

Optimization of Marketing Management for Tour and Travel Businesses

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Abstract

Received: 28 April 2024

Revised: 9 Juni 2024

Accepted: 30 Juni 2024

*PT. Nur Haramain Mulia is a company that is relatively fast growing by having branches in the Sidoarjo, Madura, Lumajang and Aceh areas. This is the basis for the researcher to find out the optimization of marketing management of the Tour and Travel business of PT. Nur Haramain Mulia. In this case, the researcher will focus on the Umrah business which is in demand by many pilgrims because of the long waiting list for Hajj. The research method used in this study is the Qualitative Descriptive Method. Then the researcher also used the SWOT Analysis method. For strengths and weaknesses, they come from the internal environment while opportunities and obstacles come from the external environment (Suriono, 2022). The following is an analysis of Swot of PT Nur Haramain Mulia 1. Strengths such as: Conducting effective marketing and promotion through various media, such as websites, social media, advertisements, and exhibitions, to reach a wide target market following PT Nur haramain Mulia IG *nur_haramainmulia* social media with 2374 followers. Fb *Nur. Haramain. Mulia* with 4900 followers. You Tube *Nur Haramain Mulia* with 1031 followers. Tiktok *nur haramain mulia* with 2894 followers and 30.6 thousand likes. 2. Weakness: Lack of manasik place, in this case PT Nur Haramain Mulia uses the *Al mashduqiah* Islamic boarding school field to conduct Umrah manasik guidance. 3. Opportunity: PT Nur Haramain Mulia has become the first Umrah bureau in Probolinggo Regency that has an official permit from the Ministry of Religious Affairs. This makes PT Nur Haramain Mulia better known by the community, especially the Probolinggo area. 4. Threat: The emergence of a new Umrah bureau with an attractive pricing and service strategy*

Keywords: *Optimization, Marketing, Tour and Travel.*

INTRODUCTION

All Muslims try to perfect their worship by obeying Allah's commands and staying away from all Allah's prohibitions Al-Quran and Al-Hadith are guidelines for Muslims, containing commands and prohibitions that must be followed by Muslims, one of which is the pillars of Islam, the pillars of faith are practices that must be carried out. Islam has five pillars and Hajj is one of the five pillars (Hapsoh, 2020). It has been explained in the Qur'an about the hajj which is included in the pillars of Islam surah Ali Imran verse 97 Allah SWT says:

فِيهِ آيَاتٌ بَيِّنَاتٌ مِّمَّا بُرِهِنًا وَمَنْ دَخَلَهُ كَانَ آمِنًا ۗ وَلِلَّهِ عَلَى النَّاسِ حِجُّ الْبَيْتِ مَنِ اسْتَطَاعَ إِلَيْهِ سَبِيلًا ۚ وَمَنْ كَفَرَ فَإِنَّ اللَّهَ غَنِيٌّ عَنِ الْعَالَمِينَ

Meaning: There are obvious signs on him, (among them) the maqam of Ibrahim whoever enters it (the Baitullah) becomes his trust; Performing Hajj is a human obligation to Allah, namely (for) those who are able to travel to Baitullah. Whoever denies (the obligation of Hajj), then Allah is indeed the Most Rich (does not need anything) of the universe.

However, the implementation of Hajj in Indonesia has a very long waiting time, which is 34 years for the East Java region (East Java Ministry of Religion, 2023). This condition makes the Indonesian people prefer to carry out Umrah first rather than Hajj (Olpah Sari Risanta, 2022). Umrah itself is a special worship, one of which is that it can be done every month within a year. However, in Indonesia to carry out Umrah there are only 8 (eight) months, of which the next 4 (four) months are the time to carry out the Hajj (Gergely, 2024). In addition, Umrah also has a great reward, namely the forgiveness of minor sins committed between one Umrah and another (Mianoki, 2022).

Considering that many Muslims want to travel for Umrah because it is not possible to immediately leave for Hajj, in helping prospective Umrah pilgrims in Indonesia, the government is assisted by the Implementation of Umrah Pilgrimage Trips (PPIU). This is in accordance with Law No. 8 of 2018 articles 1 to 50 The Ministry of Religion of the Republic of Indonesia has made rules regarding the Implementation of Umrah Pilgrimage Trips (Nurilahiah et al., 2023). This also makes new Umrah travel organizing bureaus (PPIU) emerge, according to data in 2024 there are 2605 PPIUs registered on the website of the Ministry of Religion of Siskopatuh (RI, 2024) . So that Umrah travel agencies compete with each other in marketing Umrah travel services. In responding to this (PPIU) requires marketing management to achieve optimal success in marketing, realizing company goals and providing satisfaction to pilgrims. An increase in the quantity of prospective pilgrims will occur if the company remains consistent in realizing every commitment fostered (Nurfauzia & Fikriyah, 2020).

Studies on marketing management optimization have been widely studied by previous researchers, here the researcher will present a preliminary study in the form of a table:

It	Research Journal	Writer	Year	Research Methods
1	Marketing Management Strategy for Umrah Packages in the New Normal Era	Deni Tri Suhesti, Nisha Firda Amalia, and Rizka Ertama	2021	This study uses a qualitative approach with a survey method on Umrah organizers in the city of Bengkulu. Data collection techniques are carried out through observation, interviews, documentation, and literature studies (Suhesti et al., 2021).
2	Optimization of Marketing Strategy in Increasing the Number of Umrah Pilgrims at PT SAKINAH MANDIRI CIBINONG BOGOR REGENCY	Rizaldi Aziz Zain, Sugiharto	2023	The data collection techniques used are: (1) interview, (2) observation, and (3) documentation. The analysis method used is descriptive analysis, which is research that aims to describe, describe, and verify the object being researched (Zain, 2023).
3	Marketing Strategy and Marketing Mix Optimization in Capturing Potential Consumers of Educational Services	M. Dayat	2019	This study uses the literature review method (M Dayat, 2019)
4	Optimization of Marketing Mix in Increasing Sales of	Ananda, B.R., Oktasari, T., Moses, M., Gea,	2023	The methods used to express these problems are

	Four-Wheeled Vehicles in Urban City.	M., Gea, J. K., & Ahidin, U.		Quantitative. This means that research is carried out statistically, by revealing field data informative and relevant way, so that a statement that shows the level of the effectiveness of the marketing mix used. To obtain research data, questionnaires were used distributed to 100 respondents (Ananda et al., 2023)
5	Optimizing the marketing of food micro, small and medium enterprises (MSMEs) with the use of whats App	Syarif, Bakti Abu Birgantoro, Agus Hermawan, Mohammad Anwar Gani, Sugiyanto, Ali Maddinsyah	2023	The method used to clarify this problem is quantitative. This means that research can be carried out statistically by representing field data in a useful and accurate manner, resulting in a statement about the level of effectiveness of the marketing mix used. To obtain research data, a questionnaire was used and distributed to 100 respondents (Syarif et al., 2022).

PT. Nur Haramain Mulia is a company engaged in Hajj and Umrah services located in Patokan Kraksaan Probolinggo village. There are many companies engaged in Hajj and Umrah services around Probolinggo, but PT. Nur Haramain Mulia is a company that is relatively fast growing compared to similar companies in the Probolinggo area. This rapid development certainly has a reason that makes the company grow big and has branches in the Sidoarjo, Madura, Lumajang and Aceh areas. According to its history, PT Nur Haramain Mulia has experience in handling regular hajj guidance since 2002 and special hajj until now. This is the basis for the researcher to find out the optimization of marketing management of the Tour and Travel business of PT. Nur Haramain Mulia in this case the researcher will focus on the Umrah business which is in demand by many pilgrims because of the long waiting list for Hajj.

Optimization is the process of finding the best solution among a large number of alternative solutions. Optimization is done by maximizing the function of the objectives without violating the boundaries. Optimization improves system efficiency. This means increased profits and minimal processing time (Hidayat & Irvanda, 2022). According to the Great Dictionary of the Indonesian Language (KBBI), optimization comes from the word "optimum" which means "optimal" or "best". Optimize means optimize, do your best. Optimization, on the other hand, is the process of optimizing something, that is, making something as good as possible. Therefore, optimization is the process of optimizing something or making something the best.

Management is a process to organize something done by a group of people or organizations to achieve the organization's goals by working together to utilize the resources they have. (Vinet & Zhedanov, 2019). The word management comes from the English word "manage" which means "to organize, plan, manage, execute, lead". Etymologically and linguistically, the word management comes from the Old French word management which means the art of organizing and executing. Management can also be interpreted as an effort to plan, coordinate, organize, and control resources to achieve goals efficiently and effectively (Tanti Malasari, 2022).

According to Sudarsono (2020:2) in his book entitled *Marketing Management*, Marketing management is the process of planning, implementing (which includes organizing, directing, and coordinating) marketing operations within a company to achieve organizational goals efficiently and effectively. With this management principle, it will support the success of managers in improving their performance and managers can avoid mistakes in carrying out their work, and self-confidence will be greater, at least with this principle managers can reduce untruthfulness in their work (Sharia, 2023). The core concepts of marketing include: needs, wants, demands, production, utility, value and satisfaction, exchange, transactions and market relations, marketers and markets. (Suhesti et al., 2021).

The basic things in the marketing process are the 4p Product, Price, Place, and Promotion. A product is a good or a combination of products and services that a business provides to customers or consumers. There are several factors that are important in determining a product, such as product type, quality, design, shape, brand, packaging/label, service, warranty, and return. (Suhesti et al., 2021). A good product must meet user expectations. Therefore, it is better for companies to do more detailed research first before launching a product (Oscar & Megantara, 2020). Price is a number of values that consumers or customers must pay to the company that produces the product or service (Suhesti et al., 2021). More broadly, price is the overall value that consumers exchange for the benefit of ownership of a product or service (Erinawati & Syafarudin, 2021). The location is the destination place, sales channel, number of distributors, and sales partner status needed. Location can also be interpreted as a distribution channel. The location has functions including information, promotion, negotiation, booking, financing (Suhesti et al., 2021). Components that include location include: strategic location (easy to reach). Near the targeted consumer area, near community settlements, safe, and comfortable for consumers later, supporting land is also very influential such as a place to park consumer vehicles and a view in the business area is a very big supporting factor (Banurea & Aisyah, 2022). Promotion is a company's effort to influence, persuade and inform consumers to buy the products it offers (Suhesti et al., 2021). Advertising is a company activity that is carried out to introduce products to consumers and stimulate their desire to buy. The forms of advertising actions are as follows. 1). Advertisement, Advertising is a form of presentation and promotion of the idea of goods and services. The main purpose of advertising is to increase the demand for the products offered. 2). Personal Selling, Personal Selling is an effort to present a product through direct communication (face-to-face) in such a way that consumers are interested in buying the products offered. 3). Sales Promotion: A sales promotion is any personal sales, advertising, or non-advertising marketing activity that increases the effectiveness of consumer purchases through the use of tools such as demonstrations, exhibitions, demonstrations, and price reductions such as product discounts. Buying products. 4). Public relations, is the process of building good relationships with concerned members of the community in order to gain support, build a good "company image", and address or eliminate rumors, stories, and events that have the potential to be detrimental to the activities that build relationships. 5). Direct marketing is marketing that uses a variety of mediums to interact directly with consumers, usually seeking direct responses from them. (Riki et al., 2023).

PT. Nur Haramain Mulia Tour and Travel is the first travel company to obtain its own license in the Probolinggo area, with license number 612 in 2016. Currently, PT Nur Haramain Mulia has been accredited by the company with National Business Certification from the Tourism and Travel Bureau (BPW) (Affan et al., 2024).

SWOT analysis is a process to find a strategic fit between the opportunities that exist in the company's external environment and the company's internal environment while at the same time taking into account various threats that exist in the company's external environment and the company's internal weaknesses (Suriono, 2022).

METHODS

The research method used in this study is a qualitative descriptive method. Qualitative research uses a variety of methods and requires an interpretive and natural approach to the topic. This means that qualitative research investigates things in their natural environment and seeks to understand and interpret phenomena in relation to their social significance. Qualitative research includes a variety of empirical materials, case studies, personal experiences, self-reflection, life stories, interviews, observations, historical, dialogical, and visual methods that explore everyday life and contemporary issues, personal meanings, and includes studies that use and collect authentic texts (Hasibuan et al., 2022). Researchers also conducted interviews, which is one of the most widely used tools to collect qualitative research data (Yusra et al., 2021). The interview in this study was conducted with a marketing expert of PT. Nur Haramain Mulia is named Fajar H Wibowo.

For the research object related to the researcher's title, namely "Optimization of Marketing Management of Tour and Travel Business PT. Nur Haramain Mulia" will be focused on Umrah marketing located at the head office of PT. Nur Haramain Jl. IR. H. Juanda No. 370, RT.01, Arab Village, Patokan, Kraksaan, Probolinggo, East Java.

Then the researcher also used the SWOT Analysis method. SWOT analysis stands for Strengths, Weaknesses, Opportunities, and Threats. For strengths and weaknesses, they come from the internal environment while opportunities and obstacles come from the external environment (Suriono, 2022).

RESULT AND DISCUSSIONS

PT. Nur Haramain Mulia Tour and Travel is an organizer of Umrah and Hajj plus trips, and is part of KBIHU Nurul Haramain Kraksaan which has experience in organizing regular hajj tours since 2002. The establishment of PT. Nur Haramain Mulia Tour & Travel is an effort to provide special services other than Umrah and Hajj which are in great demand today. PT Nur Haramain Mulia Tour & Travel is the first travel company to obtain its own permit in the Probolinggo area, with license number 612 of 2016. Currently, PT Nur Haramain Mulia has been certified as a Tourism Travel Bureau (BPW) by one of the national corporate certification bodies. In Probolinggo itself, PT Nur Haramain Mulia is the only one accredited as an office of a tourism organization and is a member of the Association of The Indonesian Tours and Travel Agencies (ASITA). In addition, PT. Nur Haramain Mulia is a permanent member of the Muslim Association of Hajj and Umrah Organizers (AMPHURI). Nur Haramain Mulia will always be trustworthy and serve the community with all his abilities. Nur Haramain Mulia has also been audited and certified by the Ministry of Religion of the Republic of Indonesia in 2019. This certification is used for service evaluation and license renewal from the Ministry of Religion of the Republic of Indonesia. Right on September 19, 2019, the results of the certification and renewal of Nur Haramain Mulia's permit with permit number 806 of 2019 have been announced.

"Serving with Heart" is the motto of PT Nur Haramain Mulia which must be imbued and lived by all leaders, supervisors, and all officers involved in the implementation of Umrah & Hajj plus from the homeland to the holy land. The VISION of PT Nur Haramain Mulia is "The implementation of professional & reliable Umrah & pilgrimage guidance". Meanwhile, the MISSION of PT Nur Haramain Mulia is to carry out Umrah manasik guidance in accordance with the worship of the Prophet PBUH intensively starting from the homeland to the holy land. Providing professional and reliable services from the beginning of registration to the completion of the implementation of the Umrah pilgrimage. Fostering brotherhood through the Umrah pilgrim gathering forum.

The Umrah package package offered by PT Nur Haramain Mulia which is listed on its website <https://nurharamainmulia.com/> as follows:

It	Types of Umrah Packages	Hotel	Airline	Cost
1	Regular Umrah Jumadil Awwal 1445 H (13 Days)	4-star Royal Majestic in Makkah. Perseverance Tower 3 stars in Medina	Batik Air	Starting at 32 Million
2	Umrah VIP Early Season 1445 H (13 Days)	4-star Royal Majestic in Makkah. Perseverance Tower 3 stars in Medina	Batik Air	Starting at 36.3 Million
3	Umrah Saving Arbain Maulid 1445 H (16 Days)	4-star Royal Majestic in Makkah. Perseverance Tower 3 stars in Medina	Batik Air	Starting at 31.9 Million
4	Regular Umrah Arbain Maulid 1445 H (16 Days)	4-star Royal Majestic in Makkah. Perseverance Tower 3 stars in Medina	Batik Air	Starting at 32.9 Million

Discussion

Definition of SWOT Analysis according to experts: According to Fred R. David, a SWOT analysis is a useful tool to assist organizations or individuals in identifying internal and external factors that can affect their success. Internal factors are factors that are within the control of an organization or individual, such as resources, capabilities, and organizational culture. External factors are factors that are beyond the control of an organization or individual, such as economic conditions, competition, and technological changes. Meanwhile, according to Robert S. Kaplan and David P. Norton, SWOT analysis is a tool that can be used to assist organizations or individuals in developing effective strategies. An effective strategy is one that leverages the strengths of an organization or individual, addresses their weaknesses, takes advantage of available opportunities, and minimizes the threats faced. According to Rangkuti, a SWOT analysis is a tool that can be used to help organizations or individuals in: Developing effective strategies. Make better decisions. Improve their performance.

Based on the opinions of experts, it can be concluded that SWOT Analysis has a very important influence on the development of the company in order to achieve optimal marketing. The explanation of these four factors at PT Nur Haramain Mulia is as follows:

1. Strengths (Strength):

It has an official license from the Ministry of Religion and has branch offices in the Sidoarjo, Aceh, Madura and Lumajang areas. It has a good reputation and is trusted among the community, built through years of experience, quality service, and positive testimonials from pilgrims. It has strategic partnerships with various organizations and institutions, such as the Al mashduqiah Islamic Boarding School, the Fatayat NU Muslim community where the director of PT Nur Haramain Nyai Hj. Zulfa Badri is the caretaker of the boarding school and the chairman of the NU Kraksaan Muslimat. And her daughter named Neng Fatimah Az Zahra is the chairman of the NU Kraksaan Fatayat. This can expand market reach and increase credibility. Offering various Umrah

packages with various prices and facilities, according to the needs and budget of pilgrims. Offering competitive and transparent prices, with clear and easy-to-understand cost details for pilgrims, this can be seen through the website of PT Nur Haramain Mulia <https://nurharamainmulia.com/>. Conducting effective marketing and promotion through various media, such as websites, social media, advertisements, and exhibitions, to reach a wide target market following PT Nur Haramain Mulia IG [nur_haramainmulia](#) social media with 2374 followers. Fb Nur. Haramain. Mulia with 4900 followers. You Tube Nur Haramain Mulia with 1031 followers. Tiktok [nurharamainmulia](#) with 2894 followers and 30.6 thousand likes. Conducting evaluations every Friday and making periodic improvements to improve the quality of service and meet the expectations of pilgrims. Opening registration for partnerships that give free Umrah prizes for each 10 Umrah pilgrims. To become a partner of PT Nur Haramain Mulia, the requirements that must be met are to have an active ID card and WA Number. Through this partnership, the marketing of Umrah packages is more optimal. Maintaining the relationship between the womb and the pilgrims by holding a reunion with free Umrah packages and marketing Umrah packages with a discount of 4 million to PT Nur Haramain Mulia Hajj or Umrah alumni during the grand reunion event.

2. Weaknesses

The lack of a manasik place in this case PT Nur Haramain Mulia uses the Al mashduqiah Islamic boarding school field to conduct Umrah manasik guidance. There is a change in the price from what is stated in the brochure. This change occurred due to unstable hotel prices, buses and the difference in the exchange rate of the rupiah with the dollar which often changed. The solution given to the pilgrims is to explain the causes of the change in pilgrims and suggest cheaper packages for pilgrims who are unable to cope with the price change.

3. Opportunities

PT Nur Haramain Mulia has a greater opportunity in terms of attracting public trust, because it has become the first Umrah bureau in Probolinggo Regency to have an official permit from the Ministry of Religious Affairs. This makes PT Nur Haramain Mulia better known by the community, especially the Probolinggo area. The increasing demand for Umrah is due to the long waiting time for Hajj. The existence of a minimum limit policy for Umrah costs from the government Referring to the Decree of the Minister of Religion Number 777 of 2020 concerning Umrah Pilgrimage Travel Costs (BPIU) Reference, the cost of Umrah travel is Rp 26 million (Basir, 2023).

4. Treaths (Threats)

The emergence of a new Umrah bureau with an attractive pricing and service strategy. Fluctuations in the rupiah exchange rate against the US dollar can significantly affect the cost of organizing Umrah. This can affect the interest of pilgrims to perform Umrah. Natural disasters such as earthquakes, floods, or storms in Saudi Arabia can interfere with the smooth implementation of the Umrah pilgrimage. The rise of fraud carried out by fake Umrah bureaus can damage the image and public trust in the Umrah

bureau as a whole. The launch of the Nusuk application by the Ministry of Hajj and Umrah of Saudi Arabia in August 2023 presents concerns for Umrah bureaus in Indonesia. The Nusuk application allows pilgrims to order Umrah packages directly at competitive prices, without going through the Umrah bureau. With the ease of booking and complete information on the Nusuk application, pilgrims may no longer need the services of an Umrah bureau. And pilgrims may prefer to use the Nusuk application because it is considered more transparent and reliable. The emergence of unlicensed travel that offers cheaper prices. To overcome this problem, the marketing party from PT Nur Haramain Mulia took action to report this incident to the regional Ministry of Religion. Competition between travel is not clean, causing a price war. However, this has been minimized with the issuance of BPIU Umrah fee references. It is stipulated through KMA Number 777 of 2020 concerning the cost of organizing Umrah pilgrimage trips.

SWOT Matrix

<p style="text-align: right;">Factor</p> <p>Internal Factors</p> <p>External</p>	<p style="text-align: center;">Strength</p>	<p style="text-align: center;">Weakness</p>
	<ol style="list-style-type: none"> 1. Have an official license and have branch offices in 4 places (Sidoarjo, Aceh, Madura and Lumajang). 2. Have a good corporate image. 3. Have strategic partnerships with various organizations and institutions. 4. Offer various Umrah packages according to the 	<ol style="list-style-type: none"> 1. Lack of manasik place in the name of PT Nur haramain Mulia. 2. There are frequent price changes from the prices listed in the brochure.

	<p>needs and budget of pilgrims.</p> <p>5. Conducting marketing, both conventional and digital, effectively and consistently.</p> <p>6. Conduct work evaluation meetings every week consistently.</p> <p>7. Fostering friendship between pilgrims, both alumni and prospective pilgrims.</p>	
Opportunity	SO Strategy	WO Strategy
<p>1. The first Umrah and Hajj travel agency that has an official license.</p> <p>2. Public interest in performing Umrah is high because the waiting list for Hajj is getting longer.</p> <p>3. There is a minimum limit policy for Umrah fees from the government.</p>	<p>1. By having an official permit, it provides legality and credibility for the company, it can increase the trust of prospective pilgrims.</p> <p>2. By having a good corporate image PT. Nur Haramain Mulia can carry out more intense conventional and digital marketing, especially in places that have not been reached or in competitor areas.</p> <p>3. Offer packages at prices that are in accordance with government policies.</p> <p>4. Socializing and educating the public about government policies related to the minimum limit of</p>	<p>1. Providing a special manasik field owned by PT Nur Haramain Mulia to improve the quality of service for pilgrims.</p> <p>2. Conducting coaching in improving the skills of human resources at PT Nur Haramain Mulia.</p>

	<p>Umrah costs can reduce the occurrence of price wars between bureaus.</p> <p>5. With the development and maintenance of good relationships, PT Nur Haramain Mulia can maintain the loyalty of pilgrims and increase marketing.</p>	
Threat	ST Strategy	WT Strategy
<p>1. The emergence of new competitors with attractive pricing and service strategies.</p> <p>2. Fluctuations in the exchange rate of the rupiah with the dollar.</p> <p>3. Disasters or natural outbreaks such as Covid-19, floods, etc.</p> <p>4. The rise of fraud by Umrah and Hajj travel agency personnel.</p> <p>5. The existence of the nusuk application can make pilgrims switch to using the application instead of using the services of the Hajj and Umrah bureau.</p> <p>6. The existence of Hajj and Umrah bureaus (competitors) that are not officially licensed with cheaper price offers.</p> <p>7. There is a price war between Umrah and Umrah bureaus.</p>	<p>1. Conducting marketing focused on the advantages of PT Nur Haramain Mulia, namely on the company's image and credibility.</p> <p>2. Marketing products with affordable prices for prospective pilgrims.</p> <p>3. Opening an online store related to goods and Umrah Hajj needs to avoid dismissal of employees due to a disaster that cannot make the company active in dispatching pilgrims.</p> <p>4. Educating the public in the promotion of packages, both digital and conventional, about the characteristics of Umrah and Hajj travel agency fraud.</p> <p>5. Reporting competitors who do not have official</p>	<p>1. Conducting manasik coaching in the pesantren area.</p> <p>2. Communicate changes in package prices to pilgrims and provide solutions.</p>

	permits to the Ministry of Religion.	
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EFAS and IFAS Matrix

	Strategic Factors	Weight	Rating	Weight Score
Strenght	1. Have an official license and have branch offices in 4 places.	0,14	5,00	0,70
	2. Have a good corporate image.	0,12	4,50	0,52
	3. Have strategic partnerships with various organizations and institutions	0,12	4,00	0,47
	4. Offer various Umrah packages according to the needs and budget of pilgrims.	0,09	3,00	0,28
	5. Conducting marketing, both conventional and digital, effectively and consistently.	0,12	4,50	0,52
	6. Conduct work evaluation meetings every week consistently.	0,09	4,00	0,37
	7. Fostering friendship between pilgrims, both alumni and prospective pilgrims.	0,14	4,50	0,63
	Sub Total	0,81		3,49
Weakness	1. Lack of manasik place in the name of PT Nur haramain Mulia.	0,07	2,50	0,17
	2. There are frequent price changes from the prices listed in the brochure.	0,12	2,00	0,23
	Sub Total	0,19		0,41
	Total	1,00		3,90

	Strategic Factors	Weight	Rating	Weight Score
Opportunities	1. The first Umrah and Hajj travel agency that has an official license.	0,14	5,00	0,71
	2. Public interest in performing Umrah is high.	0,14	4,50	0,64
	3. There is a minimum limit policy for Umrah fees from the government.	0,12	4,50	0,54
	Sub Total	0,40		1,89
Threats	1. The emergence of new competitors with attractive pricing and service strategies.	0,10	3,00	0,29
	2. Fluctuations in the exchange rate of the rupiah with the dollar.	0,05	1,00	0,05
	3. Disasters or natural outbreaks such as Covid-19, floods, etc.	0,05	1,00	0,05
	4. The rise of fraud by Umrah and Hajj travel agency personnel.	0,10	2,50	0,24
	5. The existence of a nusuk application.	0,05	1,00	0,05
	6. The existence of Hajj and Umrah bureaus (competitors) that do not have official permits.	0,14	3,00	0,43
	7. There is a price war between Umrah and Umrah bureaus.	0,12	2,5	0,30
	Sub Total	0,60		1,39
	Total	1,00		3,29

Through the EFAS and IFAS tables, it can be seen that the strength possessed by PT Nur Haramain Mulia is that it has an official license and has 4 branch offices in different places with a weight score of 0.70. Next is to have a good corporate image with a weight score of 0.52. Furthermore, in third place, it has strategic partnerships with various organizations and institutions with a weight score of 0.47. Then in fourth place, namely offering various Umrah packages according to the needs and budget of pilgrims with a weight score of 0.28. In fifth place, namely conducting marketing, both conventional and digital, effectively and consistently with a weight score of 0.52. Then in sixth place, namely conducting work evaluation meetings every week consistently with a weight score of 0.37. Then in seventh place, namely fostering friendship between pilgrims, both alumni and prospective pilgrims with a weight score of 0.63.

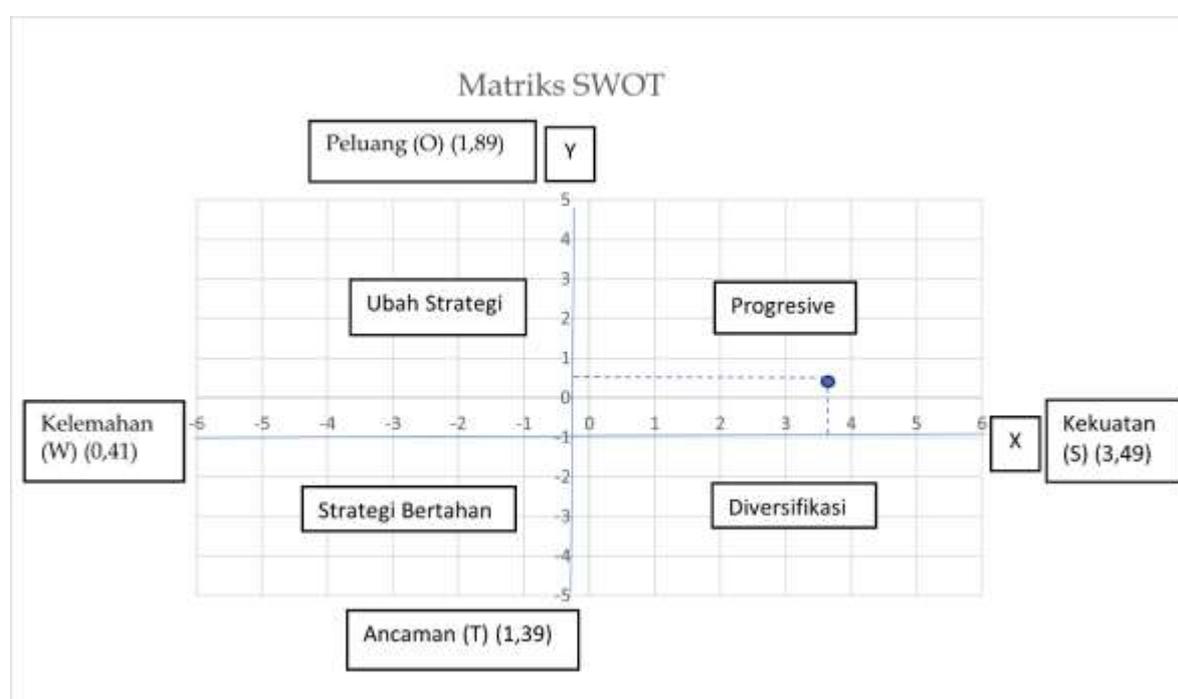
As for the weaknesses, there are two points, the first is the lack of manasik places on behalf of PT. Nur Haramain Mulia with a weight score of 0.17. Furthermore, in second place, there are frequent price changes from the price listed in the brochure with a weight score of 0.23.

Meanwhile, in terms of opportunity, there are three points, for the primary point, namely the first Umrah and Hajj travel agency that has an official permit with a weight score of 0.71. Next

is the high public interest in performing Umrah with a weight score of 0.64. Furthermore, there is a policy of the minimum limit of Umrah fees from the government with a weight score of 0.54.

In terms of threats from the table, it can be seen that there are eight first threats, namely the emergence of new competitors with attractive pricing and service strategies with a score weight of 0.29. Furthermore, the second threat is the fluctuation of the rupiah exchange rate with the dollar with a score weight of 0.5. Then the third threat is disasters or natural outbreaks such as Covid-19, floods, etc. with a weight score of 0.5. Furthermore, the fourth threat is the rampant fraud by Umrah and Hajj travel agency personnel with a score weight of 0.24. Next in fifth place is the existence of a nusuk application with a score weight of 0.5. Then the sixth is the existence of an unlicensed Hajj and Umrah (competitor) bureau with a weight of 0.43. Then the seventh is the price war between Umrah and Umrah bureaus with a weight of 0.30.

Cartecius diagram of SWOT analysis



The results of the analysis place the point of PT. Nur Haramain Mulia in quadrant I (Progressive) of the SWOT analysis diagram. This position explains that PT. Nur Haramain Mulia has great strength and opportunity so that he can take advantage of these advantages to support aggressive growth policies (Growth Oriented Strategy). So it is possible that PT. Nur Haramain Mulia can expand the marketing reach of her travel business in a wider area.

CONCLUSION

PT. Nur Haramain Mulia is a company engaged in Hajj and Umrah services located in Patokan Kraksaan Probolinggo village. There are many companies engaged in Hajj and Umrah services around Probolinggo, but PT. Nur Haramain Mulia is a company that is relatively fast growing compared to similar companies in the Probolinggo area. This rapid development certainly has a

reason why the company has grown big and has branches in the Sidoarjo, Madura, Lumajang and Aceh areas. Optimization is the process of finding the best solution among a large number of alternative solutions. Optimization is done by maximizing the function of the objectives without violating the boundaries. Optimization improves system efficiency. This means increased profits and minimal processing time.

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