



Handling of Umrah Packages by Tour Leader at PT Bintang Wisata in Makassar

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Abstract

This research aims: (1) To determine the standard operating procedure for handling Umrah pilgrims by Tour Leaders at PT. Bintang Wisata Makassar. (2) Inhibiting Factors in Handling Umrah Pilgrims by Tour Leaders at PT. Bintang Wisata Makassar. This research collected data using interviews and documentation techniques at PT. Bintang Wisata Makassar. Data analysis was carried out using qualitative descriptive methods. The results of this research show how the procedures for handling Umrah pilgrims by Tour Leaders at PT. Bintang Wisata Makassar. Handling of Umrah Pilgrims by Tour Leader at PT. Bintang Wisata Makassar is still lacking in handling Umrah pilgrims from the start of the trip to the end of the journey and is not entirely by the standard operational procedures that PT. Bintang Wsata Makassar has set. The problem that tour leaders often encounter while traveling is during the In Tour or carrying out the Umrah pilgrimage, where much time is wasted because there is no preparation or solution from the tour leader before starting the trip handling Umrah pilgrims. PT. Bintang Wisata Makassar uses Tour Leaders registered with the Indonesian Tourist Guide Association (HPI) organization and, of course, have a license or certificate of expertise as guides fit into the field. Still, when researched, Tour Leaders were sometimes found to have made mistakes the first time they handled it. Umrah pilgrims, so Tour Leaders need to add insight and research. So, when a Tour Leader needs to correct a mistake in handling the Umrah pilgrims, the Tour Leader can provide an excellent solution to the Umrah pilgrims.

Keywords: Haji and umrah, handling, procedures, tour guide

1. INTRODUCTION

The Islamic religion educates human souls, purifies the soul, and freeing humans from desires. With sincere worship and pure aqeedah according to Allah's will, God willing, you will be a lucky person. There are many kinds of prayer in Islam. Haji and Umrah are one of them. This means visiting Baitullah and carrying out Tawaf and Sa'I under predetermined conditions and unspecified times. Umrah means staying, and in terms, it is a pilgrimage to Baitullah by carrying out the conditions that have been set by shaving or cutting hair in a certain way and can be carried out at any time to get closer to Allah SWT (Noor, 2018, Firdaus & Ghafur, 2023).

A Tour Leader is a leader or companion of a tour group. Tour Leaders must have special qualifications for accompanying travel groups, such as having a certificate of service to tourists. (Yoeti, 2008, Retnasary & Avivian, 2023, Eppang et al, 2023). Handling is a process of activity or work that takes place with full awareness regularly in the service process of using services in a place that can meet a particular person's needs. Every time you complete the treatment, you must know what can satisfy each individual (Hutabarat & Mananda, 2014, Bambang Soekarsono, 2019).

Explain that a procedure is a sequence of work procedures, namely a series of actions, business activity steps, or deeds that must be carried out by someone repeatedly, variously, effectively, efficiently, and consistently so that it is a constant way to reach a particular stage in the relationship to achieving the final goal (Dewi, 2011, Rasto, 2015, Irawan, 2018).



Constraints can be defined as any situation that inhibits, limits, impedes, or prevents the achievement of a system's goals to achieve higher performance. There are two main types of constraints: physical and non-physical. Physical limitations are limitations related to machine capacity, while non-physical limitations are in the form of demand for products and work procedures. Constraints are all things that occur that can hinder production activities, thereby causing losses for the company (Blocher et al., 2011, Ahmad Suwandi, et al 2016, Sihadi et al., 2018).

Handling is a process of action or a way of handling, managing, and resolving an activity carried out by the authorities so that the activity at hand can be controlled and determined. So, according to the definition of handling, it is a type of action that can be touched, controlled, managed, or used to resolve a case or problem. Based on this definition, handling is an activity that takes place routinely in the process of using services in a place that can produce a particular person's needs. You must know what can satisfy each individual every time you undergo treatment.

Good handling is a person's ability to satisfy the congregation with predetermined standards. This capability is demonstrated by the human resources facilities and infrastructure owned. Many companies are always considered the best in the eyes of the congregation. Because the congregation will become loyal to the treatment or services offered, the company hopes the therapy can be an example to other prospective congregations. This is a promotion for the company that continues through word of mouth. In other words, good handling will improve the company's image in the eyes of its congregation. This image must always be built to improve the company's image continually.

The constraint categories include Internal resource constraints, namely classic constraints. Such as machines, workers, and other tools. In connection with internal resource constraints, R.B.Chase terms these constraints as Capacity Constraints Resources (CCR) or capacity-constrained resources, namely resources that, if not appropriately scheduled, will hinder the flow of products that deviate from the original flow plan. Capacity-constrained resources are not the only type of constraint that can impair performance. Market constraints can also prevent the full use of available manufacturing resources. Increasing markets will increase throughput and net profit. Material constraints can also hinder the use of resources. More materials will increase throughput and profit if capacity is more significant than throughput flow with material constraints.

After understanding what is meant, look at the meaning of the word obstacle. Quoted from the Big Indonesian Dictionary, the word constraint means obstacle, hurdle, obstacle. Obstacles can also be defined as factors or circumstances that limit, hinder, or prevent the achievement of targets or forces that force the cancellation of implementation. After understanding the meaning of the word constraint, it can be concluded that the antonyms of constraint are support, assistance, freedom, convenience, and not limiting.

The Tour Leader's job is to lead the implementation of tourist activities from initial preparation to the end by handling, explaining, providing a sense of security, and helping tour participants. Based on the conclusion above, a Tour Leader is assigned by the Travel Bureau to lead the implementation of a group of tourist activities from initial preparation to the end by handling, explaining, providing a sense of security, and helping tour participants. A Tour Leader who will lead a tour has several roles that must be considered. The role of a Tour Leader is as follows :

- a) Carrying out all activities according to the planned program can be a solution (problem solver)
- b) Represent the company as a leader
- c) Plan, direct, and coordinate tour planning tasks and activities
- d) Motivate, and teach participants' behavior from performance
- e) Quality and quantity of tourist trips as a product
- f) Communication, and discipline.
- g) Attitude, skills, and knowledge
- h) Evaluate workflow and results
- i) Managerial reporting

Like a Tour Leader who will lead the course of a tour, a Tour Leader has several characteristics that must be considered. The characteristics of a Tour Leader are as follows:

- a) Research and equip yourself with knowledge of the tourist attractions you will visit.

- b) Can collaborate with related parties
- c) Expert in marketing
- d) Maintain customer or tourist satisfaction

2. RESEARCH METHODOLOGY

The type of research that will be used is qualitative research. Qualitative research emphasizes quality or the most important thing about the nature of a good or service. The most important thing about goods or services in the form of social events/phenomena/symptoms is the meaning behind the event, which can be used as a valuable lesson for developing theoretical concepts. Only let something valuable pass away with time without leaving any benefits. Qualitative research can be designed to provide explanations of theory, practice, wisdom, problems, and time.

Qualitative research reveals social situations or certain phenomena by correctly describing reality behavior or non-material aspects formed by words based on techniques for collecting and analyzing relevant data from natural conditions. The definition of qualitative research, as stated by (Subadi T, 2006, Roosinda, et al, 2021, Hasan & Muhammad, 2023). Research that intends to understand phenomena about what is experienced by research subjects, for example, behavior, perception, motivation, action, etc., holistically, using descriptions in the form of words and language in a special natural context and utilizing various natural methods.

Qualitative research, as concluded from the insights of several researchers, is primarily obtained through interviews. These interviews yield descriptive data, a fundamental aspect of this approach, based on observations or facts of events in the field. The approach used in this research is descriptive qualitative research, where the data collected is in the form of words and images, not numbers.

3. FINDINGS AND DISCUSSION

1.1. Presentation of Interview Standard Operating Procedure (SOP) Data for Tour Leaders

In this chapter, the researcher will describe the data and research results regarding the problems formulated in Chapter I, namely, the handling of Umrah pilgrims and the obstacles faced by PT. Bintang Wisata Makassar. The data from this research were obtained from interviews conducted by researchers with people involved in handling Umrah pilgrims and documentation in the form of SOPs, photos, and brochures.

The following explains the results of interviews conducted by researchers on procedures for handling Umrah pilgrims by Tour Leaders at PT. Bintang Wisata Makassar.

Table 1. Standar Operating Procedure *Tour Leader* PT. Bintang Wisata Makassar

No	Standard Operating Procedure for Tour Leaders Handling Umrah Pilgrims	Implemented	Not Implemented
1	Tour Leader must obtain an Assignment Order from travel management.	✓	
2	Tour Leaders must maintain the good name of Travel and Image by having a neat appearance, being polite and courteous, and greeting (3S) every Umrah congregation.	✓	
3	The Tour Leader is obliged to look after supervise and provide comfort to the congregation during the Umrah pilgrimage.	✓	
4	The Tour Leader must try to know and memorize the name and ask for the personal contact number of each Umrah pilgrim.	✓	

5	The Tour Leader must permanently activate his cellphone number for 24 hours and provide information about safeguarding personal belongings.		✗
6	Tour Leaders must make announcements on their respective WhatsApp groups before the itinerary program activities and always check the number of Umrah pilgrims.		✗
7	After check-in at the hotel, the Tour Leader distributes each hotel room key number according to the established provisions.	✓	
8	The Tour Leader continuously checks the comfort of the Congregation's room and looks at the Congregation's health condition before resting.	✓	
9	Strive to have the Tour Leader share a room with the mutha wif of the holy land to facilitate communication.	✓	
10	Tour Leaders must often send documentary evidence for each activity and report it via the travel management WhatsApp group.	✓	
11	Tour Leaders must always maintain their health, be patient, restrain their emotions or desires, and control themselves during worship activities.	✓	
12	The Tour Leader must respond correctly to critical issues and make wise suggestions.	✓	
13	The Tour Leader must always comply with activities according to the itinerary program.	✓	
14	The Tour Leader needs to communicate with the Muthawif in every worship activity.		✗
15	The Tour Leader always puts the congregation before personal interests and is ready to help if needed.	✓	
16	After completing the activity itinerary program, the Tour Leader representing Travel expressed his thanks and apologized to the Umrah congregation for any poor handling.	✓	

Source: PT. Bintang Wisata Makassar, 2023

Based on the results of the interview excerpt above, PT Bintang Wisata Makassar has an SOP guidebook for handling Umrah pilgrims, which Tour Leaders must implement. However, several SOP points are not implemented by tour leaders in Saudi Arabia.

1.2. Inhibiting Factors in the Process of Handling Umrah Pilgrims by Tour Leaders

There are bound to be obstacles, both external and internal, in handling the congregation on every trip. PT encounters several obstacles when handling Umrah pilgrims. Bintang Wisata Makassar as follows :

a) Less Than Optimal Education For Umrah Pilgrims

Providing education has become an essential thing for the Tour Leader of PT. Bintang Wisata Makassar to the Umrah pilgrims. Education is provided during ritual activities, carried out several weeks before the Umrah congregation departs. However, considering that PT handles the average Umrah congregation. Bintang Wisata Makassar is elderly, so it will be difficult for elderly pilgrims to remember and carry out what has been conveyed by the presenter. The congregation often needs to correct mistakes when carrying out the Umrah pilgrimage. As said by Mr. DRS.H.Bahri, Tour Leader, in an interview :

“Most of the Umrah pilgrims were handled by PT. Bintang Wisata Makassar are prospective new pilgrims, but there are also several pilgrims who have already performed Umrah or Haji”.

Before undesirable things happen, the Tour Leader is obliged to provide education through ritual activities." The problem is that some prospective pilgrims still do not take part in the ritual activities because the time coincides with the congregation's activities. Another reason is that the distance between the ritual location and their hometown is quite far, which causes mistakes when performing the Umrah pilgrimage. Based on the interview excerpt above, the Tour Leader of PT Bintang Wisata Makassar has provided education, but there are still congregations that find it difficult to adapt and make several mistakes.

b) Covid-19 Policy Regulations And Age

Policy regulations regarding COVID-19 often change quickly, such as requirements for congregations to carry out PCR tests and quarantine and strictly implement protocols. However, pilgrims who wish to undertake the Umrah pilgrimage must have taken at least the second dose of vaccine or more. Other regulations include the maximum limit for pilgrims wishing to perform Umrah and Haji, namely a maximum of 65 years. Mr DRS.H.Bahri said in an interview :

“The main obstacle faced in handling government policies, which sometimes change, is that this must be accepted and followed by several congregations who have registered, paid in full, and are just waiting for departure time. However, several regulations require you to attach a vaccination certificate. So there are congregations whose departure we are forced to cancel, and an age limit cannot be exceeded, namely more than 65 years”.

Based on the interview excerpt above, government regulations regarding COVID-19 have greatly influenced the handling of Umrah pilgrims, causing problems, but this is an external obstacle beyond the control of PT.Bintang Wisata Makassar.

c) Use Of The Tawakkalna And Care To Protect Application

The tawakkalna application is an official and legal application issued by the Saudi Arabian government, while care protection is an official and legal application issued by the Indonesian government. This application is used to monitor the movement of Haji and Umrah pilgrims. However, based on data, the Umrah pilgrims handled by PT. Bintang Wisata Makassar is primarily elderly, so using the tawakkalna and care to protect applications is one obstacle. As said by Mr. DRS.H.Bahri Tour Leader of the Umrah Congregation, in an interview :

“One of the obstacles faced is the use of applications; applications such as Tawakkalna and Care Protect can only be accessed on smartphones or cellphones with touch screens. However, some Umrah pilgrims use cell phones, which can only be used for calling and SMS. Apart from that, the registration process is also tricky; the tawakkalna application can only be downloaded while in Saudi Arabia because it uses a visa code and is not connected to the care protection application, making the congregation confused because they use two applications that have the same function”.

d) Left Behind Or Lost Baggage

The number of Umrah pilgrims departing has increased every year, making airlines overwhelmed in handling Umrah pilgrims' baggage. This is what causes one of the obstacles faced, namely, the baggage of Umrah pilgrims is left behind or lost. As said by Mr. DRS.H.Bahri Tour Leader in an interview :

“In July 2022, the number of Umrah pilgrims is expected to more than double compared to July. Consequently, many Umrah pilgrims often find themselves without their luggage, or worse, lose it altogether. The airlines attribute this to the overwhelming increase in the number of Umrah

pilgrims, which has made it incredibly challenging for the airline staff to manage the surge in baggage”.

e) Congregation Lost

Congregation loss often occurs when Umrah pilgrims are brought to busy places due to a lack of communication between the congregation and the Tour Leader, thus hampering ongoing activities. This was said directly by Mr. DRS. H Bahri Tour Leader, in an interview :

“The problem often occurs when dealing with elderly Umrah pilgrims who have difficulty hearing the information obtained from the Tour Leader and easily forget, so the congregation often gets lost”.

f) Sick Congregation

There is an obstacle that rarely occurs. Namely, the congregation gets sick while carrying out worship in the holy land, which can cause activities to be temporarily hampered because the Tour Leader has to take the sick congregation to the nearest hospital to get treatment so that the congregation can be healthy again, as Mr. DRS said. H Bahri as Tour Leader in an interview :

“Several elderly pilgrims sometimes get sick while performing the Umrah pilgrimage due to overexerting themselves, highlighting the urgent need for better rest and health management”.

1.3. Analysis Data

Based on data obtained from handling Umrah pilgrims by the Tour Leader at PT. Bintang Wisata Makassar. This data analysis section describes the data and interview results obtained. The data obtained by researchers includes :

In this data analysis section, PT. Bintang Wisata Makassar. Based on the data obtained from the interviews conducted by researchers, several points must be discussed, namely :

- 1) The Tour Leader has received an order from the travel management to handle the Umrah pilgrims in the holy land.
- 2) After that, the Tour Leader maintained the traveler's good name and image, behaved politely and courteously, and greeted (3S) each Umrah congregation during the activity.
- 3) Then, the tour leader looked after and supervised each Umrah pilgrim and comforted them.
- 4) After that, the Tour Leader also knows and memorizes the names of the congregation and has contacts for each Umrah congregation.
- 5) Then, the Tour Leader must always activate the cellphone number for 24 hours and is obliged to provide any information related to the congregation's personal belongings. However, after the interview, the Tour Leader does not provide clear information to the congregation, so the Tour Leader needs to be reminded again so they don't forget.
- 6) The Tour Leader must also provide information regarding gathering announcements in their respective WhatsApp groups. However, after the interview, the Tour Leader often provides information verbally and does not provide information via the WhatsApp group, so several congregants are late for the briefing.
- 7) After that, the Tour Leader distributed room key numbers according to the provisions that had been determined.
- 8) The tour leader also checks the comfort and health condition of the congregation before taking a break.
- 9) The tour leader also shares a room with the mutha wif to make communication easier.
- 10) After that, the Tour Leader sends proof of documentation reports for each activity via the travel management WhatsApp group.
- 11) The Tour Leader always maintains health, is patient, restrains emotions or passions, and controls himself during worship activities.
- 12) Then, the tour leader is always quick and responsive in handling problems and providing wise suggestions.
- 13) The Tour Leader obeys the regulations and performs activities according to the itinerary program.

- 14) Then, the Tour Leader needs to communicate with the mutha wif every time he carries out activities, but in reality, after the interview, the Tour Leader sometimes finds it difficult to communicate with the mutha wif in determining the itinerary program that is suddenly changed.
- 15) After that, the Tour Leader prioritizes the congregation over personal interests and is ready to help if needed.
- 16) After completing the activity itinerary program, the Tour Leader always thanks and apologizes to the Umrah congregation for any poor handling.

The following is an explanation and solution to the results of the interview procedures that were not implemented by the Tour Leader :

- a) The SOP in point number five is explained below. Tour Leaders must permanently activate their cell phone numbers for 24 hours. They must provide information about safeguarding personal luggage. However, Tour Leaders sometimes need to remember to provide information about luggage, resulting in the loss of travel tickets, passports, and personal money for Umrah pilgrims. So, the Tour Leader provides a solution by reporting it to the authorities in charge of maintaining security and providing detailed information about lost items to security officers so that they can be found immediately and returned to their original owners.
- b) Furthermore, the SOP in point number six explains that the Tour Leader is obliged to give an announcement to each group before the itinerary program activities and always check the number of Umrah pilgrims. However, in reality, some Umrah pilgrims are not on time for the briefing because sometimes the network is lost, and the congregation is not aware of the sudden change in plans, so several congregants complain. So, the tour leader provides a solution by smiling and explaining in detail to the Umrah pilgrims the reasons for the sudden change of plans.
- c) Furthermore, the SOP in point number fourteen explains that the Tour Leader needs to communicate effectively with the Muthawif when carrying out every worship activity. However, there have been instances where the Tour Leader finds it difficult to communicate with the Muthawif due to differences of opinion during sudden changes in plans, such as changes in deciding to visit tourist destinations. This has led to errors in decision-making. To address this, the Tour Leader provides a solution by maintaining a respectful and open line of communication with the Muthawif. This helps them to consider the broader implications and both the negative and positive impacts in determining the tourist destinations that the Umrah pilgrims will visit, ensuring a fulfilling pilgrimage experience for the pilgrims.

How to Overcome the Obstacles Faced by the Tour Leader of PT. Bintang Wisata Makassar.

Every problem and obstacle faced by the Tour Leader of PT. Bintang Wisata Makassar always tries to find a solution. So that it becomes an evaluation and does not happen again on the next departure. In the results of an interview conducted by Mr. DRS.H.Bahri as Tour Leader, he said :

- a) Obstacles exist in providing education to Umrah pilgrims who do not take part in the rituals because the time involved collides with personal activities and the distance from the village to PT.Bintang Wisata Makassar is quite far, so the party.
- b) Obstacles to changes in government regulatory policies are handled by creating solutions that continuously monitor and update the latest regulations made by the Saudi Arabian government.
- c) Obstacles in using the tawakkalna application and caring about protecting it, the Tour Leader creates solutions by guiding or tutorials on how to use the application.
- d) The problem of losing or missing the baggage of the Umrah pilgrims, the Tour Leader creates a solution by communicating between the travel agency and the airline to deliver the Umrah pilgrims' goods to the original owner or PT. Bintang Wisata Makassar has insurance if something untoward happens to the Umrah pilgrim's goods.
- e) When carrying out the Umrah pilgrimage in the holy land, the congregation's problems disappear. The Tour Leader creates a solution by distributing paper itinerary programs so the congregation can see the times and meeting places or ask people around them.
- f) When problems arise with sick congregants, the Tour Leader creates solutions by always paying attention and asking about the health of the congregants before and after the activity.

Based on the results of the interview excerpt above, it can be concluded that the obstacles that occur affect the handling of the Umrah congregation, but all obstacles faced can be handled with good solutions so that the handling of the Umrah congregation can run well.

4. CONCLUSION

The Tour Leader has implemented the SOP by those set by PT. Bintang Wisata Makassar in handling Umrah pilgrims. However, several SOPs are not applied when handling Umrah pilgrims. It is explained below that the Tour Leader must always be obliged to provide information about safeguarding personal belongings so that there is no loss of travel tickets, passports, and personal money for the Umrah pilgrims. The tour leader must announce each group before the itinerary program activities because some Umrah pilgrims are not in the correct position. During briefings, the Tour Leader needs to communicate with the Muthawif during every worship activity, so the Tour Leader sometimes finds it challenging to communicate with the Muthawif due to differences of opinion during sudden changes in plans.

It's important to acknowledge the difficulties faced by the Tour Leader at PT. Bintang Wisata Makassar in handling Umrah pilgrims. These difficulties include obstacles to providing optimal education for Umrah pilgrims, due to the congregation's non-participation in ritual activities that coincide with their own, and the distance between the ritual location and their hometown. The Tour Leader's role in navigating the changing Saudi Arabian government policy regulations, especially in unclear and uncertain situations such as compliance with health protocols for vulnerable elderly pilgrims, is also challenging.

Obstacles in using the tawakkalna and caring for protection applications are obstacles that Tour Leaders must face because the Saudi Arabian government uses this application to control the activities of the congregation. Only touchscreen cellphones can use the tawakkalna application and care about protecting it, while the average Umrah pilgrim is handled by PT. Bintang Wisata Makassar is an older adult who only uses a cell phone to communicate by telephone and SMS, and external obstacles that are difficult for Tour Leaders to avoid, such as the congregation's baggage, which is missed or lost on the airline.

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