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INSTAGRAM'S SOCIAL MEDIA PROMOTION STRATEGY IN INCREASING THE NUMBER OF UMRAH AND HAJJ PILGRIMS ON PT. HILAL AMANAH QOLBU INTERNATIONAL IN BEKASI CITY

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Abstract. Many travel offers Umrah products. They compete in promoting products so that people are interested in choosing the trip. This study explains the Instagram Social Media Promotion Strategy in Increasing the Number of Umrah and Hajj Pilgrims at PT. Hilal Amanah Qolbu International with a qualitative approach of the SWOT Analysis Method, Data collection techniques carried out using structured interviews with a series of predetermined questions. The results of the IFAS analysis were obtained regarding a strength score of 1.51 and a weakness score of 1.42 with a total score of 2.93. Meanwhile, EFAS's analysis obtained a chance score of 1.74 and a threat score of 1.11 with a total score of 2.85. With this score, it can be concluded that the Instagram Social Media Promotion Strategy is able to increase the number of Umrah and Hajj pilgrims at Pt. Hilal Amanah Qolbu International In Bekasi City PT. Hilal Amanah Qolbu Internasional.

Keywords; Promotion Strategy, Social Media, Number of Umrah and Hajj Pilgrims

1. Introduction

Management is the science and art of organizing the process of utilizing human resources and other resources effectively and efficiently to achieve certain goals (Abbas et al., 2020: 2). According to Amirullah (2015:10) Management is the art and science of planning, organizing, drafting, directing, and supervising through human resources to achieve predetermined goals. (Kotler & Armstrong, 2008). Marketing management comes from two words, namely management and marketing. Management is the science and art of managing the process of utilizing human resources and other resources effectively and *efficient* to achieve a specific goal. (R. Supomo, 2018). While marketing according to (Shinta, 2011) is a process and managerial that will make individuals or groups get what they want and need, by creating, offering and exchanging products that are of value to other parties or all activities related to the delivery of products or services from producers to consumers, and according to Amirullah, (2015) Marketing is a process in which companies create value for customers and build strong relationships with customers in return. So that One of the ways companies can achieve success in running their business is by doing good marketing management. Good Marketing Management can support companies to be able to achieve pre-set goals. *Activity* Marketing management itself is not only the activity of selling a product or service to consumers, but also the activity of selling a product or service to consumers. *activity* which also provide favorable values for consumers.

The development of information technology brings major changes to the order of people's lives and automatically also affects the marketing process of a business. *Marketing trends* are changing from being *conventional* or *offline* to *digital* or *online*. Currently, almost all businesses use digital-based marketing in marketing their products,

both goods and services. In marketing on digital *platforms*, a strategy is needed. In Islam, the promotion that is highly recommended by the Prophet is to explain to the consumer properly, not only the advantages are explained but the disadvantages or side effects of using the product should also be explained. One of the most commonly used promotional media is *Instagram*.



Fig 1 Haqtour.official Instagram Profile

The use of Instagram brings so much convenience to its users. With all the facilities provided by Instagram, *Instagram* can make it easier for its users to do all their activities. Many trips offer Umrah products. They compete in promoting products so that people are interested in choosing travel. For this reason, travel is required to be able to accumulate its respective competitive advantages through creative, innovative and efficient efforts, so that it becomes the choice of many pilgrims who in turn are expected to be interested in the products offered by travel through the implementation of marketing. Umrah promotion is very important in business efforts to increase the interest of prospective Umrah pilgrims, because promotion has a very important role for the success of the trip in general. For business actors, both products and services, running a promotional strategy is important to do so that products and services can be known. The more known the products and services are marketed, the greater the potential they have to increase sales (Niam & Eviana, 2022).

Many travel offers Umrah products. They compete in promoting products so that people are interested in choosing the trip. The total number of pilgrims of PT. Hilal Amanah Qolbu International in the past 3 years is 2917 pilgrims with an average of 970 pilgrims per year. Therefore, travel is required to be able to accumulate its respective competitive advantages through creative, innovative and efficient efforts, so that it becomes the choice of many pilgrims who in turn are expected to be interested in the products offered by travel through the implementation of marketing. Promoting Umrah is very important in business efforts to increase the interest of prospective Umrah pilgrims, because promotion has a very important role for the success of travel. By using two mainstay features in conducting sales promotions. The first feature used in sales promotion is *Instagram Reels*. Haqtour *official* makes the most of the use of *the Instagram Reels feature* because this feature is able to bring *in viewers* and *followers*, which is mostly thanks to Haqtour videos. Official uploads can sometimes enter the *Explore page*, so Instagram users who have not followed *Haqtour's* Instagram account. *Officials* can also view the content presented.

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Fig 2 Instagram Reels

Instagram Reels is one of the good features in promoting Haqtur Umrah products. officially, *Instagram Reels* is able to bring in pilgrims who are only interested and are able to bring in pilgrims who want to carry out Umrah with Haqtour.official. *Instagram Reels* is perfect for business people because this feature makes it easy for users to edit videos, install audio, effects, and various filters. The content in the Instagram reels is then shared with followers on the *Instagram feed*.

The second feature used in sales promotions is *the Instastory feature* which is also used by Haqtour accounts.official to carry out promotions. *Instastories* are filled with products such as selling products, sharing reviews or testimonials of pilgrims from pilgrims, building conversations with *followers* by using interaction features such as *Ask Me Questions*, *Poll Stickers*, *Gifts*, *Votes*, to *Hashtags*, and sharing news or greetings with pilgrims and PT staff. Qolbu Amanah Hilal International and the availability of Umrah products.



Fig 3 Instagram Story flyers/brochures

2. Research Methods

This research method uses a qualitative approach, primary data acquisition sources and data collection techniques carried out using observations related to observation to provide clarity about a problem and structured interviews with a series of predetermined

questions. The results of the interview are solved through the SWOT analysis method is a useful tool in strategic planning to assess the strengths, weaknesses, opportunities, and threats of an organization.

- Strength is an internal advantage or asset owned by an organization, which can provide a competitive advantage.
- Weaknesses are internal limitations or weaknesses that can hinder the performance or growth of an organization.
- Opportunities are external factors that can be used by an organization to achieve new or profitable opportunities.
- Threats are external factors that can cause problems or threats to the success or failure of an organization.

2.1 SWOT Matrix

The SWOT matrix is a tool used to compile the company's strategic factors, this SWOT matrix can describe how the external opportunities and threats faced by the company can be adjusted by the company to its strengths and weaknesses, this SWOT matrix produces four sets of possible strategic alternatives, in other words the SWOT matrix can be used to determine the company's strategic decisions or policies (Kamaluddin 2020). According to Rangkuti (2016:7) "make a strategy for SO, WO, ST and WT. The explanation of each quadrant of the merger result is:

- The SO quadrant is a strategy that uses all the power a company has to seize opportunities.
- The WO quadrant is a strategy that minimizes weaknesses and takes advantage of opportunities.
- The ST quadrant is a strategy designed to put every force the company wants to face new threats.
- The WT quadrant is a strategy designed by minimizing vulnerability to avoid threats (Aristama et al. 2023).

IFAS EFAS	S (Strength) Tentukan faktor2 kekuatan internal	W (Weakness) Tentukan faktor2 kelemahan internal
O (Opportunity) Tentukan faktor2 peluang eksternal	Strategi SO: Ciptakan strategi yang menggunakan kekuatan untuk memanfaatkan peluang	Strategi WO: Ciptakan strategi yang meminimalkan kelemahan untuk memanfaatkan peluang
T (Threat) Tentukan faktor2 ancaman eksternal	Strategi ST: Ciptakan strategi yang menggunakan kekuatan untuk mengatasi ancaman	Strategi WT: Ciptakan strategi yang meminimalkan kelemahan dan menghindari ancaman

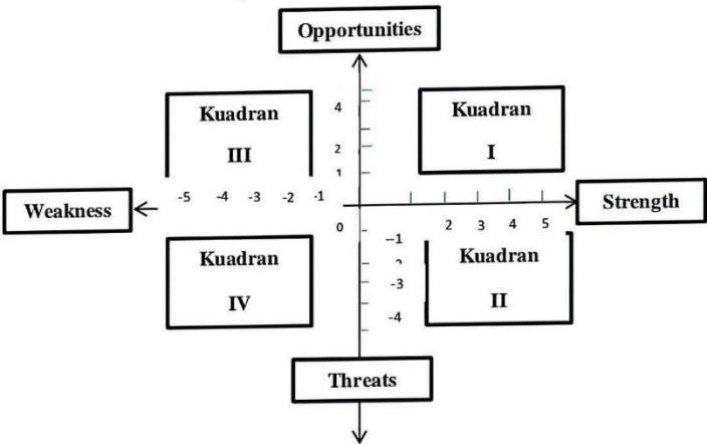
Source: (Kamaluddin 2020)

Fig 4 SWOT Matrix

According to Rangkuti (2016:19), how to calculate SWOT matrix coordinates in order for a strategy to be implemented, it is necessary to prepare a detailed strategy by making a schedule that lists when the work will start and when it will be completed.

- Quadrant I: this is a highly advantageous situation where the company has the power to take advantage of the opportunities that exist. The strategy implemented in this situation is to support aggressive growth policies (growth-oriented strategies).

- b. Quadrant II: despite various threats, the company still has internal strength. Strategies to be used to firmly capture long-term opportunities through diversification strategies (products and services).
- c. Quadrant III: the company faces a large market opportunity, but it also faces some internal constraints or weaknesses. The company focuses on minimizing internal issues to better respond to market opportunities through a turn-round strategy.
- d. Quadrant IV: where the situation is most unfavorable for companies as they face various threats and weaknesses through defensive strategies (Aristama et al. 2023)



Source: (Aristama et al. 2023)

Fig 5 Quadrant Graph

3. Results and Discussion

3.1 Result

SWOT analysis is an analysis based on logic that can maximize strengths and opportunities, but at the same time can minimize weaknesses and threats. It aims to determine a realistic business, according to the conditions of the organization and therefore easier to achieve, any organization can use SWOT analysis techniques.

Data was obtained through data collection by interview and observation techniques. The first data collection method used in this study is observation, an observation activity that aims to get an idea of social health that is difficult to know with other methods. The observations we make will be able to provide clarity about a problem and then find a solution to the problem. The observation carried out aims to obtain data or information where the researcher conducts direct observations of PT. Hilal Amanah Qolbu International in Bekasi City to obtain data or information needed in research.

Table 1 Internal Factors

Yes	Strength	Weakness
1.	Have sufficient experience in the implementation of Umrah and Hajj.	Have limited capital and human resources.

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Yes	Strength	Weakness
2.	Build a good reputation among customers.	The lack of flexibility in the packages offered cannot meet all customer needs.
3.	Can provide quality and responsive customer service.	Less effective marketing strategies to reach a wider market.
4.	Work with various accommodation and transportation providers in Saudi Arabia.	Logistical problems if there are obstacles in arranging transportation or schedules can interfere with the comfort of travel.
5.	Hilal Amanah Qolbu International also collaborates with various accommodation and transportation service providers in Saudi Arabia.	The limitations of the additional facilities offered may be less than competitors, such as healthcare and 24-hour support.

Table 2 External Factors

Yes	Opportunity	Threat
1.	The increasing demand for Umrah and Hajj travel, especially Umrah among the public.	Competition is huge for many competitors who offer similar plans at competitive prices.
2.	Leveraging digital to attract more customers.	Policy changes sometimes change regulations from the government related to the implementation of Umrah and Hajj.
3.	The diversification of PT. Hilal Amanah Qolbu International develops more diverse travel packages, such as domestic tour packages or spiritual packages.	Economic instability (Economic Crisis) that can affect the purchasing power of prospective pilgrims.
4.	Government regulations are supported by the government in organizing Umrah and Hajj trips.	Global health conditions, pandemic-like situations that can limit international and domestic travel.
5.	Complying with regulations, complying with applicable regulations and policies can increase customer trust.	Environmental issues, climate change, or natural disasters can affect road access and safety to the site.

Weights are determined from 0 – 1, meaning the accumulated result of strengths versus weaknesses and the accumulation of odds results compared to threats. This weight value is determined from the results of an interview conducted by the author with one of the staff of PT. Hilal Amanah Qolbu Bekasi City International, while the ranking is determined by the level of influence of these factors on PT.

Table 3 Weight Calculation and Internal Factor Rating

	No	Factor	Heavy	Rating	Shoe
S t r e n g t h	1	Have sufficient experience in the implementation of Umrah and Hajj.	0,12	4	0,48
	2	Build a good reputation among customers.	0,10	2	0,20
	3	Can provide quality and responsive customer service.	0,10	3	0,30
	4	Work with various accommodation and transportation providers in Saudi Arabia.	0,11	3	0,33
	5	Hilal Amanah Qolbu International also collaborates with various accommodation and transportation service providers in Saudi Arabia.	0,10	2	0,20
Total Strength Score			0,53		1,51
W e a k n e s s	1	It has limited capital and human resources.	0,10	2	0,20
	2	The lack of flexibility in the packages offered cannot meet all customer needs.	0,11	4	0,44
	3	Less effective marketing strategies to reach a wider market.	0,09	3	0,27
	4	Logistical problems if there are obstacles in arranging transportation or schedules can interfere with the comfort of travel.	0,10	3	0,30
	5	The limitations of the additional facilities offered may be less than competitors, such as healthcare and 24-hour support.	0,07	3	0,21
Total Weakness Score			0,47		1,42
Total Strengths and Weaknesses Score			1,00		2,93

Table 4.5 Calculation of weights and ratings of external factors

	No	Factor	Heavy	Rating	Shoe
O p p o r t u n i t y	1	The increasing demand for Umrah and Hajj travel, especially Umrah among the public.	0,10	3	0,30
	2	Leveraging digital to attract more customers.	0,13	4	0,52
	3	The diversification of PT. Hilal Amanah Qolbu International develops more diverse travel packages, such as domestic tour packages or spiritual packages.	0,10	3	0,30
	4	Government regulations are supported by the government in organizing Umrah and Hajj trips.	0,12	4	0,48
	5	Complying with regulations, complying with applicable regulations and policies can increase customer trust.	0,07	2	0,14
Number of Odds Score			0,52		1,74
T h r e a t	1	Competition is huge for many competitors who offer similar plans at competitive prices.	0,11	3	0,33
	2	Policy changes sometimes change regulations from the government related to the implementation of Umrah and Hajj.	0,13	2	0,26
	3	Economic instability (Economic Crisis) that can affect the purchasing power of prospective pilgrims.	0,08	3	0,24
	4	Global health conditions, pandemic-like situations that can limit international and domestic travel.	0,10	1	0,10
	5	Environmental issues, climate change, or natural disasters can affect road access and safety to the site.	0,06	3	0,18
Total Threat Score			0,48		1,11
Total Number of Chances and Threat Score			1,00		2,85

Based on the results of the table above, the results of the IFAS analysis were obtained with a strength score of 1.51 and a weakness score of 1.42 with a total score of 2.93. Meanwhile, EFAS's analysis obtained a chance score of 1.74 and a threat score of 1.11 with a total score of 2.85.

Based on the results of the analysis, the following are:

- IFAS obtained a result of 0.09 where the result was obtained from a total strength score of 1.51 minus a weakness score of 1.42.
- EFAS obtained a result of 0.63 where the result was obtained from a total probability score of 1.74 minus a threat score of 1.11.

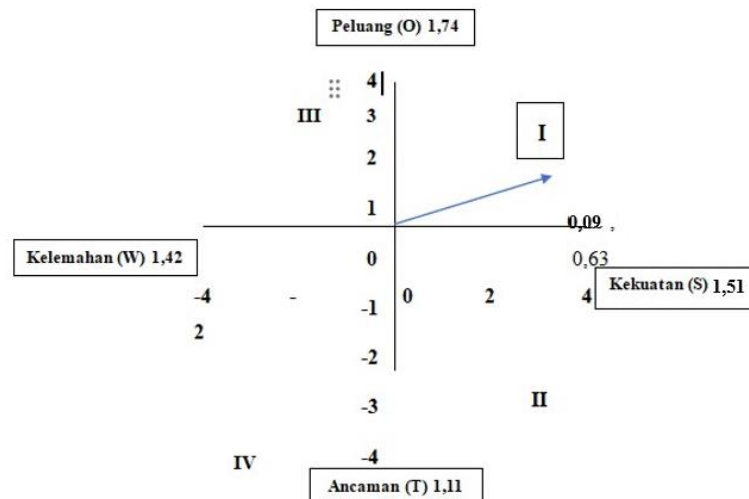


Fig 6 Quadrant Graph

Based on the chart above, it is known that the company's position is in Quadrant I. This means that the company has an internal environmental opportunity of 0.26 and an external opportunity of 0.63, so the strategy that is in accordance with the company's condition is to support the aggressive strategy of this quadrant is a favorable situation where the company PT. Hilal Amanah Qolbu International Bekasi City has opportunities and threats to take advantage of the existing strength.

The SWOT matrix clearly depicts the opportunities and threats facing the company that can be tailored to its strengths and weaknesses. The following is an overview of the SWOT matrix of PT. Hilal Amanah Qolbu International Bekasi City.

3.2 Discussion

The results of this study make a number of important contributions to the development of theory, especially in the context of digital marketing and business strategies based on SWOT analysis. According to Kotler & Armstrong (2008) and Amirullah (2015), marketing is basically the process of creating value, building relationships, and meeting customer needs. The findings of this study reinforce the theory by showing that:

- Instagram Reels and Instastory content is able to create value through the presentation of relevant information, education, and testimonials for prospective pilgrims.
- Interactions through Instagram features such as polls, Q&A, or direct messages have proven to be effective in building relationships and increasing emotional closeness with customers.

- c. This activity shows that digital marketing is a modern implementation of traditional marketing principles, where values and relationships remain at the core of marketing activities even though the platform and technology change.

For business actors, both products and services, running a promotional strategy is important to do so that products and services can be known. The more known the products and services are marketed, the greater the potential they have to increase sales (Niam & Eviana, 2022). The study also enriches the literature stating that each social media feature has a different impact on consumer behavior. The research findings support this by showing that:

- a. Video content (Reels) has a higher reach and engagement than image content.
- b. Reels have the potential to make their way to *the Explore* page, expanding visibility and attracting new audiences.
- c. Instastory is an effective space for interaction, quick education, and strengthening trust through testimonials.

This adds to the empirical evidence that short video features have high persuasive power and are relevant to the religious services industry, which has been rarely researched in the context of digital marketing.

In addition to making a theoretical contribution, this research produces practical implications that can be directly applied by the management of PT. Hilal Amanah Qolbu International and other Umrah travel institutions.

Instagram has proven to be an effective platform to increase the interest of prospective pilgrims. Therefore, companies need to:

- a. improve the quality and creativity of Reels content,
- b. make the most of Instastory's interactive features such as polls, Q&A, and testimonials,
- c. maintain consistency of upload time to maintain engagement,
- d. compile *story highlights* as a repository of important information.

These measures not only strengthen the brand image, but also increase customer trust.

4. Conclusions and Suggestions

4.1 Conclusion

This research shows that the digital marketing efforts carried out by PT. Hilal Amanah Qolbu International through Instagram—especially the use of Reels and Instastory—has succeeded in having a real impact in attracting the attention of prospective Umrah pilgrims. Informative video content, honest testimonials, and interactive features on Instagram are able to create added value that makes prospective pilgrims feel closer and trust the services offered. These findings are in line with the view of Kotler & Armstrong (2008) and Amirullah (2015) that modern marketing is not only limited to selling products, but also builds relationships and provides meaningful value to customers.

The results of the SWOT analysis show that the company has several important strengths, such as mature experience, a good reputation, and a wide network of cooperation. However, this study also found internal challenges in the form of limited capital, quality of human resources, and marketing strategies that still need to be improved. Meanwhile, external opportunities—especially the increasing public interest in Umrah travel and the advancement of digital technology—are important capital that can be used to expand the reach of promotion. However, companies must still be vigilant

against threats such as increasingly fierce competition, regulatory changes, and global dynamics that can affect the smooth running of operations.

From the academic side, this research also enriches the literature on the effectiveness of social media features in digital marketing strategies, especially in the religious service sector which is still rarely researched. This research also confirms that SWOT analysis is still relevant in formulating marketing strategies, even in the fast-changing digital era. In practical terms, the research findings provide important direction for companies, ranging from optimizing digital content, improving human resource competencies, diversifying services, to developing anticipatory strategies against external risks.

4.2 Suggestion

The suggestions in this study are:

1. The data is subjective according to the views of the sources so that the findings cannot be generalized to the entire Umrah travel industry.
2. Informants only come from within the company and do not involve prospective pilgrims, customers, competitors, or other stakeholders. So that the perspective produced becomes less comprehensive.
3. The study only reviewed Instagram (Reels & Instastory) did not include other digital platforms such as TikTok, YouTube, or Facebook. So the results have not yet described the overall digital marketing strategy.
4. SWOT only uses internal data and is prone to bias and does not reflect actual market conditions. So external information such as industry trends is not fully represented.
5. The Umrah travel industry is heavily influenced by global regulations and conditions and rapid changes can make research results less relevant in the long run.

4.3 Further Research Suggestions

1. Using Mixed Methods, namely Combining qualitative and quantitative approaches for stronger and generalizable data.
2. Engaging More Diverse Informants and Including prospective pilgrims, existing customers, partners, and regulators for a more comprehensive view.
3. Comparing Various Social Media Platforms for example by analyzing Instagram, TikTok, YouTube, and Facebook to see the effectiveness and engagement of each.
4. Measuring the Direct Impact on Purchase Decisions, for example, Examining the influence of digital content on conversion, registration, and the decision to choose an Umrah package.
5. Develop a More Comprehensive Strategy Model by Integrating SWOT with PESTEL, Porter's 5 Forces, or QSPM for a more accurate strategy model.
6. Comparative Study between Companies to Compare the digital strategies of various Umrah travel to find industry best practices.

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