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# STRATEGIES AND DYNAMICS OF IMPLEMENTING UMRAH RITUAL GUIDANCE TO ENHANCE PILGRIM PREPAREDNESS: A CASE STUDY AT PT WAFDULLAH TAMU MULIA, BENGKULU BRANCH

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## Abstract

The implementation of Umrah manasik guidance at PT Wafdullah Guest Mulia Bengkulu Branch applies various strategies to prepare pilgrims, including systematic delivery of materials, practical simulations, personal approaches, the use of learning media, as well as mental and spiritual development. These methods aim to enhance the pilgrims' understanding and readiness in performing the Umrah rituals. However, the instructors face several challenges related to the diverse backgrounds of the pilgrims, such as differences in educational levels, age, religious knowledge, and limited guidance time. These challenges require adjustments in teaching methods to effectively meet the needs of each pilgrim.

**Keywords:** Umrah Ritual Guidance, Learning Strategies, Pilgrim Readiness, Teaching Methods, Learning Constraints.

## 1. Introduction

Umrah worship is one of the forms of worship that has very important spiritual, ritual and social dimensions for Muslims. Performing the Umrah is not only demand readiness physical, but also mental, administrative, and correct understanding to pillars, obligatory, sunnah, and procedures implementation in accordance with

guidance sharia. (Humaniora & Noor, 2018 ) Therefore that, guidance Umrah rituals become very important part in frame prepare congregation before departure to the Holy Land. Umrah rituals are not only functioning as means delivery material fiqh of worship, but also as a medium for mental, spiritual and technical development implementation of worship. In context management organizing Hajj and Umrah, guidance rituals is part from function coaching congregation that aims increase readiness and independence congregation in performing worship. (Simbolon, 2021) Readiness congregation covers aspect knowledge, attitude, skills practice, as well as readiness physical and psychological. However, in implementation, guidance Umrah rituals are not always walk ideally. Umrah pilgrims have background very diverse background, both from aspect age, level education, worship experience, conditions health, as well as understanding religious differences background behind This demand mentor For apply the right strategy so that the material can understood in a way evenly. This is where the importance of mentoring strategies in convey material, choose method, managing class, and build effective communication with congregation. (Jilanda et al., 2025) In addition, the dynamics implementation manasik is also influenced by various factors, such as limitations time guidance, number many participants, differences Power catch congregation, as well as constraint psychological like anxiety or not enough believe self in perform worship in the Holy Land. If the strategy is used not enough right, then readiness congregation can become less than optimal, which has the potential cause confusion moment The Umrah pilgrimage is in progress.

Based on phenomenon mentioned, it is necessary done in -depth study about what is the mentor's strategy in implementation Umrah rituals, as well as How dynamics and obstacles faced in guide congregation with background different backgrounds. Research This important For give description real about practice guidance manasik in the field, at the same time become material evaluation and development method more coaching effective. As the party who understands best basics and techniques guidance Umrah rituals in wide, deep operate role mentor act as advisor, as a teacher for his congregation, as consultant for candidate congregation Umrah that requires understanding related with guidance Umrah rituals, and those who accompany them congregation until congregation can overcome the problem he faced. (Dan et al., 2025) Relate with that, the Umrah travel agency must pay attention and facilitate power mentor For Keep going increase competence and professionalism. In matter This is the Penjuru Umrah bureau Tour provide professional and capable manasik worship guide give guidance with excellent quality to achieve spiritual satisfaction of Umrah pilgrims.

Knowing the implementation strategy guidance Umrah rituals at PT. Wafdullah Tamu Mulia Bengkulu Branch are intended For dig and describe in a way deep How party organizers, especially PT. Wafdullah Tamu Mulia Bengkulu Branch, designed and implemented activity guidance Umrah rituals. The focus covers Planning material manasik (theory and practice), Methods used in delivery (lecture, simulation, practice) direct), Media and means support used by the mentoring



strategy in increase understanding congregation, stages implementation guidance, start from pre-departure until evaluation. In other words, the goal This want to know “ how the guidance process works That done ” and what strategies are considered effective in increase readiness Umrah pilgrims, good in a way knowledge, skills, and mental-spiritual.

Know constraint in guide congregation with background different background aim For identify various obstacle or challenges faced mentor in the guidance process manasik, especially Because diversity characteristics congregation. (Billah & Tijani, 2024) Difference the Can includes education level congregation, age (young, adult, elderly), different understanding of religion, conditions Physical and Health, Background behind social and cultural. From diversity this, often appear constraint like difference Power catch, trouble in worship practices, lack of mental readiness, up to communication that is not effective. Through objective this research want to knowing the types obstacles that arise, factors reason constraint the impact towards the guidance process, Efforts or solutions implemented mentor For overcome constraint the.

give contribution to development knowledge knowledge, especially in field Hajj and Umrah Management. In general more details As addition reference study expected can become source references scientific for other researchers who want to study topic similar, especially related to strategy and dynamics implementation guidance Umrah rituals. With existence results study this, researcher furthermore can make it as material comparison, reinforcement theory, as well as base For study continued. Enriching treasury knowledge Hajj and Umrah Management provides contribution in development science, especially that related to with management Umrah pilgrimage services. Focus on strategy and dynamics implementation guidance rituals will expand understanding about How A organization or company service design and manage coaching congregation in a way effective, good from aspect managerial and practical. To be material evaluation and consideration for companies, especially PT. Wafdullah Tamu Mulia Bengkulu Branch, in increase quality guidance Umrah rituals. Research This can help company Developing more guidance strategies effective, Overcome constraint in guide congregation, Increasing quality service to congregation, Reach objective organization in a way more optimal.

## **2. Literature review**

### **2.1 Strategy Theory**

Strategy comes from the Greek word *Strategia* which comes from the word *Stratos* which means military, and *ag* which means to lead, which means the art or science of becoming a general.

According to Hasan, strategy is the science of planning and determining the direction of large-scale business operations, as well as deploying all company resources to truly benefit the company. (Gunistiyo & Prihadi, 2021)



According to Fred R. David, strategy is an organization's way of achieving long-term goals through a series of integrated decisions. (Dan & Fred, 2025) The strategy consists of three main stages, namely:

- a. Strategy formulation
- b. Strategy implementation
- c. Strategy evaluation

In the context of Umrah ritual guidance, strategy is defined as an effort made by the organizer (Umrah travel) to provide guidance to the congregation so that they are able to carry out worship correctly and independently. Umrah ritual guidance strategies include: (Dakwah et al., 2022)

- a. Systematic arrangement of materials
- b. Choosing the right learning method
- c. Use of learning media
- d. Effective communication approaches
- e. Providing motivation and spiritual guidance

In qualitative research, strategy is not only seen as a formal concept, but also as a real practice carried out by the supervisor. in dynamic situation. According to Yesi Oska Nipia Guidance strategy research rituals in Bengkulu: (Nipia et al., 2025)

1. Use method observation, interviews, and documentation
2. Find existence weakness in implementation guidance
3. Need improvement method delivery

## **2.2 Umrah Ritual Guidance Theory**

Umrah manasik guidance is an educational and training process that aims to provide understanding and skills to pilgrims regarding the implementation of the Umrah pilgrimage in accordance with Islamic law. According to Abdul Mujib, guidance is the process of providing assistance to individuals so that they are able to understand themselves and their environment so that they can make the right decisions. (Dhofir & Al, 2025) In the context of Umrah rituals, guidance includes:

- a. Understanding the pillars, obligations and sunnah of Umrah
- b. Simulation of worship implementation
- c. Mental and spiritual formation
- d. Assistance during the learning process

Commonly used guidance methods include:

- a. Lectures, providing theoretical understanding
- b. Questions and answers, clarifying the material
- c. Demonstration/simulation, hands-on practice
- d. Personal assistance, helping the congregation individually

The qualitative approach emphasizes that the success of guidance is not only determined by the method, but also by the interaction between the guide and the congregation. (Sejahtera et al., 2025) Research on the Influence of Guidance on Congregation Readiness Research shows that Guidance on

manasik influences the readiness of the congregation, the congregation becomes more independent in worship

### **2.3 Theory of Congregation Readiness**

Readiness is a person's condition that shows the ability to carry out an activity optimally. According to Slameto, readiness is the overall condition of an individual that makes him ready to respond to a certain situation. (Dan et al., 2025) The readiness of Umrah pilgrims can be seen from several aspects:

- a. Cognitive readiness
  - 1) Understanding the procedures for worship
  - 2) Knowledge about the pillars and obligations of Umrah
- b. Affective (mental and spiritual) readiness
  - 1) Strong intention
  - 2) Patience and sincerity
- c. Physical readiness
  - 1) Health conditions
  - 2) Body endurance
- d. Psychomotor readiness
  - 1) Ability to practice rituals
  - 2) Independence in worship

In a qualitative approach, the congregation's readiness is not only measured quantitatively, but is understood through the congregation's experiences, perceptions, and changes in behavior after following guidance. Research on the Influence of Guidance on Congregation Readiness Research shows that Guidance on manasik influences the readiness of the congregation, the congregation becomes more independent in worship.

### **2.4 Theory of the Dynamics of Guidance Implementation**

The dynamics of the implementation of guidance refer to the process of interaction, change, and various factors that influence the course of guidance activities. According to Burhan Bungin, social dynamics is the process of change that occurs in social interactions involving individuals and groups. (Rifani et al., 2025) In the implementation of Umrah manasik guidance, dynamics can appear in the form of :

- a. Differences in the educational background of the congregation
- b. Age variation (especially elderly congregation)
- c. Differences in levels of understanding
- d. Limited time for guidance
- e. Emotional and psychological factors

This dynamic requires the mentor to:

- a. Be flexible
- b. Adapting learning methods
- c. Using a personal approach
- d. Building effective communication



In qualitative research, this dynamic is an important focus because it describes the reality that occurs in the field. Study about Dynamics Implementation Difference background behind become challenge primary, age and education influence understanding, personal approach becomes solution effective

## **2.5 Relationship Between Variables (Qualitative Perspective)**

In a qualitative approach, the relationship between concepts is not always linear causal, but rather a relationship of meaning and process.

- a. Guidance strategies (influence how learning takes place)
- b. Dynamics of implementation (affects the effectiveness of the process)
- c. Both (shape the congregation's experience)
- d. This experience) determines the level of readiness of the congregation) thus, the readiness of the congregation is the result of the interaction between strategy and dynamics in the guidance process.

## **3. Research methods**

Research Type and Approach : **This** research uses a qualitative method, a contextual approach with the researcher as the primary instrument. The resulting data consist of written or spoken descriptions and observed behavior. This approach aims to explore the meaning of the phenomenon in depth, not to generalize. The research uses a case study with a qualitative descriptive approach to describe the conditions in detail and comprehensively. Research Informants is the main data source that contains information related to the research, such as directors, worship guides, and prospective Umrah pilgrims of PT. Wafdullah Tamu Mulia Bengkulu Branch. Data source obtained directly from informants through interviews, documents, reports and related literature. Data collection technique Observation direct observation of the research object. Interview data collection through questions and answers with informants. Documentation Data collection from documents, photos, and supporting archives. Data analysis techniques are carried out descriptively and qualitatively through Data reduction sorting and simplifying data, presenting data, arranging data systematically, drawing conclusions conclude and verify data continuously.

## **4. Results and Discussion**

Based on the results of interviews conducted at PT. Wafdullah Tamu Mulia Bengkulu City Branch, the following data was obtained :

### **4.1 Guidance Strategy In Umrah Rituals**

- a. Delivery of Material in a systematic

Systematic delivery of material provided by PT. Wafdullah Tamu Mulia Bengkulu Branch using the method The instructor provides structured, gradual, and sequential manasik material so that the congregation can understand the entire series of Umrah rituals well. The material usually begins with a basic explanation. about the meaning and virtues of Umrah, then continued with the conditions, pillars, obligations and sunnah of Umrah, as well as procedures for carrying it out starting from ihram, tawaf, sa'i to



tahallul. With systematic instruction, pilgrims can understand each stage of the pilgrimage in a coherent manner, thus minimizing errors while performing their rituals in the Holy Land. Furthermore, the guide can repeat material deemed important to help pilgrims better understand the procedures for performing Umrah.

The results of this study align with those of Warsono and Hariyanto (2017), who stated in their study of active learning that the learning process will be more effective if structured in systematic and sequential steps, starting from the presentation of basic concepts to practice (Study et al., 2023). They emphasized that a coherent material structure helps students understand the relationships between concepts, making learning more meaningful. This aligns with the Umrah rituals, which are taught from the beginning to the practical aspects of worship. In the book "Learning and Learning (Theory and Implementation)" by Haryanto Atmowardoyo et al., it is shown that effective learning strategies must be designed with clear steps from the beginning to the learning objectives. (Atmowardoyo & Sakkir, 2022) This study emphasizes that a gradual and structured arrangement of material will facilitate students in achieving optimal learning outcomes. This is relevant to the guidance of the rituals, which are delivered sequentially from theory to practice.

b. Simulation Practice

The simulation practice conducted by PT. Wafdullah Tamu Mulia, Bengkulu Branch, is a guidance method that directly demonstrates the Umrah ritual procedures so that pilgrims can understand not only the theory but also the practice. During the rituals, instructors typically use props such as a miniature Kaaba or create simulated paths for tawaf (circumambulation) and sa'i (circumambulation). Through this simulation, the congregation can practice directly the process of worship such as the intention of ihram, carrying out seven rounds of tawaf, sa'i between the hills of Shafa and Marwah, and tahallul. This method is very effective because it helps the congregation understand the order of worship and increases their readiness beforehand perform the actual Umrah.

The results of this study are in line with Diana Laurillard's opinion, which emphasizes that practice-based learning (learning through practice) and simulations enable students to understand concepts more deeply because they not only receive information but also directly experience the learning process. (Zalavra & Papanikolaou, 2019) In the context of Umrah rituals, this is evident in the practice of tawaf, sa'i, and tahallul which are carried out through simulations so that pilgrims gain concrete experience before the actual implementation. This finding is in line with the results of Tarmizi, Elviyana, Umami Salamah He explained that the simulation method is a learning method that emphasizes hands-on practice of the Hajj and Umrah

pilgrimages, rather than just theoretical presentation. During the simulation, students or pilgrims are encouraged to practice the stages of worship, such as tawaf, sa'i, and ihram, so they can understand the sequence of worship concretely. The results of the study showed that the use of simulation significantly increased participants' understanding (from 33.3% to 86.7%). Increase engagement, motivation and confidence Helping participants understand the flow of worship systematically and practically. (Salamah & Kunci, 2024)

c. Personal Approach

A personal approach is a way for guides to establish direct communication with pilgrims to understand the needs, abilities, and challenges faced by each pilgrim. This is important because pilgrims come from different backgrounds, including age, education, and worship experience. Through a personal approach, guides can provide additional explanations to pilgrims who don't yet understand the material, especially older pilgrims or those performing Umrah for the first time. This approach also creates a closer relationship between guide and pilgrim, making pilgrims feel more comfortable asking questions or expressing any difficulties they are experiencing.

These results align with John Hattie's (2017) opinion in the further development of Visible Learning, which emphasized that a strong relationship between the mentor (teacher) and students has a significant impact on learning success. (Arends & Winnaar, 2017) Hattie found that the teacher-student relationship and personal feedback are factors with a high impact on learning outcomes. This aligns with the personalized approach in manasik, where the mentor provides special attention to the congregation according to their individual needs. This finding aligns with the research results of Sarah Rose Cavanagh (2016) which showed that emotional connection and a sense of comfort in learning can increase participant engagement and understanding. When participants feel valued and personally cared for, they are more open to asking questions and more easily understand the material. (Resources et al., 2016) This is very relevant to the condition of the congregation who require comfort in the guidance process.

d. Mental and Spiritual Development

Mental and spiritual development is an important part of Umrah ritual guidance which aims to prepare the congregation mentally and increase their faith and piety before carrying out the pilgrimage. This is coaching the congregation internally and increasing their faith and piety before carrying out worship. This formation is usually carried out through tausiyah, religious studies, prayer and dhikr guidance, as well as motivation for worship. Through spiritual formation, the congregation is expected to be able to carry out worship with sincere intentions, be patient, and maintain manners while

in the holy land. Apart from that, this coaching also helps pilgrims prepare themselves mentally to be able to face various conditions during the Umrah pilgrimage.

These results are in line with Thomas Lickona emphasizes that education should not only focus on cognitive aspects but also address character development and spiritual values. (Huda, 2022) Lickona explained that developing attitudes such as sincerity, patience, and responsibility requires a continuous process of development through habituation, role modeling, and value reinforcement. This aligns with the mental and spiritual development of the Umrah rituals, which aim to instill sincere intentions and good manners of worship. The results of this study also strengthen Uci Silviatus Safaro 2023 analyzed the role of exclusive Umrah manasik services organized by Sahelia Umrah and Hajj Surabaya in improving the quality of pilgrims' worship. (Safaro, 2025) The study used a qualitative descriptive approach with data collection techniques through interviews, observation, and documentation. The results showed that Sahelia's exclusive Umrah manasik program was implemented through structured stages, starting from online-based technical manasik to intensive direct training one day before departure. Sahelia applies five aspects of service quality, namely reliability, responsiveness, confidence, empathy, and tangible evidence that have a significant impact on increasing understanding, mental readiness, and devotion to worship of pilgrims. Supporting factors for the service include good management, adequate facilities, and professionalism of guides. Meanwhile, hindering factors include differences in the level of understanding of pilgrims and indiscipline in following the manasik schedule.

#### **4.2 Obstacles Faced In Implementation Guidance PT Wafdullah Tamu Mulia Bengkulu Branch's Rituals**

##### **a. Differences in the Background of the Congregation**

One of frequent obstacles faced PT. Wafdullah Tamu Mulia Bengkulu Branch in implementation guidance rituals is difference background behind congregation, good from aspect education, age, and experience in worship. Differences the cause level understanding congregation to material rituals No same. Some of the congregation can with fast understand material, while congregation other need more explanation simple and repetitive so that it can understand the procedures for worship with Good.

Then, the Difference level education congregation make PT. Wafdullah Tamu Mulia Bengkulu Branch must explain material with a better way simple for all congregation can understand it, give it easy example understood for example mentor explain the order of the Umrah pilgrimage with clear steps, such as : start from ihram, tawaf, sa'i.



b. The Diverse Ages of the Congregation

Some of the Umrah pilgrims come from circles carry on age that has limitations in accept information and in do worship practices. Conditions This become constraint for PT Wafdullah supervisor Because delivery material must done in a way more slowly as well as need a more approach patient and intensive. As congregation who have carry on age of PT Wafdullah need give more explanation slowly so that you can understand the procedures for worship with Good with explain with more tempo slow.

c. Time Limitations for Implementing Manasik

Execution time limited manasik also becomes constraint in the guidance process. Sufficient Umrah ritual material Lots must delivered in relative time short, so that mentor must set delivery strategy material to remain effective and easy understood by the congregation. PT Wafdullah try maximize time rituals with convey the most important material for the congregation still own understanding base before depart and provide a video of the implementation rituals to congregation so that congregation Can learn Again at home, if in implementation manasik that was held in the office not enough understand Because limitations.

d. Differences in the Physical and Health Conditions of the Congregation

Difference condition health the congregation also became one of constraint in implementation manasik, especially moment practice simulation such as tawaf and sa'i. Congregation members who have condition physique weak or limitations health need attention and support special from mentor. With thus can concluded that the strategy implemented by the supervisor the manasik at PT Wafdullah Tamu Mulia Bengkulu Branch is sufficient effective in increase readiness congregation before perform the Umrah pilgrimage.

**Table 1.1 1and Discussion of Guidance Strategies Umrah Rituals**

| NO | Guidance Strategy               | Research Results                                                                  | Discussion                                                                                                                                    | Obstacles faced                                                                                         |
|----|---------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| 1  | Systematic delivery of material | Reminding the Congregation of the Order of Umrah Worship                          | The material is structured and gradual in nature to help the congregation understand from basic concepts to practice, thus minimizing errors. | Differences in the level of understanding of the congregation, limited time for delivering the material |
| 2  | Simulation Practice of Rituals  | Considering the practical skills and readiness of the congregation before leaving | Simulation provides direct experience so that the congregation can better understand the procedures of worship such as tawaf and sa'i.        | Limited infrastructure (miniature Kaaba), large number of worshippers                                   |
| 3  | Personal approach               | Increase the comfort, self-confidence and understanding of individual             | This approach allows the guide to adapt the method to the needs of the congregation, especially the elderly and beginners.                    | Limited time for guidance staff, who are limited in serving all congregations individually              |

|   |                                  |                                                                    |                                                                                                                                         |                                                                           |
|---|----------------------------------|--------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
|   |                                  | congregation members                                               |                                                                                                                                         |                                                                           |
| 4 | Mental and spiritual development | Increase the faith, piety and mental readiness of the congregation | Through tausiyah, prayer and dhikr, the congregation is better prepared mentally so that worship is carried out sincerely and patiently | Lack of awareness as a congregation, differences in levels of religiosity |
| 5 | Repetition of material           | Strengthen understanding and reduce errors in practice             | Pengulangan helps the congregation remember the stages of worship better                                                                | Boredom of the congregation, limited time for carrying out guidance       |

Based on the table above, an effective Umrah manasik guidance strategy is one that integrates theory, practice, a personal approach, and spiritual guidance. However, various obstacles remain in its implementation, such as limited time and resources, as well as differences in the characteristics of pilgrims. Therefore, innovation and improvements in the quality of guides are needed to optimize the guidance process.

## 5. Conclusion and Suggestions

### 5.1 Conclusion

- The guidance strategy for the Umrah rituals at PT Wafdullah Tamu Mulia, Bengkulu Branch, employs several methods to improve the pilgrims' understanding and readiness. These strategies include systematic material delivery, manasik simulations, a personal approach, the use of learning media, and mental and spiritual development. The material is delivered in stages, from an introduction to the procedures for performing the Umrah. Simulations such as tawaf and sa'i (circumambulation) help pilgrims understand the rituals directly. A personalized approach is used to adapt the method to each pilgrim's level of understanding. Learning media such as books, videos, and presentations are also utilized. Furthermore, mental and spiritual guidance is provided to foster spiritual readiness, patience, and sincerity in worship.
- In carrying out Umrah manasik guidance, the guide faces obstacles due to differences in the background of the congregation, such as education level, age, knowledge about Umrah, and time constraints.

Educational differences create uneven understanding among congregants, while older congregants require more intensive guidance during practice. A lack of basic knowledge also poses a challenge, especially for beginners. Furthermore, the limited time for the manasik requires instructors to deliver the material effectively to ensure everyone understands.

### 5.2 Suggestion

- It is expected PT Wafdullah Tamu Mulia Bengkulu Branch can Keep going increase quality implementation guidance Umrah rituals with add variation method learning as well as multiply session practice manasik for the congregation can more understand the procedures for worship directly. In addition, the

- company is also expected can provide time more optimal manasik so that all over material can delivered in a way more deep to congregation.
- b. Every prospective pilgrim is expected to be able to follow activity rituals with serious and active ask if there is material that has not been understood. In addition, the congregation is also advised For learn return material rituals through book guide or learning media that has been given to have greater readiness Good before perform the Umrah pilgrimage in the Holy Land.
  - c. Further research Research This Still own limitations so that expected researchers furthermore can develop study about guidance Umrah rituals with a more approach wide, such as research effectiveness method learning rituals or influence guidance rituals to quality implementation of the Umrah pilgrimage.

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