

The Effectiveness of Hajj Pilgrim Registration Services in the Satu Haji Application at the Ministry of Religious Affairs Office of Mukomuko Regency

Refazzatul Ummamah¹, Khairiah Elwardah², Makmur³

^{1,2,3} Faculty of Islamic Economics and Business, UIN Fatmawati Sukarno Bengkulu, Indonesia

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Corresponding author*:

Refazzatul Ummamah

Contact:

refazzatulummah@gmail.com

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Abstract: The Satu Haji application is a platform developed to facilitate the registration process for Hajj pilgrims. However, several challenges have been encountered in its implementation. Some pilgrims experience difficulties in using the application due to limited technological literacy. This study aims to evaluate the feasibility of the Satu Haji application in supporting Hajj registration services at the Ministry of Religious Affairs Office of Mukomuko Regency. Additionally, it seeks to analyze the supporting and inhibiting factors affecting the effectiveness of the application in the registration service process. This study employs a descriptive qualitative method, with data collected through field interviews and observations. The results indicate that the Satu Haji application has made a significant contribution to improving the effectiveness of Hajj registration services. Through this application, pilgrims are able to register online easily and efficiently without the need to visit the office in person. Furthermore, the application provides comprehensive information regarding requirements, schedules, and registration procedures.

Keywords: Content, Effectiveness, Haji Pintar Application, Service, Registration

INTRODUCTION

Indonesia is a country with a majority Muslim population. To achieve completeness as a Muslim, it is important to perform one of the pillars of Islam, namely Hajj, which is the fifth pillar for those who are capable [1]. In etymological terms, Hajj comes from the word qashdu, which means intention or purpose, while Umrah refers to a visitation activity. In definition, Hajj is the intention to go to the Baitullah at a specified time and manner. Hajj has a special value because, in addition to being a physical act of worship like prayer and fasting, it also involves financial sacrifice in the way of Allah SWT [2].

In 2018, as part of public service innovation by the Ministry of Religious Affairs through the Directorate of Hajj and Umrah, an application called Haji Pintar was introduced. The purpose of this application is to make it easier for the public to access information related to Hajj services using a smartphone [3]. Through this application, users can access various information such as estimated departure time, flight schedules, prayer times, currency exchange rates, and other information. This application not only provides guidance for performing Hajj but also continues to develop to improve services for pilgrims, including facilitating registration and cancellation through smartphones.

Currently, one of the main issues in Hajj implementation is the lack of technological knowledge among prospective pilgrims [4]. On the other hand, almost all information related to Hajj implementation is already available on the internet. This includes Hajj registration, estimated departure schedules, flight lists, pre-departure preparation, challenges during the pilgrimage, steps to start Hajj rituals, and return schedules.

A successful Hajj pilgrimage must be supported by an optimal service system so that pilgrims feel satisfied [5]. Quality service must prioritize pilgrim satisfaction by having professional staff, adequate facilities and infrastructure, responsibility from beginning to end, fast and accurate service, good communication skills, and sufficient knowledge to build trust among pilgrims [6].

To improve service standards for prospective Hajj pilgrims, the Subdirector of Hajj Accommodation under the Directorate General of Hajj and Umrah of the Ministry of Religious Affairs of the Republic of Indonesia launched a smartphone-based application. The application called Haji Pintar was first introduced in 2015 to estimate departure time and was implemented in services starting in 2021. In 2025, this application will be transformed into the Satu Haji application.

The Haji Pintar application has now transformed into the Satu Haji application. This application is the result of merging or rebranding previous applications, namely Haji Pintar and Umrah Cerdas, to create an integrated platform that makes it easier for Hajj and Umrah pilgrims to access various services. Satu Haji provides multiple service features in one application, including electronic Hajj registration. This application functions as a communication and information tool that can be accessed online and integrates various Hajj services into one platform [7]. This application is expected to provide convenience for pilgrims in obtaining information and registration services related to Hajj. Based on the latest regulation, PMA No. 13 of 2021 concerning the implementation of regular Hajj, which is derived from Law No. 8 of 2019 regarding Hajj and Umrah implementation, a new era in the Hajj registration process has been introduced.

This regulation establishes the Ministry of Religious Affairs as the authority responsible for organizing and providing Hajj services. In summary, effectiveness in Hajj implementation requires services that are high-quality, efficient, and professional [8].

In online Hajj registration services, pilgrims who have completed the initial payment can register independently through the Satu Haji application downloaded on their smartphones. If all requirements are fulfilled and procedures are followed correctly, the Hajj Registration Certificate (SPH), which contains the pilgrim's portion number, will be received electronically through notifications in the application.

In organizing departures to the Holy Land, the Indonesian government plays an important role in setting regulations, managing quotas, conducting registration, organizing transportation, providing accommodation, implementing service and monitoring systems, and conducting evaluations for continuous improvement [9]. The Directorate General of Hajj Organization of the Ministry of Religious Affairs has launched the Satu Haji application, which serves as a useful tool for Hajj departure information services. It is integrated with the Integrated Hajj Information and Computerization System (SISKOHAT) and can be accessed online in real time.

The Satu Haji application provides various information related to preparation, Hajj journey, departure processes in the Holy Land, travel schedules, and Hajj implementation. Pilgrims can check their portion number, departure and return schedules, location maps integrated with smartphone GPS, guidance for rituals and prayers, accommodation information, information in Mecca and Medina, tent locations, and food menu information during the pilgrimage [10].

The current Satu Haji application has great potential to provide guidance and updated services for Hajj implementation. The Ministry of Religious Affairs of the Republic of Indonesia strongly supports the public in accessing Hajj information and services more easily. The Directorate General of Hajj and Umrah continues to develop the Satu Haji application. However, several challenges still exist in the field, especially because this application is not yet widely known among Indonesian pilgrims. In addition, there are obstacles due to the limited understanding and difficulties of pilgrims, especially elderly users, in using smartphones.

This application generally presents information in the form of text, images, and videos, so it has not yet been able to provide an immersive experience that simulates the real Hajj experience in the Holy Land. Therefore, further development is needed to create an interactive and realistic virtual environment. In the current era, the boundary between the digital world and the real world is becoming increasingly blurred.

RESEARCHMETHOD

In this study, the author uses field research, which is research conducted in a descriptive manner in the form of spoken words from people and observed behavior. The approach used is a qualitative approach, which is a method used to understand knowledge related to behavior, phenomena, events, problems, or certain conditions [11].

The data obtained are analyzed qualitatively and presented in descriptive form. The steps of data analysis according to Miles and Huberman are as follows [12]:

- a. Data collection, which is collecting data at the research location through interviews, documentation, observation, and questionnaires.
- b. Data reduction, which is the process of selecting, focusing, abstracting, and transforming raw data obtained directly from the field. This process continues during data collection, so data reduction begins when the researcher determines the focus of the research area.

This research was conducted at the Ministry of Religious Affairs Office of Mukomuko Regency, located at Jl. Imam Bonjol, Bandar Ratu, Kota Mukomuko District, Mukomuko Regency, Bengkulu, with postal code 38714.

The data collection technique was carried out by seeking information through social media and contacting informants from the Ministry of Religious Affairs of Mukomuko Regency through direct interviews. According to Sugiyono, interviews are used as a data collection technique when the researcher conducts a preliminary study to identify problems to be investigated, and when the researcher wants to obtain deeper information from respondents with a relatively small number of participants [13].

RESULTS AND DISCUSSION

Research Results

Implementation of the Satu Haji Application in Hajj Registration Services at the Ministry of Religious Affairs Office of Mukomuko Regency

The Ministry of Religious Affairs Office of Mukomuko Regency began implementing Regulation of the Minister of Religious Affairs (PMA) No. 13 of 2021 concerning the organization of Hajj and Umrah in the new era of regular Hajj registration, which is a continuation of Law No. 8 of 2019 [14]. Based on this regulation, since 2021 Hajj registration services have facilitated three options: direct registration at the Ministry office, mobile registration services, and electronic registration through the *Satu Haji* application [15].

Direct Hajj registration has been implemented for years according to regulations. Meanwhile, mobile registration services have not been implemented due to limited human resources, budget constraints, and the absence of BPS BPIH in remote areas. Electronic registration is conducted by prospective pilgrims through the *Satu Haji* application [16]. Electronic registration can be done anytime and anywhere after the initial deposit payment of IDR 25,000,000 at BPS BPIH and obtaining a validation number. However, officers monitor the process during working hours through SSKOHAT services [17].

Electronic registration at the Ministry of Religious Affairs Office of Mukomuko Regency has been implemented since 2021. The implementation of the *Satu Haji* application is an effective step to improve the satisfaction of prospective pilgrims. The application provides benefits such as efficiency, accuracy, and convenience. Thus, the service becomes more effective and efficient.

The existence of the *Satu Haji* application makes it easier for pilgrims to register without visiting the office. In the registration process, the public can obtain information such as requirements through the application and the Ministry's website. Direct registration remains the main method, while mobile services are not yet implemented due to limited resources [18].

a. Facilities and Infrastructure for Electronic Hajj Registration Services

Facilities and infrastructure support electronic Hajj registration services. These include platforms and systems that allow pilgrims to register online. The *Satu Haji* application supports this service with electronic registration features that make access easier without visiting the office.

b. Electronic Hajj Registration Services

1. Use of the Satu Haji Application in Electronic Registration

Technological development has influenced Hajj registration services. Previously, registration could only be done directly at the office, but now it has developed into digital services. The use of the *Satu Haji* application provides benefits such as effectiveness and efficiency. Pilgrims only need to prepare requirements and follow instructions, then wait for verification monitored through SISKOHAT. After meeting requirements, pilgrims receive a portion number and are included in the waiting list.

2. Electronic Hajj Registration Mechanism

The mechanism involves several steps depending on the responsible institution. The process is conducted independently by pilgrims through the registration menu in the *Satu Haji* application integrated with SISKOHAT.

3. Monitoring of Electronic Registration Services

Monitoring is conducted by the responsible officer at the PHU section, namely Mr. Peri Irawan, who supervises the electronic registration menu through SISKOHAT.

4. Comparison of Electronic and Direct Registration (2024–2025)

After the new regulation in 2021, interest in electronic registration remained low due to economic factors and limited technological understanding. Therefore, most people prefer direct registration.

a) **2024:** Only 2 people registered via the *Satu Haji* application, while 1,630 people registered directly at the office.

b) **2025:** Only 1 person registered via the application, while around 1,840 people registered directly.

It can be concluded that electronic registration in Mukomuko Regency is not yet effective because many people do not understand the application and prefer direct registration.

Effectiveness of the Satu Haji Application in Facilitating Hajj Registration Services

The use of the *Satu Haji* application greatly supports service activities. It helps administrative processes become more effective and efficient. Previously, registration could only be done directly, but now it can be done electronically.

The features in the application provide benefits such as access to information about procedures, cancellation requirements, services, accommodation, financial information, and departure estimates.

The application is flexible and can be used anytime and anywhere. However, there are several obstacles such as internet issues, inaccurate departure estimates, and incomplete document uploads.

Despite these challenges, the application has improved service effectiveness and efficiency in 2024–2025.

Discussion

Mechanism of the Satu Haji Application in Hajj Registration Services

a. Hajj Registration Mechanism Based on Regulation

The Ministry of Religious Affairs is responsible for Hajj registration based on PMA No. 13 of 2021. The *Satu Haji* application is considered effective if it follows structured and accountable processes [19].

The registration mechanism includes:

1. Registration can be done on working days throughout the year.
2. Registration is conducted at the Ministry office according to domicile.
3. Citizens cannot register if:
 - a) Still on the waiting list
 - b) Have performed Hajj within the last 10 years
 - c) Serve as Hajj officers or guides in the current year
4. Registration methods include:
 - a) Direct service
 - b) Mobile service

Procedures include submitting proof of payment and documents, inputting data into SISKOHAT, taking photos, and issuing the Hajj Registration Certificate (SPH).

b. Requirements for Hajj Registration

General requirements include [20]:

1. Muslim
2. Minimum age of 12 years
3. Valid ID
4. Special conditions for foreign citizens
5. Birth certificate or equivalent
6. Bank account at BPS BPIH

Registration services include three models: direct, mobile, and electronic via *Satu Haji* [21]. Registration is conducted during working hours, while the application allows 24-hour access after initial payment. Monitoring is done during working hours. Procedures follow KEPDIRJEN PHU No. 244 of 2021, including payment, validation, document submission, verification, and issuance of SPH.

Analysis of Supporting and Inhibiting Factors (SWOT)

a. Supporting Factors

1. **Strengths**
 - The application facilitates remote access
 - Integration with SSKOHAT ensures real-time data
 - Integration with Pusaka Superapps
 - Adequate facilities
 - Availability of officers for monitoring and verification
2. **Opportunities**
 - Saves cost, time, and effort
 - Secure document system

b. Inhibiting Factors

1. **Weaknesses**
 - SSKOHAT network disruptions
 - Incorrect document uploads
 - Incomplete registration processes
2. **Threats**
 - Risk of system damage
 - Limited compatibility (not available on iOS)

CONCLUSION

The use of the *Satu Haji* Application greatly supports service activities at the Ministry of Religious Affairs Office of Mukomuko Regency. The implementation of this application helps Hajj administration achieve its objectives. For example, it assists Hajj organizers in conducting electronic Hajj registration, making the process more effective and efficient. The existence of the *Satu Haji* Application provides a positive impact in improving Hajj services. Previously, before the existence of the *Satu Haji* Application, Hajj registration could only be carried out directly at the Ministry of Religious Affairs Office of Mukomuko Regency. However, after the implementation of the latest regulation regarding the new era of electronic Hajj registration, the public can now register electronically through the *Satu Haji* Application.

The supporting factors of the *Satu Haji* Application can reduce cost, time, and effort because pilgrims do not need to visit the Ministry of Religious Affairs Office of Mukomuko Regency and only need to use the *Satu Haji* Application for electronic registration. Meanwhile, the inhibiting factor is that the SSKOHAT network sometimes experiences downtime, so officers cannot verify the required documents in the SSKOHAT service.

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