



## **Analyzing Facebook as a Promotional Tool for Umrah Services: A Study of PT. Jasiyah Travel Service Makassar**

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### **Abstract**

The demand for Umrah or Umrah worship by Muslims has increased, especially in Indonesia. Travel agencies are also increasing their promotional efforts to provide Umrah services. This research aims to 1) analyse the use of Facebook social media in promoting Umrah packages and 2) describe the constraints or obstacles in promoting Umrah packages by travel agencies. The research uses a qualitative approach to understanding travel agencies' use of social media. The research was carried out at PT. Jasiyah Travel Service, Makassar City, is one of the companies that provide Umrah services for Muslims in Indonesia—the research utilized interview data from company staff, especially those responsible for managing Facebook. The research results show that the company has utilised Facebook to promote Umrah packages. The company's target is adult and elderly customers, where there is a tendency to understand that adults and the elderly mostly use Facebook. The company admin staff has used Facebook to optimise its use as a promotional tool. Utilizing Facebook features are friends, pages, Facebook walls, captions, reels, stories, geotags or locations, likes, comments, messengers, and live broadcasts. However, the company still has features that need to be utilised properly. Company staff experienced problems utilising social media, namely, limited knowledge regarding Facebook's features and a need for updated information regarding the company's tourism products. This research proposes the importance of updating information based on new data, for example, company logos, Facebook, Instagram, website and email usernames. Detailed information about company products can be an effective promotional tool for reaching Umrah customers.

**Keywords:** Facebook, promotion, pt. jasiyah travel service, *umroh*

### **1. INTRODUCTION**

Indonesia is one of the countries that has experienced an increase in the tourism sector, tourism is considered capable of reducing unemployment, becoming an important economic sector and becoming one of the potential sources of foreign exchange for the State (Aliansyah & Hermawan, 2021; Saefullah et al., 2023). Many things can be an impetus to travel either because of economic, social, cultural, political, religious, health interests, or because of other activities such as, just want to know, add experience or to learn (Rumbiak et al., 2024). South Sulawesi is one of the provinces in Indonesia that has a majority Muslim population and performing the Hajj is an obligation of Muslims around the world for those who are able. The opportunity to perform the pilgrimage is not easy, starting from the increasingly high cost of travel and implementation, to the long queue for the pilgrimage (Muslihuddin & Azhari, 2024). From this obligation, because they are not able to perform the Hajj pilgrimage, more pilgrims choose Umrah which has a lower cost and the quota is not limited every year (Hanadya & Auliana, 2024).

The motivation or encouragement of a person to travel is what creates demand in the form of tourism services provided by the community. Travel business or travel agency (BPW) is a company that mediates between users and service providers (Lumanauw, 2020). In organising a trip starting from preparation for departure to supporting equipment to meet all needs during the trip for a person or group who intends to hold it with a specific purpose (Holc et al., 2017). PT Jasiyah Travel Service Makassar is one of the largest Hajj and Umrah travel agency companies in Eastern Indonesia which



has been registered as a member of one of the Indonesian Travel organisations, namely ASITA and has an official permit to organise special Hajj and Umrah from the Ministry of Religion of the Republic of Indonesia. Not only provides Hajj and Umrah tour packages, but there are also domestic and foreign tour packages as well as providing ticketing and visa services. The Umrah tour packages offered are regular Umrah tour packages, Ramadan Umrah tour packages, and Umrah plus tour packages which are divided into (4) selected destinations, namely, Umrah plus Dubai package, Umrah plus Turkey package, and Umrah plus Aqsa package. The data on the purchase of Umrah tour packages at PT Jasiyah Travel Service Makassar are as follows:

**Table 1.** Sales Data of Umrah Tour Packages at PT. Jasiyah Travel Service Makassar Year 2022-2023

No	Month	Yearly achievement (Pax)	
		2022 / Pax	2023 / Pax
1	January	-	98
2	February	-	49
3	March	-	87
4	April	-	9
5	May	10	-
6	June	-	-
7	July	-	-
8	Agust	77	-
9	September	98	-
10	Oktober	45	-
11	November	19	-
12	December	17	-

Source: PT. Jasiyah Travel Service Makassar, 2023.

Based on table 1, it can be seen that the sales of Umrah tour packages from May 2022 to April 2023 are inconsistent or fixed in number who use the services of PT. Jasiyah Travel Service. Based on this data, it can be concluded that PT. Jasiyah Travel Service is not yet known in the general public, especially those in the areas around Makassar.

Social media sites, provide collaboration facilities that can strengthen relationships so as to create social ties between users without being limited by distance, space and time (Siregar, 2022). Facebook is one of the most widely used social networks by the world community, without exception by the people of Indonesia as a place to meet and communicate with fellow users. Not only that, Facebook users, both individuals and businesses, can take advantage of all the features on Facebook to promote and sell their products quickly, easily and cheaply because they can reach markets around the world (Amalita & Rahma, 2022; Arifin, 2015). Based on the results of observations at PT Jasiyah Travel Service, they have promoted the u mrah package by utilising platforms that are in great demand by all generations. The platforms that have been used are Instagram, YouTube, TikTok and Facebook in the promotion of Umrah packages. However, Facebook is still underutilised. From the report, it can be concluded that Facebook can be a great opportunity in promoting Umrah packages and in order to be different from other writers, the author focuses on discussing the Facebook platform.

PT. Jasiyah Travel Service actively updates posts on Facebook in the form of photos and videos of Umrah trips, posting pictures of tourist destinations to be visited, brochures of the latest tour packages complete with prices and choices of Umrah tour packages, domestic and foreign last posted on (Thursday, 30 March 2023). Of the 4,465 followers of PT Jasiyah Travel Service's Facebook account, as of (Sunday, 2 April 2023) who respond or like every post uploaded, only a few even most posts only reach 5-30 likes, even though nowadays people are more interested in interesting content to be presented. In carrying out promotions, sometimes they face obstacles, just like PT Jasiyah Travel Service also has obstacles when promoting.

a. Umrah Tour Packages

Umrah comes from the Arabic language, namely I'tamara which means visiting or pilgrimage to the holy land of Mecca which is located in the Grand Mosque and contains the Kaaba, not just enlivening the holy land, people who perform Umrah in the context of worship are required to be able to take advantage of their Umrah (Yulianandaris et al., 1970). The series of Umrah activities in Sharia are ihram at miqat, tawaf, sa'i and shaving (tahallul), as for the time of implementation that can be done in months other than the month of Zulhijah (Noor, 2018).

The travel business or travel agency (BPW) or the international term is called a tour operator, becomes a liaison between users and service providers, planning a tour by designing components that will be selected and packaged to meet the needs of tourists by presenting the tour package as attractive as possible so that tourists want to buy it (Lumanauw, 2020; Fiatiano, 2009). A tour package is a product that contains a travel composition that has been compiled and will be sold to provide convenience and practicality for tourists to travel. The form or product of a tour package is a combined packaging of tourist objects and attractions, accommodation, transportation, food and others (Fiatiano, 2009). Umrah tour package itself is a tour package that is a religious trip that has been arranged by a travel agency with many tour package options according to the needs and budget of consumers.

b. Promotion

Promotion comes from the word promote in English which is defined as developing or increasing. Promotion is one of the most important factors of marketing that is carried out to maintain the survival of the company, as an effort to notify or offer products or services by attracting potential customers to buy or consume them (Ismail, 2018). To carry out promotions, each company must be able to find the right promotional tools that can be used to achieve success in sales. Promotion is one of the strategies used to inform and influence target consumers to be interested in buying the products offered. Promotion is very important in marketing for companies. Along with the times, various forms of promotion began to emerge. So as to keep up with the times so as not to be left behind by making the best use of promotional media, one of which is utilising technology that makes promotions can be reached more widely easily and quickly.

According to (Selang et al., 2013), the main purpose of promotion is "to remind customers by introducing targets about the company by means of the marketing mix. The marketing mix is one of the marketing strategies to convey information widely, introduce a product of goods and services, stimulate consumers to give and even create a personal preference of the image of a product ". The marketing mix is classified into 4 variables, namely product, price, place, and promotion variables (Prasetio & Laturette, 2017). So it can be concluded that the basis of promotional activities leads to various activities carried out by companies to communicate the advantages of their products and persuade customers or consumers to encourage sales. In making sales, you must understand the difference between marketing and selling which are two different things but play a very important role. According to (Lasmadiarta, 2010) marketing consists of 9 marketing elements, namely: 1) Segmentation, 2) Targeting, 3) Positioning, 4) Differentiation, 5) Marketing mix (Product, Price, Place, Promotion), 6) Selling, 7) Brand, 8) Service, and 9) Process. While selling or sales is part of the marketing element whose job is only to offer products to consumers or target markets, and make it the most important task because from sales will get profit. But of course, without all marketing elements, it will be very difficult for sales to occur.

c. Facebook

Along with the times, technological developments continue to increase, proving that the world of science and technology is developing and innovating rapidly (Purba et al., 2021). The rapid development of the industry can increase very intense competition, so a business company must adapt to the presence of technology in the form of social media sites such as Youtube, Instagram, Facebook, Twitter and Tiktok and other social media sites (Fitriani, 2021). Social media which is used as a communication medium has transformed into a place for marketing products, services, and brand branding (Pramana & Aryesta, 2022). The internet has become a daily necessity for people because



of the many attractive offers online that allow customers to have many choices, therefore, travel agency companies (BPW) must be creative and innovative in promoting their products.

Facebook is a popular social networking site that can be used for free and allows registered users to add profiles, upload photos and videos, send messages and connect with friends, family and colleagues, there are also general features that can be accessed in the form of a market place (Sopiah, 2013). Meanwhile, according to (Lasmadiarta, 2013) facebook marketing is “doing marketing activities using all the facilities provided by facebook with the aim of increasing sales and establishing more lasting communication with customers.” So, with the creation of social networks such as Facebook, it can open up excellent opportunities to carry out marketing activities better and at relatively low cost. Facebook marketing can be done by small and medium business owners, creative industry players and website owners (Lasmadiarta, 2013).

Before marketing on facebook, what must be done is to create a facebook account first by adding a profile photo, cover photo and bio regarding company information such as address and additional information as needed. Business Facebook Account / Facebook Ads Creating a facebook ads account (advertising) or also known as meta ads is a paid feature of facebook that makes user advertisements more widely accessible which can be shown to other facebook users around the world through advertisements that have been created. According to (Suci, 2022), there are several facebook ads budgets including:

*IDR 10,000: Reach 131-572 people per day*

*IDR 40,000: Reach 524-2,286 people per day*

*IDR 100,000: Reach 1,310-5,716 people per day*

*IDR 150,000: Reach 1,965-8,574 people per day*

as for the features provided by Facebook that can be utilised in marketing including:

- 1) Friends, How to make friends first send a “friend request” to another user and both users are called facebook friends after the receiving party accepts the friend request and easily know each other’s latest activities.
- 2) Pages, a feature that can allow businesses to connect with a large number of fans or customers. Where users who follow a page can see updates from that page on their homepage and are suitable for marketing products or services.
- 3) Facebook wall, A user profile space or user page where users can post messages, pictures, videos and other content for friends or the public to see.
- 4) Caption, Is the words or description used to complement the uploaded photo or video and is usually above or below the upload.
- 5) Reels, is a short 90-second video that can be viewed publicly or to friends on Facebook.
- 6) Story, Can upload photos or videos of 20 seconds duration and will appear in the stories section and after 24 hours the story will disappear automatically but users can save stories that have been shared in the story archive that can only be seen by those who post.
- 7) Geotag, This feature can help users when they want to explain the existence or location of photos that have been uploaded on Facebook.
- 8) Like, is the best feature that provides an opportunity for users to respond to the responses of other users. There are five categories of symbols provided “super”, “haha”, “wow”, “sad” and “angry”.
- 9) Comments, a feature that can be used to express opinions or thoughts of other users on content that has been uploaded in the form of questions or responses.
- 10) Messange, an instant messaging service and software where users can send and reply to messages and make voice and video calls.
- 11) Group, This is perfect if you want to form a forum or community, as the interaction in the group is more intimate and close.
- 12) Marketplace, A place where users can easily post sales adverts or search for a product they need.
- 13) Live, This is a live streaming video to show various activities or excitement in the vicinity while interacting directly with users who are watching.

## 2. RESEARCH METHODOLOGY

This research was conducted using a qualitative approach with a descriptive approach. Qualitative research method is a research method that focuses on in-depth observation through human perception through direct contact, open mind, and through inductive processes and symbolic interactions with the object of research, so that it can be recognised and understood (Hasan et al., 2021; Roosinda et al., 2021). Approach with descriptive methods, to describe a research result in the form of description, explanation, and validation of the phenomenon that has been studied (Dr Muhammad Ramdhan, 2021). At the data presentation stage, the data source used is primary data, in the form of data obtained and collected by the researcher himself by preparing in advance a research instrument containing several questions for interviews, data collection, and data analysis. The research subjects are:

- 1) Main Informants: H. Nurhayat, MM as owner and President Director, and Asmin Jaya as Umrah Manager and. The data is obtained directly through interviews and documentation at PT Jasiyah Travel Service Makassar as the research location.
- 2) Supporting Informant: Ida Faridah as an account follower of PT Jasiyah Travel Service. The data is obtained through online interviews on the Facebook messenger feature.

The secondary data are documents and written reports in the form of sales data for Umrah tour packages from 2022 to 2023, data on office facilities and equipment, organisational structure and data related to the problems in this study taken from the research location at PT Jasiyah Travel Service Makassar. As well as data obtained from parties who have supported primary data information obtained from books, journals, company website internet sites and other literature related to the problem under study.

## 3. FINDINGS AND DISCUSSION

PT Jasiyah Travel Service is one of the companies that utilise promotions using technology and to utilise technology, among others, with the availability of social media platforms. One of the social media platforms used is Facebook. By utilising Facebook, the promotion carried out becomes more optimal. The following is an explanation of the use of Facebook from the results of interviews with the Facebook admin of PT Jasiyah Travel Service, namely Nurhayat as the main director and Asmin Jaya as the manager of Umrah and Hajj who are active in updating uploads.

### 3.1 Utilisation of Facebook in the promotion of Umrah tour packages at PT. Jasiyah Travel Service Makassar

PT Jasiyah Travel Service's Facebook account was created in 2014 as a business account whose initial followers were from the family scope, then introduced to the public through information included in brochures and websites. The purpose of creating a Facebook account as a means of promoting tour packages owned to the public and as a place to educate the public to prevent victims of fraud that often occurs in other travel agency companies.

Based on the results of the interview, the researcher argues that PT Jasiyah Travel Service utilises Facebook features as a medium for promotion and online sales to Facebook users, so as to attract attention and interest in buying Umrah tour packages. The explanation of the features that can be used to support optimal promotion in accordance with the advantages that each feature has is:

- 3.1.1 Friends feature, the Facebook account of PT Jasiyah Travel Service has only reached 4,462 friends as of 10 May 2023 which should exceed 4,462 friendships, but the Facebook admin continues to reduce friendships for old or inactive accounts. This is done much better than leaving it, which can make viewers of promotional content that is marketed to be less crowded and not in accordance with the friendships they have. Plus there is a system of



- limiting the number of friends on Facebook which reaches 5,000 friends, so the admin only maintains active accounts and adds friendships with new accounts.
- 3.1.2 Page, feature has been used since 17 July 2017 which has 1.9k followers as of 10 May 2023. However, the utilisation of the page feature has not been consistent, from content updates to advertising ads that are carried out only almost every month, which results in unstable viewers. So, the Facebook admin should be more active in utilising the page features that provide unlimited followers and can expand the company's existence balanced by periodic prepaid advertising ads.
- 3.1.3 Wall Facebook, by uploading brochures (Umrah, Hajj, domestic, foreign tour packages), documentation of tour implementation, photos and videos of tourist destinations and notes that have upload criteria as said by Asmin Jaya as Manager of Umrah and Hajj, namely not violating the element of hara, not being 18 up, in accordance with Sharia, not violating the law, not being offensive aims to remain healthy competition with other travel agencies. The efforts made to achieve many viewers by determining the posting time almost every day at 09.00 – 10.00 am. However, viewers and likes from each PT. Jasiyah Travel Service account post are still unstable. So, the Facebook admin of PT. Jasiyah Travel Service should attract more viewers by increasing the quality with existing content and being as interesting as possible.
- 3.1.4 Caption, is very influential to reinforce the content of the post, and make it easier for potential customers who are more focused on paying attention to the contents of the caption. The trick that the admin uses when making captions is that it is not boring to read by using short, concise and clear sentences so that it is easy for people to understand.
- 3.1.5 Reels, This feature is utilised by the admin starting in early March 2023 to attract more viewers by focusing on creating video content that is as interesting as possible as a means of promoting Umrah tour packages and to educate the public.
- 3.1.6 Story, This feature has the advantage of providing the latest information as an effort to improve communication and facilitate interaction with the community. However, the utilisation of the story feature is still lacking, so to increase the utilisation of the story feature, the Facebook admin must try several times to open QnA, polls or quizzes to provide opportunities for account followers to provide questions, suggestions to giveaway to account followers by providing attractive terms and conditions to increase public interest in products, especially Umrah tour packages.
- 3.1.7 Geotag, This feature has not been used consistently by the admin. So, the admin should be able to use geotags or locations to complete each upload of Umrah tour packages that can help consumers find tourist locations to be visited easily.
- 3.1.8 Likes and Comens, This future influences to see how much interaction and interest in the products offered. The number of likes and comments on each upload shared via the Facebook platform is still lacking even though it already has thousands of followers. So, the admin should be able to increase content that is as interesting as possible to increase more viewers.
- 3.1.9 Messenger and Group, This feature is utilised by the admin by providing a fast response to consumers who ask questions or responses as a form of maintaining good relations.
- 3.1.10 Marketplace, This feature is not used by the admin in conducting promotions, especially Umrah tour packages. So, the admin should be able to take advantage of the marketplace feature by uploading Umrah tour package brochures along with additional information that

can make it easier for Facebook users to find products quickly through various Facebook features that allow them to find information and their needs.

- 3.1.11 Live, feature is only occasionally used by admins such as when there are manasik activities, online tausiah or activities during the Umrah worship process. However, the utilisation of the live broadcast feature is still less than optimal, so to increase the activeness of the facebook account, the admin can conduct regular live broadcasts with various activities such as questions and answers or conducting interesting activities that can increase visits to the facebook account of PT Jasiyah Travel Service.

To attract the attention of Facebook account users to follow a business account, the first thing they are interested in is through uploads. Interesting and clear uploads can easily attract potential customers. Utilising uploads as one of the attractions that attract potential customers, PT Jasiyah Travel Service Makassar uses this method. As explained by Ida Faridah, one of the followers of PT Jasiyah Travel Service's Facebook account. That good service, attractive uploads, affordable prices and many promos but still prioritising responsibility in order to create trust in the public can increase customer interest in visiting and entrusting PT Jasiyah Travel Service as a company in travelling.

### 3.2 Obstacles in the Promotion of Umrah Tour Packages Through Facebook at PT. Jasiyah Travel Service Makassar

In promoting Umrah tour packages through the Facebook platform, there are also things that become obstacles. In this section the author describes the data related to the constraints that exist at PT Jasiyah Travel Service by referring to the concept of constraints by Hansen and Mowen, namely Internal constraints and External constraints. The presentation is as follows: The results of interviews related to internal constraints were conveyed by Asmin Jaya as manager of Umrah and PT Jasiyah Travel Service: "obstacles due to less than optimal in utilising the features that already exist on Facebook". Based on the interview data above, it can be concluded that the internal obstacles in the promotion of Umrah tour packages through the Facebook platform for PT. Jasiyah Travel Service due to the admin's lack of knowledge about the Facebook platform so that in utilising the features it is not optimal and the promotions carried out become long known among the wider community resulting in unstable viewers on each upload which is different every week.

Furthermore, obstacles related to internal problems from prospective followers of PT Jasiyah Travel Service's facebook account as explained by Ida Faridah, namely, the reason for not giving likes/likes to uploads shared by PT Jasiyah Travel Service because they are often missed, content that is less interesting, utilization of features that are not optimal and lack of updates to the company name both on the logo, facebook username, instagram, website, and email. So these things can support the improvement of promotion to the admin to be better by increasing promotional content, making the best use of Facebook features and updating the latest information, especially the company name. Some of these obstacles are used as a reference to make it even better.

## 4. CONCLUSION

Based on the discussion of the research problem, "Analyzing Facebook as a Promotional Tool for Umrah Services: A Study at PT. Jasiyah Travel Service Makassar," several conclusions can be drawn. PT. Jasiyah Travel Service Makassar uses the Facebook platform to promote Umrah tour packages and increase viewer engagement. The features utilized include friends, pages, Facebook walls, captions, reels, stories, geotags or locations, likes, comments, messengers, and live broadcasts. However, certain features, such as pages, stories, geotags, and live broadcasts, are underutilized, while the marketplace feature remains unused. In terms of challenges, PT. Jasiyah Travel Service Makassar faces obstacles in promoting Umrah tour packages due to a lack of administrative



knowledge about Facebook features. This has led to suboptimal utilization of the platform, resulting in inconsistent viewer engagement with each post and insufficient updates to the company's page.

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