

**THE IMPACT OF PHENOMENON HALAL LIFESTYLE
OF HAJJ AND UMROH MARKETING STRATEGY
IN THE EFFORTS TO INCREASE MEMBER
IN PT. ARMINAREKA PERDANA**

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ABSTRACT

Halal lifestyle is a lifestyle or behavior of an Islamic person that leads to Islamic law. Basically, the concept of halal lifestyle is simple, something that is halal is good, clean, and healthy. Halal lifestyle brings significant changes for Muslims in Indonesia, such as the phenomenon of Hijrah. The impact of halal lifestyle changes on a particular person or group is used by producers as a way to increase consumer purchases of fulfilling their halal lifestyle.

One of the required lists of halal lifestyles undertaken by Muslims is the fulfillment of daily needs such as: dreaming a faith-based school for children's education, fulfilling zakat and alms, choosing Islamic finance and having the obligation of Hajj and Umrah. The big of this opportunity can be considered in Indonesian business world, especially in the field of Hajj and Umrah travel agents. PT. Arminareka Perdana as a Hajj and Umrah pilgrimage service provider has a marketing strategy in increasing the number of pilgrims. Marketing strategy is one of the important aspects that will be considered when starting a business, because the right marketing strategy will make the consumers recognized the business easier, thus the travel can achieve the target as well as expected.

This study used a qualitative research methodology with a phenomenological approach, because this research produced data in the form of written or oral data from informants by looking at phenomena that are currently trending in the community. Every activity related to the impact of halal lifestyle and also the marketing strategy of the Hajj and Umrah travel agency will be explained thoroughly and thoroughly. The final result of this study was to determine the impact of halal lifestyle on travel marketing strategies.

Keyword : Halal Lifestyle, Marketing Strategy, Hajj and Umroh