



ANALYSIS OF THE PERFORMANCE OF HAJJ UMRAH EXECUTORS DURING THE COVID-19 PANDEMIC PT.GADIKA TRAVEL MEDAN

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ABSTRACT

This research was conducted with the aim of analyzing the travel performance of the performance of Hajj and Umrah at PT. Gadika Travel Medan. This research was obtained by the performance of the executor of travel that the performance of Hajj and Umrah could improve the welfare of the pilgrims. This research method uses qualitative research with the type of case study research. Data collection techniques used in this study were observation, interviews and documentation. Based on the result of research and analysis of key data that with the performance of this Umrah pilgrimage can improve the welfare of the Umrah pilgrims at PT. Gadika Travel Medan.

INTRODUCTION

Before the COVID-19 pandemic PT Gadika could usually send Umrah pilgrims every week reaching more than 50 pilgrims, when during the current COVID-19 pandemic conditions PT Gadika had no Hajj or Umrah departures at all during the COVID-19 pandemic. During the COVID-19 pandemic at this time PT Gadika had many employees who were deactivated and only 3 employees were left at PT Gadika Expressindo Tour & Travel Medan.

However, along with economic development, PT Gadika Expressindo Tour & Travel Medan continues to analyze the market in Medan City and in regions to find consumers.

In the current pandemic conditions, business actors are increasingly trying to find solutions and business programs that can increase the competitiveness of companies, especially in the field of Hajj and Umrah travel agencies at PT.

Gadika Expressindo Tour & Travel Medan (Nasir, 2010).

On March 11, 2020, the World Health Organization has announced a global pandemic status for coronavirus disease 2019 or called Corona Virus Disease 2019 (COVID-19). Data as of December 17, 2020, the number of infected worldwide reached 74.9 million cases, while for Indonesia alone reached 643,508 cases.

The Corona Virus that spread in Indonesia had a huge impact on vital sectors of the country, especially the country's economy. One of those affected is the Hajj and Umrah travel agency. With the spread of the corona virus in Indonesia and other countries, the government of Saudi Arabia made the decision not to accept pilgrims who will perform Hajj and Umrah.

The emergence of various policies in preventing the spread of this virus, such as physical distancing and avoiding direct contact with other people as

well as lockdown policies or restrictions on access to entry and exit in certain areas. This has a huge impact on the travel and tourism business in Indonesia (Amiantur Zuhriya, 2020).

The reduced turnover caused by the company resulted in losses for the company. For the sake of the continuity of the company, several Umrah organizers have laid off many of their own employees. In fact, some companies even prefer to temporarily disable activities at the company until the certainty of Umrah is reopened. Only a few companies are able to survive in pandemic conditions like today.

PT Gadika must find ways to increase its Umrah pilgrims in the following year so that consumers can be more interested in registering for Umrah at PT Gadika. The efforts made by PT Gadika in dealing with this by spreading brochures to the surrounding community, making advertisements that are as attractive as possible and sharing them on social media so that Hajj and Umrah pilgrims are interested in registering at PT Gadika.

LITERATURE REVIEW

Definition of Travel / Travel Bureau

Travel agency (travel) is a commercial business activity that organizes and provides services for a person, group of people, to travel with the main purpose of traveling where this business entity organizes travel activities that act as intermediaries in selling or managing services to travel both at home and abroad. (Oka A, 2003).

Travel agencies (Travel) are basically divided into two types, namely tourist travel agencies and Hajj and Umrah travel agencies.

- a. Travel Bureau is a business or business entity that provides all or part of the complement of a person or group of people who will travel. In running its business, this travel agency or travel agent must carry out the following obligations:
 1. Provide protection to customers or service users.
 2. Provide tour guides to lead and guide tourists when traveling.
 3. Ensure the fulfillment of obligations for state and regional levies and conduct bookkeeping based on applicable laws and regulations.

4. With applicable laws and regulations. If these obligations are not met, the business license will be revoked by the local government.

- b. Have organized Umrah worship for at least 3 (three) years and dispatched Umrah pilgrims at least 300 (three hundred) people.
- c. Have the technical ability to organize special Hajj pilgrimage which includes the ability of human resources, facilities and infrastructure and management.
- d. Have the financial ability to organize a special pilgrimage as evidenced by a bank guarantee.
- e. Have a commitment to organize special pilgrimage in accordance with laws and regulations, service standards set by the minister and the provisions of the government of the Kingdom of Saudi Arabia.

The organization of Special Hajj (PIHK) that has met these requirements can organize special Hajj with the provision of mandatory services that include (Abdurachman, 2010):

- a. Registration.
- b. Guidance of special pilgrims.
- c. Transportation of special pilgrims.
- d. Accommodation and consumption in Saudi Arabia.
- e. Health of special pilgrims.
- f. Protection of special pilgrims and special Hajj officers.
- g. Hajj administration and documents.

Overview of Hajj and Umrah

1. Hajj

a. Definition of Hajj

Hajj etymologically comes from Arabic al-hajj, meaning purpose, intention, and deliberate for great and great deeds. In addition, al hajj means visiting or coming. So this is in line with the activity of the Hajj pilgrimage, where Muslims from various countries visit and come to Baitullah (Kaaba) during the Hajj season because this place is considered noble and majestic. (Agil Husin, 2003)

b. Definition of Umrah

As for the meaning of Umrah, the word Umrah comes from the Arabic word I'timar which means

(traveling). Derived from the word I'timar which means pilgrimage, namely pilgrimage to the Kaaba and circumambulate it, then bersa'I between Shafa and Marwa, and shave the hair (tahallul) without wukuf in arafah. (Muhammad Bagir, 1999).

METHOD

The research design carried out by the author is using field research with a qualitative descriptive approach. What is meant by field research is that survey researchers go directly to the field to make observations about phenomena in a natural or actual situation. While descriptive qualitative is a procedure that uses descriptive data in the form of written or spoken words from people and actors that can be observed. Qualitative means something related to aspects of quality, value or meaning that lies behind the facts. Quality, value or meaning that can only be expressed and explained through linguistics, language or words.

Qualitative research is research based on the philosophy of postpositivism, used to research on natural object conditions, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are triangulated (combined), data analysis is inductive / qualitative, and qualitative research results emphasize meaning rather than generalization (Dedi, 2002).

The data sources used in this study are primary data and secondary data. Primary data in this study were taken from respondent sources of observation, interviews, and documentation with the management of PT Gadika Expressindo Tour & Travel Medan. While secondary data comes from literature books or relevant previous research. This is described as follows:

a. Primary data is data collected by researchers for specific purposes, usually after the object of research is determined and the collection instrument is prepared. In this study, researchers conducted direct observations and interviews with several administrators of PT Gadika Expressindo Tour & Travel Medan.

b. Secondary data

Secondary data is data that has been collected by other parties. Secondary data is useful for use as supporting documentation, meaning that it can complement the original data collected by researchers and is used to test previous findings.

Secondary data in this study were obtained from literature studies, books and from various other sources related to the analysis of the performance of travel implementing Hajj Umrah during the co-19 pandemic of PT Gadika Travel Medan which has joined in collaboration with PT Gadika Expressindo Tour & Travel Medan.

Data collection techniques are the most strategic step in research, because the main purpose of research is to get data. To obtain the data needed in this study, researchers used the following data collection techniques:

1. Literature Study

Literature study is a data collection method directed at finding data and information through documents, photographs, images, and electronic documents that can support this research process.

2. Observation

Observation is a method of collecting data.

RESULT

The results of the above research are a field research process that has been carried out by researchers on June 09, 2022 by fulfilling the requirements from obtaining a research permit from the Faculty of Islamic Religion, Sharia Business Management Study Program, Muhammadiyah University of North Sumatra, to the approval of PT.Gadika Expressindo Tour & Travel Medan "Analysis of Hajj Umrah Travel Performance during the Covid-19 Pandemic PT.Gadika Travel Medan".

1. How does PT.Gadika increase revenue turnover during the covid-19 pandemic?

PT.Gadika made a strategy by increasing revenue turnover during the pandemic such as doing the best possible marketing in order to restore revenue turnover after the Covid-19 pandemic. And even though prices have increased from the previous year, such as airplane tickets, visas, it does not complicate and hinder prospective pilgrims for Hajj and Umrah because prospective pilgrims already have previous savings at PT.Gadika. Although the savings are still lacking to pay off the cost of departing for Hajj and Umrah, at least the savings can reduce the cost of departing for Hajj and Umrah.

Not only increasing revenue turnover, there are ways that PT.Gadika can do as follows:

1. Expand the range of promotions to make offers that are creative and different from other PT.travel Hajj Umrah, so that prospective pilgrims are interested in registering at PT.Gadika.
2. Taking less profit than and before the pandemic, so that it can attract more consumers.
3. Help provide convenience in managing the requirements for prospective pilgrims for Hajj and Umrah.

This will make it easier for PT.Gadika to stabilize revenue turnover after the covid-19 pandemic.

2. How does PT.Gadika look for clients for prospective Umrah pilgrims during the Covid-19 pandemic?

Marketing strategy is a tool to achieve goals and maintain company quality. Which price is an important part of the marketing strategy and is also one of the biggest obstacles in business ventures because consumers often look at prices. Likewise, there is very sharp competition in the business world.

The current co-19 pandemic has certainly had a huge impact on many sectors, one of which is the PT.travel Hajj Umrah sector. The process of departing for Hajj and Umrah was hampered and inevitably had to be temporarily canceled. In a company, marketing strategy is a tool to achieve company goals in relation to long-term goals, follow-up programs, and resource allocation priorities. Among them, the marketing strategy applied at PT Gadika to get prospective pilgrims is by utilizing mouth to mouth, media, web, ministry / agency, bener, brochures, personal selling, and promotion mix. With a collection of tools used or marketing mix, namely: Price, product, promotion method, promotion service through radio, plunge into the market, plunge into the market.

CONCLUSION

Based on the results of the research and data analysis and discussion above, the following conclusions are obtained:

1. The strategy in increasing revenue turnover carried out by PT.Gadika by doing the best possible marketing such as, expanding the range of promotions making creative offers

and making it easier to take care of Hajj and Umrah departures.

2. Efforts made by PT.Gadika to find clients for prospective pilgrims and Umrah by conducting promotional services through radio, social media such as, making advertisements that are as attractive as possible and promoting marketing directly to the public by giving brochures.
3. One way to provide customer satisfaction procedures is in accordance with the motto of PT Gadika which serves wholeheartedly by paying attention to quality, reliability, responsiveness, assurance, empathy, and tangible evidence. This can be done by providing satisfaction to its customers in various ways and strategies, including by providing quality products (services) in accordance with the promises made, affordable prices, complete facilities, providing excellent service that is full of politeness, friendly and courteous and providing responsive and fast customer problem solving.

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