

SWOT Analysis and Marketing Strategy in Hajj and Umrah Travel Business PT Prima Unggul Global Representative Maros

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Abstract

Marketing Strategy, SWOT Analysis

The purpose of this research is to explore the marketing strategy of Hajj and Umrah travel at PT. Prima Unggul Global, Maros Representative, using a SWOT analysis approach. This study is a descriptive research employing a qualitative method. Data were collected through interviews with seven informants, including company leadership, marketing staff, finance staff, tour guides, administrative personnel, Hajj/Umrah guides, and Hajj/Umrah agents. The data collection methods used in this study include observation, interviews, and documentation. Based on the results obtained through SWOT analysis, it can be concluded that PT. Prima Unggul Global, Maros Representative, possesses numerous internal strengths. By leveraging these strengths in conjunction with external opportunities, the company can optimize its marketing strategies to increase the number of pilgrims, ultimately advancing and expanding the business. Furthermore, by addressing both internal weaknesses and external threats, the company can develop anticipatory strategies to mitigate potential declines in the number of pilgrims. This proactive approach ensures that competitive pressures do not hinder the growth and sustainability of the travel business.

1. Introduction

Indonesia is the country with the largest Muslim population in the world. RISSC noted that the Muslim population in Indonesia reached 240.62 million people in 2023 (Amman, 2024). Of course, with the largest Muslim population, Indonesia has a society that wants to carry out worship optimally according to Islamic teachings, one of which is the obligation of Muslims is the Hajj and also the sunnah worship, namely Umrah.

People who perform the Hajj and Umrah certainly need the role of the government through the services of Hajj and Umrah travel agencies that are directly licensed by the government. Based on data from HIMPUGH, there are 422 Hajj and Umrah travel agencies in Indonesia (HIPMUH, 2024), some of which are located in Maros and its surroundings. Of course, with the large number of Hajj and Umrah travel markets, the level of competition between travel agencies is certainly high, there are many travel agencies that offer Hajj and Umrah travel packages, ranging from those offering competitive prices to those offering exclusive packages with premium travel facilities. This competition encourages travel

agents to continue to improve the quality of service and offer various promos to attract the attention of prospective pilgrims. Factors such as service quality, package price, and facility support are the main considerations for prospective pilgrims in choosing a travel agent for their Hajj and Umrah trips. Hajj and Umrah travel in Indonesia is one of the fastest growing tourism industries. Indonesia has a large number of people the largest Muslim population in the world, so that the demand for Hajj and Umrah is always high every year. This situation is a challenge for Hajj and Umrah organizers to improve their quality in order to attract consumers and have an advantage in competing. By seeing the very good opportunities, many business actors are starting to be interested in choosing this sector and causing competition in this industry to become increasingly tight.

In today's highly competitive travel environment, where many products and services compete for the attention of consumers, marketing plays a very important strategic role. Marketing is not just a department within a company. Marketing is a vital element that keeps companies going and

drives their expansion in an ever-changing market.

The travel world in marketing its services must be able to read the current market situation until the future, what are the needs or desires of customers. What's more, new business actors who directly and indirectly create their own ways and methods. This is because there is always change in the market, therefore the travel party must also always adjust to what is in the surrounding environment. The marketing environment greatly determines the strategy that will be implemented, because the marketing environment greatly determines the success of marketing. The thing that needs to be considered is how travel can see the opportunities that exist to be able to develop and maintain existing products.

In relation to that, in taking a strategic policy, Hajj and Umrah Travel needs to analyze the environment, both internal and external. The strategy used by a travel agency may not necessarily be used by other travel agencies. Evaluation of a company's strengths and weaknesses will lead to improvements and enhancements to the Company's strengths, while evaluation of opportunities and threats encourages travel agencies to find out what opportunities can be used to increase their profits, and can reduce threats from outside the travel agency that will disrupt its performance.

External problems faced by the Prima Unggul Global Maros Representative travel business are such as the many similar businesses that allow competition between fellow travel services. This increasing competition will affect the profits or earnings that will be received by Prima Unggul Global Maros Representative. The emergence of many travel with various types of services also causes the business to experience profit and loss, because with the existence of very different services, it is possible that consumers who have previously been regular customers will move to other travel. If this happens, it is certain that the company will experience losses or a decrease in business profits.

Activities to analyze the Hajj and Umrah Travel environment can use SWOT analysis. SWOT analysis is a systematic study of the company's internal strengths and weaknesses with environmental opportunities and threats faced by the company. Activities carried out in using SWOT analysis are by conducting environmental analysis and diagnosis, both internal and external environments of the organization. Environmental analysis is a monitoring process carried out by strategists related to environmental sectors to carry out activity opportunities (opportunities) and threats for the company, while environmental diagnosis contains managerial decisions needed by assessing significant data on opportunities and threats from environmental analysis.

The use of SWOT analysis in marketing products, then the travel party can know any changes that occur in their environment and can know how to deal with these conditions. From here the prospective author wants to know the SWOT analysis consisting of threats, opportunities, strengths and weaknesses owned by one of the hajj and umrah travel in Maros to later be used in its marketing strategy.

Based on the background above, the author took the title " SWOT Analysis and Marketing Strategy in the Hajj and Umrah Travel Business PT. Prima Unggul Global Representative of Maros"

2. Literature Review

2.1 Marketing strategy

Efforts to achieve a goal, whether by an individual, group or country, certainly involve a set of steps taken, starting from planning to implementation and evaluation. In order to achieve a goal, it is certainly not done carelessly, but involves various strategies so that the goal to be achieved can be implemented effectively and optimally. Strategy in general can be interpreted as a course of action to achieve a specified target. Etymologically in Greek, the term strategy comes from strategos, a combination of two words stratos and ago. Stratos is a noun meaning military, while ago is a verb meaning to lead (Rangkutan F 2013).

In terms of testimony, there are several definitions of strategy from experts, including:

- a. David, in his book entitled concept strategy management, said that strategy is a unified, broad and synergistic plan that connects the advantages with the environmental challenges of a company, with a specific design to ensure that the main objectives of the company can be achieved through the implementation of the right organization. (Salemba E, 2010).
- b. Jhon A. Bryne, defines strategy as a fundamental pattern of goals and plans, resource deployment and organizational interaction with markets, competitors and environmental factors. (sofyan, 2010)

Based on several expert opinions above, it can be said that strategy is a concept, a method, a plan aimed at achieving a desired goal.

Marketing comes from "market" which means a place where buying and selling transactions occur or a place where sellers and buyers meet. The dynamic conditions of society and economic pressures, then the term "marketing" is known which means carrying out an activity of selling and buying a product or service, based on the interests or desires to buy and sell. This basic understanding gave birth to the marketing theory put forward by Kotler, as market theory. Kotler further provides a limitation that market theory has two dimensions, namely the social dimension and the economic dimension. The social dimension is the occurrence of transaction activities on the basis of mutual consent. And the economic dimension is the occurrence of benefits from transaction activities that provide mutual satisfaction. (Kotler P, 2018)

Marketing is a human activity that is directed at satisfying human needs and wants through the exchange process . In another sense, marketing is the process of planning and implementing the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that will satisfy the goals of individuals and organizations. (Kotler P, 2018)

Marketing is the activity of analyzing, organizing, planning and supervising resources, policies and activities that affect the company's customers with the aim of satisfying the needs and desires of selected customer groups to make a profit. The next development of marketing activities is to find ways for a marketer to organize his marketing efforts so that he can meet the needs and desires of the community, especially the community with certain characteristics as seen from the factors of work, income and certain community segments.

Humans need food, air, water, clothing and shelter to survive. In addition, they also have strong desires in other things such as education and other services. The success of an organization in achieving its goals lies in its ability to meet the needs and desires of customers, able to provide the satisfaction expected by customers. more effectively and efficiently than competitors. This success will also be achieved with the involvement of various parties such as product development, accounting, finance, promotion, marketing and others who work together well. (Setyaningrum, 2015) So it can be concluded that marketing is a human activity that goes through the process of exchanging sales and purchases of a product or service that is mutually voluntary or satisfying.

Based on several explanations about strategy and marketing above, then marketing strategy is a marketing mindset that will be used to achieve its marketing goals. Marketing strategy contains specific strategies for target markets, positioning, marketing mix and the amount of marketing expenditure. So marketing strategy can be stated as the basis for action that leads to marketing activities or efforts of a company in competitive conditions and an ever-changing environment in order to achieve the expected goals. In determining the marketing strategy that will be implemented, the company must first see the market situation and conditions and assess its position in the market. By knowing the conditions and situations and its position in the market, the marketing

activities that must be carried out can be determined.

Marketing strategy consists of decision making about the company's marketing costs, marketing mix and marketing allocation. Marketing management must decide how much to spend on marketing to achieve a goal. Companies usually set their marketing budget as a percentage of target sales. Companies also need to decide how to allocate the total marketing budget to the various tools in the marketing mix. The Marketing Mix is the mixture of controllable marketing variables that a company uses to pursue a desired level of sales in the target market. (Kotler & Kevin L, 2009)

Based on the definition above, it can be concluded that marketing strategy is a way or mindset of marketers in marketing a product in order to achieve the goals of the marketer or company. Marketing strategy according to Sofjan Assauri, (2015) is a comprehensive, integrated and unified plan in the field of marketing, which provides guidance on activities that will be carried out in order to achieve the marketing goals of a company.

Suliyanto, 2010, stated that marketing strategy is a series of goals and objectives, policies and rules that provide direction to marketing efforts from time to time at each level and location. Kotler and Armstrong quoted by (Nana Herdiana, 2015) in the book Marketing Strategy Management stated that marketing strategy is the marketing logic in which a business unit hopes to achieve marketing goals.

Based on the opinions above, a marketing strategy is a company's directed plan to carry out marketing activities to achieve a company's marketing goals optimally.

2.2 Marketing Strategy Stages

Important stages are carried out in an activity so that it can be carried out regularly, as well as in strategy. Here are some stages of strategy, including :

a. Strategy Formulation, in this strategy formulation is the development of objectives for opportunities, identifying opportunities

and threats, identifying strengths and understanding weaknesses, setting objectives, generating alternative strategies, and selecting strategies to be implemented.

- b. Strategy Implementation, cooperation and commitment are very much needed at the stage of implementation or implementation of the strategy, this commitment and cooperation must be implemented from all units, levels and membership of the organization or company. Implementation without commitment and cooperation will make the process of formulating and analyzing the strategy that has been formulated will only be a dream.
- c. Strategy Evaluation, this is done with the aim of whether the strategy used has been able to bring about change or not at all. As well as being a benchmark for comparing developments both before and after the strategy is implemented in a company.

2.3 SWOT Analysis

SWOT analysis was first introduced by Albert S Humphrey in the 1960s in leading a research project at the Stanford Research Institute using data from Fortune 500 companies. SWOT stands for Strengths, Weaknesses, Opportunities, and Threats. As the name suggests, SWOT analysis is a strategic planning technique used to evaluate business speculation. In building a business, it is quite important to know what is meant by SWOT analysis. In general, the definition of SWOT analysis is a planning method by evaluating 4 components, (sondang, 2011), namely:

a. *S – Strengths*

The first component of SWOT is strengths. Strengths are resources/capabilities controlled by the company or available to a company that make the company relatively superior compared to its competitors in meeting the needs of the customers it serves. Strengths arise from the resources and competencies available to the company.

b. *W – Weakness*

W or commonly called weakness which means weaknesses are

limitations/deficiencies in one or more resources/capabilities of a company relative to its competitors, which become obstacles in meeting customer needs effectively. In practice, these limitations and weaknesses can be seen in the facilities and infrastructure owned or not owned, low managerial capabilities, marketing skills that do not match market demands, products that are not or are less in demand by consumers or potential users and inadequate profit levels.

c. *O – Opportunities*

The next SWOT component is *opportunities*. Opportunities are the main favorable situations in a company's environment. Major trends are one source of opportunities. Identification of previously overlooked market segments, changes in competitive/regulatory conditions, technological changes, and improved relationships with buyers/suppliers can be opportunities for the company.

d. *T – Threats*

While the SWOT analysis related to business threats is threats. Threats are the main unfavorable situations in a company's environment.

e. Threats are the main obstacles for a company in achieving its current or desired position. The entry of new competitors, slow market growth, increasing bargaining power of major buyers/suppliers, technological changes, and revised or updated regulations can be obstacles to a company's success.

Based on the definition of SWOT analysis, it can be said that this method will help business owners in systematically managing the level of strengths, weaknesses, opportunities, and threats they have. That way, all parties involved in the business can more easily understand and recognize the project or company.

2.4 Empirical Review

This previous research contains research that has been done previously. Some of these studies are studies related to the topic of discussion and are used as references. Previous

research can be a guideline for researchers to expand the theories used in their studies.

3. Research Method

3.1 Types of Research

This study employs a **qualitative descriptive research** approach, which aims to produce descriptive data in the form of written or spoken words from observed individuals and their behavior. In this context, the collected data is described in narrative form, such as interview results between the researcher and the informants. In field research, the researcher is directly involved in observing the research object and conducting interviews to obtain the necessary data.

Descriptive research seeks to provide an accurate depiction of a phenomenon, individual characteristics, situations, or groups. In other words, it aims to offer a comprehensive illustration of ongoing events or conditions.

3.2 Research Focus

This research focuses on the application of SWOT analysis strengths, weaknesses, opportunities, and threats at the Maros Representative Office of Travel Prima Unggul Global in relation to its marketing strategies. Place and Time of Research

a. Research

Location

The research was conducted at the Travel Prima Unggul Global Maros Representative Office, located at Royal Grande, Komplek Ruko Graha Cemerlang, Block A/17, Maros Regency, South Sulawesi. Website: CintaBaitullah.com

b. Research

Period

The research was conducted over a two-month period following the issuance of the research permit.

3.3 Data Types and Sources

a. Types of Data

This study utilizes **qualitative data**, consisting of non-numeric information such as words and visuals. The data were collected through observations, document analysis, interviews, and visual documentation, allowing

for an in-depth understanding of the marketing strategies employed by Travel Prima Unggul Global, Maros Branch.

b. Sources of Data

- **Primary Data:** Data obtained directly from original sources through interviews and field observation.
- **Secondary Data:** Data collected from internal documents and external references relevant to the research.

c. Internal Informants

Interviews were conducted with the company director, deputy director, management team, and marketing staff.

d. External Informants

Data were also gathered from interviews with the company's service users.

e. Informants

According to Moleong (2006:132), informants in qualitative research are individuals who provide relevant information regarding the context and conditions of the research setting. Kuswanto (2013) outlines the criteria for selecting informants as follows:

1. Willingness to be interviewed and recorded during the study.
2. Direct experience with events or situations relevant to the research topic.
3. Ability to clearly describe experienced phenomena.
4. Consent to the publication of research findings.

The informants for this study consist of the director and relevant staff who possess insights into the marketing strategies at PT Prima Unggul Global, Maros Branch.

3.4 Data Analysis Method

Data analysis is crucial to derive meaningful conclusions from the study. This research uses a **descriptive qualitative analysis** consisting of the following stages:

1. Data Reduction

The process of selecting, simplifying, and transforming raw data obtained from field notes or documentation.

2. Data Presentation

Organizing and compiling the reduced data

into a structured and understandable format, allowing for easier interpretation and further analysis.

3. Drawing Conclusions and Verification

Identifying patterns or meanings from the presented data, forming the basis for developing models, concepts, theories, principles, or generalizations based on real-world experiences.

4. Research and Discussion

4.1 Research Result

a. SWOT Analysis of Travel Business PT. Prima Unggul Maros Representative

Marketing strategy is an activity carried out by a company as an effort to increase the number of sales or service provision. In order to maximize profits. One of the best approaches in determining and formulating a strategy is to use SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis.

SWOT analysis is an instrument for identifying various elements of strategy through a combination of several factors, namely internal environmental factors and external environmental factors which will then be considered in determining the most appropriate strategy. SWOT analysis can be applied by conducting assessments and analyses that can affect various factors. This SWOT analysis systematically identifies factors in formulating company strategies. The analysis is based on logic that can maximize strengths *and* opportunities *but* at the same time can minimize *weaknesses* and *threats*.

The results of the SWOT analysis will later produce a formulation and planning of strategies that will be used in the development and planning of the company's business. Based on existing theories and supported by data from the results of the author's interviews with the audience / informants, the marketing strategy with SWOT analysis at PT. Prima Unggul Global Representative of Maros can be described as follows:

1) Strength (Strength)

Analysis of the strengths, situations and conditions that are part of the company's

current strengths. To conduct this analysis, a company is required to assess the comparison of the strengths and weaknesses of the company with its competitors. The results of observations and interviews that researchers have conducted at the company PT. Prima Unggul Global Maros Representative, namely the existence of visible strengths, including:

a) Quality human resources .

The quality of human resources greatly determines the success of a business. With good and professional quality human resources, good service will be created which will ultimately result in a level of customer satisfaction. PT. Prima Unggul Representative of Maros has a number of employees who have disciplined, tenacious, hard-working and professional characters for their respective fields. The skills and agility of PT. Prima Unggul Representative of Maros employees in completing their respective jobs are one of the advantages of the company. According to the head of the Maros representative of PT. Prima Unggul, Mr. Danil Anshori, through an interview with the author, said that:

“Generally, our staff and employees are experienced, diligent, agile and loyal. If I order them to handle the congregation in the field, they will immediately go to the field so that my congregation feels happy and pleased that we can solve the problem together immediately. In addition, some of my staff or employees also participate in employee training, whether organized by the government or the head office, such as training on how to organize the Hajj and Umrah properly and effectively organized by the Association of Muslim Hajj and Umrah Organizers of the Republic of Indonesia (AMPHURI), excellent service training organized by the head office and others. The same goes for worship guides, participating in preacher training such as that organized by UIN Alauddin. So we feel helped and I consider that our strength in this representative office.”

Based on the results of a brief interview by the author with the head of the representative of PT. Prima Unggul Maros

Representative, it can be ascertained that the company has several internal strengths, especially in terms of human resources, in addition to other strengths .

b) Implementation of Agency System

One of the efforts to achieve company success, especially in increasing the number of congregations, is by promoting and disseminating information related to the existence, advantages, products and prices that are very flexible and affordable for all levels of consumers. Both urban consumers and those in remote villages. The more information that is spread, the more likely it is to get more congregations. To be able to distribute information widely, a system is needed that can reach all levels and layers of society that are very diverse. One of the systems implemented by PT. Prima Unggul Representative of Maros in marketing its products, namely with the Agency Synthesis. This system is a supply chain system in the distribution aspect that allows for the multiplication of income pockets in the form of groups or sections without increasing the company's operational costs.

The informant that the author interviewed, namely the marketing department, Mr. Ardi Wiranata, said that:

During the Covid pandemic, the company took a break for a while. So we used it to prepare a model plan to recruit as many pilgrims as possible. Because after Covid, we need to convince prospective pilgrims that we can go for Umrah, it is safe, and there are no problems, God willing, we will be safe until we return to our homeland. For that, in order to be faster, we need more people, so we held a meeting with the leadership and all fellow employees, an agency system was formed, yes, we recruit people or friends who we consider capable and professional enough of course. We divide them into several and we look for those who can become leather or agent leaders, of course those who can master their respective areas to become travel agents. And Alhamdulillah, this system is quite successful with the increasing number of pilgrims from one period to the next.

The statement conveyed by the marketing department of PT. Prima Unggul Maros Representative above, shows that the company already has certain precise and reliable ways to increase or improve the number of Umrah and Hajj pilgrims after Covid-19 after the implementation of worship, especially Umrah worship, was limited or even stopped. And according to Mr. Ari's explanation, the agent system that was implemented was very helpful and effective in increasing the number of pilgrims.

c) Affordable Rates

Interesting Hajj/Umrah Guidance and Manasik Travel Prima Unggul Global Maros Branch strives to provide high trust to all hajj or umrah pilgrims with so much experience so that pilgrims do not feel disappointed with the services provided. To make it easier for prospective hajj pilgrims to understand the procedures.

d) Excellent Service

Consumer satisfaction is a manifestation of a person's sense of pleasure and happiness after comparing expectations/hopes and reality in the form of results received. The results expected by consumers are of course results according to the agreement/promise based on certain standards according to previously determined levels. In order to provide consumer satisfaction, good service is needed from all aspects. Excellent service allows the creation of good comprehensive service that covers all aspects related to the implementation of the Hajj and Umrah. One form of excellent service provided is by assisting in the administration of Hajj and Umrah passports and other services in obtaining information, other service facilities.

Excellent service provided by the management and all employees of PT. Prima Unggul Representative of Maros become a special attraction for the congregation and prospective congregation of course. Therefore, good service will provide satisfaction that is forgotten by the congregation which will ultimately create

sustainability of the hajj and umrah travel partners. This is as stated by the employee of the administration and passport section, Mr. Ade Rafli as follows:

"We at Prima Unggul, especially the Maros representative, always try to provide the best service for the congregation, starting from registration, completeness of documents, manasik to departure, we take care of everything, serve as best as possible even though mom is tired. Even when returning home, we will pick you up at the airport to make sure if there are any items left behind. Likewise during passporting, if the congregation wants to take care of the passport themselves, we will direct the routes, but if you want to take care of everything, the congregation will accept it and it will be taken care of. So the point is we serve according to their request, of course without violating immigration regulations and so on. The main thing is to make sure the congregation is satisfied."

2) Weakness

Weakness is anything that is a deficiency or an unfavorable condition . contained in the body of the company organization itself. Weakness is an internal factor of the company that needs to be anticipated early so that the weakness can be managed properly so that it does not become an obstacle. Basically, weakness is something that is natural in an organization, only management must be sensitive and wise in handling it and seeking policies that can reduce and at least can be minimized.

Based on the research results, there are several weaknesses in PT. Prima Unggul Representative of Maros that is :

1) Delegation of Authority

Generally, all management activities and decisions are in the head office, so that the authority in the representative office is limited to operational activities in the representative environment only. Some operational activities carried out, such as marketing techniques and systems, management of hajj and umrah funds, and organizing manasik. Representatives cannot determine which airlines will be used,

hotel and accommodation issues and others that are general in nature.

2) Difficult to Innovate

Innovation is a new discovery, both in programs, processes and in terms of service. Especially the programs offered by PT. Prima Unggul Maros Representative always refer to the head office. What Hajj and Umrah programs are offered by the head office, then that is what must be run by the representative office so that the program is very monotonous. To make changes or offer new things requires a long and lengthy process. For example, the representative wants a semi-VIP program, this requires further coordination with the head office so that the process will take a long time. The above is in accordance with the presentation of Mr. Danil Anhsori who is the head of the representative of PT. Prima Unggul Maros Representative who stated that:

"The activities of the hajj and umrah programs here are adjusted or follow the story with the head office. The program that is set is also followed, for example the regular program or the VIP program, we still follow that program. There are my congregations who ask for semi-VIP, I discuss it first with the head office, which means it takes time while my congregation needs a quick answer. Likewise with the plane. The head office has already collaborated with one of the airlines so we can't move from one airline to another."

3) Opportunity

Opportunity analysis is a situation or condition that is an opportunity outside the company and provides an opportunity for the company to develop in the future. This is a way to find new opportunities or breakthroughs that allow the company to develop in the future.

a) Market share

All companies will basically improve their services every year, including Travel Prima Unggul Global Maros Branch which must improve the quality of hajj pilgrimage guidance. This is done considering the increasing competition between hajj and umrah organizing bureaus.

b) Consumer Loyalty

The increasing number of people interested in performing the Hajj and Umrah pilgrimages can be seen from the increasing number of pilgrims every year because the majority of Indonesia's population is Muslim, so that services can be improved.

c) Company as *Land Arrangement (LA)* Government policy

4) Threat (Threat)

Every company certainly has obstacles or threats that come from outside the company. Threats are external situations or conditions that will hinder the path and speed of an organization in achieving its goals. In the hajj and umrah travel business, threats can come from various factors, especially since this business involves two countries which of course have complex and problematic handling. PT. Prima Unggul Representative of Maros in its activities it is not free from the threat. According to the administration, departure and cooperation section, namely Mrs. Nevyanti said that:

"We as employees who of course as managers and administrators of travel must work hard, because now since the end of Covid-19 many travel agencies have emerged, especially online travel agencies. Yes, some consumers are tempted because they think it's cheaper, although it's not necessarily cheap. So whether we like it or not, we have to provide the best service. Make sure that no pilgrims complain so that there is no bad impression."

The statement was reinforced by the representative leader, Mr. Danil Anshori, who added:

"The issue of competitors is definitely there but we will do the best for prospective pilgrims, especially those who have become my congregation. I always accompany them and on my journey I become one with them, even when I return to their respective areas/villages, I still visit and communicate to maintain the good view and image of Prima Unggul. That's Nanda."

Based on the interview results, it can be concluded that PT. Prima Unggul Maros Representative has several external problems, namely obstacles or threats that are of particular concern to management, namely as follows:

- 1) **Competition between Travel Businesses**
The end of the Covid-19 pandemic has made the government open as wide as possible to the public who want to perform the Hajj and Umrah. This has caused many travel agencies to emerge amidst the already tight competition in the travel business. Not to mention travel agencies that do not have legality, aka hidden, by relying on luck and taking advantage of Indonesian students in Saudi Arabia.
- 2) **The existence of Independent Umrah**
The development of technology and information has resulted in the emergence of many independent travel agency services through *online systems*. These services range from ticket reservations, providing hotel and bus accommodation and catering to worship guides. This has resulted in some consumers or congregations being interested in carrying out independent pilgrimages because based on their calculations the costs are relatively cheaper.
- 3) **Bad Consumer Image**
The services of the hajj and umrah pilgrimage that are not optimal or do not meet the expectations of the pilgrims will result in a bad image from the pilgrims. Not only protests to the travel management but also become a link for bad information on the treatment of travel to prospective pilgrims in their area and can even spread to other areas.
- 4) **Government Regulation**
The implementation of the Hajj and Umrah pilgrimage includes departure to the destination and return to the homeland. This involves the policies of two countries, namely Indonesia and Saudi Arabia. Each country has its own regulations regarding the implementation of the Hajj and Umrah pilgrimage. These regulations sometimes change and are not in line with the destination country. For example, the Indonesian

government issued a regulation on the implementation of the Hajj and Umrah in 2008, then changed again in 2019. Likewise, the determination of quotas always changes both from Indonesia itself and Saudi Arabia.

b. Marketing Strategy of PT. Prima Unggul Global Travel Maros Representative

PT. Prima Unggul Global Representative of Maros always tries to increase the number of its congregation in various ways, both through promotion and da'wah media. Based on the data and by considering the SWOT analysis approach, PT. Prima Unggul Global Representative of Maros can implement its marketing strategy, namely increasing promotion in various media other than da'wah media and a persuasive approach and excellent service to prospective congregations. Promotions that can be done in addition to physical or offline forms or via the web/online. The right marketing strategy that can be used at Travel Prima Unggul Global Representative of Maros can be said to be quite simple but very appropriate because it is a collaboration between several elements in the SWOT analysis. This is also supported by the results of the author's interview with the travel agency, especially the marketing department, Mr. Ardi Alimuddin, who revealed that:

"The promotion we do here is by putting up banners in several places and distributing brochures. We explain our products like packages that are affordable for the community, meaning the rates we offer must be affordable for the lower middle class. Our focus is the lower middle class but we still serve VIP packages. Our strategy is playing on price and service, what is clear is that we can help those who want to be guests of Allah, our term is love for the Baitullah, that's it."

The results of the interview showed that the author was able to understand that there are actually three aspects which are the main points in the marketing strategy implemented by travel companies. PT. Prima Unggul Representative of Maros, namely Service Strategy, Price Strategy and Promotion

Strategy. These strategies are expected to increase the interest of consumers/potential pilgrims to be able to join the company towards the Baitullah. in the following ways:

1) Service Strategy

Services are products that are intentionally created to meet consumer needs. In the marketing of hajj and umrah guidance group services at Travel Prima Unggul Global Representative Maros, what is sold is the service. The form of service sales is a service. A service provided by the management of the hajj and umrah guidance group at Travel PT. Prima Unggul Global Representative Maros is in the form of service before departure, service when already in the holy land and service when returning from the holy land. The researcher asked one of the persons in charge at Travel PT. Prima Unggul Global Representative Maros how to provide services to the congregation, Mr. H. Danil Ansori said the following:

" This is how it is, we prioritize service. So of course in serving our congregation we will provide the best possible service and according to what they need and want. The service we provide starts from before departure, time in the holy land until after returning from the holy land. The guidance we provide before departure we provide guidance in the form of procedures for the hajj. Starting from the intention, procedures for wearing ihram clothes, readings when wukuf, tawaf and sa'i, how many strands must be tahallul and everything that includes hajj. Well when leaving and arriving in the holy land we also provide guidance. Usually there are lay people who we have previously explained but when they have practiced in the holy land they forget, so as guides we provide examples and guidance after returning from the holy land, usually we are more inclined to evaluate during the time in the holy land and reunions held per hajj group "

So the service provided by the management to the congregation is in the form of service from before leaving until arriving in the holy land. The service provided is in the form of hajj procedures from the intention, wukuf and so on.

The researcher also asked Mr. Udztad Jalil as the person in charge of Hajj and Umrah guidance about how the management of Travel PT. Prima Unggul Global Representative of Maros provides services to the congregation, especially those related to the main purpose, namely worship. He said the following:

"So, brother, in serving the congregation, of course we try our best to provide the best service. Well, in this service, it is in the form of guidance related to the activities of the Hajj pilgrimage. So later we will provide everything needed in carrying out the Hajj pilgrimage. We also provide this guidance starting before leaving for the holy land, when in the holy land until returning to our homeland."

Based on the results of the interview above, it can be understood that in marketing a product in the form of services by Travel PT. Prima Unggul Global Representative of Maros is a service. The services provided by the management of Travel Prima Unggul Global Representative of Maros are in accordance with what the congregation needs. The services provided by the management of Travel Prima Unggul Global Representative of Maros start from guidance before the Hajj, in the holy land to guidance after the Hajj.

2) Pricing Strategy

Regarding the prices applied at Travel Prima Unggul Global Maros Representative, Mrs. Neviyanti said the following:

"The cost of hajj at Travel Prima Unggul Global Maros Representative follows the government's rules. For the cost of hajj and umrah travel, we at this Travel are not that big, standard and usually a 13-day package. The costs incurred include all flight costs, accommodation costs in Mecca and Medina, living costs, and visa costs. For umrah itself, it basically depends on the facilities and the season. If the regular months are lower compared to the month of Ramadan or the end of Ramadan and the month of Syawal. So that's the season that differentiates besides the packages of course like regular or VIP, but we have more

regular ones. The price is like this in the brochure.
"

Based on the results of the researcher's interview with the travel agency and by looking at the data in the brochure owned by PT. Prima Unggul Global Representative of Maros about the service product packages offered along with the respective prices adjusted to the departure season, the author can describe it as in the following table :

Price	Package
Rp. 252,500,000	Hajj Plus
Rp. 37,500,000	Season VIP
Rp. 35,700,000	VIP Regular
Rp. 32,800,000	Season
Rp. 29,600,000	Normal

Source: Admin Prima Unggul Maros Representative

Based on the results of the interview above, it can be seen that in this case it is clear that Travel PT. Prima Unggul Global Maros Representative provides competitive prices . For the cost of Hajj and Umaroh to the Holy Land, follow the government regulations which are adjusted to the Makassar embarkation.

3) Promotion Strategy

Promotion is an important thing in marketing. Regarding the promotion carried out by Travel Prima Unggul Global Maros Representative in attracting the interest of prospective hajj and umrah pilgrims, Mr. Ade Rafli explained as follows:

"Travel Prima Unggul especially This Maros representative promotes his products through direct marketing, we communicate directly with prospective pilgrims , we visit them together with friends. preaching and promotion. Our hope is that consumers/ prospective pilgrims are interested in registering, both for Hajj and Umrah. We, as part of Travel, especially This Maros representative acts as a marketing officer even though my actual job is as a passport admin,

but the leader asked all elements to be involved in promotion and marketing. So every administrator participates in marketing and offering our packages by directly inviting the surrounding community who are interested in performing the Hajj and Umrah. In addition, we also utilize alumni of the hajj and umrah congregation as intermediaries for promotion with prospective pilgrims. Yes, Alhamdulillah, there are many results because our congregation is satisfied with our services."

In line with the above, Mr. Drs. H. Muh Djafar as the Prima Unggul Global Travel Agent, Maros Representative added the following:

" We at the Prima Unggul Global Travel Agency have prepared a support system by having a list of alumni congregations or alumni references and utilizing the good relationships that have been established with alumni. our congregation . We really maintain the quality of relationships or communication with alumni of the congregation, so that from there there will be a relationship between the Travel party and alumni of the congregation. We create a WhatsApp group on social media so that it is easy to communicate. So the point is that our sign always tries to provide maximum service, to socialize with alumni of the congregation, so that the congregation feels satisfied during the implementation of worship so that alumni are also satisfied. So our alumni participate in promotion because they talk out there. Yes, Alhamdulillah, there are also many references. "

Based on the results of the interviews conducted above, the promotional strategy carried out by Travel Prima Unggul Global Maros Representative is carried out by word of mouth from alumni of the hajj pilgrims. Travel Prima Unggul Global Maros Branch prepares a support system by having a list of alumni of the pilgrims or alumni references and utilizing the relationships that have been established well with the hajj pilgrims through maximum service to the pilgrims, so that the pilgrims feel satisfied, so that the alumni of the pilgrims will automatically provide recommendations to

their families, neighbors and friends to use the services of Travel Prima Unggul Global Maros Branch.

4.2 Discussion of Research Results

Based on the results of the analysis above, it can be clearly described how the external opportunities and threats faced by the company are adjusted to the strengths and weaknesses it has. In the SWOT analysis there are elements that must be connected and analyzed to produce a new strategy that can be used in an effort to increase the number of PT. Prima Unggul Global Maros Representative's travel congregation. The four are supporting factors, inhibiting factors, opportunities and chances are the main elements in formulating the right strategy.

Collaboration between the strengths , weaknesses, opportunities and threats owned by the PT Travel business . Prima Unggul Global Representative of Maros produced a picture of the formulation of strategy, where the company management needs to take several important steps that must be taken in an effort to advance and improve the business, both in terms of the quantity of the congregation and its profitability. Several important strategies are the focus of attention of PT. Global Excellence Maros Representative that is :

a. Service strategy

As one of the hajj and umrah service businesses, its marketing strategy is more focused on the form of service that can provide maximum satisfaction to the congregation as consumers. One form of appropriate service is to consider the needs and goals of consumers in using the company's services. Therefore, PT. Prima Unggul Global Representative of Maros in providing services to the congregation, especially those related to the main purpose of worship , the services provided by the management of Travel Prima Unggul Global Representative of Maros must be in accordance with what the congregation needs. The services provided by the management of Travel Prima Unggul Global Representative of Maros start from guidance before the pilgrimage, in the holy land to guidance after the pilgrimage. In

addition, the management of PT. Prima Unggul Global Representative of Maros can innovate in the field of service. Prime service for example must continue to be improved in addition to seeking new breakthroughs regarding better service and can increase consumer satisfaction. To strengthen PT's services Prima Unggul Global Representative of Maros needs to conduct monitoring and evaluation to the congregation regarding the level of satisfaction and listen to and accommodate all suggestions from the congregation regarding their expectations or hopes. Thus, the leadership can know what form of service will be provided according to the needs of each congregation . In addition, to maintain and even improve good relations with alumni of the congregation so that what is called congregation continuity is created, PT . Prima Unggul Global Representative of Maros forms an alumni community . The community can later become a good conduit of information to the community or prospective consumers. The voice of alumni is usually very effective in convincing prospective congregations or consumers.

b. Pricing strategy

Price is one of the factors considered by most consumers in almost all types of products and services, including hajj and umrah travel services. The more competitors in the same industry, the more competitive the prices offered. In order to reach many consumers, the price element needs to receive serious attention. PT Prima Unggul Global Representative of Maros needs to implement a competitive pricing strategy in order to remain competitive in the hajj and umrah service business. Thus, PT Prima Unggul Global Representative of Maros in an effort to attract a lot of interest from pilgrims or consumers and at the same time increase the number of pilgrims, the company management applies hajj and umrah travel prices/rates with several service product packages . The packages offered vary with prices /package rates according to their respective levels. The prices offered from each level are very competitive with other Hajj

and Umrah service providers. The prices still consider the needs and capabilities of prospective consumers/congregants but also prioritize the company's profitability.

c. Promotional Mix Strategy

A common marketing strategy that is widely used by most companies in introducing their business and products is a promotional strategy. The form of promotion in marketing products is increasingly varied according to the needs and technological advances. PT Prima Unggul Global Representative of Maros in introducing its business and service products continues to use promotional strategy techniques. Based on the results of the SWOT analysis formulation, the company needs to improve its promotional strategy, namely through several techniques or what is commonly called *the Promotoral Mix*. In addition to brochures, banners and social media, the company needs to collaborate with several communities, groups and even government agencies and academic institutions as business partners. In addition, it is also necessary to actively participate in sharing events, performances, competitions and the like. This will help provide information about the existence, quality and brand of the travel business. Thus, the name and image of the company PT. Prima Unggul Global in general and PT. Prima Unggul Global in particular Global Excellence Maros representatives can be widely known in the community which can ultimately increase the number of congregations and of course can increase the company's profitability. In addition, the company management must be more active in carrying out Islamic da'wah activities in several places and communities such as mosques and religious study communities and ta'lim assemblies. These da'wah activities are none other than collaboration between da'wah and travel business, as one of the effective means of promotion. This method is certainly considered more realistic because the activities of the hajj and umrah are an important part of the da'wah activity itself.

In addition to the strategies above, the company also needs to strengthen cooperation with the government, in this case the Ministry of Religion, Transportation, Ministry of Foreign Affairs and others related to the smooth running of the Hajj and Umrah pilgrimages. As an additional strategy, the Management of PT. Prima Unggul Global Representative of Maros must be more observant in seeing all forms of threats that may occur and understand the shortcomings they have. For this reason, the company's management needs to update information technology so that it can anticipate the emergence of online travel and the rise of independent Umrah travel. Therefore, the company can collaborate with online travel agencies such as Traveloka and so on.

Formulating the right strategy is nothing other than having combination of External and Internal factors . P T. Prima Unggul Global Representative of Maros as one of the hajj and umrah travel service businesses has its own strengths and great opportunities to achieve maximum progress, which of course must continue to strive to provide maximum service that is safe and comfortable to the congregation . Good and excellent service has been proven to increase interest and number of congregation. This can be proven where the number of congregation of PT Prima Unggul Global Maros Representative has increased from year to year.

The results of this study on the application of SWOT analysis as a marketing strategy in an effort to increase the number of pilgrims are very appropriate to be implemented in the Hajj and Umrah travel business, especially in the travel of PT. Prima Unggul Global Representative of Maros . From the results of the analysis, it was obtained that the combination of strengths and opportunities will be able to minimize the threats that may be faced by the travel in this era of global competition.

The results of this study are in line with the research conducted by Hikmatul Uzma in 2022 entitled SWOT Analysis of Hajj and Umrah Services at Travel PT. Kamilah Wisata Muslim Kab. Batito Kuala. The results of the study

showed that with SWOT analysis there are three appropriate strategies to use, namely maintaining a good travel image, utilizing social media and empowering all leadership elements. At Prima Unggul Global travel, especially the Maros representative, the excellent service strategy by creating a good travel image through strengthening relationships with alumni of the congregation continues to be developed, as well as the active involvement of all leadership elements including agents in promoting travel is always prioritized .

5. Closing

5.1 Conclusion

Based on the description of the research results and discussion above, the researcher can conclude that the Travel business PT. Prima Unggul Global Representative of Maros has many strengths and opportunities, so that with the strategy of combining strengths and opportunities , the company can minimize weaknesses and anticipate existing threats. Thus, the right marketing strategy in increasing the number of pilgrims at the Travel company PT. Prima Unggul Global Representative of Maros is to improve three main strategies, namely:

1. Service Strategy
2. Pricing Strategy
3. Promotional Mix Strategy

In addition, management needs to continue to improve coordination and good relations with the government and continue to carry out and follow the development of information technology. This can support the main strategy that can later increase the number of .

5.2 Suggestion

As a conclusion of the research on SWOT analysis in formulating marketing strategies in the travel business of PT. Prima Unggul Global Representative of Maros, the author provides several suggestions, both to readers and to all travel management in general and specifically to the management of travel PT. Prima Unggul Global Representative of Maros as follows :

1. Maximizing all potentials owned by the institution, in the form of human resources and other resources and also a potential environment so that the quality of service is getting better and the implementation of the Hajj and Umrah pilgrimage at PT. Prima Unggul Global Maros Representative is able to compete with other travel service businesses .
2. Travel agency companies should add and improve facilities and infrastructure for serving the congregation so that the congregation can perform their worship in peace, comfort and devotion.
3. Travel companies must prioritize health and safety and be more responsive to the wishes and hopes of pilgrims in an effort to maximize their worship goals.

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