



## ANALYSIS OF SOCIAL MEDIA UTILIZATION IN THE DIGITAL MARKETING OF UMRAH PRODUCTS AT PT ATHALAH SAFAR INTERNASIONAL METRO CITY

Nurni Fitriyana<sup>1</sup>, Primadatu Deswara<sup>1\*</sup>

<sup>1,2</sup>UIN Jurai Siwo Lampung, Indonesia

\*[primadatudeswara@metrouniv.ac.id](mailto:primadatudeswara@metrouniv.ac.id)

Submitted: 9 December 2024

Revised: 7 March 2026

Accepted: 7 March 2026

Published: 8 June 2026

**Abstract:** The influence of social media on economic activities has grown significantly, making it an essential marketing tool for modern businesses. PT Athalah Safar Internasional is a travel agency that actively promotes its Umrah products through social media platforms, including Instagram, Facebook, TikTok, and WhatsApp. Considering the importance of digital marketing and increasing competition, the company needs effective strategies to attract prospective pilgrims. This study aims to analyze the use of social media in promoting Umrah products at PT Athalah Safar Internasional Metro City using SWOT analysis. The research employed a descriptive qualitative approach, with data collected through interviews and documentation. The findings show that the company's strengths include effective social media management, collaboration with influencers and strategic partners, and a strategic location. However, limited human resources and inadequate infrastructure remain weaknesses. Opportunities arise from growing public interest in Umrah and the development of digital technology for marketing activities. In addition, intense competition, fake social media accounts and data security issues pose potential threats. As a result, the company should improve employee training, strengthen supporting infrastructure and expand its social media reach to enhance service quality and competitiveness.

**Keywords:** Social Media, Digital Marketing, SWOT Analysis, Umrah, Umrah Product Marketing

**Abstrak:** Perkembangan media sosial memberikan dampak yang signifikan terhadap berbagai aspek kehidupan, termasuk dalam bidang ekonomi dan pemasaran. Saat ini, hampir seluruh perusahaan memanfaatkan media sosial sebagai sarana untuk mempromosikan produk dan jasa yang mereka tawarkan. PT Athalah Safar Internasional merupakan salah satu biro perjalanan umrah yang aktif menggunakan media sosial, seperti Instagram, Facebook, TikTok, dan WhatsApp, sebagai media promosi. Melihat pentingnya pemasaran digital serta semakin tingginya persaingan antarperusahaan, perusahaan membutuhkan strategi pemasaran yang tepat untuk menarik minat calon jamaah. Penelitian ini bertujuan untuk menganalisis penggunaan media sosial dalam pemasaran produk umrah pada PT Athalah Safar Internasional Kota Metro dengan menggunakan analisis SWOT. Penelitian ini menggunakan metode deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara dan dokumentasi. Hasil penelitian menunjukkan bahwa perusahaan memiliki kekuatan berupa pengelolaan media sosial yang baik, kerja sama dengan influencer

dan mitra strategis, serta lokasi usaha yang mendukung kegiatan pemasaran. Namun, perusahaan masih menghadapi kelemahan berupa keterbatasan sumber daya manusia dan infrastruktur yang belum optimal. Peluang yang dimiliki berasal dari meningkatnya minat masyarakat terhadap ibadah umrah dan perkembangan teknologi digital yang dapat dimanfaatkan untuk pemasaran. Sementara itu, persaingan yang semakin ketat, munculnya akun media sosial palsu, serta risiko keamanan data menjadi ancaman yang perlu diantisipasi. Oleh karena itu, perusahaan perlu meningkatkan kompetensi karyawan, memperbaiki infrastruktur pendukung, dan memperluas jangkauan promosi digital guna meningkatkan kualitas layanan serta daya saing perusahaan.

**Kata Kunci:** Media Sosial, Pemasaran Digital, Analisis SWOT, Umrah, Pemasaran Produk Umrah

Copyright © 2026, Nurni Fitriyana, et.al  
This is an open access article under the [CC-BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license



## Introduction

Islam is the predominant religion in Indonesia, embraced by more than 87.2% of the population, equivalent to approximately 245.78 million people.<sup>1</sup> This demographic composition has positioned Indonesia as the second-largest contributor of Umrah pilgrims worldwide. According to data from the Integrated Umrah and Hajj Information and Computerization System (SISKOPATUH) of the Ministry of Religious Affairs of the Republic of Indonesia, the number of Indonesian Umrah pilgrims reached 648,485 as of April 2025. This figure reflects the growing public interest in performing Umrah and highlights Indonesia's significant role in the global Umrah travel market.<sup>2</sup>

The number of Umrah pilgrims continues to increase as more individuals choose to undertake this pilgrimage each year. Several factors have contributed to this growth, including the lengthy waiting period for Hajj, improving financial capacity among the population, and the relatively affordable cost of Umrah. The extended Hajj waiting list has encouraged many Muslims to perform Umrah as an alternative means of fulfilling their spiritual aspirations. In this context, Umrah travel agencies play a crucial role in facilitating the pilgrimage process, ranging from travel arrangements to the provision of religious guidance and assistance. Today, the marketing activities of Umrah travel agencies are no longer limited to conventional offline methods. Instead, they increasingly leverage social media platforms, which have become more innovative and influential in supporting digital marketing strategies, expanding market reach, and strengthening engagement with prospective pilgrims.<sup>3</sup>

Social media has become a widely used tool for promoting products and services, leading to increased business competition in the digital era. In response to this competitive

---

<sup>1</sup> Muhammad Sholeh, "Data Jumlah Pemeluk Agama di Indonesia Tahun 2024, Islam Paling Banyak," *GoodStatsData*, Diakses 5 November 2025. [https://data.goodstats.id/statistic/data-jumlah-agama-di-Indonesia-tahun-2024-islam-paling-banyak-sNxK?utm\\_source=](https://data.goodstats.id/statistic/data-jumlah-agama-di-Indonesia-tahun-2024-islam-paling-banyak-sNxK?utm_source=)

<sup>2</sup> GoodStats, "<https://goodstats.id/article/jumlah-jemaah-umrah-indonesia-tembus-648-ribu-per-april-2025-terus-meningkat-sejak-2022-myGHb>," Diakses 12 Januari 2026.

<sup>3</sup> Nazaruddin, Hidayat, dan Andreas, "Analisis Strategi Pemasaran Dan Pelayanan Dalam Upaya Peningkatan Kualitas Daya Saing Biro Perjalanan Haji Dan Umroh Prospektif Ekonomi Syari'ah (Studi Pada PT. Makkah Multazam Safir Dan Al Madinah)," *Jurnal Studi Keislaman* 8, no. 1 (2020): 99.

environment, companies, including Umrah travel agencies, need to develop a strong understanding of digital marketing and effective marketing strategies to attract prospective customers.<sup>4</sup> Short-form video content is no longer merely an awareness channel; it has become a primary source of audience attention. For high-involvement services such as Umrah travel, the most effective content typically includes: (1) pilgrim testimonials; (2) explanations of travel packages and pricing transparency; (3) brief educational content on Umrah rituals; (4) evidence of operational credibility, including licenses, office facilities, religious guides, hotels, and airline partners; and (5) a series of frequently asked questions addressing potential risks related to visas, travel schedules, and refund policies.<sup>5</sup>

Previous studies have also highlighted the importance of social media in promoting Umrah services. Sieradianto, Ardiansyah, and Muttaqin found that Instagram content marketing plays a significant role in increasing public interest in Umrah services by strengthening audience engagement and enhancing the dissemination of promotional information.<sup>6</sup> PT Athalah Safar Internasional has established a legal foundation and strengthened its regulatory compliance, supported by documented operational records and business growth. The company's digital marketing strategy also provides a relevant basis for assessing its competitive advantages. PT Athalah Safar Internasional is a travel agency located at Jl. Way Pangubuan No. 11, North Metro. Founded in July 2022, the company is led by Mr. Iwan Dwi Jayanto as the Director of PT Athalah Safar Internasional Metro City. The company obtained its operational license as an Umrah Pilgrimage Travel Organizer (PPIU) from the Ministry of Religious Affairs on July 15, 2025. The issuance of this license indicates that Athalah is undergoing a compliance enhancement phase while simultaneously expanding its business through the establishment of new branch offices.

The company remains committed to providing reliable services and high-quality accommodation for Hajj pilgrims, Umrah pilgrims, and travelers visiting various countries. Prospective pilgrims often assess a travel agency's credibility based on evidence of successful departures and testimonials from previous customers. The objectives of this study are to identify the state of the literature on Umrah pilgrim satisfaction, to determine the factors that influence the satisfaction of Umrah pilgrims in using Umrah travel services, and to develop a conceptual model that outlines these influencing factors.<sup>7</sup>

The travel agency actively promotes its digital products through various social media platforms to increase sales of its Umrah service packages. These promotional activities are carried out through channels such as Instagram, Facebook, TikTok, and WhatsApp. WhatsApp, in particular, is used to provide information to prospective pilgrims who have contacted the company and expressed interest in the products advertised on social media. The registration process through WhatsApp begins when prospective pilgrims

---

<sup>4</sup> Yuliar dan Fadhilah, "Analisis Strategi Pemasaran Di Era New Normal pada Biro Perjalanan Umrah," *Jurnal Muamalat Minda* 1, no. 2 (2021): 3.

<sup>5</sup> Databoks, "<https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/6904593ac658e/indonesia-masuk-15-negara-paling-suka-nonton-video-pendek-di-medsos>," Diakses 12 Januari 2026.

<sup>6</sup> Dinda Ayu Sieradianto, Angga Ardiansyah, dan Rahmat Bahaul Muttaqin, "Instagram Content Marketing Analysis in Increasing Umrah Interest (Study on Jannah Travel Account)," *Mulazam: Jurnal Manajemen Haji dan Umrah* 4, no. 2 (2024): 95–108.

<sup>7</sup> "Hasil Wawancara Bersama Ibu Titik Setyani Selaku Manager Operasional dan Keuangan PT Athalah Safar Internasional," 7 Desember 2023.

become interested in posts about the Umrah packages offered. They then contact the WhatsApp number provided in each social media post of PT Athalah Safar Internasional. Prospective pilgrims send an initial message containing the word “Umrah” along with their full name and subsequently complete an online registration form that has been set up automatically.

The social media accounts of PT Athalah Safar Internasional, including Facebook, Instagram, and TikTok, have experienced a notable increase in followers since the company was established in July 2022. In February 2024, the company’s Facebook account had 1.6 thousand followers, increasing to 1.8 thousand followers by September 2024. Similarly, the company’s Instagram account grew from 563 followers in February 2024 to 735 followers in September 2024. Meanwhile, its TikTok account currently has 579 followers and has received 6,201 likes. These social media platforms are actively used to share information about various Umrah packages, activities involving departing and returning pilgrims, promotional offers, and other Umrah-related information. PT Athalah Safar Internasional also maintains an official Instagram account that features educational content on Umrah rituals, transparent itinerary information, departure updates, and responsive customer service.<sup>8</sup>

In addition, PT Athalah Safar Internasional Metro City implements three primary offline programs to attract prospective Umrah pilgrims.

#### **Partnership Program,**

Under this program, partners are responsible for recruiting as many prospective Umrah pilgrims as possible. PT Athalah provides rewards for partners who achieve individual targets, including an Umrah trip as an incentive. As a result, partners have the opportunity to accompany their pilgrims throughout the journey to the Holy Land. In addition, PT Athalah Safar Internasional collaborates with Bank Metro Madani as a second-party partner to facilitate financing for Umrah and Hajj pilgrimages.

#### **Business to Business (B2B) Program,**

This program is designed for Islamic boarding schools (*pesantren*). Through a cooperation agreement or Memorandum of Understanding (MoU) with PT Athalah, *pesantren* are permitted to market Umrah and Hajj travel services to the wider community. Each *pesantren* may offer programs according to its own policies and objectives. *Pesantren* that are prepared to organize and send a group of pilgrims receive a special base price from PT Athalah. Several partner institutions include Al Abror Islamic Boarding School Metro, Barokatul Qodiri Islamic Boarding School Metro, and Darussa’adah Qur’an Memorization Islamic Boarding School in Pesawaran, among others.

#### **Socialization and Direct Outreach Program,**

PT Athalah actively conducts promotional and educational sessions at religious gatherings and at the homes of pilgrims who have previously traveled with the company. These activities aim to attract the interest of local community members while maintaining

---

<sup>8</sup> “Hasil Wawancara Bersama Ibu Gustarina Andini Selaku Admin Sosial Media PT Athalah Safar Internasional,” 7 Desember 2023.

good relationships with former pilgrims. When residents express interest in joining an Umrah pilgrimage, PT Athalah's marketing team directly visits prospective pilgrims to assist with administrative procedures and offer suitable payment options.<sup>9</sup>

The marketing strategies implemented by PT Athalah Safar Internasional have enabled the company to send a total of 297 Umrah pilgrims as of May 2024.

**Table 1.** Statistical Data on the Growth of Umrah Pilgrims at PT Athalah Safar Internasional

Year	Month of Departure	Number of Pilgrims
2022	November	11
2023	August	35
2023	November	36
2024	January	49
2024	February	53
2024	March	55
2024	April	58
	Total	297

**Source:** PT Athalah Safar Internasional

The data presented above indicate a consistent increase in the number of pilgrims for each departure period from November 2022 to May 2024. The researcher found that the increase in the number of Umrah pilgrims at PT Athalah Safar Internasional did not fully meet the targets established by the company. This condition is reflected in the significant difference between pilgrims who registered online through social media and those who registered through offline programs, such as the Partnership Program, the Business to Business (B2B) Program and socialization activities. Of the total 297 pilgrims, only 10 registered through online channels. These figures indicate that only 3.3% of the total pilgrims completed their registration online, while the majority were acquired through offline marketing programs.<sup>10</sup>

Based on the evaluation conducted by the PT Athalah team, the Director of PT Athalah Safar Internasional stated that the increase in the number of pilgrims has not always met the targets established by the company. The following statement was provided by the Director of PT Athalah Safar Internasional Metro City.

Mr. Iwan Dwi Jayanto stated that the growth in the number of Umrah pilgrims reflects the positive impact of the company's marketing efforts. However, a significant gap remains between pilgrims attracted through social media and those acquired through offline programs. Although the content published on social media is professionally designed

<sup>9</sup> "Hasil Wawancara Bersama Ibu Titik Setyani Selaku Manager PT Athalah Safar Internasional," 7 Desember 2023.

<sup>10</sup> "Hasil Wawancara Bersama Ibu Titik Setyani Selaku Manager PT Athalah Safar Internasional," 16 Februari 2024.

and requires financial investment, the results have not yet reached the expected level. Considering the substantial opportunities to enhance the visibility of PT Athalah Safar Internasional and reach a broader audience, the company needs to optimize its digital marketing activities, particularly through social media platforms, in order to attract more prospective pilgrims.<sup>11</sup>

The researcher also found that most pilgrims became familiar with PT Athalah Safar Internasional through offline programs, particularly through partner agents and word-of-mouth recommendations. The following statements were obtained from interviews with several Umrah pilgrims who had previously used the services of PT Athalah Safar Internasional.<sup>12</sup> In addition, the researcher found that only 10 Umrah pilgrims registered online after being attracted by the social media content of PT Athalah Safar Internasional Metro City. The following statements were provided by several pilgrims who completed their registration through online channels.<sup>13</sup>

This finding is consistent with the study conducted by Roby Awwaluddin in his undergraduate thesis entitled “Hajj and Umrah Marketing Strategies During the COVID-19 Pandemic at KBIHU Al-Musyaroffah Jakarta Using SWOT Analysis.” The study concluded that word of mouth marketing is one of the most effective strategies for attracting prospective pilgrims. Similarly, Yuzep Andiyawan et al. explored the application of SWOT analysis in promotional strategies during the new normal era, including the utilization of testimonials and media platforms in Hajj and Umrah services. Furthermore, Mega Utami Maharani examined SWOT analysis and marketing strategies for travel agencies, particularly the use of media and the implementation of the 4P marketing mix.

Therefore, analyzing the use of social media in the digital marketing of Umrah products has become both relevant and important. This study is expected to contribute to a better understanding of the internal and external factors that influence the effectiveness of social media utilization in marketing Umrah products at PT Athalah Safar Internasional Metro City. In addition, the findings may provide insights into how digital marketing strategies can be optimized to increase the number of pilgrims who register online through social media platforms.

## **Result and Discussion**

The interview results from pilgrims who registered online indicate that the online registration process at PT Athalah Safar Internasional generally provided a positive experience. Although the company's responsiveness during the online registration process was considered less than optimal, it was still able to provide satisfactory services for prospective pilgrims. Overall, the interview findings show that the digital marketing of Umrah products at PT Athalah Safar Internasional Metro City has contributed to an increase in the number of Umrah pilgrims, reflecting the success of the company's marketing efforts.

---

<sup>11</sup> “Hasil Wawancara Bersama Bapak Iwan Dwi Jayanto Selaku Direktur PT Athalah Safar Internasional,” 19 Februari 2024.

<sup>12</sup> “Hasil Wawancara Bersama Ibu Ekawati Selaku IRT Jl.Basuki Rahmad Yusomulyo Merto,” 6 Februari 2024.

<sup>13</sup> “Hasil Wawancara Bersama Ibu Gustarina Andini Selaku Admin Media Sosial PT Athalah Safar Internasional Kota Metro,” 20 Februari 2024.

The number of followers on the company's social media accounts has also increased. However, a significant difference remains between pilgrims attracted through social media and those recruited through offline programs.

Mr. Iwan Dwi Jayanto, Director of PT Athalah Safar Internasional, noted that although digital content has been carefully designed and requires financial investment, the results have not been optimal because most pilgrims continue to register through offline programs, such as partner agents and word-of-mouth recommendations. This finding raises an important question regarding why this situation occurs and what underlying issues need to be identified. It also highlights the need for more effective strategies to utilize social media in attracting prospective Umrah pilgrims and maximizing the potential of PT Athalah Safar Internasional's digital marketing efforts.<sup>14</sup>

### **Social Media Utilization and Digital Marketing of Umrah Products at PT Athalah Safar Internasional Metro City**

Based on the research findings, PT Athalah Safar Internasional utilizes various social media platforms, including Instagram, Facebook, TikTok, and WhatsApp, for the digital marketing of its Umrah products. Each platform serves a specific purpose, ranging from product promotion and inspirational content to pilgrim documentation and customer testimonials. Instagram, for example, is used to showcase engaging content and has attracted more than 500 followers. Facebook functions not only as a marketing platform but also as a medium for direct communication with prospective pilgrims. Meanwhile, TikTok is utilized to share short videos related to Umrah activities and information.

In addition, WhatsApp facilitates the registration process through a simple and accessible format. Every piece of content undergoes a careful process, including content creation, editing, and approval by the Managing Director before being published by the social media team. This approach reflects the importance of strategic planning and the effective use of social media in attracting prospective pilgrims and optimizing the digital marketing of Umrah products at PT Athalah Safar Internasional. Furthermore, the field research findings indicate that PT Athalah Safar Internasional has implemented a digital marketing strategy that includes target market identification, distinctive branding, and the use of various digital channels such as Instagram, Facebook, TikTok, WhatsApp, the company's official website, and email marketing. This strategy incorporates special promotional offers and the use of signature brand colors across social media platforms to strengthen brand identity.

The company also utilizes social media to publish regular content, customer testimonials, and information regarding Umrah packages. Through paid promotions on Instagram and its Umrah savings program, PT Athalah Safar Internasional has been able to reach a broader audience and provide greater convenience for prospective pilgrims in planning their journeys. The effectiveness of its digital marketing activities is evaluated regularly by analyzing audience responses, likes, and comments on social media, enabling the company to continuously improve its marketing strategies and strengthen its position in the Umrah travel market.

---

<sup>14</sup> Raihan, "Teknik Penjualan Produk Umrah Melalui Pemanfaatan Media Sosial Pada PT Rafa Lintas Cakrawala Tour Dan Travel Tangerang" 10 (2018).

## **SWOT Analysis of Social Media Utilization in the Digital Marketing of Umrah Products at PT Athalah Safar Internasional**

### **1. Strengths,**

The findings indicate that PT Athalah Safar Internasional has successfully utilized social media to support its marketing activities. The company uses high-quality photos and videos to attract prospective pilgrims and provide information about its services. In addition, PT Athalah offers a variety of Umrah packages and promotional programs that have proven effective in attracting customer interest. The company's positive reputation among pilgrims represents a significant strength in attracting new customers. Positive testimonials from satisfied pilgrims regarding the services and facilities provided have enhanced the company's image. PT Athalah also implements several distinctive strategies, including a Word-of-Mouth (WOM) program, flexible marketing initiatives, and a highly influential marketing team that effectively reaches and serves prospective pilgrims.

### **2. Weaknesses,**

The findings reveal several weaknesses faced by PT Athalah Safar Internasional in its operations. One of the primary challenges is the limited number of employees. Currently, only one administrator is responsible for managing social media as well as handling other administrative duties, which can result in difficulties in content management and information delivery across digital platforms. The company has also not fully utilized other social media channels, such as YouTube, which could serve as an additional promotional medium. Network disruptions frequently occur during the rainy season, affecting content uploads and communication with prospective pilgrims. These issues may delay the registration process and raise concerns regarding the security of pilgrims' personal data. Furthermore, the company faces limitations in supporting facilities and infrastructure, including training venues for Umrah rituals and transportation facilities.

### **3. Opportunities,**

PT Athalah Safar Internasional has several opportunities to enhance its competitiveness and expand its business operations. Collaboration with influencers and strategic partners, such as banks and Islamic boarding schools (*pesantren*), can increase public interest and strengthen trust among prospective pilgrims. Although still limited, the use of influencers on social media has generated positive promotional impacts. The company also utilizes social media features, including paid advertisements on Instagram, to improve the competitiveness of its Umrah products, demonstrating an effective digital marketing strategy.

In addition, several satisfied pilgrims have become agents who voluntarily promote the company, contributing to an increase in the number of pilgrims and expanding market reach. The growing public interest in Umrah presents a significant opportunity for PT Athalah to increase its market share. Advances in technology and the widespread use of social media make it easier for the public to access information about Umrah, creating opportunities for the company to strengthen its services and digital marketing

strategies. Moreover, the strategic location of PT Athalah’s office in the center of Metro City provides advantages in terms of accessibility and public outreach, making it easier for prospective pilgrims to obtain information and register for Umrah programs.

4. Threats,

PT Athalah Safar Internasional faces several threats in its business operations. First, intense competition within the Umrah travel industry places pressure on the company, as many competitors also utilize social media to promote their services through attractive and diverse marketing content. Second, the increasing number of fake social media accounts and fraudulent activities may damage the company’s reputation and reduce consumer trust. Third, the lack of integrity among certain agents or resellers represents a significant concern, as dishonest practices can negatively affect the company, diminish customer confidence, and harm its reputation. Finally, security and privacy risks, including cyberattacks and data theft, also pose potential threats to the company’s operations.

**SWOT Matrix Analysis of Social Media Utilization in the Digital Marketing of Umrah Products at PT Athalah Safar Internasional Metro City**

**Table 2.** SO (Strength–Opportunities) Strategy

Strength	Opportunities	SO Strategies
Engaging social media presence	Collaboration with influencers and strategic partners	Utilize engaging social media content to promote collaborations with influencers and enhance brand awareness
High-quality products and programs	Utilization of social media features	Leverage social media features to highlight the advantages of the products and programs offered
Positive company image among pilgrims	Pilgrims becoming agents	Capitalize on the company’s positive reputation to encourage satisfied pilgrims to become agents and promote its services
Distinctive marketing strategies	Growing public interest in Umrah	Utilize an influential marketing team to attract more pilgrims as public interest in Umrah continues to increase
Distinctive marketing strategies	Strategic business location	Implement marketing strategies that align with the company’s strategic location to maximize market opportunities

1. Utilizing more engaging media content,

PT Athalah Safar Internasional Metro City should strengthen its social media marketing efforts by utilizing paid advertisements and collaborating with influencers to increase brand awareness. These initiatives can help the company reach a broader audience and improve public recognition of its services.

2. Maximizing social media features,

PT Athalah should make greater use of available social media features to highlight the strengths and unique benefits of its products and programs. Effective utilization of these features can improve audience engagement and strengthen promotional efforts.

3. Leveraging a positive corporate image,

PT Athalah can capitalize on its positive reputation by encouraging satisfied pilgrims to voluntarily promote the company's services. Pilgrims who have had positive experiences are more likely to recommend the company to others. Such recommendations can expand marketing efforts organically while increasing the trust of prospective pilgrims, as they are based on real experiences. Ultimately, this process creates a chain effect that strengthens the company's image and attracts more customers.

This finding is consistent with the study conducted by Yuzep Andiyawan, Arif Zaerofi, and Andang Heryahya, which found that a positive image among pilgrims is a key strength that attracts prospective customers to Hajj and Umrah travel agencies in the new normal era. This favorable image is often built through word-of-mouth recommendations and positive reviews on social media, both of which significantly influence trust and interest among prospective pilgrims.<sup>15</sup>

4. Utilizing an influential marketing team to attract more pilgrims,

The company can leverage its influential marketing team to attract a greater number of pilgrims in response to the growing public interest in Umrah. Through effective marketing strategies, the team can reach prospective pilgrims more efficiently, strengthen the company's image and build trust, thereby encouraging more people to choose its Umrah services.

This finding aligns with the study conducted by Robby Awwaluddin, which identified the influential leadership figure of Al-Musyaroffah Foundation as one of the key strengths of KBIHU, attracting many prospective pilgrims to register. In the context of this study, PT Athalah's marketing team serves a similar role by creating a strong appeal to prospective pilgrims through excellent service and a strong commitment to customer comfort, encouraging more individuals to register with PT Athalah Safar Internasional.<sup>16</sup>

5. Implementing strategies aligned with the company's strategic position,

PT Athalah Safar Internasional should implement marketing strategies that are aligned with its strategic business location in order to maximize market opportunities. By integrating its location advantages with effective marketing initiatives, the company can strengthen its competitiveness and expand its market reach.

**Table 3.** WO (Weakness–Opportunities) Strategy

<sup>15</sup> Yuzep Andiyawan, Arif Zaerofi, dan Andang Heryahya, "Analisis Strategi Pemasaran Jasa Travel Haji dan Umrah Di Era New Normal," *Jurnal Ekonomi Islam dan Bisnis* 8, no. 2 (2023).

<sup>16</sup> Robby Awwaluddin, "Strategi Pemasaran Haji Dan Umrah Di Masa Pandemi Covid-19 Pada KBIHU Al Musyarrofah Jakarta Menggunakan Metode Analisis SWOT Tahun 2022," *Jakarta, Uin Syarif Hidayatullah Proqram Studi Manajemen Dakwah Fakiultas Dakwah dan Komunikasi*, 2022.

Weakness	Opportunities	WO Strategies
Limited human resources	Collaboration with influencers or strategic partners	Address employee limitations by establishing collaborations with influencers or strategic partners to strengthen marketing activities.
Frequent network disruptions	Utilization of social media features	Use social media features that require lower bandwidth and remain accessible under limited internet connectivity.
Insufficient facilities and infrastructure	Pilgrims becoming agents	Engage pilgrims as agents to support marketing activities and contribute to the need for additional facilities and infrastructure.
Limited human resources	Growing public interest in Umrah	Focus on employee training to maximize opportunities arising from the growing Umrah market.
Frequent network disruptions	Strategic location	Utilize the company's strategic location to organize offline seminars or workshops.
Insufficient facilities and infrastructure	Collaboration with influencers or strategic partners	Compensate for limited facilities through support provided by strategic partners in marketing campaigns.
Limited human resources	Utilization of social media features	Train employees to utilize social media features effectively and improve marketing efficiency.
Frequent network disruptions	Pilgrims becoming agents	Adopt alternative communication methods with pilgrim-agents to reduce dependence on internet connectivity.

1. Addressing Employee Limitations Through Collaboration with Influencers or Strategic Partners,

PT Athalah Safar Internasional Metro City should address its limited workforce by establishing collaborations with influencers or strategic partners to strengthen its marketing activities. This finding is consistent with the study conducted by Mukhammad Hummam, Hari Purwanto, and Rizal Ula Annanta Fauzi, which found that limited human resources constituted a weakness in the marketing strategy of PT Sindo Wisata Madiun. The study noted that the limited number and capabilities of employees reduced the overall effectiveness of the company's performance.<sup>17</sup>

2. Utilizing Low-Bandwidth Social Media Features,

To overcome frequent network disruptions while maximizing the use of social media platforms, PT Athalah should utilize social media features that require lower internet bandwidth and remain accessible under weaker network conditions.

---

<sup>17</sup> Mukhammad Hummam, Hari Purwanto, dan Rizal Ula Annanta Fauzi, "Strategi Pemasaran PT. Sindo Wisata Travel: Analisis SWOT Studi Kasus PT Sindo Wisata Wilayah Madiun": dan Akuntansi," *Jurnal Manajemen Bisnis dan Akuntansi* 3 (2021).

### 3. Engaging Pilgrims as Marketing Agents to Support Infrastructure Development,

PT Athalah can involve pilgrims as marketing agents to support promotional activities while addressing the need for additional facilities and infrastructure. By serving as agents, pilgrims who have experienced the company's services can share their positive experiences and simultaneously promote the importance of improving supporting facilities. This approach not only helps expand marketing networks but also encourages infrastructure development that can enhance service quality for future pilgrims.

This finding is in line with the study conducted by Robby Awwaluddin, which found that KBIHU Al-Musyaroffah possesses adequate supporting facilities, including a dedicated venue for Hajj and Umrah training sessions. The Al-Musyaroffah Foundation also provides replicas of the Kaaba, Hijr Ismail, and Maqam Ibrahim, which facilitate the implementation of pilgrimage training activities. These facilities constitute one of the institution's key strengths and support its marketing strategy.<sup>18</sup>

### 4. Focusing on Employee Training to Maximize Market Potential,

PT Athalah should prioritize employee development in order to capitalize on the growing demand for Umrah services. By enhancing employees' skills and knowledge, the company can better adapt to market developments and deliver higher-quality services to prospective pilgrims.

### 5. Leveraging the Strategic Business Location,

PT Athalah should take advantage of its strategic location by organizing seminars, workshops, and promotional events that can be attended offline. This finding is supported by the study of Farah Ardita Milyatama and Chistian Kuswibowo, which identified a strategic location as a strength in the promotional strategy of PT Kaflah Magfirah Wisata, East Jakarta. According to their study, the travel agency's location is easily accessible, enabling prospective pilgrims to obtain information and complete registration procedures more conveniently.<sup>19</sup>

### 6. Compensating for Limited Facilities Through Strategic Partnerships,

PT Athalah can address limitations in facilities and infrastructure by utilizing support from strategic partners in marketing activities. Such partners may provide resources and facilities that strengthen promotional efforts and improve the effectiveness of marketing campaigns.

### 7. Training Employees to Utilize Social Media Features More Effectively,

PT Athalah can improve marketing efficiency by training employees to utilize social media features more effectively. Through such training, employees can develop stronger

---

<sup>18</sup> Awwaluddin, "Strategi Pemasaran Haji Dan Umrah Di Masa Pandemi Covid-19 Pada KBIHU Al Musyaroffah Jakarta Menggunakan Metode Analisis SWOT Tahun 2022."

<sup>19</sup> Farah Ardita Milyatama dan Chistian Kuswibowo, "Analilisis Strategi Promosi Biro Jasa Perjalanan Haji dan Umrah Pada PT Kaflah Magfirah Wisata Jakarta Timur," *Jurnal Manajemen Industri dan Rantai Pasok* 4 (2023).

digital skills, gain a better understanding of platform algorithms, and create engaging content that is relevant to the target audience.

8. Using Alternative Communication Methods with Pilgrim Agents,

PT Athalah can reduce its dependence on internet connectivity by adopting alternative communication methods when coordinating with pilgrim-agents. This approach can help maintain communication and marketing activities even when network disruptions occur, ensuring smoother interactions and operational continuity.

**Table 4.** ST (Strength-Threats) Strategy

Strengths	Threats	ST Strategies
Engaging social media presence	Intense competition	Utilize engaging social media content to highlight product advantages and differentiate the company from competitors.
High-quality products and programs	The presence of fake social media accounts	Educate prospective pilgrims on how to identify the company's official accounts to prevent fraud.
Positive company image among pilgrims	Untrustworthy agents or resellers	Leverage the company's positive reputation to be more selective in choosing trustworthy agents and resellers.
Distinctive marketing strategies	Security and privacy risks	Utilize an influential marketing team to educate pilgrims about data security and privacy.
Distinctive marketing strategies	Intense competition	Implement innovative marketing strategies to remain competitive in a highly competitive market.

1. Utilizing Engaging Social Media Content to Highlight Product Advantages and Differentiate the Company from Competitors,

PT Athalah should enhance the use of engaging social media content to emphasize the advantages of its products and distinguish its services from those offered by competitors. By presenting attractive and informative content, the company can strengthen its competitive position and attract more prospective pilgrims.

2. Educating Prospective Pilgrims on How to Identify Official Company Accounts to Prevent Fraud,

PT Athalah should educate prospective pilgrims on how to recognize and verify the company's official social media accounts in order to prevent fraud. This effort can increase public awareness and help protect prospective pilgrims from misleading information and fraudulent activities conducted through fake accounts.

3. Leveraging the Company's Positive Reputation to Select Trustworthy Agents and Resellers,

PT Athalah can capitalize on its positive reputation by adopting a more selective approach in choosing agents and resellers. By partnering with individuals who demonstrate integrity and reliability, the company can maintain service quality, strengthen public trust, and protect its reputation among pilgrims.

4. Utilizing an Influential Marketing Team to Educate Pilgrims About Data Security and Privacy,

PT Athalah can use its influential marketing team to educate pilgrims about the importance of data security and privacy. Through effective communication and awareness campaigns, the company can help pilgrims better understand how their personal information is protected and how to avoid potential security risks.

5. Implementing Innovative Marketing Strategies to Remain Competitive in a Highly Competitive Market,

PT Athalah should continuously improve and innovate its marketing strategies to remain competitive in an increasingly crowded Umrah travel market. Innovative approaches can help the company maintain its market position, respond to changing customer preferences, and strengthen its competitive advantage.

**Table 5.** WT (Weakness–Threats) Strategy

Weaknesses	Threats	WT Strategies
Limited human resources	Intense competition	Address employee limitations by establishing collaborations with influencers or strategic partners to strengthen marketing activities.
Frequent network disruptions	The presence of fake social media accounts	Improve network infrastructure to ensure that information disseminated through official accounts is more reliable.
Insufficient facilities and infrastructure	Untrustworthy agents or resellers	Develop strict standards and procedures for selecting and supervising trustworthy agents and resellers.
Limited human resources	Security and privacy risks	Enhance employee training on cybersecurity and privacy protection to safeguard customer data and information.
Frequent network disruptions	Intense competition	Utilize alternative or backup internet services to ensure smooth digital operations.
Insufficient facilities and infrastructure	Security and privacy risks	Invest in better technology and equipment to protect data and improve operational security.

1. Addressing Employee Limitations Through Collaboration with Influencers or Strategic Partners,

PT Athalah can address its limited workforce by establishing collaborations with influencers or strategic partners. These influencers and partners can help expand the company's marketing reach, promote products and services more effectively, and attract a wider audience.

2. Improving Network Infrastructure to Ensure More Reliable Information Dissemination Through Official Accounts,

PT Athalah can improve its network infrastructure to ensure that information distributed through its official accounts is more reliable. By strengthening network systems, information can be delivered more quickly, consistently, and accurately, allowing pilgrims and customers to receive valid updates without technical interruptions.

3. Developing Strict Standards and Procedures for Selecting and Supervising Trustworthy Agents and Resellers,

The company can develop strict standards and procedures for selecting and supervising trustworthy agents and resellers. By implementing clear criteria, PT Athalah can ensure that its partners possess integrity and can be trusted to perform their responsibilities effectively. This finding is consistent with the study conducted by Yuzep Andiyawan, Arif Zaerofi, and Andang Heryahya, which identified untrustworthy agents or resellers as one of the major threats faced by Hajj and Umrah travel service providers. Therefore, travel agencies need to establish strict standards and monitoring procedures when selecting and supervising agents or resellers. By applying clear selection criteria, companies can ensure that their partners demonstrate integrity and reliability in carrying out their duties.<sup>20</sup>

4. Enhancing Employee Training on Cybersecurity and Privacy Protection,

PT Athalah should strengthen employee training related to cybersecurity and privacy protection in order to safeguard customer data and information. By providing adequate knowledge regarding best practices in data security, employees will be better prepared to respond to cyber threats and identify potential risks.

5. Utilizing Alternative or Backup Internet Services to Ensure Smooth Digital Operations,

PT Athalah can utilize alternative or backup internet services to ensure that its digital operations continue to run smoothly. By maintaining additional resources, such as backup internet connections, the company can minimize disruptions caused by technical issues or service outages.

6. Investing in Better Technology and Equipment to Improve Data Protection and Operational Security,

PT Athalah can invest in better technology and equipment to strengthen data protection and improve operational security. Enhanced technological infrastructure can

---

<sup>20</sup> Andiyawan, Zaerofi, dan Heryahya, "Analisis Strategi Pemasaran Jasa Travel Haji dan Umrah Di Era New Normal."

help reduce security risks, protect customer information, and support more effective and secure business operations.

## **Conclusion**

The SWOT analysis of social media utilization in the digital marketing of Umrah services at PT Athalah Safar Internasional Metro City reveals several strategic factors that influence the company's marketing performance. The company's strengths include engaging social media content that effectively attracts prospective pilgrims, competitive Umrah packages and programs and a positive corporate image reinforced through the publication of pilgrims' testimonials. Nevertheless, the company faces certain weaknesses, particularly the limited number of personnel responsible for managing social media platforms and recurring network connectivity issues that may hinder marketing activities.

At the same time, PT Athalah Safar Internasional benefits from significant opportunities arising from the growing public interest in Umrah and the expanding role of digital technology in promotional activities. However, the company must also address several external threats, including intense competition among travel agencies, the emergence of fraudulent social media accounts, and concerns related to data security. By recognizing these internal and external factors, PT Athalah Safar Internasional can develop more effective marketing strategies to strengthen its competitive position and enhance the quality of its services.

## **References**

- Andiyawan, Yuzep, Arif Zaerofi, dan Andang Heryahya. "Analisis Strategi Pemasaran Jasa Travel Haji dan Umrah Di Era New Normal." *Jurnal Ekonomi Islam dan Bisnis* 8, no. 2 (2023).
- Awwaluddin, Robby. "Strategi Pemasaran Haji Dan Umrah Di Masa Pandemi Covid-19 Pada KBIHU Al Musyarrofah Jakarta Menggunakan Metode Analisis SWOT Tahun 2022." *Jakarta, Uin Syarif Hidayatullah Proqram Studi Manajemen Dakwah Fakiultas Dakwah dan Komunikasi*., 2022.
- Databoks. "<https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/6904593ae658e/indonesia-masuk-15-negara-paling-suka-nonton-video-pendek-di-medsos>," 12 Januari 2026.
- GoodStats. "<https://goodstats.id/article/jumlah-jemaah-umrah-indonesia-tembus-648-ribu-per-april-2025-terus-meningkat-sejak-2022-myGHb>," Diakses 12 Januari 2026.
- "Hasil Wawancara Bersama Bapak Iwan Dwi Jayanto Selaku Direktur PT Athalah Safar Internasional," pada tanggal 19 Februari 2024.
- "Hasil Wawancara Bersama Ibu Ekawati Selaku IRT Jl.Basuki Rahmad Yusomulyo Merto," pada tanggal 6 Februari 2024.
- "Hasil Wawancara Bersama Ibu Gustarina Andini Selaku Admin Media Sosial PT Athalah Safar Internasional Kota Metro," pada tanggal 20 Februari 2024.
- "Hasil Wawancara Bersama Ibu Gustarina Andini Selaku Admin Sosial Media PT Athalah Safar Internasional,' pada tanggal 7 Desember 2023.

- “Hasil Wawancara Bersama Ibu Titik Setyani Selaku Manager Operasional dan Keuangan PT Athalah Safar Internasional,” pada tanggal 7 Desember 2023.
- “Hasil Wawancara Bersama Ibu Titik Setyani Selaku Manager PT Athalah Safar Internasional,” pada tanggal 7 Desember 2023.
- “Hasil Wawancara Bersama Ibu Titik Setyani Selaku Manager PT Athalah Safar Internasional,” 16 Februari 2024.
- Humam, Mukhammad, Hari Purwanto, dan Rizal Ula Annanta Fauzi. “Strategi Pemasaran PT. Sindo Wisata Travel: Analisis SWOT Studi Kasus PT Sindo Wisata Wilayah Madiun” : dan Akuntansi.” *Jurnal Manajemen Bisnis dan Akuntansi* 3 (2021).
- Milyatama, Farah Ardita, dan Chistian Kuswibowo. “Analisis Strategi Promosi Biro Jasa Perjalanan Haji dan Umrah Pada PT Kafah Magfirah Wisata Jakarta Timur.” *Jurnal Manajemen Industri dan Rantai Pasok* 4 (2023).
- Nazaruddin, Hidayat, dan Andreas. “Analisis Strategi Pemasaran Dan Pelayanan Dalam Upaya Peningkatan Kualitas Daya Saing Biro Perjalanan Haji Dan Umroh Prospektif Ekonomi Syari’ah (Studi Pada PT. Makkah Multazam Safir Dan Al Madinah).” *Jurnal Studi Keislaman* 8, no. 1 (2020): 99.
- Raihan. “Teknik Penjualan Produk Umrah Melalui Pemanfaatan Media Sosial Pada PT Rafa Lintas Cakrawala Tour Dan Travel Tangerang” 10 (2018).
- Sholeh, Muhammad. “Data Jumlah Pemeluk Agama di Indonesia Tahun 2024, Islam Paling Banyak.” *GoodStats Data*, Diakses 5 November 2025. [https://data.goodstats.id/statistic/data-jumlah-agama-di-Indonesia-tahun-2024-islam-paling-banyak-sNxfK?utm\\_source=](https://data.goodstats.id/statistic/data-jumlah-agama-di-Indonesia-tahun-2024-islam-paling-banyak-sNxfK?utm_source=).
- Sieradianto, Dinda Ayu, Angga Ardiansyah, dan Rahmat Bahaul Muttaqin. “Instagram Content Marketing Analysis in Increasing Umrah Interest (Study on Jannah Travel Account).” *Multazam: Jurnal Manajemen Haji dan Umrah* 4, no. 2 (2024): 95–108.
- Yuliar, dan Fadhillah. “Analisis Strategi Pemasaran Di Era New Normal pada Biro Perjalanan Umrah.” *Jurnal Muamalat Minda* 1, no. 2 (2021): 3.