



COMMUNICATION MANAGEMENT IN IMPROVING THE QUALITY OF SERVICE FOR HAJJ AND UMRAH PILGRIMS

Rifqi Fauzi ^{1✉}, Nurwakhid², Rosyaida Fadilah³, Sandra Caesa Silviana⁴

Universitas Islam Bunga Bangsa Cirebon, Indonesia¹

Email : rief.elfauzi01@gmail.com

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ABSTRACT

The service of hajj and umrah pilgrims is one of the crucial aspects in the organization of quality worship that is oriented toward pilgrim satisfaction. The complexity of the worship process, which involves various administrative, technical, and spiritual stages, demands an effective, structured, and adaptive communication system to meet pilgrims' needs. This study aims to analyze the implementation of communication management in improving the quality of service for hajj and umrah pilgrims, particularly within institutions that organize worship guidance. The research method employed is a descriptive qualitative approach with data collection techniques through observation, in-depth interviews, and documentation study. Data analysis was carried out systematically through data reduction, data presentation, and conclusion drawing. The results indicate that systematically designed communication management is capable of enhancing the effectiveness of information delivery, strengthening the relationship between management and pilgrims, and significantly increasing the level of pilgrim satisfaction. The implications of this study affirm that communication is not merely a tool for conveying information, but rather a primary strategy in building service quality. The integration of interpersonal communication and the utilization of digital technology are important factors in supporting the success of hajj and umrah pilgrim services.

Keywords: *communication management, pilgrim services, hajj and umrah, service quality*

INTRODUCTION

Hajj and umrah are religious activities that have complex spiritual, social, and administrative dimensions. Every stage in the execution of these acts of worship requires good coordination between organizers and pilgrims so that the

entire process can run smoothly. In this context, communication plays an important role as a bridge connecting information held by the organizers with the needs of the pilgrims.

Problems that frequently arise in pilgrim services are often caused by a suboptimal communication system. Information that is not clearly conveyed, delays in information delivery, and differences in understanding between management and pilgrims can cause confusion and even dissatisfaction. This condition demonstrates that poorly managed communication can have a direct impact on service quality.

Communication management becomes a strategic solution in addressing these various problems. Communication management does not only focus on message delivery, but also encompasses planning, organizing, implementing, and evaluating communication comprehensively. With the proper application of communication management, organizing institutions can ensure that every piece of information delivered reaches the right target, is easy to understand, and is relevant to the needs of the pilgrims.

Furthermore, the development of information technology has also influenced communication patterns in pilgrim services. The use of digital media such as instant messaging applications, social media, and online information platforms provides new opportunities to accelerate the dissemination of information. However, the use of technology also requires proper management to avoid misunderstandings.

This study aims to examine in depth how communication management is applied in the services of hajj and umrah pilgrims, and how it affects the improvement of service quality. The results of the study are expected to provide theoretical and practical contributions to the development of a more effective and professional pilgrim service system.

LITERATURE REVIEW

Communication management is a systematic process of planning, implementing, and evaluating communication to achieve specific goals. According to communication experts, the success of an organization is greatly influenced by the effectiveness of the communication that occurs within it. In the context of service delivery, communication plays an important role in building a harmonious relationship between service providers and service users.

The concept of service quality is also an important foundation in this study. Service quality can be measured through several dimensions, such as reliability, responsiveness, assurance, empathy, and tangibles. In the services of hajj and umrah pilgrims, the communication dimension is closely related to the aspects

of empathy and responsiveness, where pilgrims need information that is clear, prompt, and easy to understand.

Furthermore, the theory of interpersonal communication explains that direct interaction between individuals has a major influence on building trust. In pilgrim services, interpersonal communication between guides and pilgrims is an important factor in creating a sense of safety and comfort.

The use of communication technology is also part of the literature review in this study. The digital transformation has changed the way organizations disseminate information. However, the effectiveness of digital communication still depends on the ability of managers to compose appropriate messages and to choose media that suit the characteristics of the pilgrims.

METHOD

This study uses a qualitative approach with a descriptive method. This approach was chosen because it is capable of providing an in-depth picture of the phenomenon of communication management in pilgrim services. The research subjects consist of institutional managers, worship guides, and pilgrims who are involved in service activities.

Data collection techniques were carried out through in-depth interviews to gather information directly from informants. Observation was conducted to directly observe the communication process occurring in pilgrim services. In addition, documentation was used as supporting data to strengthen the research results.

Data analysis was carried out through several stages, namely data reduction, data presentation, and conclusion drawing. The validity of the data was tested through source triangulation techniques, so that the data obtained has a high level of credibility.

RESULTS AND DISCUSSION

The research results indicate that the communication management applied in pilgrim services has several main stages, namely communication planning, communication implementation, and communication evaluation. In the planning stage, the institution formulates a communication strategy based on the needs of the pilgrims. The information to be conveyed is designed systematically so that it can be easily understood by all groups of pilgrims from diverse backgrounds. In the implementation stage, communication is carried out through various media, both directly and through digital platforms. Face-to-face communication remains the primary method as it is considered more effective in building

understanding and trust. Meanwhile, digital media is used as a supporting tool to accelerate the dissemination of information. In the evaluation stage, the institution assesses the effectiveness of the communication that has been conducted. This evaluation aims to determine the extent to which information has been understood by the pilgrims and to identify obstacles that occurred during the communication process.

However, there are several obstacles encountered, such as differences in pilgrims' level of understanding and limitations in digital literacy among some pilgrims. To address these issues, the institution takes a personal approach through direct mentoring and provides repeated explanations using simpler methods.

The results indicate that the implementation of communication management in hajj and umrah pilgrim services is carried out through three main stages: communication planning, communication implementation, and communication evaluation. These three stages are interconnected and form an integrated system in efforts to improve overall service quality.

1. Communication Planning

In the planning stage, the organizing institution comprehensively identifies the information needs of the pilgrims. These needs encompass administrative information, technical aspects of worship execution, and spiritual aspects related to the mental readiness of the pilgrims. The planning process is carried out by considering the diverse characteristics of the pilgrims, in terms of age, level of education, and experience in performing hajj and umrah.

Communication planning also encompasses the determination of key messages to be conveyed to the pilgrims. Messages are composed in simple, systematic, and easily understandable language so as to reach all levels of pilgrims. In addition, the institution also determines the communication media to be used, both direct media such as face-to-face meetings, and indirect media such as instant messaging groups and social media.

The success of this planning stage is highly determinative of the effectiveness of communication in the subsequent stages. Thorough planning enables the institution to anticipate various obstacles that may arise in the information delivery process.

2. Communication Implementation

Communication implementation is the stage of executing the plans that have been formulated. In practice, communication is conducted through various methods, including interpersonal communication, group communication, and digital technology-based communication.

Interpersonal communication is carried out through direct interaction between guides and pilgrims. This method has proven to be very effective in building trust and providing deeper understanding to pilgrims. Guides play an important role in explaining each stage of worship in detail and answering pilgrims' questions directly.

Meanwhile, group communication is carried out through manasik activities, seminars, and regular meetings. In these forums, pilgrims receive information collectively so that a common understanding is created among them. Group discussions also provide pilgrims with the opportunity to share experiences and knowledge with one another.

The use of digital technology serves as a complement to the communication system. Media such as WhatsApp, Telegram, and other digital platforms are used to convey information quickly and efficiently. Information delivered through digital media includes activity schedules, important announcements, and learning materials.

However, this study found that the effectiveness of digital communication is highly dependent on the ability of pilgrims to access and understand the technology. Therefore, institutions need to provide special assistance for pilgrims who have limitations in using technology.

3. Communication Evaluation

The evaluation stage is conducted to assess the extent to which the communication that has been carried out is able to achieve the expected objectives. Evaluation is carried out through feedback from pilgrims, both directly and through simple questionnaires.

The evaluation results show that the majority of pilgrims are satisfied with the implemented communication system. They assessed that the information provided was sufficiently clear, easy to understand, and delivered in a timely manner. In addition, pilgrims also felt more confident in performing worship because they received intensive guidance from the guides.

Nevertheless, there are some important notes that need to be considered. Some pilgrims revealed that information was sometimes conveyed in excessive amounts simultaneously, making it difficult to understand comprehensively. This indicates the need for more effective management of time and information delivery methods.

4. Supporting and Inhibiting Factors

In the implementation of communication management, there are several supporting factors that contribute to the success of the service. These factors include the competence of the guides, the use of diverse communication media, and the existence of a good coordination system among the staff.

On the other hand, there are also inhibiting factors that need to be addressed. One of the main obstacles is the difference in the level of understanding among pilgrims, especially for elderly pilgrims. In addition, limited digital literacy is also a challenge in the implementation of technology-based communication.

To overcome these obstacles, the institution implements adaptive communication strategies, such as using simpler language, repeating information, and providing personal accompaniment. This approach has proven effective in improving pilgrims' understanding.

5. Implications for Service Quality

The application of good communication management has a significant impact on the improvement of service quality. Pilgrims who receive clear and timely information tend to have higher levels of satisfaction. In addition, effective communication is also capable of reducing the error rate in the execution of worship.

Furthermore, well-managed communication can enhance the image of the organizing institution in the eyes of the pilgrims. This has an impact on increasing the trust and loyalty of pilgrims toward the institution. Thus, communication management does not only play a role in operational aspects, but also has strategic value in institutional development.

6. Theoretical Analysis

The findings of this study are consistent with the theory of service quality which states that communication is one of the important dimensions in determining customer satisfaction. In addition, the theory of interpersonal communication also affirms that direct interaction has a major influence in building trust and harmonious relationships.

In this context, the combination of interpersonal communication and digital communication becomes the most effective approach. Interpersonal communication provides emotional closeness, while digital communication provides speed and efficiency in the delivery of information.

CONCLUSION

Communication management plays a very important role in improving the quality of service for hajj and umrah pilgrims. The application of planned, systematic, and adaptive communication is capable of enhancing the effectiveness of information delivery and strengthening the relationship between organizers and pilgrims.

The integration of interpersonal communication and technology-based communication is a key factor in creating optimal service. Periodic evaluation is also an important part of maintaining communication quality.

This study recommends that organizing institutions continue to develop innovations in communication systems, improve the competence of human resources, and optimally utilize technology to support pilgrim services.

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