
DIGITALIZATION OF HAJJ AND UMRAH MANAGEMENT AS A STRATEGY TO INCREASE THE NUMBER OF PROSPECTIVE PILGRIMS

Wardatul Faiza,¹ Yuliana Mukhlisotis Sholehah²

^{1,2} Badri Mashduqi Islamic Business Economics College, Kraksaan, Probolinggo
Email: wardafaizah1@gmail.com,¹ ylianams@gmail.com²

Diterima: Juni 2025

Direvisi: Juni 2025

Diterbitkan: Juni 2025

Abstract :

The Fourth Industrial Revolution has driven digital transformation across various sectors, including religious services such as the organization of Hajj and Umrah. This study aims to explore the role of digitalization in Hajj and Umrah management and analyze its impact on increasing the number of prospective pilgrims. A descriptive qualitative approach was employed through the collection of primary data (in-depth interviews with organizers, government officials, and prospective pilgrims using digital services) and secondary data (official reports, scientific journals, and policy documents). Thematic analysis was used to identify key patterns in the implementation of digitalization. The findings show that digitalization of Hajj and Umrah management makes a significant contribution to operational efficiency, information transparency, and ease of access for prospective pilgrims. Technology-based applications enable real-time registration, payment, and status monitoring, thereby accelerating services and increasing the number of registrants. However, the implementation of digitalization still faces challenges such as digital literacy gaps, limited technological infrastructure in remote areas, and the need for comprehensive regulations. This study concludes that digitalization has the potential to become an effective strategy for increasing the number of prospective pilgrims while improving the quality of Hajj and Umrah services. Collaboration between the government, organizers, and the community is necessary to overcome existing barriers so that digital transformation can run optimally and sustainably.

Keywords : *Digitalization, Hajj and Umrah Management, Number of Prospective Pilgrims, Service Efficiency, Digital Literacy*

Abstrak :

Era Revolusi Industri 4.0 telah mendorong transformasi digital di berbagai sektor, termasuk layanan keagamaan seperti penyelenggaraan haji dan umrah. Penelitian ini bertujuan untuk mengeksplorasi peran digitalisasi dalam manajemen haji dan umrah serta menganalisis dampaknya terhadap peningkatan kuantitas calon jamaah. Pendekatan yang digunakan adalah deskriptif kualitatif melalui pengumpulan data primer (wawancara mendalam dengan penyelenggara, pemerintah, dan calon jamaah pengguna layanan digital) serta data sekunder (laporan resmi, jurnal ilmiah, dan dokumen kebijakan). Analisis tematik digunakan untuk mengidentifikasi pola utama dalam implementasi digitalisasi. Penelitian menunjukkan bahwa digitalisasi manajemen haji dan umrah memberikan kontribusi signifikan terhadap efisiensi operasional, transparansi informasi, dan kemudahan akses bagi calon jamaah. Aplikasi berbasis teknologi memungkinkan proses pendaftaran, pembayaran, dan pemantauan status jamaah dilakukan secara real time, sehingga mempercepat layanan dan meningkatkan jumlah pendaftar. Namun, implementasi digitalisasi masih menghadapi tantangan berupa kesenjangan literasi digital, keterbatasan infrastruktur teknologi di daerah terpencil, serta kebutuhan regulasi yang komprehensif. Penelitian ini menyimpulkan bahwa digitalisasi berpotensi menjadi strategi efektif dalam meningkatkan kuantitas calon jamaah sekaligus memperbaiki kualitas layanan haji dan umrah. Kolaborasi antara pemerintah, penyelenggara, dan masyarakat diperlukan untuk mengatasi hambatan yang ada agar transformasi digital dapat berjalan optimal dan berkelanjutan.

INTRODUCTION

In the era of the 4.0 industrial revolution, digitization has become a key element in various sectors of life, including religious services such as Hajj and Umrah. The shift from manual systems to technology-based systems provides a great opportunity to improve the efficiency, transparency, and accessibility of services for the community (Erny Puji Hartanti, 2023).. This is relevant given the growing number of Muslims who wish to perform Hajj and Umrah, while traditional management capacities often encounter various obstacles, whether in terms of administration, logistics, or communication.

Hajj and Umrah management has faced complex challenges. On an international scale, the Hajj pilgrimage involves millions of pilgrims from various countries with different cultural backgrounds, languages, and needs. Meanwhile, the Umrah pilgrimage, although it does not have time restrictions like the Hajj, still requires careful management to ensure the comfort and safety of pilgrims. On the other hand, traditional systems are often considered incapable of optimally meeting these demands. Limitations in terms of data processing speed, information transparency, and service affordability are major issues that require innovative solutions (Haryati et al., 2024).

Digitalization offers various advantages that can be solutions to these problems. The use of technologies such as web-based applications and mobile devices allows pilgrims to access information related to registration, payment, and travel schedules more easily and quickly. In addition, digital systems can improve the accuracy of pilgrim data management, reduce the potential for administrative errors, and facilitate coordination between the government, travel organizers, and other related parties. In a global context, digitization also opens up opportunities for Hajj and Umrah organizers to expand their service reach so that they can reach more prospective pilgrims (Suhesti et al., 2021).

In Indonesia, as the country with the largest Muslim population in the world, the challenges in managing Hajj and Umrah are very significant. Every year, hundreds of thousands of prospective pilgrims register to perform Hajj and Umrah, but quota capacity and management capabilities are often major obstacles. In this situation, the adoption of digital technology is no longer just an option, but a necessity to ensure more efficient and inclusive services. With the support of digitalization, it is hoped that the registration process will become more transparent, waiting times can be reduced, and prospective pilgrims can more easily obtain the information they need.

However, the implementation of digitalization in Hajj and Umrah management also faces a number of challenges. These include limited technological infrastructure in remote areas, digital literacy gaps among the population, and the need for comprehensive regulations to support this digital transformation (Istiqomah et al., 2024)Therefore, close cooperation between the government, travel organizers, and the private sector is needed to develop appropriate solutions.

This study aims to explore the role of digitization in Hajj and Umrah management and analyze its impact on increasing the number of prospective pilgrims. By understanding the existing potential and challenges, it is hoped that this study can contribute to the development of more effective strategies for organizing Hajj and Umrah digitally.

RESEARCH METHOD

This study uses a qualitative descriptive approach to analyze the role of digitization in Hajj and Umrah management. This method was chosen to provide an in-depth description of the phenomenon being studied and to explain how digitization can

contribute to an increase in the number of prospective pilgrims. The following are the steps taken in this study. **Data Collection, Primary Data:** Data was obtained through in-depth interviews with Hajj and Umrah organizers, relevant government agencies, and prospective pilgrims who have used digital-based services. **Secondary Data:** Supporting data was collected from official reports, scientific journals, and documents related to the implementation of technology in Hajj and Umrah management. **Data Analysis** The collected data was analyzed using thematic methods to identify the main patterns in the implementation of digitization. This analysis includes: Identification of challenges in traditional management, Evaluation of the advantages of digital systems compared to manual systems, Analysis of the impact of digitization on the number of prospective pilgrims. With this method, the study is expected to provide a comprehensive picture of the potential of digitization in improving the efficiency of Hajj and Umrah management, while expanding accessibility for prospective pilgrims.

FINDINGS AND DISCUSSION

The results of this study indicate that digitization plays an important role in improving the Hajj and Umrah management system, particularly in increasing the number of prospective pilgrims that can be served. One of the main benefits of digitization is higher operational efficiency. With a technology-based system, the registration process, payment, and monitoring of pilgrims' status can be done in real-time. This not only speeds up the administrative process but also reduces the potential for errors that often occur in manual systems (Hasan et al., 2024).

For example, a digital-based registration application allows prospective pilgrims to access information directly through their devices. They can view departure schedules, make payments, and receive notifications related to worship preparations automatically. This provides significant convenience and comfort, especially for those in remote areas.

In addition, digitization also increases transparency in management. With an integrated system, prospective pilgrims can monitor their registration status without having to rely on information from third parties. This transparency not only increases public trust in the organizers but also helps the government in overseeing the hajj and umrah process.

In the context of increasing the number of prospective pilgrims, digitization opens up opportunities for more individuals to register easily. Data shows that organizers who have adopted digital technology have experienced a significant increase in the number of registrants (Hasan et al., 2024). This is due to better accessibility and a simpler and faster process. By removing administrative barriers, prospective pilgrims from various economic and geographical backgrounds can easily follow the registration process.

However, this study also found a number of challenges in the implementation of digitization. One of them is the digital literacy gap among the community. Not all prospective pilgrims have an adequate understanding of the use of technology, especially those who are elderly or live in areas with limited internet access (Saharuddin, 2023). Therefore, education and training programs are needed to ensure that all levels of society can make optimal use of digital-based services.

In addition, technological infrastructure in some areas remains an obstacle. Regions with low internet connectivity often face difficulties in accessing digital systems. To overcome this problem, the government and the private sector need to work together to provide adequate infrastructure, such as stable internet networks and affordable hardware.

From a regulatory perspective, policies that support this digital transformation are needed. Clear and integrated regulations will ensure that technology implementation proceeds in accordance with established standards and provide protection for prospective pilgrims from potential data misuse (Santi et al., 2024).

Overall, digitization in Hajj and Umrah management has proven its potential to increase the number of prospective pilgrims while improving service quality. By overcoming existing challenges through collaboration between the government, organizers, and the community, this digital transformation can provide sustainable benefits for Muslims around the world.

CONCLUSION

This study reveals that digitization plays a very significant role in improving the quality and quantity of Hajj and Umrah management. The implementation of digital technology provides various conveniences, such as better accessibility to information, administrative process efficiency, and higher transparency. With the adoption of technology-based systems, organizers can manage prospective pilgrim data more accurately and quickly, enabling them to serve more pilgrims in a shorter time.

The success of digitization is also evident in the increase in the number of prospective pilgrims who can register and obtain information related to Hajj and Umrah. This opens up opportunities for people from various backgrounds to more easily access these services. However, this study also emphasizes that digital transformation requires adequate infrastructure support, clear regulations, and increased digital literacy among the public.

Overall, digitization is a strategic solution to address challenges in Hajj and Umrah management, particularly in improving the quantity and quality of services. With cooperation between the government, organizers, and the public, this transformation is expected to have a sustainable positive impact on Muslims in Indonesia and around the world.

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