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MARKETING STRATEGIES FOR HAJJ AND UMRAH PRODUCTS FROM A PERFORMANCE MARKETING PERSPECTIVE: A CASE STUDY OF PT WUHI TOUR BENGKULU

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Abstract

Competition in the Hajj and Umrah travel business is getting tougher along with the development of digital technology, so companies are required to implement measurable and effective marketing strategies. This study aims to analyze the performance of marketing strategies, describe the results of the SWOT analysis, and identify supporting and inhibiting factors at PT. Wuhi Tour Bengkulu. The method used is descriptive qualitative through in-depth interviews, observation, and documentation with the Director and staff of PT. Wuhi Tour Bengkulu. The results show that the marketing performance strategy is implemented through three stages: planning by segmenting prospective pilgrims based on age, economic conditions, and readiness to worship; implementation through multi-channel marketing using digital and conventional media with personal follow-up; and measurement based on the number of inquiries, registrations, and growth of pilgrims per period. The SWOT analysis shows strengths in the partner network and service quality, weaknesses in social media content, opportunities from digital developments, and threats of price competition. Inhibiting factors include economic conditions and the mindset of prospective pilgrims who prioritize low prices. This strategy has been implemented in a structured manner, but needs to improve the quality of digital content and consistency in communicating service values to increase the conversion of Hajj pilgrims sustainably.

Keywords: Marketing Strategy, Performance Marketing, Hajj and Umrah, SWOT Analysis, Social Media

1. Introduction

The word "Hajj" is linguistically derived from the word *"Al-hajj,"* which means to deliberately or earnestly strive. Terminologically, "Hajj" refers to deliberately going to the House of Allah to perform worship at a predetermined time. Besides the Hajj, there is the Umrah pilgrimage, which linguistically means pilgrimage or visit, and in terms of its meaning, "visiting the House of Allah" to draw closer to Allah SWT. Umrah is sunnah (religious practice) and its time is unlimited (Fadhli, 2020).

The Hajj and Umrah pilgrimage travel industry in Indonesia continues to experience significant growth. Data from the Indonesian Ministry of Religious Affairs records more than 1.4 million Umrah pilgrims per year, making Indonesia the world's largest market for the religious travel industry (Kemenag RI, 2024). This reflects the high spiritual enthusiasm of Muslims and opens up significant economic opportunities for businesses in this sector.

As religious awareness increases, competition among Hajj and Umrah travel agencies is intensifying. Various promotional strategies, price differentiation, improved facilities, and service quality are being implemented to win the trust of prospective pilgrims. Meanwhile, the rise of illegal travel agencies *(bodong travel agencies)* operating without official permits poses a serious threat to public trust in legally registered religious travel providers (Indryani, 2024).

This problem is also felt in Bengkulu Province. Many Umrah travel agencies in this region complain about the proliferation of illegal travel agencies, which have the potential to harm the public due to substandard services (dclick.id, 2025). This situation has pushed official travel agencies to strengthen their image as trustworthy and reliable providers amidst increasingly fierce competition.

One agency that has responded to this challenge is PT. Wuhi Tour Bengkulu, an official travel agency specializing in organizing Hajj and Umrah pilgrimages. Although relatively new, this company has dispatched over 500 pilgrims since its inception, reflecting growing public trust (Rica Ulta, 2026).

In the context of increasingly fierce competition, marketing strategy plays a crucial role. According to Kotler and Keller, marketing is the process of creating, communicating, delivering, and exchanging offerings of value for customers and society. In the context of Hajj and Umrah travel agencies, marketing strategy plays a crucial role in attracting and maintaining pilgrim loyalty through quality service and effective communication (Kotler & Keller, 2016).

The development of digital technology has also changed the behavior of prospective pilgrims in choosing a travel agency. More than 70% of modern society seeks information through social media, *websites* and customer reviews before making a decision, so conventional promotions are no longer sufficient to reach the market effectively (Rizki, 2024). In addition, Saudi Arabia's *Vision 2030 policy through digital services such as the Nusuk application* and *sharia affiliation* requires

Indonesian travel agencies to adapt to a more modern and transparent system (Indonesian Ministry of Religion, 2024).

In this context, *performance marketing strategies* become increasingly relevant. This approach allows travel agencies to reach potential pilgrims through digital platforms while monitoring campaign effectiveness in *real time* , building trust and long-term relationships with pilgrims.

This study aims to analyze the *performance marketing- based marketing strategy for Hajj and Umrah products* at PT. Wuhi Tour Bengkulu, describe the results of a SWOT analysis of the implemented strategy, and identify supporting and inhibiting factors for its implementation. This research is expected to provide theoretical contributions to the field of religious travel marketing and provide practical recommendations for company development.

2. Literature review

2.1 Marketing Strategy

Marketing strategy is a company's efforts to market products or services using specific plans and tactics to increase sales. Kotler and Armstrong define marketing strategy as the logic used by a business unit to create value and generate profits through customer relationships. Meanwhile, Tjiptono states that marketing strategy is a fundamental tool designed to achieve company goals by developing sustainable competitive advantages (Lidiana et al., 2022).

Marketing strategy has four main functions: increasing management motivation to anticipate the future, coordinating marketing more effectively, formulating clear company goals, and monitoring marketing activities based on established performance standards. In practice, marketing strategy encompasses five key concepts: market segmentation, market positioning, market entry strategy, *marketing mix strategy,* and timing strategy (Sundari & Hanafi, 2024).

In a broader context, effective marketing requires support from appropriate communication to effectively convey information about products or services through various promotional media. By implementing the right strategy, companies can strengthen relationships with consumers and increase the value of the products or services they offer. Sari et al. (2025) emphasized that creative and adaptive marketing approaches, both digital and conventional, have proven effective in building a strong brand image amidst increasingly dynamic market competition. Furthermore, Zaki (2020), in his study of viral marketing from a sharia marketing perspective, emphasized that marketing based on Islamic values has proven more effective in building long-term loyalty.

2.2 *Performance Marketing*

Performance marketing is a digital marketing strategy oriented towards measurable results, where companies only pay when specific goals are achieved, such as sales, *clicks,* or registrations. This approach emphasizes

efficiency and accountability by utilizing various digital channels such as social media, *Pay Per Click* (PPC), *Search Engine Marketing (SEM), and real-time* tracking systems . This strategy emphasizes data transparency, cost efficiency, and the ability to continuously evaluate performance so that companies can adapt their promotional strategies to the dynamics of the digital market and achieve optimal results in marketing activities (Liliyan, 2020).

The primary goal of a *performance marketing strategy* is to increase brand awareness *,* build a positive image, and foster customer loyalty. This strategy focuses on measuring measurable results, from interactions to conversions, with data transparency enabling companies to accurately evaluate each promotional activity. Key indicators include *Return on Investment* (ROI), conversion rate, and customer growth per period (Firdaus et al., 2025).

Performance marketing works through five stages: (1) identifying the target audience; (2) developing personalized campaigns; (3) collaborating with partners or *influencers;* (4) distributing promotional materials; and (5) tracking and optimizing campaign results (Sari et al., 2023). An effective and measurable marketing strategy can expand the market and increase a company's competitiveness. Therefore, measurable marketing is essential in facing competition in the digital era (Elwardah et al., 2024).

2.3 SWOT Analysis

A SWOT analysis is a strategic management tool used to evaluate the internal and external conditions of an organization or company. Internally, this analysis involves identifying strengths *and* weaknesses *,* while externally, it includes the opportunities *and* threats *the* company faces in its business environment (Kurniasih et al., 2021).

Strengths are positive factors originating from within a company that can be leveraged to achieve its goals, such as competent human resources, a good reputation, or product excellence. Weaknesses are internal factors that limit the company and need to be addressed to prevent them from hindering its goal achievement. Opportunities are favorable external conditions that a company can exploit for growth, such as technological advancements or increasing market demand. Threats, on the other hand, are external factors that have the potential to disrupt the company's business continuity, such as increasing competition or regulatory changes (Hawari & Ali, 2025).

In a marketing context, a SWOT analysis serves as the basis for formulating effective strategies by maximizing strengths and opportunities while minimizing weaknesses and threats. Systematically applying a SWOT analysis helps companies determine the right promotional direction, select appropriate marketing platforms, and establish performance indicators relevant to market conditions (Faeni et al., 2023).

3. Research methods

This study used a qualitative descriptive approach. According to Sugiyono (2020), qualitative research methods are used to examine natural object conditions, where the researcher acts as the key instrument and data analysis is inductive. The study was conducted at the PT. Wuhi Tour Bengkulu office, Jl. Depati Payung Negara, Suka Rami, Selebar District, Bengkulu City, from January 26 to February 26, 2026.

purposive sampling technique , namely the selection of informants based on certain considerations that are in accordance with the objectives of the study. The informants in this study were Mrs. Rica Ulta, S.Kom ., as Director/Branch Head of PT. Wuhi Tour Bengkulu and Mrs. Erma as Staff of PT. Wuhi Tour Bengkulu. Data were collected through three techniques, namely semi-structured in-depth interviews with key informants using question guidelines as a reference, but still giving freedom to informants in answering according to their experiences, direct field observation of the company's digital and conventional marketing activities, including observation of publicly accessible social media engagement, as well as documentation in the form of archives, reports, photos, and recordings related to the company's marketing strategy.

Data analysis followed the Miles and Huberman model, which includes three stages: data reduction, data presentation, and conclusion drawing. Data reduction is the process of selecting and simplifying raw data, presenting data in narrative form, and drawing conclusions based on the analyzed data (Ratnaningtyas et al., 2023). Data validity was tested using source triangulation techniques, namely by comparing answers from the main informant (Director) with supporting informants (Marketing Staff), and confirming with observational data and documentation.

4. Results and Discussion

4.1 *Performance Marketing Strategy* of PT. Wuhi Tour Bengkulu

Based on research results, PT. Wuhi Tour Bengkulu has implemented a performance marketing-based marketing strategy through three main stages.

a. Marketing Strategy Planning

During the planning stage, PT. Wuhi Tour Bengkulu segmented prospective pilgrims based on age, economic status, and readiness to perform the pilgrimage. This segmentation reflects the application of the STP *(Segmentation, Targeting, Positioning) principle* , which states that marketing effectiveness is largely determined by accurately identifying the market segments to be served. By establishing specific segments from the planning stage, each promotional activity can be directed to the most potential prospective pilgrims, thus allowing for more efficient use of marketing resources.

Planning also includes selecting promotional media that are tailored to the company's objectives so that the results of each *performance marketing-based marketing activity* can be evaluated periodically.

b. Marketing Strategy Implementation

During the implementation phase, PT. Wuhi Tour Bengkulu uses a combination of digital and conventional marketing. Digitally, the company utilizes social media platforms like Instagram, TikTok, Facebook, and WhatsApp. Traditionally, the company uses product *flyers* and in-person meetings with prospective pilgrims.

Using TikTok, Facebook, and Instagram as primary platforms is considered appropriate given the high penetration of social media users among the 20-55 age group, the primary segment of prospective pilgrims. Meanwhile, follow-up on prospective pilgrims' responses *(lead nurturing)* is carried out personally by marketing staff through direct communication.

c. Measurement and Evaluation of Success

In the measurement phase, the company uses indicators such as the number of *inquiries* , the number of registrants, and the growth of the congregation per period as benchmarks for success. These indicators directly measure the tangible results of marketing activities, in line with the basic principle *of performance marketing* : every marketing activity must produce directly measurable results, allowing for ongoing evaluation to optimize future strategies.

Researchers also observed PT. Wuhi Tour Bengkulu's social media *engagement* as part of measuring digital marketing effectiveness. The following data was obtained during the study:

Table 1. Social Media *Engagement Data of PT. Wuhi Tour Bengkulu*

No	Posting Date	*Like*	*Comments*	*Share*	*Save*	Total *Engagement*
Instagram						
1	February 27, 2026	5	-	-	-	5
2	March 3, 2026	4	-	-	-	4
3	March 5, 2026	3	1	-	-	4
4	March 7, 2026	5	-	-	-	5
5	March 13, 2026	3	-	-	1	4
6	March 26, 2026	4	-	-	-	4
TikTok						
1	February 28, 2026	62	2	-	3	67
2	March 8, 2026	47	-	-	-	47
3	March 12, 2026	126	8	1	5	140
f Facebook						
Total Facebook Page *Likes*				**30**		

engagement data above, it appears that TikTok is the most effective platform for PT. Wuhi Tour Bengkulu compared to Instagram and Facebook. The highest total *engagement* was recorded on a TikTok post dated March 12, 2026, with 140 interactions, including 126 *likes,* 8 *comments,* 1 *share,* and 5 *saves.* This high number indicates that video content on TikTok is more effective at capturing attention and encouraging active audience interaction.

In contrast *, Instagram engagement* remains relatively low, with only 3 to 5 likes per post and very few comments or *saves.* This indicates that the content posted on Instagram is not yet optimally engaging potential pilgrims. Meanwhile, the company's Facebook account is still relatively new, with only 30 page likes, making it unsuitable for use as a primary *platform* in its digital marketing strategy.

Based on this data, the company needs to improve the quality and consistency of its Instagram content, such as using more persuasive captions, pilgrim testimonials, and uploading content at the best times, namely 7:00–9:00 AM and 7:00–9:00 PM. With regular data-based *engagement evaluations, PT. Wuhi Tour Bengkulu's performance marketing strategy* can be continuously improved to maximize the conversion of prospective pilgrims.

4.2 SWOT Analysis of Marketing Strategy

The following are the results of a SWOT analysis of PT. Wuhi Tour Bengkulu based on research findings:

Table 2. SWOT *Matrix* of PT. Wuhi Tour Bengkulu

Strengths	**WEAKNESSES**
1. Extensive partner network 2. Official legality of PPIU from the Indonesian Ministry of Religion 3. Quality of service drives organic recommendations 4. Experienced team of mentors	1. Price competition with other travel agencies 2. Social media content is not optimal 3. Low posting time consistency 4. Instagram and Facebook *engagement is still low*
Opportunities	**Threats**
1. The development of digital technology 2. The high interest of the Bengkulu people in the Hajj & Umrah pilgrimages 3. Social media makes promotion and access to information easier 4. Saudi Arabia's Vision 2030 Program	1. Reputational risks on social media 2. Increasingly tight price competition 3. Changes in government regulations 4. The rise of illegal travel *(fake travel)*

The company's key strengths include its extensive partner network, official legality as a PPIU (Islamic Student Association) from the Indonesian Ministry of Religious Affairs, quality service that drives organic referrals, and an experienced mentoring team. On the downside, suboptimal social media content, low posting consistency, and minimal *engagement on Instagram and Facebook indicate that digital platforms* are not yet being utilized to their full potential.

In terms of opportunities, the development of digital technology and the high interest of the Bengkulu community in the Hajj and Umrah pilgrimages provide significant opportunities for expanding promotional reach, supported by Saudi Arabia's *Vision 2030 program* , which promotes more modern pilgrimage services. Threats include reputational risks on social media, increasingly fierce price competition, changes in government regulations, and the rise of *fraudulent travel agencies* , which have the potential to undermine public trust.

Overall, PT. Wuhi Tour Bengkulu has a strong foundation to optimize its *performance marketing strategy* . Strengths and opportunities need to be maximized, while weaknesses in digital content must be addressed immediately to sustainably minimize competitive threats and reputational risks.

4.3 Supporting and Inhibiting Factors

a. Supporting Factors

The implementation of PT. Wuhi Tour Bengkulu's marketing strategy is supported by several complementary factors. *First,* the use of social media as the main promotional channel allows the company to reach prospective pilgrims more widely and efficiently without requiring large promotional costs . *Second,* the trust that has been built among pilgrims is the most valuable primary capital, because in the pilgrimage travel service industry, reputation and trust are the main determining factors in prospective pilgrims' decision-making to register. This trust is formed through the consistency of service provided from before departure until the pilgrims' return.

Third, solid teamwork between leaders and field staff ensures that every marketing activity runs in harmony and is well coordinated, so that the promotional message delivered to prospective pilgrims is consistent. *Fourth* , adequate facilities including accommodation, transportation, and prayer equipment become a selling point that can be communicated in promotional materials to convince prospective pilgrims about the quality of service they will receive. *Fifth,* the presence of branded cars expands the reach of physical promotions in the Bengkulu region, especially reaching segments of society that are not yet active in using digital media but have the potential to be prospective pilgrims.

b. Inhibiting Factors

On the other hand, implementing marketing strategies also faces several inhibiting factors that require strategic management. *First,* intense price competition with other travel agencies is a major challenge, as some prospective pilgrims still prioritize price without considering overall service quality. This situation encourages companies to more actively communicate the value and advantages of their services, rather than competing solely on price.

Second, the unstable economic conditions of the community directly impact the ability and decisions of prospective pilgrims to register, especially for Hajj packages that require a long-term financial commitment. *Third,* changes in government regulations regarding quotas and departure requirements that are dynamic require companies to constantly update promotional information to avoid misunderstandings among prospective pilgrims. *Fourth, the mindset* of some prospective pilgrims who prioritize low prices over quality of service is a barrier to building a positive perception of value. Therefore, companies need to develop more educational and persuasive marketing communication strategies

so that prospective pilgrims understand that the quality of pilgrimage travel services is not solely determined by the lowest price.

5. Conclusion

Based on the research results and discussions that have been described, several conclusions can be drawn as follows.

First, PT. Wuhi Tour Bengkulu has implemented a *performance marketing strategy* through three structured stages: planning, implementation, and measurement. In the planning stage, the company segmented prospective pilgrims based on age, economic status, and readiness for worship. In the implementation stage, the company used a combination of digital media (Instagram, TikTok, Facebook, WhatsApp) and conventional media (*flyers* and in-person meetings). In the measurement stage, indicators used included the number of *inquiries* , registrants, and congregation growth per period. However, optimization of digital content, especially on Instagram and Facebook, still needs to be improved given the low *engagement rate compared to TikTok.*

Second, the SWOT analysis shows that the company's main strengths lie in its extensive partner network, official legality as a PPIU (Indonesian Travel Agent) from the Indonesian Ministry of Religious Affairs, and quality service that encourages organic recommendations from pilgrims. Weaknesses identified include suboptimal social media content and low posting consistency. The company's main opportunities lie in the development of digital technology and the high interest of the Bengkulu community in the Hajj and Umrah pilgrimages. While its biggest threats are reputational risk on social media, increasingly fierce price competition, and the rise of *fraudulent travel agencies.*

Third, supporting factors for implementing marketing strategies include the use of social media, established trust among pilgrims, solid teamwork, adequate facilities, and the presence of branded vehicles. Inhibiting factors include intense price competition, unstable economic conditions, changes in government regulations regarding departure quotas, and *the mindset* of some prospective pilgrims who still prioritize low prices over quality service.

Based on the research results, the researcher provides several suggestions. For PT. Wuhi Tour Bengkulu, it is recommended to improve the quality and consistency of social media content, especially on Instagram and Facebook, by setting a regular posting schedule at times with a high level of readability. The content displayed should be more diverse, including testimonials from pilgrims, videos of pilgrimage trips, and educational information about the advantages of the service in order to build trust with prospective pilgrims more effectively. In addition, the company needs to develop a more educational and persuasive marketing communication strategy to change *the mindset* of prospective pilgrims who still prioritize low prices, by emphasizing the value of services and transparency of costs

so that prospective pilgrims understand that the quality of pilgrimage trips is not solely determined by the lowest price.

For further researchers, it is recommended to expand the scope of the research by using a quantitative approach to measure the influence of *performance marketing strategies* on the number of pilgrim conversions in a more measurable manner, or to compare marketing strategies at several Hajj and Umrah travel agencies in Bengkulu to obtain a more comprehensive picture.

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