

### Digital Marketing Strategy

Strategy can be defined as a planned plan or approach designed to achieve long-term goals, both for an organization and an individual. It involves a thorough analysis of current conditions, setting the direction to be achieved, and allocating the necessary resources. In formulating a strategy, it is important to make careful decisions and consider internal and external factors that may affect the final outcome. In this way, strategy acts as a guide in directing actions and taking advantage of existing opportunities, thereby contributing to success and competitive advantage, both in the world of business, government, and aspects of personal life (Julia & Masyruroh, 2022).

Marketing is a process that involves planning and implementing various strategies, from concept, pricing, promotion, to distribution of products or services. The goal is to meet consumer needs and desires and achieve organizational goals. Marketing activities are not only focused on sales, but also include market research aimed at understanding customer behavior and preferences. In addition, marketing also involves developing the right products and using effective communication strategies to build good relationships with consumers. Thus, marketing has a very important role in creating value and satisfaction for customers, as well as driving long-term growth and success for the company (Indrajaya, 2024).

Digital refers to the way information is represented and processed using number formats, especially in a binary system consisting only of zeros and ones. The term is often used to describe technologies and media that function through electronic devices, such as computers, smartphones, and the internet. Thanks to advances in digital technology, various forms of communication, entertainment and transactions have undergone significant transformations, enabling faster access to information, more dynamic interactions and global distribution of content. The digital concept also includes data, software, and online platforms, which together form an ecosystem that supports modern life as well as business activities in the information technology era (Aksenta, dkk, 2023).

## Increasing the Quantity of Umrah Pilgrims

Improvement is a step or process that aims to improve, expand, or raise a state, quality, or performance in order to achieve a better or higher level. In various contexts, the concept of improvement can be interpreted as an effort to improve the quality of products, services, or experiences, as well as efforts to increase efficiency and effectiveness in various activities. The goal of improvement is to meet the expectations and needs of people or groups, so as to produce more satisfactory and optimal results (Supendi 2021).

Quantity refers to the size or amount of an object, product, or phenomenon that can be measured and expressed in numbers. The term is often used in various contexts, such as economics, statistics, and science, to indicate how much of something exists or is available. Quantity can include various dimensions, such as volume, weight, length, or frequency, and serves as a tool for analysis and decision-making. In the business world, an understanding of quantity is essential for inventory management, production, and sales, as it has a direct impact on operational efficiency and profitability. Therefore, quantity has a very important role in various disciplines and daily practice (Harmoko, dkk, 2022).

Umrah is a trip to the Kaaba to carry out a series of predetermined worship activities (Nazaruddin, dkk, 2020). Umrah is defined as a highly recommended sunnah worship activity, which includes various rituals, such as tawaf around the Kaaba and sa'i between Safa and Marwah hills, which aims to get closer to Allah (Yoga, 2023).

## RESEARCH METHOD

The method used in this study is a qualitative descriptive approach with the title Marketing Strategy in Increasing the Quantity of Umrah Pilgrims at PT Arudam 99 Probolinggo Branch, which aims to find out what strategies are used by PT Arudam 99 Probolinggo Branch in increasing the quantity of Umrah pilgrims. According to Sugiono (2014), qualitative research focuses on understanding meaning rather than making generalizations (Sugiono dalam Herman, 2019).

In relation to the approach taken is qualitative by involving direct research. Thus, the results of this study are analytical-descriptive, consisting of narratives based on the answers of the individuals studied, especially with regard to the extent to which the Marketing Strategy in Increasing the Quantity of Umrah Pilgrims at PT Arudam 99 Probolinggo Branch is going well.

Therefore, in this research approach, researchers collected data through direct observation and interviews with Mr. Jalaluddin Suyuthi as the marketing staff at PT Arudam 99 Probolinggo Branch to ask about Marketing Strategies in Increasing the Quantity of Umrah Pilgrims at PT Arudam 99 Probolinggo Branch. At that time, researchers used the direct question and answer method to obtain more in-depth information and data regarding the marketing strategies used in the company.

## RESULTS AND DISCUSSION

PT Arudam 99 Probolinggo Branch was established in 2015, this company is based in Madura Pamekasan which is located on Jl. Stadion No. 94, RT.006 / RW.005 Barurambat Kota Village Kec. Pamekasan. PT Arudam 99 Probolinggo Branch located on Jl. Kelud Ketapang RT.005 / RW.002 Kademangan District Probolinggo City is a travel company engaged in Umrah worship services that have an official permit from the Ministry of Religion with PPIU No. 461/2017. This travel company is led by Mr. H. Agung Winulyo Tugiran.

This business began with Mr. H. Agung Winulyo's concern in 2015 because many people in Ketapang Village did not perform Hajj and Umrah, the cause was due to the lack of understanding of the people there regarding the knowledge of Hajj and Umrah. Therefore, Mr. H. Agung Winulyo was moved to help the people in Ketapang Village by presenting about Hajj and Umrah in every recitation and various other forums. From here finally began to see the results of the socialization carried out by him more and more interested. Therefore, he took the initiative to build an Umrah travel company, so PT Arudam 99 Probolinggo Branch was established in order to make it easier for the surrounding community to register themselves as prospective Umrah pilgrims.

In this discussion, researchers will focus on the use of Social Media (digital marketing) as a strategy to promote Umrah package products online, in order to increase the interest and number of Umrah pilgrims. This marketing approach from PT Arudam 99 Probolinggo Branch aims to make it easier for customers to register as prospective Umrah pilgrims online through websites, Facebook, TikTok, and Instagram. Here researchers also participate in helping to market Umrah packages and create content related to Umrah worship trips.

The digital marketing strategy at PT Arudam 99 Probolinggo Branch is considered very important, because it allows easy access to communication between the two parties. It

supports direct and clear interaction and transactions between companies and consumers, without being limited by long distances. All this only requires a mobile device such as a smartphone connected to the internet network to run it.

### Marketing at PT Arudam 99 Probolinggo

Product	Price	Place	Promotion
1. Offer packages according to the name of the Hijriyah month, such as the Milad Package, Sya'ban Package, Ramadhan Package, etc. by providing an explanation regarding the priority of worship in that month so as to increase the interest of prospective pilgrims. 2. Only issue 1 or 2 packages per month 3. Provide flexible payment options, such as interest-free installments or discounts for full payments up front. 4. Departure (no transit) using Lion Air aircraft	1. Prices are made according to hotel facilities in Mecca and Medina 2. Issue 1 or 2 packages with different prices, some are 25 million with a B3 level hotel and 30-35 million with a B5 level hotel	1. The marketing system is through brochures, pamphlets and social media such as WhatsApp, Facebook, Instagram Facebook=Arudam Probolinggo Instagram=@arudam99probolinggotravel Website= <a href="https://arudam99.co.id/">https://arudam99.co.id/</a> 2. Hold free ritual training for the general public, both for prospective pilgrims from other places and people who have not registered for Umrah at all and provide an understanding of the Umrah pilgrimage so that people are interested in performing Umrah	1. The marketing system is through brochures, pamphlets and social media such as WhatsApp, Facebook, Instagram Facebook=Arudam Probolinggo Instagram=@arudam99probolinggotravel Website= <a href="https://arudam99.co.id/">https://arudam99.co.id/</a> 2. Hold free ritual training for the general public, both for prospective pilgrims from other places and people who have not registered for Umrah at all and provide an understanding of the Umrah pilgrimage so that people are interested in performing Umrah

Implementing digital marketing is not too complicated, but it is also not entirely simple. To reach out to all communities, from diverse socio-economic backgrounds, ranging from the younger generation to the elderly, PT Arudam 99 Probolinggo Branch implements various strategies to promote its products. This is an effort to keep up with the times along with the rapid development of technology, where many people in urban and rural areas are already quite familiar and actively use mobile devices such as smartphones to

communicate long distances. This widespread use of smartphones indirectly supports the significant growth of digital marketing models. This may be because smartphones offer various features that make it easy and efficient to communicate, thus reducing operational costs in marketing strategies. In addition, these tools can also increase the effectiveness of communication and better targeting, which contributes to an optimized increase in sales.

Therefore, the application of digital marketing can help prospective pilgrims to access information in a more independent and detailed way about the various choices of Umrah travel packages or programs provided by PT Annur Maknah Wisata. In addition, prospective pilgrims have the option to determine the type of service in the Umrah travel package or program, including additional facilities and city choices according to their wishes, so that the package price can be calculated or calculated logically according to the financial capabilities of prospective pilgrims.

The number of Umrah pilgrims dispatched by PT Arudam 99 Probolinggo Branch in 2018 to 2024 is as follows::

NO	YEAR	NUMBER OF UMRAH PILGRIMS
1	2018	520
2	2019	390
3	2020	200
4	2021	0 (Pandemi covid 19)
5	2022	240
6	2023	290
7	2024	350

*Data source: obtained*

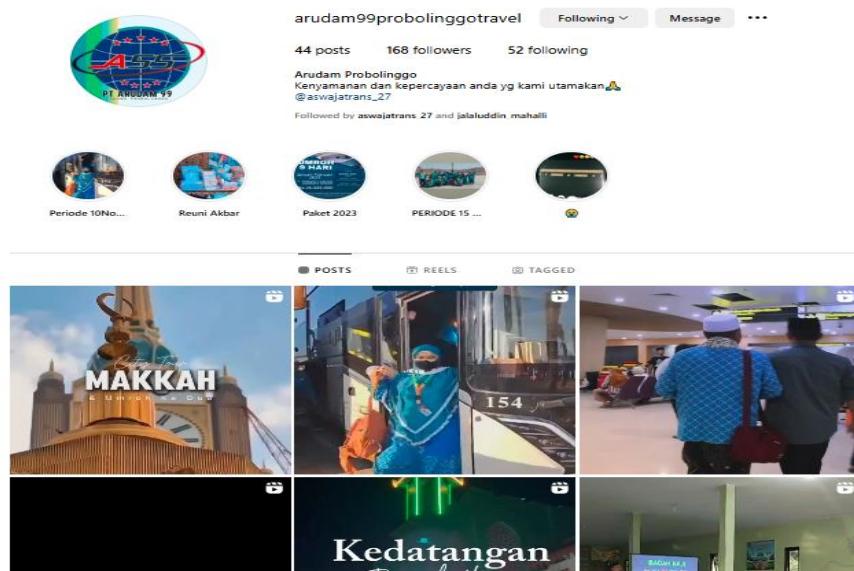
From the table above, it shows that the Umrah pilgrims departed by PT Arudam 99 Probolinggo Branch have decreased for three years in 2018. The range is 500-520 pilgrims, 2019 is 390 pilgrims, 2020 is 200 pilgrims, 2021 is 0 pilgrims because in that year, the prohibition of Umrah departures was caused by the Covid 19 pandemic. In 2022, it has increased again from the previous year, namely 240 pilgrims, 2023 as many as 290 pilgrims and 2024 as many as 350 Umrah pilgrims.

There are several types of marketing used by PT. Arudam 99 Probolinggo Branch in marketing its products, namely:

- 1. Social Media Marketing: PT Arudam 99 Probolinggo Branch conducts marketing promotions through social media including:**
  - a. Instagram: “arudam99probolinggotravel”**

On the front page of the Instagram screen, illustrates a structured and systematic display of detailed explanations, especially about what services are available at PT Arudam 99 Probolinggo Branch such as Umrah and Halal Tourism. However, in its Instagram bio it does not include the Tourism Business License Number and the Umrah Worship Trip Organizer License Number, not that it does not have a business license, but due to the lack of manpower in the field of digital marketing so that there are no employees who focus on managing social media.

**Table 1: Instagram view of PT. Arudam 99 Probolinggo Branch**



Update posts are carried out regularly, so that the steps of the development of PT Arudam 99 Probolinggo Branch activities can be seen and remembered further, which in turn can stimulate and influence the interest of the wider community. The post design is quite interesting when viewed, because there are also several posts (content) that have religious nuances. In addition to having a plus selling value to promote the products owned by PT Arudam 99 Probolinggo Branch, it also contains the meaning of the nuances of inviting religious guidance that is indirectly educational to the community.

**a. Facebook: Arudam Probolinggo**

**Table 2: Facebook view of PT Arudam 99 Probolinggo**

**Branch**



On the front page of PT Arudam 99 Probolinggo Branch, there is a page cover with pictures of pilgrims who are abroad, this shows that PT Annur Maknah Wisata serves international tour trips. However, it is unfortunate that the posts on the Facebook page of PT Arudam 99 Probolinggo Branch display packages that are less updated and mostly display the content of pilgrims' testimonials only, so that panoramic information on foreign cities, which have been known to sparkle as cities of religiosity tourist destinations, are incomplete. And after being confirmed to Mr. Jalaluddin Suyuthi as one of the staff at PT Arudam 99 Probolinggo Branch who is positioned as marketing related to the weaknesses and shortcomings of posts on this Facebook page, it turns out that the target readers only prioritize close relatives who then become a means of nostalgia or reminiscence, but at the same time become a medium of friendship for alumni who have participated in Umrah worship trips through the services of PT Arudam 99 Probolinggo Branch.

The role of Facebook as a medium for alumni friendship, in fact, has a strategic role in the context of marketing and promotion through digital marketing, because in addition to internal relationships among alumni being maintained, solidarity between alumni and companies is maintained. This atmosphere of thick friendship and kinship solidarity in Facebook is utilized by PT Arudam 99 Probolinggo Branch as a mix strategy in marketing and promotion through alumni recommendations.

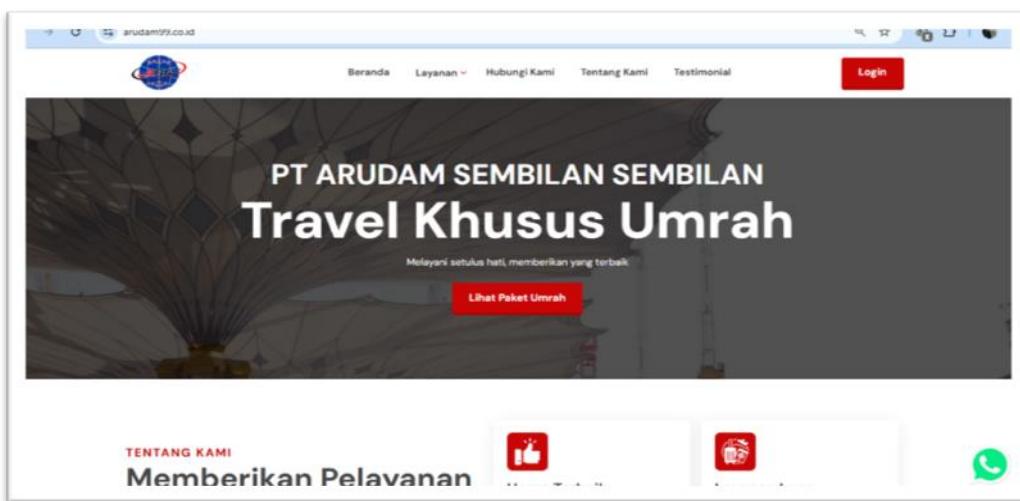
## 2. Website

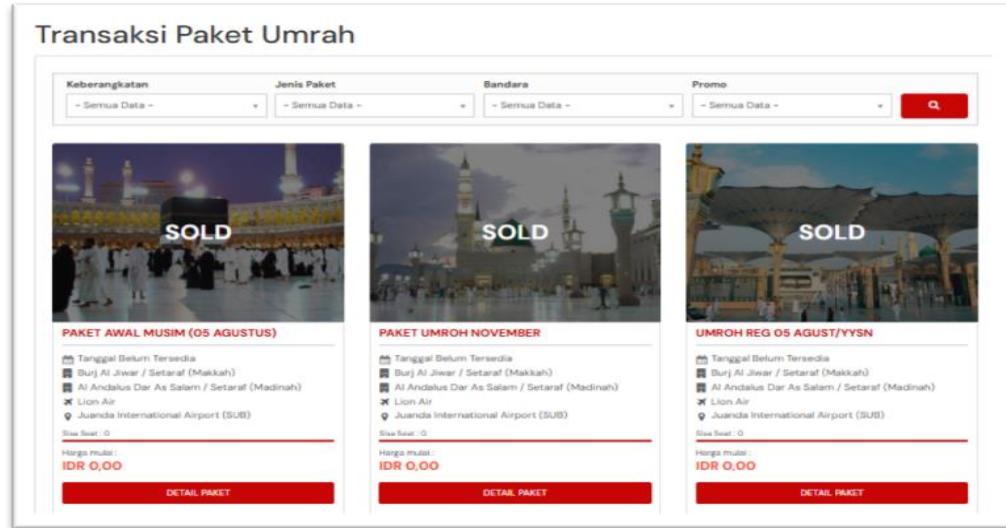
The website is the main network center that functions as a medium and has its own address (domain), to promote and introduce Umrah packages and the existence of PT Arudam 99 Probolinggo Branch as an official PPIU organizer in detail to the public. Through the website domain <https://arudam99.co.id/>, PT Arudam 99 Probolinggo Branch as a traveling service business actor, does not need to pay special costs for advertising or promotional costs to the second party.

Website creation also uses low costs because it only requires the support of IT (information technology) personnel who are reliable, artistic and understand the intended market segment in designing in order to touch opinions and sense of religiosity. The design is multi-dimensional, able to combine colors, narratives and images, the use of religious symbols and so on. A website that looks good, pleasing to the eye, has appeal and looks elegant, certainly has its own magnet to attract customers. Unfortunately, on this website, there are some shortcomings, including a blog that still has no content and also some package posts that never seem to be updated because they only display previous packages.

Although there are still shortcomings, the general public can still search and find some information independently by accessing and then viewing the travel package program offered by PT. Arudam 99 Probolinggo Branch via the Website, if interested and interested, then prospective pilgrims can also access the office online to order and register themselves directly at that time through the website, where this media has entered the public network in an open access and transparent manner.

**Table 2 : Website display of PT Arudam 99 Probolinggo Branch**





Advertising through social media does not require considerable costs such as advertising on billboards, distributing brochures, and others. Paid advertisements on social media only require an internet network and relatively low costs to benefit business people who can install their target consumers who will see advertisements displayed online.

Social media has now been widely used by some people. Through social media, people add relationships or establish communication and can also establish closeness with their consumers. By providing a detailed explanation on the social media used for promotion, it will help prospective pilgrims to compare the price of the best facilities with other travel.

## CONCLUSION

Based on the results of research conducted by researchers at PT Arudam 99 Probolinggo Branch with one of the marketing staff regarding Marketing Strategies in Increasing the Quantity of Umrah Pilgrims at PT Arudam 99 Probolinggo Branch, the researchers draw the following conclusions:

The researcher considers that PT Arudam 99 Probolinggo Branch has implemented digital marketing in its Umrah marketing well, especially in social media such as Facebook, but the application of digital marketing at PT Arudam 99 Probolinggo Branch in Umrah marketing by utilizing Instagram and the website as the main support (supporting system) in order to reach a wider market, is still considered ineffective, especially on Instagram social media which does not include a business license number and a cellphone number

that can be contacted, then on the website there are still empty blogs and content that is not updated (all sold out).

Therefore, the researcher would like to submit several suggestions in order to build or improve the Umrah marketing used at PT Arudam 99 Probolinggo Branch in order to increase the quantity of Umrah pilgrims more efficiently, including the following:

1. In order to develop more digital marketing media, and IT employees are reproduced or their skills are improved so that they are able to innovate and breakthrough new ideas in the digital realm.
2. To always socialize digital marketing that is more artistic and more familiar, so that consumers or pilgrims can find out the social media accounts owned by PT. Arudam 99 Probolinggo Branch more widely.
3. Increase cooperation with e-commerce and other digital marketing applications as business partners in marketing Umrah products.

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