

ABSTRAK

Skripsi ini berjudul **"Analisis Strategi Optimalisasi Penggunaan Media Sosial Sebagai Sarana Promosi Layanan Umrah Pada PT. Bumi Serambi Makkah Padang Panjang"** yang ditulis oleh **Kurniawan Aji Pangestu Nim 3622052**, Program Studi **Manajemen Haji dan Umrah Fakultas Ekonomi Dan Bisnis Islam, UIN Sjech M.Djamil Djambek Bukittinggi**.

Latar belakang dalam penelitian ini adalah Pemanfaatan media sosial menjadi sangat penting dalam promosi layanan umrah di era digital karena mampu menjangkau calon jamaah secara luas, cepat, dan efisien. Namun, penggunaan media sosial oleh PT. Bumi Serambi Makkah Padang Panjang belum berjalan optimal karena belum adanya strategi promosi yang terstruktur, keterbatasan kemampuan SDM di bidang digital marketing, serta kurangnya konsistensi dan kualitas konten yang ditampilkan. Padahal, perusahaan memiliki reputasi yang baik dan jumlah jamaah yang terus meningkat, sehingga jika media sosial dikelola dengan lebih terarah dan profesional, promosi layanan umrah dapat menjadi lebih efektif dan mampu meningkatkan minat calon jamaah. Tujuan penelitian ini adalah untuk menganalisis strategi optimalisasi media sosial, mengidentifikasi hambatan promosi digital, serta merumuskan upaya perbaikan yang dapat meningkatkan efektivitas promosi layanan umrah.

Metode penelitian yang digunakan adalah metode kualitatif dengan pendekatan deskriptif. Teknik pengumpulan data dilakukan melalui observasi, wawancara mendalam, dan dokumentasi. Informan penelitian ini sebanyak 14 orang terdiri dari manajer, karyawan, serta jamaah PT. Bumi Serambi Makkah Padang Panjang. Analisis data dilakukan melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa PT. Bumi Serambi Makkah Padang Panjang telah memanfaatkan media sosial seperti Instagram, Facebook, dan WhatsApp sebagai sarana promosi layanan umrah. Namun, pemanfaatannya belum optimal karena belum adanya perencanaan konten yang terstruktur, kurangnya konsistensi unggahan, serta belum dilakukan evaluasi kinerja media sosial secara rutin. Oleh karena itu, diperlukan strategi optimalisasi melalui perencanaan promosi yang lebih terarah, peningkatan kualitas konten, dan evaluasi berkelanjutan agar promosi layanan umrah dapat berjalan lebih efektif.

Kata Kunci : *Strategi Optimalisasi, Media Sosial, Sarana Promosi, Layanan Umrah.*

ABSTRACT

This thesis is entitled “*Analysis of the Optimization Strategy for the Use of Social Media as a Promotional Tool for Umrah Services at PT. Bumi Serambi Makkah Padang Panjang*” written by Kurniawan Aji Pangestu, Student ID 3622052, Department of Hajj and Umrah Management, Faculty of Islamic Economics and Business, State Islamic University (UIN) Sjech M. Djamil Djambek Bukittinggi.

The background of this study highlights that the use of social media has become very important in promoting Umrah services in the digital era because it can reach prospective pilgrims widely, quickly, and efficiently. However, the use of social media by the company has not been optimal due to the absence of a structured promotional strategy, limited human resources with digital marketing skills, and a lack of consistency and quality in the content presented. Even though the company has a good reputation and a growing number of pilgrims, more directed and professional management of social media is needed to make the promotion of Umrah services more effective and to increase the interest of prospective pilgrims. The objectives of this study are to analyze social media optimization strategies, identify obstacles in digital promotion, and formulate improvement efforts to enhance the effectiveness of Umrah service promotion.

This research employs a qualitative method with a descriptive approach. Data were collected through observation, in-depth interviews, and documentation. The research informants consisted of 14 people, including managers, employees, and pilgrims of the company. Data analysis was carried out through data reduction, data presentation, and conclusion drawing.

The results of the study indicate that PT. Bumi Serambi Makkah Padang Panjang has utilized social media platforms such as Instagram, Facebook, and WhatsApp as promotional tools for Umrah services. However, their utilization has not been optimal due to the absence of structured content planning, a lack of consistency in posting, and the absence of regular social media performance evaluation. Therefore, an optimization strategy is needed through more targeted promotional planning, improving content quality, and conducting continuous evaluations to ensure that Umrah service promotion can be carried out more effectively.

Keywords: *Optimization Strategy, Social Media, Promotional Tools, Umrah Services.*