

**STRATEGI KOMUNIKASI PEMASARAN
PT. BINA INSANI TOUR DALAM MENARIK MINAT
CALON JAMAAH HAJI DAN UMROH**



SKRIPSI

Disusun Oleh :

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**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS ILMU KOMUNIKASI
UNIVERSITAS SUMATERA SELATAN
2026**

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**Diajukan Guna Melengkapi Salah Satu Syarat Mendapatkan Gelar Sarjana(Strata-1)
Pada Program Studi Ilmu Komunikasi Fakultas Ilmu Komunikasi
Universitas Sumatera Selatan**

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PENGESAHAN

Skripsi dengan judul “Strategi Komunikasi Pemasaran PT. Bina Insani Tour Dalam Menarik Minat Calon Jamaah Haji dan Umroh” oleh Devi Juanda telah dinyatakan di depan Tim Penguji Skripsi Program Studi Ilmu Komunikasi Fakultas Ilmu Komunikasi Universitas Sumatera Selatan.

Ujian Dilaksanakan pada

Hari : Selasa
 Tanggal : 07 Juli 2026
 Pukul : 13:00-14:00
 Tempat : Ruang Ujian Skripsi Fakultas Ilmu Komunikasi

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MARKETING COMMUNICATION STRATEGY OF PT. BINA INSANI TOUR IN ATTRACTIING THE INTEREST OF PROSPECTIVE HAJJ AND UMRAH PILGRIMS

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ABSTRACT

This research was motivated by the increasing competition among Hajj and Umrah travel service providers and the importance of marketing communication strategies in building public trust and attracting prospective pilgrims. In choosing Hajj and Umrah travel services, prospective pilgrims not only consider price and facilities but also pay attention to legality, credibility, service quality, and the information provided by the company. The purpose of this study is to identify and analyze the marketing communication strategy implemented by PT Bina Insani Tour in attracting the interest of prospective Hajj and Umrah pilgrims. This study employed a qualitative approach using a descriptive method. Data collection techniques included interviews, observation, and documentation. Data analysis used the Miles and Huberman model, consisting of data reduction, data display, and conclusion drawing. The study applied the Marketing Communication Strategy theory by Silviani and Darus (2021) and the Interest theory by Slameto (2015) using the indicators of Attention, Interest, Desire, and Action (AIDA).

The results indicate that PT Bina Insani Tour implements its marketing communication strategy through audience identification, message design emphasizing trustworthiness and legality, the use of digital media and direct communication, and strengthening message credibility through testimonials and service quality. These strategies successfully generated attention, interest, desire, and action among prospective pilgrims to use PT Bina Insani Tour services. Trust was found to be the main factor influencing the success of the company's marketing communication strategy.

Keywords: *Marketing Communication Strategy, Interest, Prospective Pilgrims, Hajj and Umrah, PT Bina Insani Tour.*