

ABSTRACT

This research paper is entitled “Marketing Strategy of Qiblat Tour and Megacitra Tours and Travel Agency in Selling Umrah and Hajj Tour Packages”. The content of this paper is about marketing strategy used by Qiblat Tour and Megacitra in selling umrah and hajj tour package to increase the number of customers. The concept of marketing strategies is Marketing Mix 7p (Product, Price, Place, Promotion, People, Physical Evidence and Process). The method used is qualitative descriptive method because this method is very helpful in explaining the information related to this study especially marketing strategy used by Qiblat Tour and Megacitra in selling umrah and hajj tour packages to increase the number of customers. The methods of data collection used are visiting, observation, interview, library research and documentation. The writer sorts the result of the interview and describes it on this paper with descriptive analysis. Marketing strategies used by Qiblat Tour are advertising, word of mouth, sales promotion, and public relations. The most effective strategy to increase the number of customers in selling umrah and hajj tour packages of Qiblat Tour strategy is word of mouth, because nowadays many people believed opinion (those who have ever felt the satisfaction by the product of Qiblat Tour) more than advertising. Meanwhile, marketing strategies used by Megacitra are closer to the community, which are charity of Iftar party, *shadaqah* for people with disability and free circumcision service. According to Megacitra, these strategies are very effective in increasing the number of customers. The conclusion marketing strategy is one of the important things to increase the number of customers because marketing strategy has an influence to increase customer and the progress of the company’s existence in order to survive.

Keywords: *Tourism, Travel Agency, Marketing Strategy, Umrah and Hajj.*