

ANALYSIS OF INFORMATION SERVICES FOR PROSPECTIVE HAJJ PILGRIMS IN IMPROVING THE IMPLEMENTATION OF HAJJ AT THE MINISTRY OF RELIGION KAB. WAJO.

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Abstract. The purpose of this study was to determine how information services in improving the organization of the Hajj pilgrimage at the Ministry of Religion of Wajo District South Sulawesi. This type of research is descriptive qualitative. Descriptive research is a study that aims to describe, explain and provide information on what is being studied based on in-depth interviews with informants with special methods aimed at obtaining in-depth understanding. The results of this study indicate that the Hajj information services provided by the Integrated Hajj and Umrah Service Center Office are very good. This is evidenced by the satisfaction and comfort provided by the staff to prospective waiting list pilgrims or people who have anxiety and want to ask questions about matters relating to the registration of pilgrims or procedures.

Keywords: information, hajj and umrah, communication.

INTRODUCTION

Hajj is one of the pillars of Islam that must be performed by Muslims who are physically and financially capable. Every year, thousands of prospective pilgrims from various countries gather in the Holy Land to perform a series of pilgrimages. As part of the effort to organize the Hajj pilgrimage, the Ministry of Religious Affairs of Wajo Regency has an important role in providing information services to prospective pilgrims.

In recent years, the development of information technology has brought significant changes in various aspects of life, including the implementation of the Hajj pilgrimage. The utilization of information technology can make a positive contribution to improving the quality and efficiency of Hajj implementation. Therefore, an analysis of information services for prospective pilgrims at the Ministry of Religious Affairs of Wajo Regency is very relevant to be carried out.

The need for improved Hajj information services at the Integrated Hajj and Umrah Service Center (PLHUT) of Wajo Regency. In this context, it is important to understand that Hajj information services do not only cover administrative aspects, but also involve good interpersonal communication skills between service officers and prospective pilgrims.

Hajj information services involve various aspects, including providing information on Hajj procedures, administrative requirements, stages of activities, and other technical matters. However, obstacles such as the low level of knowledge of prospective pilgrims, the presence of illiterate pilgrims, and difficulties in speaking Indonesian are factors that can hinder the smooth process of communication and understanding of information.

In order to improve Hajj information services, the role of leadership is also crucial. Effective leadership must be able to motivate, coach, and provide clear direction to employees. Leadership support for improving employee competence in providing Hajj information within the agency is also a determining factor.

In addition, understanding the diverse characteristics of prospective pilgrims, including differences in age, education level, and language ability, is an important foundation in designing appropriate communication strategies. Good interpersonal communication between service officers and prospective pilgrims will create harmonious relationships, minimize misunderstandings, and increase customer satisfaction. Communication is a necessity in human

life, namely the need to survive and the need to adjust to their environment (Cangara, 2019) With communication skills as an instrument of self-interaction and creating balance in society.

A good communication climate is a step towards a good reputation of the Hajj agency as well, this is where the role of public relations to manage public perception in order to lead to the desired or expected image (Suranto, 2011). A situation that shows the characteristics, conditions and quality of implementation in the agency environment is referred to as the communication climate (Wijaya, 2021). By paying attention to these challenges, this study aims to identify efforts that have been made to improve Hajj information services at PLHUT Wajo Regency.

RESEARCH METHOD

This research uses a descriptive qualitative approach, where researchers will act as planners, data collectors, and analyzers. The research stage is carried out by conducting interviews with Hajj organizing staff at the Wajo Regency Religious Office, researchers will establish relationships and foster trust in order to obtain true information. The research procedure followed the qualitative data analysis model proposed by Miles and Huberman (Sugiyono, 2015).

RESULT AND ANALYSIS

The researcher becomes the main character who is the initiator of the research, where the researcher is tasked with collecting information from the sources that have been determined to answer the problems in this study, this research aims to identify the steps that have been taken in improving Hajj and Umrah information services in Wajo Regency. Concern for customers by providing good service to facilitate convenience to needs by paying attention to the harmony of attitudes, appearance of ability, attention, responsibility actions in order to realize customer satisfaction, it is called excellent service. In addition, excellent service is an act of giving customers what they expect and need in the way they want (Saleh, 2021). Researchers traced information from Hajj Registration to Repatriation information to complete this research. The information that was successfully collected was:

1.1 Hajj Registration

Researchers obtained information that the Integrated Hajj and Umrah Service Center of the Ministry of Religion in Wajo Regency has implemented an integrated and electronic service system, namely using a computerized system called SISKOHAT (Integrated Hajj Computerization System), according to informants, namely staff in charge of information services, the community comes with various matters not only to register, but also to ask many things related to departure to withdraw registration, carrying out services according to the SOP is an absolute requirement that has been implemented in this Wajo Regency agency, besides that placing staff according to their field of expertise is one of the strategies to provide the best service. As a statement given by the head of the Hajj and Umrah Section Mr. H. Muhammad Subhan S.Ag., M.Pd.

In addition, the researcher had time to interact with prospective Hajj pilgrims so that he could ask questions to complete information related to service patterns, interviews conducted with prospective Hajj pilgrims who were included in the waiting list stated that although services had been maximized, there was one thing that had hurt this, where one of the staff reneged on the appointment, the staff was not in place during working hours for personal reasons, because of this it was necessary to evaluate the performance of staff and office employees (Informan, 28 Februari 2023).

1.2 Hajj Development

The next stage is Hajj coaching, the Ministry of Religious Affairs has officially launched the Hajj Information application which can be accessed through the ministry's official website (www.haji.kemenag.go.id) which is useful to facilitate prospective pilgrims in the process of Hajj

rituals, and when they have departed, but it cannot be denied that not all people are technologically literate, in Wajo Regency, especially the Elderly, they still really need a companion, so that the Hajj and Umrah services still provide these services, the companion is a selected person who has undergone a special selection and guidance stage and is indeed provided from the central Ministry of Religious Affairs directly (Informan, 28 Februari 2023).

1.3 Hajj Departure

Hajj departure is the most anticipated moment by the community who are included in the waiting list, as it is known that there was a delay in the departure of Hajj in 2022 causing delays so that it was recorded that in Wajo Regency there were 23 people including the waiting list for departure and 103 elderly.

Based on the results of interviews with selected informants gave a statement that the management process starting from preparation for departure until it was handed over to the Hajj Dormitory, PPIH officers of the Ministry of Religion Kab. Wajo have carried out their duties and obligations properly according to applicable procedures. Hajj participants who get their turn to depart are accompanied and given facilities to assist in managing flight files, but still allow participants who want to take care of it independently. In addition, Hajj participants will also be accompanied by 1 medical officer, 1 security officer, and 1 supervisor from the Ministry of Religious Affairs of Wajo, and the people on duty have been selected in such a way as a form of effort to maximize Hajj services so that the community feels satisfied, safe, and comfortable. The Wajo Regency Hajj Service Staff also does not make it difficult if there are Elderly People who really cannot leave, based on Law No.8 of 2019 Article 50, they can apply for cancellation and replacement (Informan, 3 Maret 2023).

Good service is very important in society, because it affects the success of a service government agency in community loyalty. Hardiansyah (Hardiansyah, 2011) states that service is declared quality or satisfying if the service can meet the needs and expectations of the community. Quality service is service that is supported by good apparatus attitudes and behavior, it has an impact on the quality of good service that is responsible, fair, fast, and precise. If the community is not satisfied with the service provided, it is certain that the service is not of high quality or inefficient.

1.4 Hajj Repatriation

At this stage, the Hajj pilgrims who arrive in Bandar will be returned to the Hajj Dormitory and then picked up by their respective District officers, at this stage each service in charge completes its respective duties, starting from ensuring the Hajj participants to taking care of the participants' belongings until they reach their respective owners. At this stage it is reported that the Hajj servants are on duty as much as possible, after which an obligation after the implementation of this process every period is evaluation and accountability by each person on duty (Informan, 3 Maret 2023).

The research was carried out and completed with data in the form of interview results that show the efforts of PLHUT who carry out services according to applicable SOP standards, and always strive for information to be conveyed in full to prospective Hajj participants.

CONCLUSION

Based on the results of the research discussion on the analysis of information delivery in improving the implementation of the Hajj pilgrimage in Wajo Regency as described above, it can be formulated as a conclusion, the Hajj information services provided by the Integrated Hajj and Umrah Service Center Office are very good. This is evidenced by the satisfaction and comfort provided by the staff to prospective waiting list pilgrims or people who have anxiety and want to ask questions about matters relating to the registration of pilgrims or procedures.

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