



The Role of Tour Leaders in Providing Comfort for Umrah Pilgrims at Pt Bina Insani Madinah (BIM Group) Tour & Travel

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ABSTRACT

This research is entitled "The Role of Tour Leaders in Providing Comfort for Umrah Pilgrims at PT Bina Insani Madinah (BIM Group) Tour & Travel". The background of this research is based on the complexity of operational challenges such as peak season density, extreme weather, and the diversity of pilgrim backgrounds that demand professionalism of mentoring. This study aims to describe and analyze the role of Tour Leader (TL) in providing comfort to Umrah pilgrims, as well as to find out how this role contributes to the dimension of comfort of pilgrims while in the holy land. The research method used is qualitative descriptive with a case study approach on the Umrah Plus Thaif group departing for the period of December 16, 2025 consisting of 41 pilgrims. Data was collected through in-depth interviews with operational managers as well as Tour Leaders, field observations, and official company documentation. The data analysis techniques applied include data reduction, data presentation, and conclusion drawing based on the Miles and Huberman interactive model. The results show that TL plays a strategic role through personal aspects (emotional stability), behavior (two-door communication and proactive attention), position (facility coordination authority), and expectation (professionalism in compensation management) which contribute directly to the comfort types of Relief, Ease, and Transcendence. The findings prove that TL's professionalism is able to meet four contexts of comfort: physical, psycho-spiritual, environmental, and socio-cultural. In conclusion, the quality of Tour Leader assistance is a key instrument in creating a comfortable worship experience in a holistic manner for pilgrims in the holy land.

INTRODUCTION

Islam as the majority religion in the world, has a role in shaping the order of individual and societal life, whose teachings are mainly sourced from the Qur'an and the Sunnah of the Prophet Muhammad (PBUH). All aspects of a Muslim's life are governed by the Shari'a, which as a whole emphasizes the concept of monotheism and obedience through the implementation of various forms of worship. Worship is the submission or obedience of a servant to Allah SWT. By doing what you love and please with full humility to Him. The main worships in Islam include prayer (praying five times), zakat (giving some property to the righteous), fasting (in the month of Ramadan), and Hajj (pilgrimage to Baitullah in Makkah for those who can afford it). In addition, there are other sunnah worship such as infaq, alms, and Umrah

Umrah is one of the worship in Islam which is carried out by visiting Baitullah in the holy city of Makkah, as well as carrying out a series of worship rituals such as ihram, thawaf, sa'i, and tahalul, with the aim of getting closer to Allah SWT. So this worship is often referred to as a small hajj. In fiqh terms, Umrah means tawaf in Baitullah as well as between shafa and marwah. In linguistics, Umrah means "pilgrimage", while in sharia terms, Umrah is visiting the Kaaba and performing special worship that is not bound by a certain time, in contrast to the Hajj which takes place only at a special time in the month of Dhul-Hijjah.

In Indonesia, interest in Umrah has increased significantly post-pandemic, with HIMPUPH data recording 547,122 pilgrims in the first quarter of 2025, consisting of 218,964 people in January, 217,268 in February, and 111,890 in March, showing an 11% growth compared to the previous year. Nationally, financial factors are the main influences where the average cost of IDR 43 million per trip including tickets, accommodation, and visas often delays the interest of the lower middle class due to fluctuations in the rupiah

and inflation, even though bank installment promos and 2,592 PPIU actively help accessibility.

Based on an official report released by the Central Statistics Agency (BPS) of Palembang City on August 3, 2025 through the latest population publication, the majority of residents in Palembang City embrace Islam. It is recorded that the number of adherents of Islam reaches 1,771,807 people or covers around 93.99% of the total population. This figure shows that Palembang City is an area with a very dominant Muslim community base. The city of Palembang as the capital city of South Sumatra, has an interest in Umrah worship supported by local PPIU that utilizes flights from Sultan Mahmud Badaruddin II Airport, while social encouragement such as family influence, and social media advertising can certainly expand participation among young people in the Umrah pilgrimage. The Hajj and Umrah travel organizing industry such as PT Bina Insani Madinah (BIM Group) is facing stiff competition amid a surge in national quotas in 2025, with local travel such as Zafa Tour, Al Hafiz Tour, Mega Tour and Travel and An Namiroh Travelindo, so BIM Group needs to improve all the quality of their services, especially Tour Leaders To maintain competitiveness, the quality of Tour Leaders is a determining factor in the satisfaction and loyalty of pilgrims. In this context, the researcher argues that the Umrah Tour Leader plays the role of the main coordinator who can ensure the smooth journey of worship, starting from before departure such as preparing passport documents (if there is no one yet), visas and plane tickets to understanding the schedule thoroughly such as the prayer and pilgrimage schedule beforehand, so that Umrah pilgrims can focus on carrying out the Umrah pilgrimage without worrying about administrative or security obstacles during the They are in the Holy Land. All aspects that have been regulated certainly affect the comfort of Umrah pilgrims starting from before departure and after (return).

PT Bina Insani Madinah (BIM Group), as an Umrah organizer officially licensed by the Ministry of Religion of the Republic of Indonesia No. U.276 of 2020, under the auspices of KBIH Raudhatul Ulum (Decree of the Minister of Religion No. 268 of 2018), has served thousands of pilgrims by relying on trained Tour Leaders, has a great responsibility to ensure the comfort of pilgrims according to existing service standards. However, in reality, the comfort of pilgrims is still often disturbed due to several factors, such as the uneven ability of Tour Leaders to provide services.

The role of Tour Leaders in BIM Group is very important to be researched because the quality of their assistance is the main determinant in ensuring the comfort of pilgrims while in the Holy Land. The real challenge in maintaining the comfort of pilgrims is clearly seen in the departure of the group for the period of December 16, 2025 Umrah Plus Thaif BIM Group. The researcher specifically chose this group/period of departure as the object of the study for several crucial reasons. First, departures in mid-December are the peak season or peak season of visits (end of the year), where the density at the Grand Mosque and the Prophet's Mosque reaches the highest level. Second, this period coincides with the peak of winter in Saudi Arabia, where extremely low extreme temperatures are a tough physical challenge for pilgrims from Indonesia. Third, this group consists of 41 pilgrims with very diverse backgrounds of ages and regions, which demands a very intensive supervision ratio from a Tour Leader.

This issue is even more urgent considering the Indonesian government's regulations that emphasize the accountability of Umrah organizers, where Tour Leaders are not only responsible for the physical safety but also the souls of pilgrims, as mandated in Law No. 8 of 2019 concerning the Implementation of Umrah Pilgrimage Trips. The dependence of pilgrims on Tour Leaders can certainly create social dynamics where the failure of this role can cause dissatisfaction among pilgrims, while success will certainly strengthen the image of BIM Group in the competitive market, especially in the city of Palembang, so this research is relevant to fill the gap by analyzing the role of Tour Leaders BIM Group in depth. Departing from the description above, the researcher is interested in conducting research on the Role of Tour Leaders in Providing Comfort for Umrah Pilgrims at PT. Bina Insani Madinah (BIM Group) Tour & Travel.

RESEARCH METHODS

The type used in this study is qualitative descriptive. Sugiyono explained that the qualitative method is used to research on the natural conditions of objects, where the researcher is the key instrument, and the results of his research emphasize meaning rather than generalization. The nature of this research is descriptive, which aims to describe systematically, factually, and accurately the facts and characteristics of the role carried out in the field. Qualitative descriptive research aims to describe, summarize various conditions, situations, or various social reality phenomena that exist in the society that is the object of research. In this case, the researcher wants to describe systematically and accurately the facts related to the role of the Tour Leader in providing comfort to the congregation at PT. Bina Insani Madinah (BIM Group). Through this type of research, the data collected is not in the form of numbers, but data derived from interview manuscripts, field notes, photographs, and other official documents.

RESULTS AND DISCUSSION

This study aims to analyze the role of Tour Leader (TL) of PT Bina Insani Madinah (BIM Group) in creating comfort for Umrah pilgrims. Based on findings in the field, this discussion explores how the interaction between role aspects (People, Behavior, Position, Expectation) contributes directly to the dimension of pilgrim

comfort (Relief, Ease, Transcendence, Social). Through this analysis, it was found that the quality of TL assistance is a crucial factor that determines the level of satisfaction and solemnity of pilgrims while in the holy land.

Emotional stability and leadership initiative are the main foundations of the personal (People) aspect of TL PT Bina Insani Madinah. TL's ability to remain calm when facing crises, such as the case of missing elderly pilgrims or bus delays, has a direct impact on the calm of the pilgrims. These findings are in line with the research of Najwa Nafsa Hanifah (2025) who emphasizes that the role of Tour Leaders in providing responsive services and clear information is very important to create a safe and comfortable trip. From a role theory perspective, TL in BIM Group not only functions as a guide, but also as a crisis leader who maintains the group's internal stability for the sake of smooth operations, so that the congregation reaches the Relief phase psychologically. This also fulfills the psycho-spiritual context, where the presence of TL calms provides motivation and a sense of security that strengthens the faith of the congregation.

In the aspect of service behavior, the use of a two-door communication system ensures that information is received transparently by the congregation. TL's proactive attention to the physical condition of pilgrims, such as suggesting preventive use of wheelchairs, indicates safety-oriented service behavior. This analysis strengthens the findings of Moh Affan, et al. (2021) who stated that the success of the Umrah pilgrimage is highly dependent on the role of the group leader in providing maximum comfort. This pattern of assistance that is agile and sensitive to health needs proves that TL behavior that serves can build an Ease dimension (peace), where pilgrims feel safe because their physical needs are well monitored. This practice is a manifestation of fulfilling the physical context, where the body condition and stamina of pilgrims are maintained through the regulation of the rhythm of travel and supervision of basic needs that are appropriately managed by TL.

The Position Authority highlights TL's role in ensuring that all supporting facilities meet service standards. The use of the "human fortress" strategy to protect elderly pilgrims in congested areas shows that TL has full authority in regulating the movement of groups for physical safety. This is related to Muhamad Nur Ichsan's (2023) research on professionalism in leading a group. The success of TL BIM Group in coordinating hotel room upgrades and the feasibility of the bus fleet proves that TL's inherent managerial position strengthens the dimension of comfort in the pilgrims' environment. This authority ensures that the rights of pilgrims are fulfilled in accordance with the standards of professionalism expected of a travel agency. This authority ensures that the environmental context is met, where TL is able to minimize external disturbances related to accommodation and transportation in order to maintain the regularity of the travel schedule.

Expectation management is managed through TL's professionalism when there is a mismatch between the brochure and the reality of the field. Proactive action of looking for instant solutions or re-scheduling schedules is key in keeping pilgrims' expectations from turning into disappointment. As explained in Ginda Nurfianti's (2021) research, the professionalism of guidance and service greatly determines the company's image. By providing a fair and transparent solution, TL succeeded in maintaining the trust of the congregation. This reflects TL's responsibility as a representation of the image of PT Bina Insani Madinah which must continue to maintain the calm of the congregation even in the face of sudden changes in regulations or technical obstacles, so that the congregation still feels the balance between the expectations and the reality of the services they receive.

Finally, in the aspect of the social context, the familiarity of the group is facilitated through deliberate social design, such as the moment of eating together in one tray. This strategy has proven to be effective in melting rigidity and building a sense of kinship. This analysis is in line with the research of Muntahiyatun (2021) which revealed that excellent service with a persuasive and empathetic approach is crucial in minimizing the psychological obstacles of pilgrims. Through warm social interaction, pilgrims reach the dimension of Transcendence (resilience), where they are able to transcend physical limitations thanks to the moral drive and sense of community built by TL. Thus, TL managed to act as a social architect who transformed a collection of foreign individuals into one solid big family. This transformation profoundly touches on the socio-cultural context, where TL manages to create harmonious interpersonal relationships and solid familial bonds, transforming a collection of foreign individuals into one large, supportive family.

CONCLUSION

Based on the results of the research and discussions that have been carried out, several main conclusions can be drawn that the role of Tour Leader (TL) of PT Bina Insani Madinah (BIM Group), is a key instrument that determines the quality of the worship experience through the creation of comprehensive congregational comfort. This role optimization is manifested in the integration of four main aspects, where emotional stability and leadership initiative in the People aspect are fundamental forces in the face of unexpected field dynamics. TL's success in carrying out the function of a transparent communicator in the Behavior aspect, the holder of protection authority in the Position aspect, and the manager of a fair solution in the Expectation aspect, are collectively able to harmonize the company's service standards with the real needs of the pilgrims in the holy land.

The effectiveness of the BIM Group Tour Leader role contributes directly to the achievement of the four dimensions of Kolcaba comfort which are realized in various contexts of pilgrim experience. This success is marked by the fulfillment of the aspect of relief in the physical context, where TL is quick to maintain the stamina and body condition of the pilgrims through the regulation of a measurable travel rhythm. In the dimension of ease, TL is able to create comfort in the context of the environment by minimizing operational disruptions to accommodation and transportation through regular schedule management. Meanwhile, the dimension of resilience (Transcendence) manifests in the psycho-spiritual context, where the presence of TL provides motivation and inner peace that helps pilgrims overcome physical limitations for the sake of solemnity of worship. Finally, in the socio-cultural dimension and context, the 'serving from the heart' approach has succeeded in transforming a collection of individuals into a harmonious family bond. Thus, the quality of TL's mentoring not only touches on the technical and physical aspects, but also builds deep emotional and sociocultural satisfaction, which is a significant differentiating factor for the company in creating loyalty and a complete spiritual experience for pilgrims

SUGGESTIONS

For the management of PT Bina Insani Madinah (BIM Group), it is recommended to start standardizing crisis management in the field. Given the effectiveness of the "human fortress" strategy and spare time management found in this study, the step of bookkeeping the strategy into a written Standard Operating Procedure (SOP) would be very useful. This aims to maintain service quality standards and can be implemented uniformly by all field staff or other Tour Leaders in the future. In addition, strengthening digital literacy for pilgrims during manasik sessions on basic navigation features also needs to be improved to accelerate the risk mitigation of separate pilgrims.

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