

**Digital Marketing Strategy PT. Dewangga Travindo (Hajj and Umrah Agent)**

**Rezki Febriansyah<sup>1</sup>, Ulil Albab<sup>2</sup>, Abizar<sup>3</sup>, Sri Choiriyati<sup>4</sup>**

Universitas Muhammadiyah Lampung

rezkifebriansyah@gmail.com<sup>1</sup>, ulilalbab@uml.ac.id<sup>2</sup>, abizar@uml.ac.id<sup>3</sup>,

srichoiriyaty@gmail.com<sup>4</sup>

**ABSTRACT**

*The development of the internet has brought about changes in the implementation of company marketing strategies. This aligns with the increasing interest in Umrah and Hajj in Indonesia. This research aims to understand how PT implements the digital marketing strategy. DEWANGGA TRAVINDO (Umrah and Hajj Agency). This research employs a qualitative descriptive approach. The data used consists of primary and secondary data. The research follows a qualitative descriptive approach. The results of this study indicate that the Umrah and Hajj Agency applies digital marketing steps as outlined by Thomas Joseph, encompassing the integration of critical elements of digital marketing such as content, SEO, social media, community web, mobile apps, search engines, and the effective utilization of CRM systems.*

**Keywords:** Strategy, Digital Marketing, Hajj & Umrah, Marketing Strategy.

**INTRODUCTION**

Trade is an activity carried out by humans since the beginning of their civilization. At first the trading process was only carried out face to face. Entering the era of technological development, this at least changes the pattern of community interaction in carrying out business, economic, social and other interactions. and efficient. According to Laquey, today the internet has become so large and powerful as an information and communication tool that cannot be ignored (Soleh et al., 2010).

According to survey data from the Association of Indonesian Internet Service Providers (APJII) the number of internet users in Indonesia is now wider and includes various groups. The results of the 2014 APJII survey were 88 million internet users and then increased to 132.7 million internet users in 2016. this shows a nearly 50% increase in Internet users in Indonesia within two years (APJII, 2017).

The development of the internet also encourages the development of online business. Online business shows high sales penetration in various categories showing high numbers and continues to increase. In line with the 2016 APJII survey data, in the following infographic, the growth of internet users and online shopping has an impact on consumer buying decision-making behavior. In the past, to make

transactions, consumers had to go to sellers or providers of products or services to purchase a product/service.

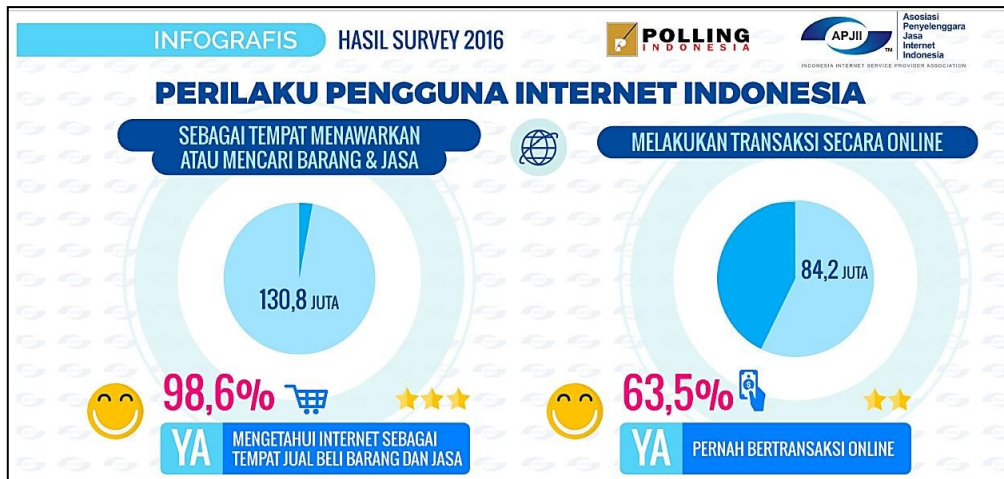


Figure 1. Infographic on Indonesian Internet user behavior in 2016

It can be seen that the influence of these technological developments has caused the world of commerce to be required to offer a new trading concept through the internet network which is called e-marketing. Where with this new concept marketing can be done more quickly and accurately and traders can reach marketing areas throughout the world. The emergence of the internet in Indonesia, with such a large "market", is certainly one of the factors that has led to the emergence of a new advertising model, namely by using the internet or online, or what is commonly called digital marketing. Digital marketing is a marketing strategy that utilizes digital media, either through websites, mobile phones, e-mail, blogs, social media and others. (Wertime & Fenwick, 2008).

Innovative managers need to find ways and create unique businesses to be more effective locally, regionally, and globally so they can expand their revenues, reduce their costs, and increase their profits. Information is needed to support the achievement of competitive advantage for the company.

For marketers, understanding the nature and characteristics of the media is a very important reference in managing the strategy for selecting promotional media. The current marketing orientation is not just about conveying products from the hands of producers to consumers, but marketing also pays attention to whether consumers' needs and desires are met, whether consumers are satisfied with the product, and whether consumers will repurchase and become loyal to the product or brand.

In line with the development of the internet, a new understanding emerged regarding the marketing paradigm in the form of a modern marketing concept that is

market or consumer oriented or a marketing revolution (Sutejo, 2006). In this context, marketing in the internet method has optimal efficiency in marketing and can make the right and optimal offers on internet social media.

Visiting Baitullah is the goal of all Muslims. Mecca and Medina are cities that have great virtues in the sight of Allah SWT. So it's no wonder the interest of the Muslim community to visit it continues to increase year after year. A record shows that the Indonesian Umrah congregation is one of the largest in the world.

According to the Ministry of Hajj and Umrah of Saudi Arabia, the number of Umrah visas issued to Indonesia in 2016 reached 699.6 thousand pilgrims, an increase of 7.2 percent from the previous year. This figure makes Indonesia the country with the third largest number of Umrah pilgrims in the world. The largest number of Umrah visas issued by the Government of Saudi Arabia in 2016 was to Egypt with a total of 1.3 million pilgrims, up 17 percent from the previous year of 1.1 million pilgrims. The interest of the Indonesian population to carry out the Umrah pilgrimage is quite large. Because, to be able to carry out the fifth pillar of Islam, namely the pilgrimage, it takes tens of years to queue. This is what makes the umrah business in demand in the country.

In its development, innovation and creativity are needed in digital marketing strategies. It is recognized that creative companies will be superior in terms of strategies and tactics in digital marketing. This company built its first business with the website [www.agenhajiumrah.com](http://www.agenhajiumrah.com) applying a digital marketing model, which means trading products or services using computer networks, such as the internet. Digital marketing refers to technologies such as mobile digital, electronic funds transfer, supply chain management, online marketing, online transaction processing and data collection systems. Modern electronic commerce typically uses the World Wide Web for at least one part of its transaction life cycle, although it may also use other technologies such as e-mail.

The web [agenthajiumrah.com](http://www.agenthajiumrah.com) is a site that provides a variety of Umrah travel packages with every promo and discount, which allows site users to make online transactions, from sorting and selecting and making payments to digitally processing Umrah documents.

The data and facts obtained, regarding the development of digital marketing and interest in Umrah and Hajj in Indonesia, interest the author to find out how the digital marketing strategy at PT. DEWANGGA TRAVINDO (Hajj and Umrah Agent) by implementing the integrity of the main elements of digital marketing, namely content, social media, community web, mobile apps, search engines and CRM systems.

PT. DEWANGGA TRAVINDO is present as a Hajj and Umrah travel agent that provides services to meet the needs of Islamic travel to Mecca and Medina that are consistent in building more interactive relationships and communication patterns

related to package products owned by companies to consumers via digital media, both the internet and mobile devices, and other digital media.

Marketing strategy has an important role for the success of the company's business in general and in the field of marketing in particular. In looking at the conditions and situation regarding travel development, especially Hajj and Umrah trips, has the strategy implemented by the Hajj Umrah Agent company been sufficiently optimal or not in marketing its products.

With the background above, it becomes the basis for the author's consideration to find out how the analysis of the digital marketing strategy carried out by PT. DEWANGGA TRAVINDO.

## **LITERATURE REVIEWS**

Research conducted by Tika Syururi, with the research title "Marketing Mix Strategy of PT. Iskandaria Lintas Utama". In this thesis, it explains the form of hajj and umrah product marketing strategies in general and discusses a little about online hajj and umrah marketing. In general, there is no similarity in the studies that will be discussed in this thesis. So in the launch of the library, no work has been found that discusses the topic as researched by the author in the Hajj Umrah Management Department, UIN Jakarta. However, according to researchers, the results of research by Tika Syururi deserve to be used as a literature review for the development of further studies.

Fandy Tjiptono, stated that a marketing strategy is a plan to be followed by marketing managers (Tjiptono, 2000). This action plan is based on an analysis of the situation and company goals and is a way to achieve these goals. Meanwhile, according to Philip Kotler in Rachmat Ramli states that: Marketing strategy is basically a comprehensive, integrated and unified plan in the field of marketing that provides guidance on activities to be carried out to achieve the marketing goals of a company (Armstrong & Kotler, 2003).

Likewise with research conducted by Novian Krisana entitled "Digital Marketing Strategy in terms of Promotion to Increase Sales". Faculty of Communication Sciences, University of Mercu Buana 2012. This work discusses digital marketing strategies for printing companies using Thomas Joseph's digital marketing element theory. The content of the study in this study leads to the science of marketing communications and to the objects of manufacturing companies. So that here it becomes a differentiator with the research that is being studied on the concept of the six main elements of digital marketing in the service sector.

## **RESEARCH METHODS**

In this study the authors used qualitative methods, using research that produced descriptive data, namely the method used to describe in detail certain phenomena and then analyze them and interpret them through the collected data.(Grace, 1999). The type of research that researchers use in this study is descriptive qualitative. Primary data in qualitative research are oral answers obtained from interviews related to research. In connection with this research, the researcher interviewed the deputy director of the deputy director, executor of digital marketing activities at PT. DEWANGGA TRAVINDO and consumers or alumni of PT. DEWANGGA TRAVINDO.

Secondary data is library data obtained from previous written records prior to this study, such as books, journals, or other reading sources related to digital marketing strategies. The techniques in collecting data in this study are through interviews, observation, and documentation studies. To analyze the data that has been collected through the results of in-depth interviews, the method used is the data triangulation technique. All data is collected so that it is easy to read and interpret. Then describe the data qualitatively in accordance with the existing facts and aligned in accordance with the theoretical basis of the elements of the digital marketing strategy put forward by Thomas Joseph so that they can answer the formulation of the problem in this study.

## **RESULTS AND DISCUSSION**

Hajj Umrah agents with their website [www.agenhajjumrah.com](http://www.agenhajjumrah.com) continue to strive to provide the best service to Umrah and Hajj pilgrims by promoting their products to the public by implementing digital-based online marketing or commonly called digital marketing. Agenhajjumrah.com has a different concept from the marketing concept of Hajj Umrah on other general travel.

Some differences between Hajj and Umrah websites Hajj Umrah agents and other Hajj and Umrah service providers, namely having a website that is easy to use, having a unique concept in marketing Hajj and Umrah products online based on a website, namely with a variety of unique promos that are widely offered, Other features is "Ask Ustadz", which is a feature that allows website visitors to be able to ask questions directly to Ustadz and answers will be notified in registered e-mails, has a feature 'Choose a Date' which makes it easier for pilgrims to register for Umrah and Hajj package programs online in full, Has a live chat feature that greets website visitors directly, provides the latest features that are not available on Hajj and Umrah travel with offline marketing and can only be displayed online, has a product catalog feature that displays detailed tickets, departure times, buses, hotels, distances etc.

Agenhajjumrah.com's market segmentation is people who want to carry out the Hajj and Umrah pilgrimages easily and surely. In accordance with Rhenald Kasali's

writings: segmentation is a process of compartmentalizing the (heterogeneous) market into groups of "potential customers" who have similar needs or similarities of character who have the same response in spending their money."

The target market mentioned above is in accordance with the quote on Rhenald Kasali where the product produced is the target market, namely one or several market segments that will be the focus of marketing activities. Agenhajiumrah.com's positioning is premium quality Hajj and Umrah. Which is a premium quality Hajj and Umrah pilgrimage travel package in Indonesia. If you search on Google search, with the keyword premium umrah, hajj umrah agents occupy the number four position.

From the segmentation, targeting and positioning (STP) that have been defined above, steps or strategies can be determined to achieve the STP goal, activities related to implementing this strategy are the marketing mix known as the 4Ps. namely the product (product), price (price), distribution channel (place) and promotion (promotion).

The product chosen by [www.agenhajiumrah.com](http://www.agenhajiumrah.com) is Umrah and Hajj travel packages. The place or distribution channel is through digital-based internet media, namely a website and several social media accounts such as Facebook and Instagram. The price offered is the price for premium quality Umrah services, starting from 27 million to 40 million. While the promotion that was carried out at the beginning of its establishment was already digital-based marketing, namely on the [agenhajiumrah.com](http://agenhajiumrah.com) website which then developed it by advertising on Google, Facebook and Instagram.

#### **a) Content**

The preparation of content in digital marketing is packaged in a language that suits the target consumer, presented through tips and tricks and then can be processed into various kinds of output, both visual and written, but this is not tied to direct product offerings, but rather to the preparation of marketing content. in this case the agent decided to have to do more filling in content that contains da'wah and not be monotonous with just writing but variations with pictures.

#### **b) Search Engine Optimizer (Search Engine Optimization)**

The steps in maximizing digital marketing that are implemented on a website are through a search engine optimizer. Search engines are arranged based on keywords that are retrieved and relevant to existing product categories. With a maximum search engine, promotional activities will be maximized. The search engine is an internet-based data search access. Hajj Umrah agents use search engines to expand the market, optimizing keywords can strengthen website pages and will increase the flow of visitors to the website. If the website can be easily found by

potential customers, it is almost certain that more transactions will occur. The results of the analysis of the use of SEO in the agent of hajj umrah web.

### **c) Web Community**

The Web Community is effective in building two-way communication, the web community as meant is an online discussion forum that has an interest in Hajj and Umrah. For now there is none and to answer these deficiencies the agent continues to provide a community formed from alumni of Umrah and Hajj pilgrims. This is provided in order to build closer, interactive and fast communication and it is hoped that this will help the product marketing process go faster. The application features provided on the [agenthajiumrah.com](http://agenthajiumrah.com) website are the oZpoipmim live chat service. Z live chat currently has chat history facilities and statistical data that can work well in building two-way communication but is personal, not a community.

### **d) Social Media**

Technological developments also develop information technology. This development can be seen from the emergence of many existing social networks, this social media can be used as a means of promotion and marketing, coupled with the existence of gadgets that make it easier to access these social media, this social media also plays a role in promotional activities, with many media users. social media so that this media is considered very strategic to expand the reach of promotions. Realizing that social media has great potential in attracting visitors who stop by at the website [www.agenhajiumrah.com](http://www.agenhajiumrah.com), based on the results of interviews and observations it is known that agents design several digital marketing strategies through social media, namely engagement strategies, namely posting strategies that invite comment like and share interactions, question/opinion Ustadz, inspirational motivational quotes as much as 40%. The content contains educational information, both information related to Hajj and Umrah and trending news articles. Content contains promotions/selling regarding product packages. Also pay attention to the right time schedule in posting on social media. According to the admin, the right time is at lunch time, during the Asr prayer break, and at the time when you come home from work, with an estimate that more people will read the post.

### **e) Mobile Apps**

Mobile applications are devices such as smartphones, which can be used simply and easily carried anywhere. These mobile apps were developed for product introduction, making sales to make it easier for consumers to have the same function as on the website. Mobile Apps can be used as a means of direct information for customers when there are promos, new product launches, events, and news updates

from the company. In addition, Mobile Apps can be used as an easy and effective means of communication to maintain good relationships between brands and their customers. By having Mobile Apps, the Company shows its credibility and image to its customers.

#### **f) CRM (Customer Relations Management)**

CRM (Customer Relations Management) is implemented to maintain good communication with customers either before becoming consumers or after. Using existing online media will build good long-term relationships. A web-based CRM method that can help a company maintain good relationships with customers to make repeat purchases. CRM is a company's effort to concentrate on maintaining customers by collecting all forms of customer interaction be it via telephone, e-mail, input on the site or the results of conversations with staff which are collected into accurate data to be used for marketing purposes.

Considering that the level of global competition between companies is getting bigger, and increasing customer loyalty to companies, implementing CRM (Customer Relationship Management) is a customer-oriented business strategy, with the ultimate goal of maximizing company profits and customer satisfaction. Hajj Umrah agents have received the main benefit from Customer Relationship Management, namely an increase in the number of customers from the satisfaction of their waiters. PT. DEWANGGA TRAVINDO in maintaining good relations with customers there are several ways such as communicating with customers who have used the service, this is intended to generate customer trust in the company. From the CRM system, customer profile data can be obtained in more detail, With existing data, offers can be made according to what the customer needs. Doing simple things like sending birthday greetings, expressing grief when there is news of an accident from alumni or celebrating holidays is believed to be able to maintain closeness with customers. With the running of the CRM system properly, it is very possible for repeated purchases to occur.

#### **CONCLUSION AND ADVICE**

Based on the results and discussion above, it can be concluded that the content strategy presented by Hajj Umrah Agents is quite good. This can be measured from the results of direct observation of websites that have met good content standards by compiling the content of informative articles, images and news proportionally. The use of SEO on the Agenhajjumrah.com web has been going quite well, this is known from the search results for the keywords or keywords used that match the keywords used when prospective pilgrims want to search through the Google search engine, with a percentage of 49% people searching with the keyword

'umrah haji' so that it is likely to be the most favorite search that appears on the first page of the Google search engine.

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