

Integrated International Marketing Communication With the Basic Concepts of Religious Moderation

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ABSTRACT

Purpose - This study aims to find out how international marketing communication benefits the Umrah Pilgrimage Travel Organizer (PPIU) Travel MYSTour Padang if an application-based business transformation towards digital is implemented. This research is motivated by the phenomenon of prospective Umrah pilgrims repeatedly experiencing fraud from Umrah travel nationally due to inappropriate changes in departure times based on the initial contract and the lack of information obtained by the pilgrims.

Method - This research uses a collaboration method, which is qualitative by creating a research framework that uses the RMC (*Research Model Canva*) research model, a method of Dr. Gin's work that prioritizes a *novelty* of each research project. This research highlights the development of business transformation towards digitalization with applications to see the perspective of international economic transactions that are integrated into the basic concept of religious moderation.

Findings - This study are that the main cause of the incident is based on the lack of understanding of prospective pilgrims on the management and procedures of Umrah travel and the difficulty of prospective pilgrims to access information from Umrah travel management. The researcher suggested that the management of the Umrah pilgrimage trip organizers imply digital-based technology as a whole.

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INTRODUCTION

The increasing number of Indonesian prospective pilgrims traveling to Saudi Arabia for Umrah and Hajj can be observed through the large number of Indonesian pilgrims departing for the Holy Land every day. Today, the Umrah and Hajj travel industry is increasingly populated by Umrah Travel Organizers, abbreviated as PPIU (*Penyelenggara Perjalanan Ibadah Umrah*), which have developed and expanded throughout Indonesia. These travel agencies are commonly known as Umrah Travel Agencies. According to the Indonesian Ministry of Religious Affairs, there are more than 240 PPIU companies. Indonesia is also the country with the largest Muslim population in the world, with a very high level of interest and enthusiasm in performing Umrah and Hajj. The increasing number of Umrah Travel Organizers (PPIU) represents one of the business sectors involved in international marketing communication. This situation does not prevent Umrah Travel Agency owners from applying their businesses toward digitalization.

It cannot be denied that international marketing communication has become closely interconnected between Indonesia and Saudi Arabia. Both countries benefit from this relationship and have therefore established mutual agreements. However, this significant opportunity does not come without risks and challenges, particularly when viewed from the perspective of the large number of competitors in the industry. From the perspective of bilateral cooperation, Indonesia is the country that contributes the largest number of pilgrims traveling to Saudi Arabia. Umrah Travel Agencies or Umrah Travel Organizers (PPIU) can contribute to improving the economic welfare of society by recruiting marketers as representatives of Umrah Travel Agencies.

In order for Umrah Travel Organizers or Umrah Travel Agencies to survive amid current competition, PPIU must have digital-based application programs for marketing Umrah products. Therefore, marketers must prepare themselves to take advantage of these economic opportunities. Competition among marketing divisions is certainly unavoidable, as competition provides pilgrims with many choices, and PPIU marketers must be able to compete effectively.

International marketing communication is an important element in business service strategies, including the Umrah travel sector. In the digital era, communication patterns between service providers and consumers have undergone significant transformation. The development of information technology is expected to benefit PPIU through various digital applications that can reach prospective pilgrims more broadly, quickly, and efficiently. This transformation is not merely technical but also strategic in building consumer trust and loyalty in an industry that is highly sensitive to reputation and service reliability. Prospective pilgrims often experience difficulties in obtaining important information from an Umrah Travel Organizer.

According to Kotler and Keller (2016), Integrated Marketing Communication (IMC) is the process of integrating various promotional tools and communication channels to deliver consistent messages to consumers. In the context of Umrah service marketing, IMC includes the use of digital media, online promotion, testimonials from pilgrims, and public relations based on religious values. This integrated approach is important so that both spiritual and commercial messages can be effectively conveyed to prospective pilgrims. A high cancellation rate is one of the major risks; if a company fails to maintain the value perceived by customers, a subscription-based model may become a financial burden rather than an asset (Allan et al., 2023).

Umrah service marketing has unique characteristics because it involves products that are spiritual, intangible, and highly dependent on trust. According to Lovelock and Wirtz (2017), intangible services require communication strategies that are capable of creating perceptions of quality and credibility. Therefore, PPIU needs to emphasize physical evidence, such as application interfaces, departure documentation, and official certification from the Ministry of Religious Affairs, in order to strengthen pilgrims' confidence. The Indonesian Ministry of Religious Affairs has improved its services by providing public access for individuals who wish to obtain information about Umrah Travel Agencies through the SISKOPATUH application and website.

Digitalization encourages PPIU, in terms of legal and operational requirements, to transform from conventional systems into application-based systems. Research by Rahman (2021) shows that digital applications provide operational efficiency, increase cost transparency, and expand promotional reach. These applications also serve as two-way communication platforms between organizers and prospective pilgrims, enabling the dissemination of real-time information regarding departure schedules, facilities, additional services, departure testimonials, and questionnaires for pilgrims who have used travel agency services.

Application-based international marketing communication emphasizes interactivity, personalization, and ease of access to information. According to Shankar et al. (2020), mobile marketing applications provide companies with opportunities to build long-term relationships with customers through notifications, educational content, and customer service features. In the context of PPIU, this can be implemented through features such as religious consultation, passport document processing, flight and hotel reservations, visa document tracking, and digital payment systems, all of which can improve the convenience of Umrah Travel Agency customers. International marketing communication has been well established through regulations and cooperation requirements between Indonesia and Saudi Arabia, with both countries benefiting from the relationship. Communication takes place through Umrah Travel Agencies and their partnerships with *sharikah* or *muassasah* in Saudi Arabia for transactions involving products and services required for Umrah and Hajj.

Trust is a key factor in the digital marketing of Umrah services. Research by Fadhillah and Mulyono (2022) found that information credibility and application-system transparency directly influence the decisions of prospective pilgrims. Therefore, effective marketing communication must emphasize the authenticity of content, genuine testimonials from pilgrims, and guarantees regarding the security of users' personal data. The image and reputation of an Umrah Travel Agency are largely determined by the activities carried out by the company as an organizer of Umrah pilgrimage services. Customer satisfaction is one of the most powerful tools for supporting a company's branding among the public. Conversely, when customers experience disappointment with an Umrah Travel Agency, this can negatively affect the company's reputation and public perception.

Although digitalization provides many benefits, challenges remain, including low digital literacy among older prospective pilgrims and unequal access to technology in various regions. Research by Nuraini (2023) emphasizes that the success of digital marketing communication depends on educational strategies and assistance for prospective pilgrims so that applications can be utilized optimally. Therefore, Umrah Travel Agency management needs to take appropriate steps

in using digital applications to provide prospective pilgrims with information in an easy and practical manner. At the very least, representatives of pilgrims or their family members should be able to access information through the application and convey it to those who have limited ability to use digital applications.

In the context of religious marketing communication, religious moderation is an important value that needs to be upheld. According to the Indonesian Ministry of Religious Affairs (2020), religious moderation in the pilgrimage business means placing honesty, transparency, and social responsibility as ethical foundations. PPIU must ensure that application-based promotion does not merely pursue profit but also instills religious values that are consistent with Islamic law and the spirit of *ukhwah Islamiyah*. The value of religious moderation that needs to be emphasized concerns the common good of prospective Umrah pilgrims. It is considered highly beneficial when a new innovation that follows technological developments toward digitalization has a positive value in providing public access to information about the profile of an Umrah Travel Agency.

Based on various previous studies, it can be concluded that application-based international marketing communication in PPIU has a positive impact on promotional effectiveness and on increasing pilgrims' trust. However, further research is needed to measure the extent to which interactive application features can improve user loyalty and post-pilgrimage satisfaction. Therefore, future research should focus on integrating technology, religious values, and consumer behavior within the digitalized Umrah service ecosystem.

METHOD

This study employs a qualitative approach with a case study design focusing on Integrated International Marketing Communication, the Basic Concept of Religious Moderation, and the Business Transformation of an Umrah Travel Organizer toward Digitalization at PT MYSTOUR Padang.

The primary data sources for this study are the management of PT MYSTOUR Umrah Travel Agency and pilgrims who have used the travel agency's services. Azilah Kasim et al. (2020:129) explain that qualitative research is a method that examines phenomena in detail and depth without requiring a hypothesis. The nature of this research is to describe the perspectives of subjects regarding the use of digital-based applications by prospective pilgrims and the management of MYSTOUR Umrah Travel Agency in transitioning from manual management toward digital business transformation by implementing digitalized applications as a portal for the Umrah Travel Agency.

In-depth interviews, participant observation, and document analysis will be conducted with the research participants. The study will also examine the case of the widespread occurrence of fraudulent practices targeting prospective Umrah pilgrims. In relation to this issue, the method used in this research is a qualitative research method.

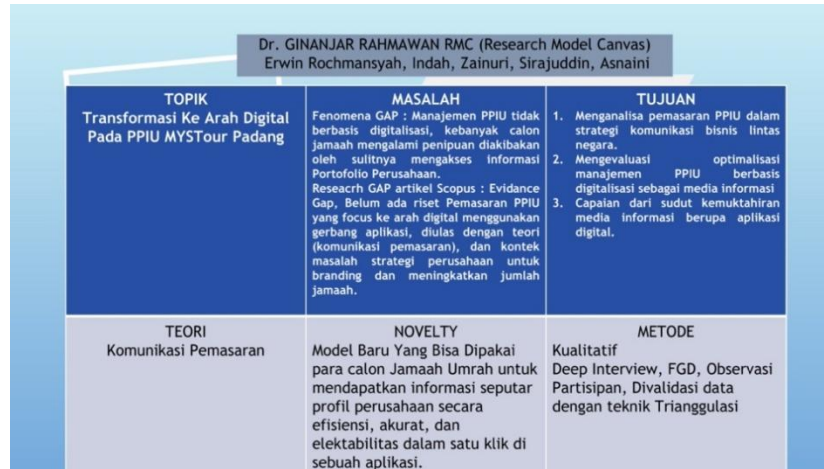


Figure 1. RMC (Research Model Canvas)

RESULTS

The results of the study show that digitalization has become the main strategy for PPIU in conducting international marketing communication. Changes in the behavior of global Muslim consumers, who are increasingly dependent on digital technology, have encouraged PPIU to optimize digital-based applications as a means of communication, service delivery, and promotion. International marketing communication at PT MYSTour Padang, an Umrah Travel Organizer (PPIU) that has undergone a transformation toward digitalization, has also been integrated with the basic concepts of religious moderation. This study was conducted to provide a more comprehensive analysis of the research findings using credible sources..

The results indicate that digitalization has become the main strategy of PT MYSTour Padang in conducting international marketing communication. Changes in the behavior of global Muslim consumers, who are increasingly dependent on digital technology, encourage PPIU to optimize digital-based applications as a means of communication, service delivery, and promotion. One of the main findings of this study is that religious moderation serves as a value foundation in PPIU's digital marketing communication strategy. Values such as tolerance, balance, and honesty are internalized in every marketing message, both in digital content and in interactions with pilgrims.

In an interview, a prospective MYSTour pilgrim stated:

“MYSTour Padang Travel provides transparent information and gives prospective pilgrims the opportunity to access all information regarding the company profile, departure schedules, and the prices of the packages offered. As a prospective pilgrim, I can easily access the information I need through the application provided by MYSTour.”

In the context of international marketing communication, this moderate approach is important because the PPIU audience comes from diverse cultural backgrounds and Islamic schools of thought. By emphasizing the values of *Islam wasathiyah* (the middle path), PPIU builds a positive image as a pilgrimage travel organizer that promotes global Muslim solidarity, rather than merely focusing on the company's business interests. Instead, it seeks to uphold the value of *ukhuwah Islamiyah* in continuing the propagation of Islamic teachings. PT MYSTour has a noble objective of

encouraging Muslims globally to perform Hajj and Umrah. Another important value of religious moderation emphasized by the company is honesty. This value of honesty constitutes PT MYSTour's primary commitment to maintaining the company's image and reputation in its relationships with international partners.

A representative staff member and person responsible for an Umrah product provider company in Saudi Arabia was interviewed and explained:

"The application provided by MYSTour makes it very easy for us to obtain data and information about a travel company that holds a PPIU license from the Ministry of Religious Affairs of the Republic of Indonesia. The company profile can be accessed through a complete portfolio available within the internet-based application."

The digital content produced, such as videos of *manasik* activities, documentation of Umrah activities accompanied by travel itineraries, Islamic historical destinations, and messages emphasizing solidarity across nations, serves as an effective medium for demonstrating the characteristics of religious moderation in international marketing communication practices. In marketing Umrah products and other pilgrimage-related services to the Holy Land, PT MYSTour PPIU must master and implement a *differentiation* strategy. PT MYSTour needs to master a differentiation marketing strategy because it can influence consumers' or pilgrims' preferences toward the products and services offered. When pilgrims perceive that the products and services offered provide benefits and feel comfortable because of the trust that develops within them, this can strengthen their preference for the company's services.

When interviewed, a MYSTour marketer explained:

"The application implemented in the marketing management of the Umrah Travel Agency makes it easier to present information about the company to prospective pilgrims. The existence of a travel agency with a digital-based application can also enhance the company's image and reputation."

According to Hermawan Kartajaya, there are three values in a differentiation strategy: Content, Context, and Infrastructure. Content refers to the core of the product offered by marketers, such as the advantages of the service product, special prices, reasons for choosing the product, and its benefits. Context refers to how marketers offer their products or services, such as direct selling by identifying relevant databases, conducting presentation classes or seminars, distributing brochures, and providing gifts. Infrastructure refers to supporting factors such as the use of technology and human resources. Therefore, PT MYSTour Padang has undertaken digital transformation by implementing a digital application that enables pilgrims to easily access information from the company.

The digitalization of international marketing communication at PT MYSTour Umrah Travel through its application not only increases marketing effectiveness but also strengthens long-term relationships with pilgrims. MYSTour Padang uses an application-based Customer Relationship Management (CRM) system to monitor pilgrims' needs, preferences, and satisfaction through the features available in the application. Field research data indicate that PT MYSTour Padang, which has comprehensively implemented a digital application, experienced a 27% increase in customer loyalty compared with conventional PPIU providers. Features such as worship notifications, online *manasik*, and pilgrim community forums strengthen emotional bonds while also serving as valuable

digital *dakwah* media.

The following statement was obtained from an interview with an Umrah pilgrim who had used MYSTour Padang's services to organize their Umrah pilgrimage:

"I find it easy to obtain the information I need from MYSTour. I can view the company's official legal documents digitally, see the packages offered, and access well-organized documentation of the group from the same departure period. These records allow me to look back on my experience during the Umrah pilgrimage with MYSTour Padang."

Digitalization through the application accelerates administrative processes, beginning with the registration of PT MYSTour Umrah pilgrims, document verification, and payment, through to reporting to the Ministry of Religious Affairs. These processes have positive impacts by reducing operational costs, minimizing manual errors, and increasing transparency. For example, an integrated application enables pilgrims to upload their passports, pilgrim identification cards, and other documents directly, which are then automatically synchronized with the PPIU system and the Ministry of Religious Affairs. The application also enables prospective pilgrims to access information 24 hours a day, including departure schedules, Umrah packages, visa status, and flight updates. The benefits of digital transformation at PT MYSTour include increasing pilgrims' convenience, trust, and loyalty. Pilgrim loyalty toward PT MYSTour means that pilgrims are more likely to remain loyal to the company and make repeat orders for future Umrah journeys.

DISCUSSION

According to Michael E. Czinkota, international marketing is the process of planning and organizing transactions that cross national borders in order to create exchanges that satisfy the objectives of the individuals and organizations involved. In the context of international marketing communication within PPIU (*Penyelenggara Perjalanan Ibadah Umrah*), collaboration in the field of marketing will continue to develop. Communication will also become increasingly integrated when it enters the realm of international marketing transactions.

International marketing communication will synergize with Umrah pilgrimage travel organizers and their stakeholders. PPIU MYSTour Padang has updated its corporate information system by providing an application and a corporate web portal for the public and business partners, enabling them to easily access information about the company's profile, Umrah packages, departure schedules, documentation, testimonials from pilgrims, and alumni programs. Upgrading the company's system toward digitalization has become an essential organizational need..

PPIU marketers involved in international marketing communication are those who participate directly in international trade under regulations agreed upon between countries. Communication can be considered effective and efficient when marketing activities are directed toward digital platforms through the implementation of a computerized application for accessing the systems and information of PT MYSTour Padang. Through a single click on the application, it becomes easier to deliver offers regarding products, prices, distribution channels, and promotional

methods. Therefore, PPIU is expected to possess above-average marketing communication capabilities. The ability to establish international marketing communication is also an essential competency that must be possessed by Umrah Travel Agencies. Moreover, marketers must be able to create *customer loyalty* among pilgrims after they have used the services offered by the marketer. By establishing *customer loyalty*, marketers can reduce complaints regarding the products and services offered.

Several sectors are essential to the success of an Umrah Travel Agency or Umrah Travel Organizer and must be properly prepared and managed, including the corporate, management, human resources, marketing, and legal sectors. These elements constitute an integrated whole and cannot be separated from one another. International marketing communication requires a digital application system that can support the liberalization of global trade. According to marketing experts, marketing consists of activities undertaken to fulfill the needs and desires of customers or pilgrims who require Umrah pilgrimage travel services to the Holy Land. The management of PPIU MYSTour Padang serves as the spearhead of the company in establishing and maintaining international business relationships.



Figure 2. MYSTour Padang Application Portal



Figure 3. SISKOPATUH Application Portal of the Indonesian Ministry of Religious Affairs

CONCLUSION

Based on the systematic discussion of Integrated International Marketing Communication with Religious Moderation: A Case Study of the Business Transformation of an Umrah Travel Organizer toward Digitalization at PT MYSTour Padang, the following conclusions are presented as answers to the research questions:

The management of PPIU MYSTour Padang has implemented international marketing communication systematically. The research findings show that business transformation toward digitalization has become the main strategy of PT MYSTour Padang PPIU in conducting international marketing communication. Changes in the behavior of global Muslim consumers, who are increasingly dependent on digital technology, have encouraged PPIU to optimize digital-based applications as a means of communication, service delivery, and promotion. This strategy is implemented by PT MYSTour Padang marketers to achieve sales targets for Umrah pilgrimage travel packages.

In order for Umrah Travel Organizers or Umrah Travel Agencies to survive amid current competition, PPIU must have digital-based application programs for marketing Umrah products. The presence of competitors among PPIU operators is inevitable, as competition provides pilgrims with a wide range of choices among Umrah Travel Agencies.

The integration of religious moderation is important within the research context, particularly in this study, because it emphasizes the values of *Islam wasathiyah* (the middle path). Based on the fundamental concepts of religious moderation, including tolerance and fairness, PPIU builds a positive image as an organizer of pilgrimage services that promotes global Muslim solidarity. The organization is not merely oriented toward business interests but also seeks to uphold the value of *ukhuwah Islamiyah* in continuing the propagation of Islamic teachings. PT MYSTour has a noble objective of encouraging Muslims globally to perform Hajj and Umrah. Another important value of religious moderation that is emphasized is honesty. This value of honesty represents PT MYSTour's primary commitment to maintaining the company's image and reputation in a sustainable manner.

With the implementation of a digital application at MYSTour Padang for marketing Umrah products, the travel agency's management has been able to develop customer loyalty while providing significant benefits to prospective pilgrims by facilitating access to information about the company. The transformation of PPIU toward digitalization is also expected to help reduce fraudulent practices and scams targeting pilgrims who have limited information about Umrah Travel Agencies. The application can be accessed across different countries, thereby facilitating international cooperation processes and procedures.

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Fani Amelia, Strategi Pemasaran Dalam Meningkatkan Minat Jamaah Pada Era Digital Di Kota Bukittinggi (Studi Kasus Pada Layanan Haji dan Umrah PT Sutra Tour Hidayah dan Travel Umrah)

Dini Agustin dan kawan-kawan , Pelatihan Pemasaran Bisnis Travel Haji dan Umroh Berbasis Online dan Kerja Sama itizens-cnnheroes-trnd/index.html