

## **Chapter II**

### **Theoretical Foundation**

In this chapter the writer describes the history of Qiblat Tour and Megacitra, Tourism, Tourism Business, Hajj and Umrah, Travel Agency, Marketing Strategy and some of the theories explanation from the expert. The use of some theories is an important thing in the research. However, the writer would like to include some theories which related to this research.

#### **2.1 Definition of Tourism**

Tourism is an activity that has many meanings. Everyone can describe the sense of tourism in accordance with the wishes and objectives. Some experts put forward their opinion about Tourism:

According to Fennerl (1999:4) said that:

“Tourism is defined as the interrelated system that includes tourists and the associated services that are provided and utilized (facilities, attractions, transportation, and accommodation) to aid in their movement.” =(*Definisi pariwisata ialah sebagai sistem yang berhubungan meliputi wisata dan layanan terkait yang menyediakan dan memanfaatkan (fasilitas, objek wisata, transportasi, dan akomodasi) untuk membantu dalam pergerakannya*).

Beside that, Richardson and Fluker (2004: 7) mentioned that:

“Tourism comprises the activities of persons, travelling to and staying in place outside their usual environment for not more than one consecutive year for leisure, business and other purposes.”

*=(Pariwisata terdiri dari kegiatan-kegiatan orang berpergian ke suatu tempat dan tinggal di luar lingkungan biasanya mereka selama tidak lebih dari satu tahun berturut-turut untuk bersantai, bisnis dan untuk tujuan lainnya).*

According to Franklin (2003: 28) explain that:

*“Tourism becomes absolutely everything associable with acts of tourist, or to put into its proper tautological form, ‘tourism is tourism’ or ‘tourism is what tourist do.’ =(Pariwisata menjadikan semuanya dapat berkaitan dengan tindakan wisatawan atau jika dimasukkan pada bentuk tautologi “Pariwisata adalah pariwisata” atau “Pariwisata adalah apa yang wisatawan lakukan).*

The writer concluded from all above the definition of the expert that tourism is people who activities carried out daily activities for the purpose of travel or have fun. Besides, tourism also can be said as a composite of goods and services product that have an importance role and needed that generated by the tourism industry.

## **2.2 Definition of Tourist**

Tourist is the importance thing to support tourism destination, without tourist the destination will not exist. Meanwhile, under the explanation from the experts about the limitation of tourist. Such as:

According to Instruksi Presiden No. 9 Tahun 1969 in Yoeti (1996) explain that:

*“Wisatawan (Tourist) adalah setiap orang yang berpegian dari tempat tinggalnya untuk berkunjung ke tempat lain dengan menikmati perjalanan dan kunjungannya itu”*. =(Travelers (Tourist) is any person who travels from his residence to visit other places in enjoy the trip and visit it).

P.W. Ogilive in Yoeti (1996) said that:

*“Wisatawan adalah semua orang yang memenuhi dua syarat, pertama bahwa mereka meninggalkan rumah kediamannya untuk jangka waktu kurang dari satu tahun dan kedua bahwa sementara mereka pergi, mereka mengeluarkan uang di tempat yang mereka kunjungi tidak mencari nafkah di tempat tersebut”*. =(Travelers are all people who comply two conditions, first that they left their home for a period of less than one year and second while they are going away, they spend money in places which they visit, do not make a living in these places).

In the other words, the tourist is an agent who does some traveling 24 hours or more with some personal purpose like a vacation, business and takes a time without any compulsion or mind burden. Tourist also an agent who leaves their residence and visited some place which is not their homeland, not until staying in place which she or he visits or finds some money.

### **2.2.1 The types of Tourists**

There are two kinds or types of tourists, foreign tourist, and domestic tourist. A Foreign tourist is the tourist who comes from overseas, or a leisure to other countries. Meanwhile Domestic tourist is the tourist who travels to other places, but still be in the territory of she or he own country.

According to Yoeti in *Pengantar Ilmu Pariwisata* (1996: 143-145) limit the differences of the types of tourists, namely:

- **Foreign Tourist**

*Orang asing yang melakukan perjalanan wisata, yang datang memasuki suatu negara lain yang bukan merupakan negara dimana ia biasanya tinggal. =(foreigners who travel tours, come on entering a different country which is not a country where their usually lived).*

- **Domestic Foreign Tourist**

*Yang dimaksud adalah orang asing yang berdiam atau bertempat tinggal pada suatu negara, yang melakukan perjalanan wisata di wilayah negara dimana ia tinggal. =(It meant the foreigners who are resident or living in a country, traveling around the country in which their lives).*

- **Domestic Tourist**

*Wisatawan dalam negeri, yaitu seseorang warga negara suatu negara yang melakukan perjalanan wisata dalam batas wilayah negaranya sendiri tanpa melewati perbatasan negaranya. =(Tourists in the country, which are the citizen of a country who travel within the borders of their own country without through their borders).*

- **Indigenous Foreign Tourist**

*Warga negara suatu negara tertentu, yang karena tugasnya atau jabatannya di luar negeri, pulang ke negara asalnya dan melakukan perjalanan wisata dan wilayah negaranya sendiri. =(Citizens of a particular country, whose duties, and positions abroad, return to their home country and travel and own country).*

- **Transit Tourist**

*Transit tourist adalah wisatawan yang sedang melakukan perjalanan wisata ke suatu negara tertentu, yang menumpang kapal udara atau kapal laut ataupun kereta api, yang terpaksa mampir atau singgah pada suatu pelabuhan/airport/stasion bukan atas kemauannya sendiri. =(Transit tourist is a tourist who travels to a particular country, who boards the aircraft or ship or train, which was forced to stop by or stopped at a harbor/airport/station is not of his own volition).*

- **Business Tourist**

*Business tourist adalah orang yang melakukan perjalanan yang mengadakan perjalanan untuk tujuan lain bukan wisata tetapi perjalanan wisata akan dilakukannya setelah tujuannya yang utama selesai. =(Business tourist is a person who travels that provide traveling to other destinations which is not traveling but the trip will be done after its main aim is completed).*

### **2.3 Definition of Tourism Industry**

The industry is a field that uses skill, diligence work, uses tools in the processing of agricultural products, and distribution as a basic. So the industry is generally known as the chain of efforts to further fulfill the needs (economic). When you hear the word of Industry, you imagine a building that has the chimney with all the machinery equipments in the production process. But this is

different from the tourism industry because some experts express their opinions about the limits of the Tourism Industry as follows:

According to Yoeti (1996: 153) said that:

*“Industri Pariwisata, adalah kumpulan dari macam-macam perusahaan yang secara bersama menghasilkan barang-barang dan jasa-jasa (goods and service) yang dibutuhkan wisatawan pada khususnya dan traveller pada umumnya, selama dalam perjalanan”.*  
=(Tourism Industry is the part of companies which are producing goods and services which are specially needed by tourist and generally by traveler, during the trip).

R.S. Damarjadi in Yoeti (1996: 153) explain:

*“Industri Pariwisata, merupakan rangkuman daripada berbagai macam bidang usaha, yang secara bersama-sama menghasilkan produk-produk maupun jasa-jasa/layanan-layanan atau service, yang nantinya, baik secara langsung ataupun tidak langsung akan dibutuhkan oleh wisatawan selama perawatannya”.* =(The tourism industry is a summary rather than a wide range of business fields, which produces product jointly or services which will either directly or indirectly will be needed by tourists during treatment).

The other words, the Tourism Industry can be called with a company that stirs or sells goods and services required by the travelers in determining a journey both in a care of their own (independent tour) or in taking care of the travel agent in a (package tour) with Itineraries prepared first.

### 2.3.1 The Types of Tourism

Tourism has the kinds-types according to fields of tourism and its objects, the types of tourism-based companies industry and types of tourism-based on the objects its journey.

We know that tourism is divided into the kinds and types, as described by Yoeti (1982: 122-124) *Pengantar Ilmu Pariwisata*, as follows:

1. *Menurut Alasan/Tujuan Perjalanan* (According to Purpose / Reason Journey)
  - a. *Business Tourism yaitu jenis pariwisata dimana pengunjungnya datang untuk tujuan dinas, usaha dagang atau yang berhubungan dengan pekerjaannya, kongres, seminar, convention, simposium, musyawarah kerja.* =(Business Tourism is the type of tourism where visitors come for official purpose, trade or work-related, congress, seminar, convention, symposia, working meeting).
  - b. *Vacational Tourism yaitu jenis pariwisata di mana orang-orang yang melakukan perjalanan wisata terdiri dari orang-orang yang sedang berlibur, cuti atau pakansi.* =(Vacational Tourism is the type of tourism where people who do traveling consists of people who are on vacation or on leave.)
  - c. *Educational Tourism yaitu jenis pariwisata di mana pengunjung atau orang yang melakukan perjalanan untuk tujuan studi atau mempelajari sesuatu di bidang ilmu pengetahuan. Termasuk ke*

*dalamnya adalah dharmawisata (study-tour).* =(Educational Tourism is the type of tourism where visitor or someone who does traveling for the purpose of study or learn something about science. Included dharmawisata (study-tour) inside it.

2. *Pembagian menurut objeknya* (The Division by the object)

- a. *Cultural Tourism yaitu jenis pariwisata, dimana motivasi orang-orang untuk melakukan perjalanan disebabkan karena adanya daya tarik dari seni-budaya suatu tempat atau daerah.* =(Cultural Tourism is the type of tourism where the motivation of people to do the trip because of the appeal of art and culture of a place or region).
- b. *Recuperational Tourism biasanya disebut sebagai pariwisata kesehatan. Tujuan daripada orang-orang untuk melakukan perjalanan adalah untuk menyembuhkan sesuatu penyakit.* =(Recuperational Tourism is usually called as medical tourism. The aim of the people to do traveling for curing a disease).
- c. *Commercial Tourism disebut sebagai pariwisata perdagangan, karena perjalanan wisata ini dikaitkan dengan kegiatan perdagangan nasional atau internasional.* =(Commercial Tourism is called as a tourism trade because this trip is associated with national or international trading activity).



- d. *Sport Tourism biasanya disebut dengan istilah pariwisata olah raga. Yang dimaksud dengan jenis pariwisata ini ialah perjalanan orang-orang yang bertujuan untuk melihat atau menyaksikan suatu pesta olahraga di sesuatu tempat atau negara tertentu.* =(Sport Tourism is usually called as sports tourism. The meaning of this tourism type is a tourism of people who intend to see or watch a sport party in a certain place or country).
- e. *Political Tourism biasanya disebut sebagai pariwisata politik, yaitu suatu perjalanannya yang tujuannya melihat atau menyaksikan suatu peristiwa atau kejadian yang berhubungan dengan kegiatan suatu negara.* =(Political Tourism is usually called as political tourism, is a journey whice the goal looks or watches an event or phenomena related to the activity of a country).
- f. *Religion Tourism yaitu jenis pariwisata di mana tujuan perjalanan yang dilakukan adalah untuk melihat dan menyaksikan upacara-upacara keagamaan, seperti kunjungan Haji dan Umrah bagi orang Islam atau upacara keagamaan Hindu Bali di Sekenan.* =(Religion Tourism is the type of tourism where the purpose of the trip is done to see or watch the religious ceremonies, such as the Hajj and Umrah for Muslims or ceremony Balinese Hinduism in *Sekenan*).

From the explanation above, the writer limit the discussion about the Hajj and Umrah that happens in Indonesia. Because Indonesia is the largest country with a population of 237.641.326 people, after China, India, and USA. 87% Indonesia majority of the population adheres to Islam, next Protestant, Catholic, Hindu, and Buddhist. Everyday women or men, from children to adults has sufficient life needs such as those of clothing and foods. And after their life has been fulfilled every person has their urge, such as carry out Hajj and Umrah.

Religious Tourism in South-East Asia religion has an enormous influence in the daily of Asians and the four major religions, Buddhism, Hinduism, Christianity and Islam. The political, cultural and social significance of travel by Muslim for religious purposes in, and from Asia, is of vital importance when one sees that five countries in the region have the following populations professing the Islamic faith: Indonesia 203 million; Pakistan 174 million; India 161 million; Bangladesh 145 million and Iran 74 million. As a sample religious tourism in Indonesia is *ziarah* (Visiting sacred sites) also makes travel an integral part of the Muslim psyche. *Ziarah* is of special significance for domestic travel especially in Indonesia for the example: visiting burial, mosque, and the places are considered historic.

Religious Tourism is not only an ordinary trip, but also rather a sacred journey. It is any form of activity that conducted in accordance with the instructions of the *syari'at* (*Qur'an and Hadist*) in achieving a noble goal in life. Besides that, sacred journey also as a way to closer to Almighty God as creator

and know God through self-awareness of sin that has been made during his lifetime through the concept of *ilahiyyah hablum minallah* (relationship with God).

Indonesia is the largest Muslim country in the world and annually sends the biggest contingent of pilgrims on the Hajj. Below, the writer explained about the definition of Hajj according to the expert, the law of Hajj and The types of Hajj.

#### **2.4 Definition of Hajj**

The law of Hajj is Fardhu'ain, it is a must for every Muslim who can afford. As for that already perform Hajj then the law is Sunnah. Below the expert will be explained about definition of Hajj.

According to Rasyid (2011:17) In terms of etymology (language), Hajj has meaning *al-qashdu* (toward or intended) and *az-zirayah* (visit). Meanwhile, according to a term in the religion of Islam, the pilgrimage is "a pilgrimage or a visit to Baitullah to carry out a series of pillars, obligatory and sunnah Hajj".

Hajj is coming to Baitullah and certain places to carry out a series of worship in the allotted time, with the conditions that have been set. It means the places are Kab'ah, Mas'a (Sa'i place), Arafah, Mudzalifah, and Mina. While the Hajj predetermined time to start from the month of Syawal until the first ten days of Dzulhijjah (also called Hajj months). As for what is meant by the terms are the provisions on which the obligation of Hajj for someone.

### 2.4.1 The Law of Hajj

Hajj is the fifth pillar of Islam which must be carried out once in a lifetime by those Muslims who have been able, both in terms of cost, health, safety or the other. This is based on the word of Allah in the letter of Ali Imran verse 97:

فِيهِ آيَاتٌ بَيِّنَاتٌ مَقَامُ إِبْرَاهِيمَ <sup>ط</sup> وَمَنْ دَخَلَهُ كَانَ آمِنًا <sup>ط</sup> وَ لِلَّهِ عَلَى النَّاسِ حِجُّ الْبَيْتِ مَنْ اسْتَطَاعَ  
إِلَيْهِ سَبِيلًا <sup>ع</sup> وَمَنْ كَفَرَ فَإِنَّ اللَّهَ غَنِيٌّ عَنِ الْعَالَمِينَ

This means:

*“Padanya terdapat tanda-tanda yang nyata, (diantaranya) maqam Ibrahim; barangsiapa memasukinya (Baitullah itu) menjadi amanlah dia; Mengerjakan haji adalah kewajiban manusia terhadap Allah, yaitu (bagi) orang-orang yang sanggup melakukan perjalanan ke Baitullah. Barangsiapa mengingkari (kewajiban haji), maka sesungguhnya Allah Maha Kaya (tidak memerlukan sesuatu) dari semesta alam”. Q.S. Ali Imran:97 (In it are manifest signs [and] Ibrahim’s Station, and whoever enters it shall be secure. And it is the duty of mankind toward Allah to make the pilgrimage to the House—for those who can afford the journey to it— and should anyone renege [on his obligation], Allah is indeed without need of the creatures).*

While the Prophet conveyed this obligation through his saying "Islam is founded on five cases, there are (1) Bear witness that there is no god (worthy of worship) but Allah and Muhammad are the Messenger of Allah (2) establish praying (3) Give charity (4) fasting in the month of Ramadhan and (5) the pilgrimage to Baitullah for those who are able.” (HR. Bukhari Muslim)

## 2.4.2 The Types of Hajj

There are three types of implementation of the pilgrimage, namely:

- **Haji Tamattu'**

*Melaksanakan Umrah terlebih dahulu dibulan-bulan haji, kemudian mengenakan Ihram lagi untuk melaksanakan manasik haji. Jemaah yang mengerjakan haji Tamattu' wajib membayar Dam atau berpuasa sepuluh hari; tiga hari di waktu haji (di tanah suci) dan tujuh hari setelah kembali ke Tanah Air. (Umrah is carrying out in advance in months Hajj, then wear ihram again to perform the rituals of Hajj. Jema'ah Hajj Tamattu' must pay Dam or fast for ten days; three days at the Hajj (in Mecca) and 7 days after returning to his homeland).*

- **Haji Ifrad**

*Haji Ifrad adalah berihram dan berniat dari Miqat hanya untuk haji. Dengan kata lain, mengerjakan haji terlebih dahulu lalu mengerjakan Umrah. Jemaah haji yang melaksanakan Haji Ifrad ini, tidak diwajibkan membayar Dam. (Haji Ifrad is ihram and intend of Miqat only for the Hajj. In other words, Hajj first and then do the umrah. Pilgrims performing Hajj this Ifrad, are not required to pay the Dam)*

- **Haji Qiran**

*Haji Qiran adalah melaksanakan Haji dan Umrah dengan satu kali ihram. Artinya bila seseorang memilih jenis haji ini maka ia berihram dari Miqat untuk haji dan umrah secara bersamaan. Jemaah yang melakukan Haji Qiran wajib memotong hewan Qurban. (Haji Qiran is performing the Hajj and Umrah with once Ihram. That is, if a person chooses this type of Hajj then he or she does ihram and Miqat for Hajj and Umrah simultaneously. Pilgrims who perform Hajj Qiran shall sacrifice their animals).*

## 2.5.3 The Intention of Hajj

Hajj intention *Tamattu'* and Hajj *Ifrad*.

**Labbaika hajjan**

*"Aku sambut panggilan-Mu, ya Allah, untuk menunaikan Haji."*

Hajj intention *Qiran*.

### **Labbaika hajjan wa 'umratan**

*"Aku sambut panggilan-Mu, ya Allah, untuk menunaikan haji dan umrah."*

## **2.5 Definition of Umrah**

Umrah is the one of worship which is almost similar to Hajj. The difference umrah and Hajj were on the time and place. Umrah may be held at any time (every day, every month, every year) and only in Mecca, while the Hajj can only be held at sometimes among 8 to 12 Dzulhijjah and held up outside the city of Mecca.

According to Rasyid (2011: 20) In terms of etymology, meaning of *az-ziyarah* is Umrah or visit. Meanwhile, according to a term in the religion of Islam, Umrah is "a pilgrimage or a visit to the House to carry out a series of pillars and sunnah-sunnah Umrah". The purpose of Umrah is coming to Baitullah to perform Umrah with the requirements specified. Differences Umrah between the pilgrimage are the time and place. Umrah can be implemented at any time (everyday, every month, every year) and only in Makkah, while the pilgrimage can only be implemented at sometimes among 8-12 Dzulhijjah and implemented outside of the city of Mecca.

### **2.5.1 Intention of Umrah**

#### **Labbaika'umratan**

"*Aku sambut panggilan-Mu, ya Allah, untuk berumrah.*

### **2.6 Definition of Travel Agency (BPW)**

*Biro Perjalanan Wisata* (BPW)/ Travel Agent is one of kind business tourism support. The activities of business are given knowledge of information about anything related to the world of travel generally and tours in particularly.

Travel Agents are also a type of tourism businesses who plan, organize and serve the sales of various kinds of packages tour with trips to domestic destinations (inbound) or abroad (outbound) including travel documents processing services, such as ticket, passport, visa or other required documents. Package tour has several sections such as transport (including tickets), accommodation, tourist attractions, where everything is made into a tour package and sold at a single unit price. Moreover, BPW (Travel Agency) is an effort to plan and organize the tour with its own responsibility and risk.

According to *surat keputusan Direktur Jenderal Pariwisata Nomor: Kep. 16/4/11/88, 25 Februari 1988* explain that:

*"Usaha Perjalanan adalah kegiatan usaha yang bersifat komersil yang mengatur, menyediakan dan menyelenggarakan pelayanan bagi seseorang, sekelompok orang, untuk melakukan perjalanan dengan tujuan utama untuk berwisata."* =(Business Travel is the business activities of a commercial character which set up, provide and deliver services to a person, group of people, for traveling with the main purpose of travel).

According to Nyoman S. Pendiit gives explain that:

*“BPW adalah perusahaan yang memiliki tujuan untuk menyiapkan suatu perjalanan bagi seseorang yang merencanakan untuk mengadakannya”*. =(BPW (Biro Perjalanan Wisata) is a company that has aims to provide a trip for someone who plans to hold it).

Can be concluded that travel agency is a company which handles in arranging the trip documents, and also intermediaries booking accommodation, transportation, tickets, restaurant, food, tourism facilities and others.

In BPW activity, there are several common activities, such as Conducting guiding tour, Creating, selling and organizing tour packages, on the other hand to manage travel documents and serve the needs of transportation services for individuals or groups. It also needed to book accommodation, restaurants and other tourist facilities.

BPW (*Biro Perjalanan Wisata*)/Travel Agent has an important part of tourism, can be seen from the scope that they do, therefore BPW has a function as an information center travels that related to the tour that includes as a promoter and marketer that offer a variety of facilities and tourist service. They also become a connector or the mediator among the tourists as users of services and facilities as service providers. To satisfy consumer desires, *Biro Perjalanan Wisata* become a negotiator, which is the person doing the transaction or negotiation with the institution providers of tourism facilities such as hotels, restaurants, airlines, in order to benefit from the sales profit.



## 2.7 Marketing Strategy in BPW

Every company goods or services certainly has a marketing strategy to maintain and develop the company's existence, some definition of Marketing Strategy According to the experts, as follow:

According to Danang (2013: 55):

*Strategi pemasaran adalah serangkaian tujuan dan sasaran, kebijakan dan aturan yang memberi arah kepada usaha-usaha pemasaran perusahaan dari waktu ke waktu, pada masing-masing tingkatan dan acuan serta alokasinya, terutama sebagai tanggapan perusahaan menghadapi lingkungan dan keadaan persaingan yang selalu berubah. =(The marketing strategy is a set of goals and objectives, policies and rules that give direction to the company's marketing efforts over time, on each level and a reference and allocation, especially as a response the company faces competition environment and conditions are always changing).*

According to Kotler and Amstrong (1992) in Danang (2015:2)

*Strategi pemasaran adalah pendekatan pokok yang akan digunakan oleh unit bisnis dalam mencapai sasaran yang telah ditetapkan lebih dulu, didalamnya tercanum keputusan-keputusan pokok mengenai target pasar, penempatan produk di pasar, bauran pemasaran, dan tingkat biaya pemasaran yang di perlukan. =(The marketing strategy is the basic approach that will be used by the business unit in achieving the goals that have been set first, therein included the decision of the principal about the target market, placing product in the market, the marketing mix, and the level of marketing costs in need).*

The writer concludes that marketing strategy is a way in which the company intended to do in achieving the target. In order to improve the stability or increase product, sales and marketing strategies should also get to know your target market, what is needed and etc.

In marketing, there is a marketing strategy called marketing mix is a combination that gives it a maximum of elements of product, price, place, promotion, people, physical evidence and process. (Mulyadi, *Perilaku Konsumen*, 2013: 294)

- **P1 Product**

*Manajemen pusat belanja menawarkan ruang toko yang strategis, lingkungan toko, ukuran, desain, keamanan, kenyamanan.* =(Shopping center management offers convenient store room, store environment, size, design, safety, comfort).

- **P2 Price**

*Harga jual atau sewa toko, yang terjangkau, jangka waktu pembayaran, sistem pembayaran, diskon.* =(sale price or rental shop, affordable, term of payment, payment system, discount).

- **P3 Place**

*Akses untuk mencapai lokasi toko cukup mudah, dilewati angkot, kenyamanan transaksi dan sebagainya.* =(Access to reach the location of the store is easy enough, passed by public transportation, the comfort of the transaction and so on).

- **P4 promotion**

*Promosi bukan hanya kepada tenan (para pedagang) tapi juga kepada konsumen akhir. Advertising, personal selling, public relations, sales promotion, events, direct marketing (catalog, mailing, telemarketing, electronic, tv, fax, e-mail).* =(Promotion not only to the tenants (traders) but also to the end consumer.

Advertising, personal selling, public relations, sales promotion, events, direct marketing (catalogs, mailing, telemarketing, electronic, tv, fax, e-mail).

- **P5 People**

*Ini menyangkut semua personil/karyawan manajemen pusat belanja, mekanik elektrik, arsitektur, accounting, tenaga penjual. Cara berpakaian, perilaku, sikap.* =(It concerns all of personnel / staff the shopping center management, mechanical electrical, architectural, accounting, sales reps. How to dress, behavior, attitude).

- **P6 Physical evidence**

*Konfigurasi toko, sisi muka toko, papan nama, warna, desain, jalur, koridor.* =(Configuration store, the store front, sign, color, design, path, corridor).

- **P7 Process**

*Kecepatan dan akurasi dalam pelayanan bagi para peminat pusat belanja, hindarkan kelambatan, birokratis, tidak efektif.* =(The speed and accuracy in servicing for enthusiasts of shopping centers, avoiding delays, bureaucratizing, ineffective).

According to Lupiyoadi (2013:96): "*Bauran pemasaran merupakan alat bagi pemasar yang terdiri atas berbagai unsur suatu program pemasaran yang perlu dipertimbangkan agar implementasi strategi pemasaran dan penentuan posisi yang ditetapkan dapat berjalan sukses*". =(The Marketing Mix is a great tool for markets, consisting of various elements of a marketing program that should be considered in order for the implementation of the marketing strategy and positioning that has been set can run successfully).

Kotler in Djarkasih Satiakusumah (2002:6): "*Bauran pemasaran adalah serangkaian alat-alat pemasaran yang digunakan perusahaan untuk mengejar tujuan pasar sasaran*". =(The marketing mix is a series of marketing tools used by companies to pursue the goal of target markets).

Based on the explanation of the marketing mix, it can be concluded that the marketing mix has some elements that are very influential in the sales because these elements can affect the interest of consumers in making purchasing decisions.

Every company has their own marketing goals or target marketing to sell their product. Therefore, Yoeti gives an explanation about *Sasaran pemasaran (Marketing goals) merupakan tujuan keseluruhan tujuan dan tujuan pemasaran sangat penting dalam memilih langkah-langkah menggunakan strategi pemasaran selanjutnya*. =(Marketing goals is the overall purpose of marketing the company's goals and it is very important in choosing the steps in using the next marketing strategy). Yoeti, Tours and Travel Marketing (2006: 29)

The company must have a strategy to achieve the vision and mission that have been designed by the company. The strategy is considered very important because the strategy makes the company can decide and take the most appropriate decision. The strategy is also an importance weapon to get the company's primary goal in achieving the vision and mission of the company.

Below, one example of the marketing strategies used by BPW handling Hajj and Umrah to increase the number of customers, such as:

## Picture 1 Pikiran Rakyat: Menikmati Kenyamanan Gua Hira

**Pikiran Rakyat**  
SABTU (PAHANG) 18 MARI 2013  
9 SAJAB 1424 11  
RAJAB 1434

PARI



JEMAAH umrah bertolak ke Gua Hira yang bersebelahan dengan Masjid Nabawi di Mekah, Arab Saudi. Untuk mencapai gua yang menjadi tempat bertolak Nabi Muhammad saw, para periarah kembali harus menuruni tebing di balik punggung Abdul Nur.

### Menikmati Kenyamanan Gua Hira

JEMAAH umrah banyak yang berharap bisa berziarah ke Gua Hira yang berada di Jabal Ghauri (Gunung) Nur. Namun, tidak sedikit yang mengemukakan masalah, setelah mendapat penjelasan bagaimana detail lokasi saat Nabi Muhammad saw. menemukannya di Jabal Ghauri.

Sebenarnya puncak dari Jabal Nur tidak terlalu tinggi, ada pada ketinggian 500 meter. Namun, untuk mencapai lokasi Gua Hira, rukunya cukup terjal. Memang sudah dibenarkan tanggapan penjelasan yang memudahkan para periarah, tetapi sebagian periarah tetap saja ada yang tidak kuat. Bahkan mereka yang sudah mencapai setengah perjalanan, ada yang memutuskan untuk kembali turun.

Demikian juga dengan jemaaH umrah Qiblat Tour Kota Bandung. Dari jumlah 251 orang, hanya 10 orang plus 4 pembimbing yang memutuskan untuk melakukan ziarah ke Gua Hira. Dari Kota Mekah, perjalanan menuju ke Gua Hira kira-kira menempuh 4 km. JemaaH bisa memanfaatkan kemudahan umum dan bisa melakukan taraweh-motowar yang akhirnya dihentikan dari 20 roddi 11 real - Rp 2.000 jadi sekitar Rp 20.000) untuk pulang pergi. Lebih baik kemudahan umum itu diminta untuk mengempon kembali (pulang pergi) agar memudahkan perjalanan jemaaH.

Kendaraan umum mengantarkan periarah ke Gua Hira biasanya hanya

gubi perjalanan menanjak. Di kaki Jabal Nur banyak ditemui para pedagang. Mulai dari pedagang kacang hingga oleh-oleh khas Arab. Di situ lah para periarah yang tidak membawa perbekalan, bisa menyiapkan diri untuk membeli makanan atau minuman. Dijual juga berbagai jenis-tongkat perunggu, untuk membantu para periarah yang berusta lanjut saat melakukan perjalanan.

Di awal pendakian Jabal Nur, periarah masih merasa nyaman melakukan perjalanan. Perlelahan, hampir sebagian besar periarah melakukan perjalanan ke puncak Jabal Nur pada dini hari. Situasi sekitar masih gelap, jadi sangat berguna alat penerangan berupa senter.

Pasukan senter sudah menggunakan baterai yang baru, sehingga sinarnya membantu perjalanan.

Seperginya perjalanan, periarah terus melangkah rile yang menanjak. Jarang ditemui media yang mendukung, sehingga periarah sulit untuk mengala napas panjang. Jika perjalanan normal, baru pada menit ke-15 periarah memutuskan tempat berupa taman suamung. Di lokasi itu, periarah bisa berteduh dan mengatur napas.

JemaaH umrah dari Qiblat Tour sendiri mulai terpecah di sepertiga perjalanan. Kelompok pertama yang terdiri atas Roby, Agus Fahrudin, Anwar (Hendak, Endang (pembimbing) dan Vita terus melakukan perjalanan. Kelompok kedua, Agus Ma-

ah, Aep Naeputuh, Endang H. Vitricia, Sinta, Upi, Arif, Nurul, Adi Gunawan, Hendak, dan Aep mulai mengantar istirahat. Seorang seorang jemaaH. Kebanyakan memutuskan untuk kembali turun.

"Jalananya sangat teres. Saya pikir ada yang datar untuk istirahat. Kebetulan juga fisik saya lagi enggak fit. Agak pingin tadi, napas sempat terganggu-segitu. Kembalikan semangat, saya putuskan berhenti. Saya tidak mau merepotkan teman-teman. Biar saya kembali ke bawah, dan mau dengan cerita teman-teman yang sampai ke atas," kata Rahmat.

Setelah seperginya perjalanan, memang banyak tempat peristirahatan yang bisa dijumpai periarah. Di tempat peristirahatan itu, lagi-lagi periarah disuguhkan sejumlah pedagang. Tidak hanya pedagang, periarah pun bisa menemukan sejumlah penginapan. Tampaknya penginapan-penginapan itu memang, karena sebagian dari mereka ada yang membawa perbekalan berupa perbekalan.

Butuh waktu 30-40 menit untuk mencapai puncak Jabal Nur. Tempat di puncak Jabal Nur, terdapat tempat istirahat yang lebih baik. Bahkan di lokasi itu terdapat lahan yang datar dan sudah terpasang karpet. Di lokasi ini para periarah bisa memandang keindahan Kota Mekah. Kabali dan Masjidil Haram terlihat megah dengan penerangan lampu. Terlihat juga Menara Abdukar yang terpasang jam

itu sangat mencolok dibandingkan dengan bangunan lainnya. Sembari istirahat, sejumlah periarah melakukan salat Tahajjud di puncak Jabal Nur. JemaaH umrah Qiblat Tour pun menunggu waktu Subuh untuk salat berjemaah.

Di manakah letak Gua Hira? Untuk mencapai gua yang menjadi tempat bertolak Nabi Muhammad saw, para periarah kembali harus menuruni tebing di balik punggung Jabal Nur. Lokasinya sangat curam dan sulit dengan jurang. Walau begitu periarah tidak perlu khawatir karena sudah dipasangi sepetak perbekalan.

Setelah menuruni lereng yang curam, periarah harus melangkah lebih sempit di antara batu yang besar. Bagi periarah yang berbadan besar, celah itu agak sulit dilalui. Dari celah itu, periarah boleh ke kiri maka akan menemukan Gua Hira. Tidak seperti yang diperkirakan sebelumnya, Gua Hira ternyata cukup kecil dan hanya bisa memampangi tiga periarah yang ingin memandikannya. Tingginya kira-kira dua meter. Gua tersebut cukup gelap dan tidak terawat cukup matahari sejak terbelah hingga tergelombang.

Hari menjelang gua sebelah kanan, ada semacam celah yang menghubungkan gua ini dengan udara bebas di luar. Angin yang berhembus terasa sangat kencang dan sejuk. Berada dalam gua tersebut sangat nyaman. Puncak Nabi Muhammad saw begitu khushuk bertafakur.

## Picture 2 Free Circumcision Service

# KHITANAN MASSAL 2014

## DANA BAGI UMMIMAT

MASJID JAMI AD-DAWAAM  
KP. KIARA LAWANG RW. 02  
DS. MAJASARI KEC. CIBIUK KAB. GARUT  
GARUT, 29 NOVEMBER 2014

Tebarkan Kasih Sayang Untuk Memajukan Generasi Bangsa

**MEGACITRA**  
Umroh & Haji Plus

**TOPAZ**  
Umrah & Haji Plus

**Picture 3**

Charity of Iftar Party, *shadaqah* for people with disability



Below is one example of award received by BPW (*Biro Perjalanan Wisata*) handling Umrah and Hajj in Bandung through, such as:

**Picture 4**

The best Agent (2014)

In recognition of outstanding sales and promotion



**Picture 5**

The best Contribution Zurich Travel Insurance 2014



**Picture 6**

Best Travel Agent Umroh and Hajj Travel Insurance 2015



## 2.8 The Kinds of Tour Package

Every travel agency has a tour package to be sold for the costumers which consists of domestic and abroad. Characteristics of the costumers various in depending their willingness. Some costumers just need to be delivered to the destination without the tour guide, in the other case there are several customer need to be leaded by BPW (Travel Agency) from the beggining until the end of destination, therefore Yoeti classifies packets tour.

According to Yoeti (2006: 158-163) *Tours and Travel Marketing*, said that divided into five kinds of Tour Package namely:

- **Independent Tour**

*Paket wisata yang termasuk Independent Package Tour, biasa dikenal dengan istilah minimum tour, yaitu paket wisata yang dipersiapkan untuk pelanggan yang menginginkan melakukan perjalanan secara bebas tanpa dipimpin oleh BPW yang biasanya membawa rombongan wisatawan. =(Independent Package Tour commonly known as the minimum tour, the tour packages which are provided for costumers who want to do traveling freely without be leaded by BPW (Travel Agency) that usually bring vacationers.)*

- **Hosted Tour**

*Hosted Tour adalah suatu paket wisata dengan memanfaatkan pelayanan yang diberikan oleh kantor perwakilan BPW yang menjual paket wisata yang bertindak sebagai tuan rumah (host) dan terdapat pada semua DTW yang banyak dikunjungi oleh wisatawan. =(Hosted Tour is a tour package by utilizing the service provided which is given the Travel Agency offices which sell tour packages that acts as host and exist in all tourist attraction visited by many tourists).*



- **Escorted Tour**

*Escorted tour ini cocok sekali bagi mereka yang melakukan perjalanan wisata untuk pertama kalinya keluar negeri, karena BPW lebih tau dan profesional di bidangnya. =(This tour package is suitable for those who travel for the first time out of the country, because the Travel Agency knows and more professional in the fields).*

- **Custom Tour**

*Custom Tour adalah independent tour yang dirancang sesuai dengan kebutuhan (needs) pelanggan (wisatawan). Biasanya jenis tour semacam ini direncanakan sebelumnya (advance) secara detail mengenai tour itinerary atau programnya, mulai dari keberangkatan (departure) sampai dengan pulang kembali ke tempat semua. =(Custom Tour is Independent tour that designed according to customer requirements. This type of tour usually is planned before in detail about the tour itinerary, or its program, from the departure till the return home).*

- **Excursion Tour**

*Excursion Tour adalah suatu tour yang dijual oleh suatu BPW atau travel agent dengan menggunakan choach-bus, atau taxi untuk tujuan citysightseeing, local tour, one day tour untuk perjalanan pulang-pergi dalam satu hari (kurang 24 jam). =(Excursion Tour is a tour that is sold by a Travel Agent in using choach-bus, or taxi for the CitySightseeing purpose, local tour, one day tour for the round trip in a day (less than 24 hours).*

## **2.9 PT. Qiblat Tour Islami in Brief**

PT. Qiblat Tour Islami is one of the travel agents in Bandung which handles departure Hajj and Umrah. Qiblat Tour was established on August 4<sup>th</sup>, 2004 in Bandung City, it is selling Umrah and Hajj package. Qiblat Tour is located in Jl. Taman Cibeunying Selatan, No.15 Bandung.

The selection of Qiblat Tour name based on the norms and reality, especially the Hajj and Umrah worship center is in the Qiblat Baitullah. That sentence is a tagline of PT. Qiblat Tour Islami. “*Memuliakan tamu Allah, Mengharap Ridha dan Karunianya*”. =(Honored the guest of Lord, hoping His permission and His mercy).

Travel Haji dan Umrah Qiblat Tour has a vision namely *Menjadi Model Teladan Mulia dalam Memberikan Layanan Umrah dan Haji*. =(Being Noble Exemplary Models in Service Umrah and Hajj. As for the mission from Travel Haji and Umrah Qiblat Tour. The first, *Memberikan bekal pemahaman manasik umrah dan haji berdasarkan Al-Qur'an dan Sunnah*. =(Giving an understanding of the rituals of Umrah and Hajj based on the Qur'an and Sunnah). The second, *Membimbing kemuliaan akhlaq jama'ah umrah dan haji untuk mempersiapkan riyadhoh ibadah mahdhoh dan ghoer mahdhoh*. =(Guiding glory morality umrah and hajj pilgrims to prepare riyadhoh worship mahdhoh and ghoer mahdhoh). The third, *Memberikan pelayanan secara komprehensif dan holistik terutama selama pelaksanaan Ibadah Umrah dan Haji di Tanah Suci*. =(Giving services in a comprehensive and holistic especially during the execution of Worship Umrah and Hajj in Tanah Suci). And the last is *Melaksanakan bimbingan secara berkesinambungan untuk menjaga kemabruran Umrah dan Haji*. =(Implement guidance on an ongoing basis to keep kemabruran Umrah and Hajj).

By as the company grows and many requests of the pilgrims, especially alumni of Hajj and Umrah Travel Tour hence Qiblat Tour opened another branch in different regions to facilitated the congregation in worship, such as Tasikmalaya, Palembang, Sidoarjo, Palangkaraya, Purwokerto, and Solo. Travel Hajj and Umrah Qiblat Tour also has a valid legality under the auspices of PT. Qiblat Tour Islami has permission umrah D/127 in 2012 and a special Hajj permit D/685 2012. So that, people do not have to worry about the company's legal status.

**Table 2.1**  
**The level of Education at Qiblat tour employees**

| <b>The level of Education</b>        |            |
|--------------------------------------|------------|
| <b>High Institution (D3, S1, S2)</b> | <b>85%</b> |
| <b>Down Level (SD-SMP)</b>           | <b>15%</b> |

*Source: PT. Qiblat Tour Islami Bandung*

There are 33 employees on tour PT. Qiblat Islami. The Office employees are 10 persons including Office Boy, courier, and security. And the leaders of worship there are 23 persons. According to the table above the level of education employees PT. Qiblat Tour is 85% College (S1 to S2). While the rest of 15% is a low level (elementary school, junior high school and unfinished) it is Courier, security, and office boy.

The products being sold by Travel Hajj and Umrah Qiblat Tour as follows:

1. Regular Umrah (Makkah – Madinah – Jeddah)
2. Ramadhan Umrah (Rahmah Ramadhan –Nuzulul Qur’an – Lailatul Qadar dan Idul Fitri)
3. Plus Umrah (Egypt– Aqso – Jordania – Istanbul – East Europe – Spain etc).
4. Executif Umrah (5 days 4 night)
5. Trandy Umrah
6. Umrah by request (min. 15 persons)
7. Spiritual travel abroad (Malaysia – Singapore – Thailand – China, etc)
8. Special Hajj
9. Regular Haji

#### **2.10 PT. Megacitra Intina Mandiri in Brief**

Travel Haji and Umrah Megacitra is a company that runs in the services sector that specializes in serving the Hajj and Umrah under the auspices of PT. Megacitra Intina Mandiri which is located in Jl. Cimandiri No. 20 Bandung. This company exists since 1996, founded by the late H. Adang Mulyana.

After H. Adang Mulyana died, in performing Travel Hajj and Umrah Megacitra continued by Hj. Ika Adang Salya as the leader, assisted by Hj. Fitria Salya, H. Rizka Ru’yat Ramdhani, Hj. Andina Adria as a co-leader PT. Megacitra Intina Mandiri.

Travel Haji and Umrah Megacitra has a vision *Mewujudkan Kesempurnaan Perjalanan Ibadah yang sesuai dengan pedoman Al-Qur'an dan Hadist.* =(Realizing Perfection Journey Worship in accordance with the guidelines of the Qur'an and Hadist). To achieve Vision Travel Haji and Umrah Megacitra has a Mission *Membantu para jemaahnya untuk lebih mudah menuju Baitullah dan membentuk citra lembaga penyelenggaraan Haji dan Umrah yang Amanah, Transparan dan Profesional.* =(Helping Juma'ah to be easier towards Baitullah and shape the image of the institution organizing Hajj and Umrah trustful, transparent and Professional).

Besides that Megacitra holds the principle "*Menuju Kesempurnaan Ibadah*" =(Towards Perfection Worship) that is the tagline of PT. Megacitra Intina Mandiri. Which becomes one driver of the congregation to get closer with Allah SWT without deviating from the teachings of Islam.

Travel Umrah and Hajj Megacitra authorities has a legal institution related to Travel Agents Worship issued by *Department Agama* No. D/86 2011 (for umrah) and No. D/267 of 2011 (special Hajj). Hajj and Umrah Travel Megacitra is also listed as a member of the Association of Indonesian Tours and Travel Agencies (ASITA) and the Association of Organizers Umrah and Hajj (HIMPUH).

As the company that grows and the number of requests from the congregation. And at the end of Hajj and Umrah Travel Megacitra opens an

office located at Dharmawangsa Square I No. 42 Jl. Dharmawangsa VI South Jakarta.

Based on a brochure of Hajj, Hajj and Umrah Megacitra travel can be seen several Special Hajj programs offered:

1. Special Hajj Program
  - a. Mega Mekkah Hajj Program (26 days)
  - b. Topaz Taibah Hajj Program (26 days)
2. Umrah Program

Based on a brochure of Umrah, Hajj and Umrah travel Megacitra be known some Umrah programs offered:

- a. Regular Umrah Package (9 days)
- b. Doha plus Umrah Package (9 days)
- c. Istanbul plus Umrah Package (9 days)
- d. Dubai plus Umrah Package (11 days)
- e. Istanbul, Capadocia plus Umrah Package (12 days)
- f. Amman, Jerussalem, Petra plus Umrah Package (12 days)
- g. Ramadhan Umrah Package (9 and 14 days)

**Table 2.2**  
**The level of Education at Megacitra Employees**

| Education          | Frequency | Percent |
|--------------------|-----------|---------|
| Elementary School  | 0         | 0%      |
| Junior High School | 0         | 0%      |
| Senior High School | 0         | 0%      |
| Amd Degree         | 2         | 7%      |
| Bachelor Degree    | 27        | 90%     |
| Magister Degree    | 0         | 0%      |
| Doctor             | 0         | 0%      |
| No Respon          | 1         | 3%      |
| Total              | 30        | 100%    |

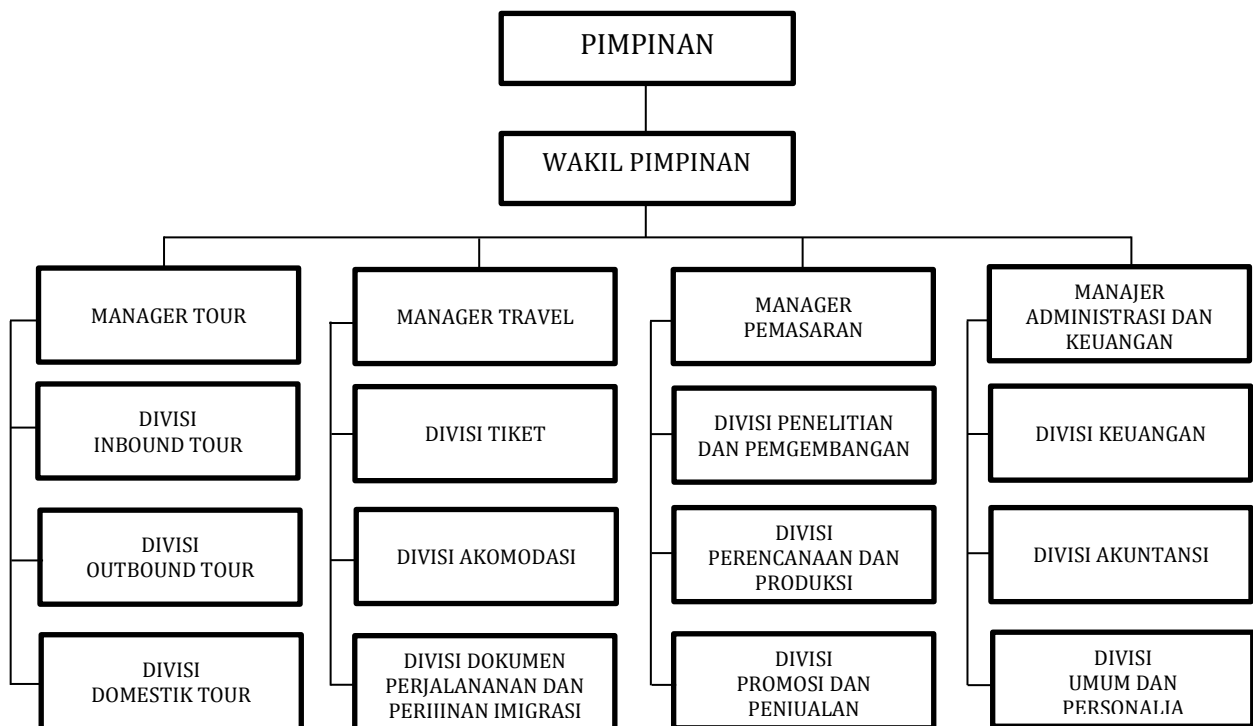
*Source: PT. Megacitra Intina Mandiri Bandung*

Based on table the percentage above can be explained that the level of education the employees Travel Hajj and Umrah Megacitra has graduated bachelor degree with 27 persons (90%), while as many as two persons have an education level of Amd (7%) and one does not answer (3%). Thus, it can be concluded the employees owned by Travel Hajj and Umrah Megacitra can be conclude have a good quality when viewed from a level of education which is owned by each individual.

The organizational structure of Hajj and Umrah Travel Megacitra are as follows:

Picture 7

**STRUKTUR ORGANISASI  
TRAVEL HAJI DAN UMRAH MEGACITRA**



Source: Buku pedoman kerja

By the organization structure, Travel Hajj and Umrah Megacitra will be able to reach the company functions because individuals know about the authority and responsibilities, activities that must be performed by each section, and able to establish effective communication among individuals so intertwined a good work ethic to achieve goals of Travel Hajj and Umrah Megacitra.