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## UMRAH ASSISTANCE MANAGEMENT AS A PILGRIM SERVICE STRATEGY AT PT MARCO TOUR & TRAVEL JAKARTA

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#### ABSTRACT

This qualitative field study or case study research was conducted at PT Marco Tour & Travel: Umrah & Haji Jakarta, with data collection techniques carried out through direct observations and interviews with Umrah pilgrim on various occasions and experience providing Umrah ritual guidance material from 2018 to the present; especially in the 2023 period, which is quite frequent, accompanied by the opportunity to become an umrah guide which is mandated almost every month. Apart from that, this research is also supported by documentary-literature studies, then descriptive-interpretative analysis is carried out. In this research, it was concluded that the satisfaction of umrah pilgrim and smooth and successful implementation of their umrah program is through guidance and accompanying umrah rituals. Therefore, the implementation of Umrah ritual guidance must receive good attention through professional and easy Umrah ritual guidance management, especially based on the flow of planning, organizing, actuating, and controlling.

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## A. INTRODUCTION

Indonesia is often claimed to be a country that is the majority of adherents of the Shafi'i madhhab, where based on some popular opinions of the madhhab states that the law of Umrah is obligatory (*fardh*) for those who can afford it (*al-mustathî'*) for once in their lives (*marrah wâhidah*) (Al-Khin, *et.al.*), 1992: 116); either able because of oneself (*istithâ'ah mubâsyarah*) or able because of the help/financing of others (*istithâ'ah ghairu mubâsyarah*) (Drafting Team, 2022: 34).

To perform the Umrah pilgrimage, a Muslim will and even have to travel (*safar*) to the two holy lands (*al-haramain al-syarîfain*) in Mecca (*Makkah Al-Mukarramah*) and Medina (*Al-Madînah Al-Munawwarah*) in Saudi Arabia by being a guest of Allah (*dhuyûf Allâh* or *dhuyûf Al-Rahmân*), or popular as a person who is performing Umrah (*mu'tamir*), which nowadays is generally done by using airplanes through air travel.

On the other hand, Umrah travel can be categorized as religious tourism, i.e. as a trip away from daily routine, work, and then returning home for the purpose of traveling to certain holy sites formalized, recognized, and managed by major religions; or as a pilgrimage that has a meaning associated with the religious, historical, cultural, and belief entities of a particular ummah, to a holy place that is considered sacred (Surur, 2020: 26-27).

These religious trips are usually carried out through travel agencies, which are companies that specialize in arranging and organizing people's trips and stopovers, including the completeness of their travels, from one place to another, either domestically, domestically, abroad or within one's own country (Ansyar and Musadad, 2019: 4); which is required to provide the best service which in the Islamic perspective is a noble work (Rifa'i and Kamila, 2021: 3).

Then, in order for the goal of implementing the Umrah pilgrimage to be successful and achieving the targets to be achieved properly, it is necessary to have management, both management in the field of service, counseling and guidance, manasik, and so on. So that the aspirations of the pilgrims in performing the Umrah pilgrimage can be obtained perfectly and satisfactorily (Muhammad and Hamzah, 2020: 11). In this case, the management in question can be broadly interpreted as the process of managing, regulating, driving, controlling, handling, managing, organizing, executing, executing,

and leading (Maya and Lesmana, 2018: 296), or it can be understood by accentuating other management meanings that are synonymous with it and equivalent to it.

Therefore, the quality of Islamic services provided by travel companies and the trust of pilgrims has a significant influence on customer satisfaction felt by Umrah pilgrims, which also affects their interest in reusing Umrah services at the travel company (Andiyawan, Zaerofi, and Heryahya, 2023: 430-431).

PT Marco Tour & Travel: Umrah & Hajj which has been officially registered with the Ministry of Religious Affairs of the Republic of Indonesia (<https://simpu.kemenag.go.id/>) which has its head office in Jakarta with its branch offices and agents spread widely in various regions in Indonesia, is one of the travel or religious tourism agencies that every month is able to dispatch Umrah pilgrims in a duration of 2-4 times the departure schedule, In a given month, the duration can be more than that. Even after the 2024 Hajj season, precisely starting in July 2024, PT Marco Tour & Travel Jakarta plans the departure of Umrah pilgrims every week in a thematic manner and is always committed to providing service satisfaction to its pilgrims.

This empirical reality is among those that attract interest in the field of research with *the focus* of the theme on Umrah and its manasik procession, with *research locus* in various Umrah travel agencies. Meanwhile, specifically, among the relevant studies that highlight the implementation of Umrah with *locus* at PT Marco Tour & Travel Jakarta and/or its branches are as follows:

*First*, a research article written by Mohammad Ridha and Rana Harris (2018) entitled "Service Quality Related to Customer Satisfaction with Umrah Worship Package Preparation at PT Marco Tour and Travel Jakarta: Spearman's Correlation Coefficient", concluded that considering that there is a strong correlation between the dimensions of responsiveness and empathy, PT Marco Tour and Travel employees must conduct intensive training in the field of *soft skills* in interacting with others and to have skills in self-regulation.

*Second*, a research article written by Rahendra Maya, Muhammad Sarbini, Herman, and Ahmad Ubaidillah (2023) with the title "Management of the Implementation of the Grand Umrah One Plane: Synergy of *Tour Leaders* and *Tour Guides*", concludes that in reality in the implementation and service of Umrah pilgrims,

synergy from *Tour Leaders* (TL) and *Tour Guides* is required (TG) to cooperate in carrying out their professional duties to provide smooth service and for the success of the one-plane Grand Umrah program.

This article comes from the final report of the Community Service (PkM) program that has been implemented by the Lecturer and Student Team of Schools at the Al-Hidayah Islamic Religious College (STAI) Bogor in order to implement the Tridharma of Higher Education.

*Third*, scientific-academic research in the form of a thesis written by Indah Puspita Sari (2023) at the Department of Da'wah Management, Faculty of Da'wah and Communication Sciences, State Islamic University (UIN) Raden Intan Lampung entitled "Management Functions in the Development of Prospective Hajj and Umrah Pilgrims at PT Marco Tour and Travel Hajj and Umrah Kedaton Bandar Lampung", concluded that the management of Hajj and Umrah coaching at PT Marco Tour and Travel Kedaton Bandar Lampung uses four management functions, namely planning, organizing, actuating, and controlling. The four management functions are used in carrying out Hajj and Umrah coaching at PT Marco Tour and Travel Kedaton Bandar Lampung so that the implementation of Hajj and Umrah coaching, especially Umrah, can run well and in a targeted manner.

*Fourth*, scientific-academic research in the form of a thesis written by Yoga Setiawan (2023) at the Department of Da'wah Management, Faculty of Da'wah and Communication Sciences, State Islamic University (UIN) Raden Intan Lampung entitled "Management of Hajj and Umrah Services for Elderly Pilgrims at PT Marco Tour and Travel Hajj and Umrah Bandar Lampung", concluded that the management of Hajj and Umrah services for elderly pilgrims at PT Marco Tour and Travel Kedaton Bandar Lampung uses four management functions consisting of planning, organizing, *actuating*, and *controlling* so that it can run well and in a targeted manner.

Based on this rationality and background, this case study research article or field study at PT Marco Tour & Travel Jakarta, although it has similarities with several previous studies, is specifically aimed at reviewing and analyzing *the focus* on the management of Umrah manasik assistance which is expected to be the *novelty* of his research, with the title "Umrah Manasik Management as a Pilgrim Service Strategy at

PT Marco Tour & Travel Jakarta", in accordance with the popular management flow which includes the process of *planning*, organizing, *actuating*, and controlling.

## **B. METHOD**

This qualitative research field study or case study was carried out at PT Marco Tour & Travel: Umrah & Hajj Jakarta, with data collection techniques carried out through observation and direct observation as well as interviews with Umrah pilgrims on various occasions and experiences when providing Umrah manasik guidance material and guiding its implementation directly since 2018 until now. Especially in the span of 2023, which is quite intense, accompanied by the opportunity to become an Umrah guide who is mandated in almost every month of the year until 2024. In addition, this research is also supported by a literature-documentary study, to then be analyzed descriptively-interpretively.

In the period from 2003 to early 2024, researchers as well as first devotees/researchers are often entrusted by PT Marco Tour & Travel Jakarta to guide Umrah pilgrims (usually accompanied by Umrah manasik speakers) at departure times according to the following schedule:

1. Departure on January 16-24, 2023, the grand Umrah program is one plane for 9 days.
2. Departure on March 2-10, 2023, regular Umrah program 9 days.
3. Departure on July 29 – August 06, 2023, Umrah is a regular 9-day program.
4. Departure on September 06-14, 2023, Umrah regular program 9 days.
5. Departure on October 21-29, 2023, regular Umrah program 9 days.
6. Departure on December 29, 2023 – January 06, 2024, regular Umrah program 9 days.
7. Departure on February 29 – March 08, 2024, regular Umrah 9-day program.

## **C. RESULTS AND DISCUSSION**

### **Accentuation of the Meaning of Umrah**

In Islamic teachings, Umrah is agreed by consensus (*ijmâ'*) by the scholars as a sharia worship (*masyrû'ah*), although there are differences of opinion and opinions in the assessment of its legal status; where there is a popular opinion among the Shafi'î

and Hanbalî madhhabs that identify it as a mandatory worship that is obligatory once in a lifetime, while the popular opinion among the Hanafî madhhab and Mâlikî categorizes it as sunnah worship (Al-Mûsâ, *et.al.*, 2012: 13; Drafting Team, 2020: 61; and Maya, *et.al.*, 2023: 478-479).

*Umrah* in the online *Indonesian Great Dictionary* (KBBI) is defined as a small hajj or visit (*pilgrimage*) to a holy place (as part of the hajj ceremony, carried out upon arrival in Mecca) by means of ihram, tawaf, sai, and shaving (*tahallul*), without wukuf in Padang Arafah, which can be carried out at the same time as the hajj time or outside the hajj time (<https://kbbi.kemdikbud.go.id/>; Hamid, 2020: 47; and Johari & Arifin, 2019: 2).

Etymologically in the study of scholars, *Umrah* means to visit or make a pilgrimage (*al-ziyârah*), while terminologically it means to visit the Kaaba to perform a certain procession of worship (*qashd Al-Ka'bah li al-'ibâdah al-makhshûsah*) (Al-Zuhailî, 2008: 1/377; and Al-'Awâisyah, 2002: 4/431); that is, it includes the procession of ihram, tawaf, sai, and tahalul, in order to the creation of a relationship of worship or a relationship of servitude and totality of submission (*'alâqah 'ubûdiyyah*) to Allah as the Creator (Maya, 2018: 247).

### **The Essence of Umrah Manasik**

The term *manasik*, which is then widely phrased with Umrah and Hajj, becomes Umrah and/or Hajj manasik, in KBBI simplistically means worship; so that Hajj manasik is interpreted as (1) things related to the Hajj, such as ihram, tawaf, sai, and wukuf; and (2) demonstration of the implementation of the hajj in accordance with its pillars (usually using imitation Kaaba and so on) (<https://kbbi.kemdikbud.go.id/>).

The term manasik itself comes from the Arabic language *manâsik*, as a plural form of the singular form of the term *mansak*. In the Qur'an, the term *manâsik* and some of its derivatives are mentioned by using the term *mansakan* 2 times in Q.S. Al-Hajj [22]: 34 and 67; *manâsikakum* 1 time in Q.S. Al-Baqarah [2]: 200, and the term *manâsikanâ* is mentioned 1 time in Q.S. Al-Baqarah [2]: 128 (Jal'ûm, 2015: 2/1321).

According to Mukhtâr Fauzî Al-Na'âl (2003: 737-738), *mansak* is in the form of the word place (*ism makân*) which is a derivative of the term *nasaka naskan* which means *ta'abbada*, meaning to worship, so it means a place for worship. Therefore, *al-mansik* or *al-mansak* means (1) the method/procession of ascetic behavior and worship (*tharîqah*

*al-zuhd wa al-ta'abbud*), and (2) the place to perform the worship of slaughtering sacrificial animals in order to get closer to Allah (*al-maudhi' alladzî tudzbahu fîhi al-nasîkah au al-dzabîhah taqarruban li Allâh*).

Based on the etymological definition mentioned above, *Umrah manasik* in a terminological-simplistic manner can be interpreted as things related to the Umrah pilgrimage, or as a demonstration of the implementation of the Umrah pilgrimage in accordance with the pillars and their various obligations and various related ritual processions.

### **Umrah Manasik Assistance Management at PT Marco Tour & Travel Jakarta**

Based on popular management flows, including the process of *planning, organizing, actuating, and evaluating (controlling)* which in management science is referred to as the term *POAC* (Sarifudin and Maya, 2019: 139), the management of Umrah manasik assistance as a pilgrim service strategy and its satisfaction at PT Marco Tour & Travel Jakarta can be described as follows:

*First*, planning for the management of Umrah manasik assistance at PT Marco Tour & Travel Jakarta

This planning stage is carried out by the management of PT Marco Tour & Travel Jakarta through planning and determination related to two things, namely (1) the Umrah manasik training schedule before departure, especially related to the location and time of the training, and (2) the plan to carry out the Umrah pilgrimage tentatively through the *itinerary*.

The Umrah manasik training schedule at PT Marco Tour & Travel Jakarta which is announced through the WA group to every prospective pilgrim who has been registered, is usually planned to be held approximately a week before the departure of Umrah pilgrims, either held at the Abunawas Jakarta Resto for pilgrims domiciled in the Greater Jakarta area and its surroundings which allow them to attend in person, or at the nearest branch/agent office, or it can also be done independently with the guidance of certain parties.

Meanwhile, regarding the *itinerary*, for example for the 9-day regular Umrah program, usually the schedule for the implementation of Umrah is planned on the evening of the fourth day or midnight of the fifth day if the first destination arrives in

the city of Medina first, or based on the latest valid information in the field that is more possible in its implementation. Meanwhile, if you go to the city of Mecca first, then the schedule for the implementation of Umrah is usually planned after resting at the hotel for about 1-2 hours.

The essence of planning *the* schedule for the implementation of the Umrah pilgrimage is aimed at the pilgrims being able to prepare themselves well and be able to know it clearly.

*Second*, organizing the management of Umrah manasik assistance at PT Marco Tour & Travel Jakarta

In this organizing stage, assistance is carried out through Umrah manasik training according to a previously planned schedule. The manasik speaker is a *Tour Leader* (TL) who doubles as a guide for Umrah pilgrims, or another ustadz appointed by PT Marco Tour & Travel Jakarta, where the ustadz is also usually a TL/guide who is often entrusted to guide Umrah pilgrims. The material provided in general relates to (1) general material, related to the completeness of Umrah that has been given/received by the pilgrims and the explanation of *the itinerary* as well as about security, safety, health, and other technical field tips, and (2) religious material about Umrah, including the essence of Umrah, the virtues of Umrah, the procession of Umrah manasik, and short prayers and questions and answers about it.

The Umrah manasik material submitted to the pilgrims by the ustadz/training supervisor is expected to be based on *the Umrah Guidebook* (t.t.) which has been published by PT Marco Tour & Travel Jakarta and has been distributed as a complete Umrah guide, although in general it can use other reference sources.

*This* important stage in organizing is also carried out by TL and/or who is also an Umrah guide to prepare for the implementation of Umrah pilgrims. If the *itinerary* is scheduled to go to Mecca first, then the organization is carried out on an airplane, especially for male pilgrims in the procession of wearing ihram cloth. In general, the organization is intended to remind the congregation to immediately start the intention when the plane is on the Yalamlam miqat and to start *the talbiyah* of Umrah and other practices related to the ihram procession.



Meanwhile, if in the *itinerary* the first destination is to go to Medina first, then the organization is carried out by TL and/or TL at the hotel shortly before *checking out* to go to the Bir Ali or Dzulhulaifah miqat, intend to perform Umrah, and then to perform talbiyah along the way until arriving at the courtyard of the Grand Mosque.

Regarding the organization of Umrah manasik assistance management at PT Marco Tour & Travel Jakarta, the urgent thing that is always done is also the implementation of re-manasik training (*review*). This re-training is usually carried out at Sukarno Hatta Tangerang airport if the destination schedule in *the itinerary goes to Mecca first*. *Meanwhile, if the schedule goes to Medina first*, then the re-manasik training is generally carried out in the afternoon of bakda ashar until before maghrib before the departure of the pilgrims to Mecca the next day, or in the evening on bakda isha.

*Third*, the implementation (*actuating*) of Umrah manasik assistance management at PT Marco Tour & Travel Jakarta

At this stage of *implementation*, Umrah manasik assistance is carried out and fully controlled by synergistic cooperation between *Tour Leaders* (TL) and *Tour Guides* (TG) or *muthawwif*. In this case, the assistance is carried out by participating in and guiding Umrah pilgrims directly in carrying out the Umrah procession, especially related to the pillars and obligations which include the procession of advanced ihram, tawaf, sa'i, and tahalul so that the pilgrims are always sincere, according to the guidance of Umrah manasik taught by the Prophet, orderly, and smoothly in their worship.

In addition, it is no less important that this assistance is aimed at the pilgrims being in one command and remaining in one line, not scattered and scattered. Even if there is someone left behind or separated from the group, in addition to having previously been briefed on the solution to be able to overcome it, then one of the TL or TG will look for the congregation, or by waiting under the exit of Marwah after the sa'i procession is over.

*Fourth*, the evaluation (*controlling*) of the management of Umrah manasik guidance assistance at PT Marco Tour & Travel Jakarta

In general, at this evaluation (*controlling*) stage, Umrah manasik assistance is carried out in two stages.

*First*, a direct evaluation, carried out by TI and/or TG shortly after the sa'i procession is completed, precisely after exiting the Marwah door, by looking for a spacious and not too noisy place, while unwinding before carrying out the tahalul procession. The evaluation is carried out through expressions of gratitude for carrying out the ihram, tawaf, and sa'i processions, as well as evaluating its implementation so that when pilgrims want to carry out the next Umrah independently or badal Umrah, or when they return to Umrah at another time, the pilgrims can carry it out even better.

*Second*, the official evaluation carried out by PT Marco Tour & Travel Jakarta through a digital Umrah service evaluation questionnaire in <http://bit.ly/UmrahWithMarco> after the return of the pilgrims to their respective places of domicile through the WA group that has been created.

#### **D. CONCLUSION**

Based on the discussion of the research and analysis, it can be concluded that PT Marco Tour & Travel: Umrah & Hajj Jakarta has provided good Umrah manasik assistance for its pilgrims as a strategy to provide good service to pilgrims as well as for the smooth running of the procession and the success of the program, in accordance with the management flow which includes the process of *planning*, organizing, implementing (*actuating*), and evaluation (controlling) as has been stated.

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Umrah and guide their pilgrims so that they can inspire them to conduct research and community service through it, as well as to the *muthawwif* or TG who have collaborated synergistically in serving Umrah pilgrims.

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