

ABSTRACT

The Hajj and Umrah pilgrimages are sacred acts of worship in Islam. For the Hajj and Umrah to run smoothly and receive accepted worship, services and guidance are essential to facilitate the pilgrims' performance. This creates business opportunities for entrepreneurs to establish new businesses in the form of Umrah and Hajj travel to the cities of Mecca and Medina. PT. Arsakha Jannah Wisata is a business actor in the field of Hajj and Umrah travel established in 2021. In the past two years, PT. Arsakha has experienced marketing challenges, including a lack of pilgrims, characterized by a low market share, where PT. Arsakha remains below the average market share of Umrah travel sales. Furthermore, PT. Arsakha's level of sharing is also lower than its competitors. This problem is caused by several factors, namely a lack of variety in sales packages, limited branch office locations compared to its competitors, and the implementation of a minimal marketing communication mix. After further observation, the promotion factor will be the main factor that directly influences sales, which will be resolved first compared to location and product factors. Therefore, the design of marketing communication program improvements is carried out to help PT. Arsakha in increasing market share and increasing the number of Umrah travel pilgrims. The method used in this final project is benchmarking, which aims to compare and obtain a marketing communication program plan based on the best practices applied by PT. Arsakha.

Keywords: Benchmarking, Benchmark Partner, Marketing Communication, Umrah Travel Company, PT. Arsakha.