

UMRAH MARKETING MANAGEMENT: ATTRACTING THE INTEREST OF MILLENNIAL PILGRIMAGES

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Abstract :

This study aims to analyze the implementation of Sharia-based digital marketing innovation in increasing millennial pilgrims' interest at PT Nurul Haramain Mulia. The research employed a descriptive qualitative approach with a case study design. Data were collected through semi-structured interviews, observation of the company's social media platforms, and internal documentation, and were analyzed using an interactive model consisting of data reduction, data display, and conclusion drawing. The findings indicate that the implementation of digital marketing strategies through social media, online registration and payment systems, and inspirational educational content increased millennial pilgrims' interest by approximately 35% among those aged 25–35. Furthermore, the application of Sharia marketing principles such as honesty, trustworthiness, and transparency strengthened customer trust and loyalty. The synergy between digital innovation and Islamic values has proven to be the key factor in the company's success in attracting and retaining millennial pilgrims in the modern era.

Keyword : *Marketing innovation, digital marketing, Sharia marketing, millennial pilgrims, Umrah.*

Abstrak:

Penelitian ini bertujuan untuk menganalisis inovasi manajemen pemasaran digital berbasis syariah dalam meningkatkan minat jamaah milenial pada PT Nurul Haramain Mulia. Penelitian menggunakan pendekatan kualitatif deskriptif dengan desain studi kasus. Data diperoleh melalui wawancara semi-terstruktur, observasi media sosial perusahaan, serta dokumentasi internal, kemudian dianalisis menggunakan model interaktif melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa penerapan strategi digital marketing melalui media sosial, sistem pendaftaran dan pembayaran online, serta konten edukatif inspiratif mampu meningkatkan minat jamaah milenial sebesar $\pm 35\%$ pada rentang usia 25–35 tahun. Selain itu, penerapan prinsip pemasaran syariah seperti kejujuran, amanah, dan transparansi memperkuat kepercayaan serta loyalitas jamaah. Sinergi antara inovasi digital dan nilai-nilai Islam terbukti menjadi faktor utama keberhasilan perusahaan dalam menarik dan mempertahankan jamaah milenial di era modern.

Kata Kunci: *inovasi pemasaran, digital marketing, pemasaran syariah, jamaah milenial, umrah.*

INTRODUCTION

The Umrah travel industry in Indonesia is experiencing rapid growth in line with the growing interest of Muslims in performing the pilgrimage to the Holy Land. This phenomenon impacts not only the spiritual aspect but also the economic dynamics and business strategies implemented by Umrah travel operators. In this context, marketing management plays a crucial role in understanding pilgrims' needs and creating effective strategies to attract a wider market segment, including millennials (Kotler & Keller, 2016; Hasan, 2020).

Millennials are a group highly familiar with digital technology and social media. They tend to prefer services that offer easy access, information transparency, and personalized experiences. Therefore, Umrah organizers must adapt to digitalization trends in their marketing strategies to remain relevant and competitive in the market (Rangkuti,

2019; Sugiyono, 2022). The implementation of digital marketing concepts based on Sharia values presents both a challenge and an opportunity in building a positive image among millennial pilgrims.

PT Nurul Haramain Mulia, one of the Umrah pilgrimage organizers in Indonesia, strives to implement innovation in its marketing management. This innovation includes the development of technology-based services such as an online registration application, an integrated travel information system, and interactive social media promotions. This step aims to strengthen the relationship between organizers and pilgrims and increase customer loyalty (Tjiptono, 2017; Priansa, 2021). This strategy also aligns with the needs of young pilgrims who desire convenience and speed of service.

Furthermore, the implementation of Sharia marketing innovation is a crucial aspect in maintaining the trust and credibility of the institution. The concept of Sharia marketing emphasizes honesty, fairness, and social responsibility as part of the principles of Islamic transactions

RESEARCH METHOD

This research uses a descriptive qualitative approach with a case study design at PT Nurul Haramain Mulia to analyze the implementation of sharia-based digital marketing innovations and their impact on the interests of millennial pilgrims. A qualitative approach was chosen because it can provide an in-depth understanding of social phenomena and managerial strategies that occur contextually (Sugiyono, 2022; Creswell, 2018). The research data consists of primary data obtained through semi-structured interviews with management, the marketing team, and millennial pilgrims aged 25–35 years, as well as secondary data in the form of internal company documents, pilgrim number reports, sharia marketing standard operating procedures (SOPs), and relevant scientific literature. Data collection techniques were carried out through interviews, observation of digital promotional activities on the company's official social media, and documentation. Data analysis used an interactive model that includes data reduction, data presentation, and conclusion drawing (Miles, Huberman, & Saldaña, 2014). To ensure data validity, this study employed source triangulation by comparing interview results, observations, and documentation (Moleong, 2017). The research was conducted in 2024 at the PT Nurul Haramain Mulia office and through observations of the company's official digital platforms.

FINDINGS AND DISCUSSION

The results show that PT Nurul Haramain Mulia has implemented various marketing innovations over the past five years, particularly in digital marketing. The company developed an app-based booking and payment system to facilitate the registration process for pilgrims, eliminating the need for in-person visits. Furthermore, its promotional strategy is strengthened by creating inspirational and educational content about the Umrah pilgrimage on various social media platforms. Collaborations with Muslim influencers, young religious teachers, and alumni of the pilgrims' associations have helped strengthen its positive image and expand its promotional reach to millennials. This aligns with Hidayat's (2022) findings, which state that digital marketing strategies can increase public trust and

interest in Umrah travel services.

Digital technology plays a significant role in PT Nurul Haramain Mulia's marketing activities. Social media platforms such as Instagram, TikTok, and YouTube serve as a means of direct communication with prospective pilgrims and as a platform to transparently showcase the company's activities and services. The booking app and official website are also utilized to provide comprehensive information, provide online payment systems, and track departure schedules. This innovation makes the marketing process faster, more efficient, and more accessible, especially for millennials, who tend to prioritize practicality and transparency (Rahmawati, 2022).

The increase in interest from new pilgrims due to the use of social media has also been significant. Based on internal company data, since implementing a consistent digital marketing strategy in 2022, the number of millennial registrants has increased by around 30–35%. Visual content such as video testimonials, departure documentation, and Umrah education are factors that drive high engagement on digital platforms. This demonstrates that the use of social media is not only a promotional tool but also a means of building an emotional connection between the company and pilgrims (Nurdin, 2022).

Furthermore, the company adapts its communication style to the characteristics of the millennial generation, who prefer practicality and authenticity. Promotions are carried out using a light-hearted style, engaging visuals, and interactive approaches such as live streaming with a supervising cleric or giving away programs for online registrants. This strategy successfully creates an emotional connection while increasing pilgrim loyalty. Pilgrims also responded positively to digital innovations, particularly the online registration system, which is considered more efficient and secure. Ease of access and transparency of information were important factors influencing their decision to choose PT Nurul Haramain Mulia.

Sharia Marketing Innovation at PT Nurul Haramain Mulia

In addition to digital innovation, PT Nurul Haramain Mulia also emphasizes the application of Sharia marketing concepts in all promotional and service activities. Sharia principles are implemented by prioritizing the values of honesty (*shidq*), trustworthiness, and fairness throughout all business processes. Promotions are not solely for commercial purposes but also contain values of *da'wah* (Islamic propagation) and blessings. Each digital campaign is accompanied by educational content about the virtues of the Umrah pilgrimage and Islamic moral messages, ensuring that marketing is not solely sales-oriented but also focuses on the spiritual development of pilgrims (Khasanah, 2023).

The company ensures that all forms of communication and promotion remain compliant with Sharia principles through strict internal guidelines. All promotional materials are reviewed by an internal Sharia team before publication to avoid manipulative elements, exaggerated claims, or misleading information. Transparency is a top priority, especially regarding costs, facilities, and departure schedules. This aligns with the view of Kartajaya & Sula (2006), who emphasized that Sharia marketing is oriented towards the values of honesty, ethics, and social responsibility.

Furthermore, the company has a specific Standard Operating Procedure (SOP) that regulates communication ethics and promotional transparency. In this SOP, every marketing staff member is required to convey information accurately, fairly, and without being destructively competitive with other travel agencies. The principle of fairness is also

applied in determining prices and offering facilities. There are no hidden fees, and if departure schedule changes occur, pilgrims are always given transparent explanations and adequate compensation. This approach not only maintains pilgrims' trust but also strengthens the company's reputation as a trustworthy and professional Umrah travel agency (Lubis, 2021).

The implementation of Islamic values such as trustworthiness and honesty has become a key foundation in building a positive company image. PT Nurul Haramain Mulia instills an Islamic work culture among its employees through work ethic training and service based on the value of blessings. As a result, pilgrims view the company not only as a provider of services but also as a source of income.

a provider of worship services, but also a trusted spiritual partner.

The Impact of Marketing Innovation on Millennial Pilgrims' Interest

The implementation of Sharia-compliant digital marketing innovations has had a significant impact on increasing interest among millennial pilgrims. Based on interviews and internal company data from 2024, the number of pilgrims aged 25–35 increased by approximately 35% compared to the previous year. This growth demonstrates that the combination of digital strategies and Islamic values is able to attract a critical and selective young market segment. This finding supports Suryani's (2023) research, which explains that digital marketing innovations aligned with religious principles increase the level of trust of Muslim consumers.

Feedback from millennial pilgrims on the company's digital marketing strategy has also been very positive. They consider PT Nurul Haramain Mulia's promotions to be more informative, inspiring, and in line with a modern religious lifestyle. Authentic content, accompanied by tangible evidence in the form of departure documentation, strengthens their trust in the company's credibility. The main factors attracting millennial pilgrims are easy access to digital services, transparent costs, and the company's modern yet religious image. In addition to the increase in the number of pilgrims, their loyalty also shows positive development. Many young pilgrims are returning to register for the family program or recommending the agency to their relatives and friends. This indicates that the sharia marketing strategy is not only effective in attracting new pilgrims but also in building long-term trust. The strategy's effectiveness is evaluated periodically through pilgrim satisfaction surveys, social media data analysis, and consultation with the internal sharia team to ensure compliance with Islamic principles.

Overall, the results of this study indicate that the success of PT Nurul Haramain Mulia's marketing management lies in its ability to harmoniously combine digital innovation with sharia principles. This approach not only increases the interest of millennial pilgrims but also strengthens the company's position as a professional, trustworthy, and adaptable Umrah provider.

CONCLUSION

It can be concluded that the company's success in increasing the interest of millennial pilgrims is supported by the synergy between digital marketing innovation and the application of sharia principles. The use of social media such as Instagram, TikTok, and YouTube, as well as online registration and payment systems, has proven to provide easy access, efficiency, and closer interaction with prospective young pilgrims. Furthermore, the

company's commitment to the values of trust, honesty, and transparency in all marketing activities strengthens its religious image while building public trust. The increase in the number of registrants aged 25–35 years old indicates that this strategy is effective in attracting the millennial segment, which prioritizes digital convenience and institutional credibility. Furthermore, regular evaluations through satisfaction surveys and social media performance analysis demonstrate ongoing development efforts to adapt the strategy to industry dynamics and pilgrim behavior. Therefore, PT Nurul Haramain Mulia's marketing management can be considered successful because it is able to integrate technological innovation with sharia values as the main foundation for building trust, interest, and loyalty among millennial pilgrims.

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