

ANALISIS STRATEGI PROMOSI PAKET HAJI DAN UMRAH DI *TRAVEL MYHAJIUMROH*

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ABSTRAK

Berdasarkan dari Satu Data Kementerian Agama Republik Indonesia pada bahwa terdapat 405 hingga 463 jasa Penyelenggara Ibadah Haji Khusus (PIHK) dan 1.016 hingga 1.354 jasa Penyelenggara Perjalanan Ibadah Umrah (PPIU) dari 34 provinsi di Indonesia pada tahun 2021 hingga tahun 2022. Salah satu perusahaan jasa penyelenggara ibadah haji dan ibadah umrah adalah *Travel Myhajiumroh*. *Travel Myhajiumroh* adalah perusahaan jasa penyelenggaraan ibadah haji dan umrah yang sudah memperoleh izin beroperasi dari Kementerian Agama Republik Indonesia, secara resmi dan mampu melakukan perjalanan haji dan umrah serta mampu memberikan pelayanan fasilitas dan pembinaan kepada masyarakat muslim Indonesia untuk melaksanakan perjalanan ibadah haji dan umrah.

Penelitian ini bertujuan untuk memperoleh data tentang bagaimana strategi promosi paket haji dan umrah yang digunakan di *Travel Myhajiumroh*. Penelitian ini dilakukan di *Travel Myhajiumroh* Metode penelitian yang digunakan pendekatan kualitatif dengan menggunakan jenis penelitian deskriptif. Teknik pengumpulan data yang digunakan melalui observasi, wawancara, dan dokumentasi. Teknik analisis data dilakukan dengan deskriptif dan teknik keabsahan data dilakukan dengan triangulasi data. Berdasarkan hasil penelitian yang dilakukan oleh peneliti melalui observasi, wawancara, dan studi literatur bahwa *Travel Myhajiumroh* belum optimal dilakukan karena belum sesuai dengan teori bauran promosi.

Kata kunci: Bauran Promosi, Strategi Promosi, *Travel Myhajiumroh*

**ANALYSIS OF PROMOTIONAL STRATEGIES FOR HAJJ AND UMRAH
PACKAGES AT MYHAJIUMROH TRAVEL**

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ABSTRACT

Based on data from the Ministry of Religion of the Republic of Indonesia, there are 405 to 463 Special Hajj Organizer services (PIHK) and 1,016 to 1,354 Umrah Travel Organizer services (PPIU) from 34 provinces in Indonesia in 2021 to 2022. One of the service companies The organizer of the Hajj and Umrah pilgrimages is Myhajiumroh Travel. Myhajiumroh Travel is a Hajj and Umrah organization services company that has obtained an operational permit from the Ministry of Religion of the Republic of Indonesia, is officially capable of carrying out Hajj and Umrah trips and is able to provide facilities and guidance services to the Indonesian Muslim community to carry out Hajj and Umrah trips.

This research aims to obtain data about how promotional strategies for Hajj and Umrah packages are used at Myhajiumroh Travel. This research was conducted at Myhajiumroh Travel. The research method used was a qualitative approach using descriptive research. Data collection techniques used were observation, interviews and documentation. The data analysis technique is carried out descriptively and the data validity technique is carried out by data triangulation. Based on the results of research conducted by researchers through observation, interviews and literature studies, Myhajiumroh Travel has not been implemented optimally because it is not in accordance with the promotional mix theory.

Keywords: Promotion Mix, Promotion Strategy, Myhajiumroh Travel