

Ministry of Religious Affairs of Toba Samosir Regency Public Relations Performance to Increase Knowledge of Potential Pilgrims

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ABSTRACT

This study seeks to evaluate the public relations strategy of the Toba Samosir Regency Ministry of Religion in expanding the understanding of prospective Hajj pilgrims, as well as the inhibiting and supporting aspects of the Toba Samosir Regency Ministry of Religion's office in doing so. This study's data was collected through interviews, observations, and documentation, and then analyzed utilizing qualitative methodologies. The results of this study indicate that the Public Relations office of the Ministry of Religion of the Toba Samsir Regency employs the following strategies: 1) collecting data on prospective Hajj pilgrims in order to obtain facts; 2) educating the public about the importance of the Hajj; and 3) educating the public about the importance of the Hajj. 2) planning by compiling actions associated with the execution of the Hajj 3) Activity and communication, such as sociability, pilgrimage rites, and coaching 4) Evaluation, including performing in-depth reviews at both the district and provincial levels in conjunction with coordination meetings. The factors inhibiting public relations at the ministry of religion are differences in congregational characteristics, a lack of human resources at the ministry of religion office, and the distance between the ministry of religion office and the candidates' congregation, while the factors supporting public relations are the trust of prospective pilgrims in the committee, communication facilities, and the support of various parties.

ABSTRAK

Penelitian ini bertujuan untuk mengetahui strategi Humas kantor Kementerian Agama kabupaten Toba Samosir dalam meningkatkan pengetahuan calon Jemaah Haji, dan faktor penghambat dan pendukung kantor Kementerian Agama Kabupaten Toba Samosir dalam meningkatkan pengetahuan calon jemaah haji. data pada penelitian ini didapat dengan melakukan wawancara, observasi, dan dokumentasi lalu diolah menggunakan metode kualitatif. Penelitian ini memiliki hasil dimana strategi yang dilakukan Humas kantor kementerian Agama kabupaten toba samosir yaitu 1) menemukan fakta dengan melakukan pendataan terhadap calon Jemaah haji, 2) melakukan perencanaan, dengan menyusun kegiatan terkait pelaksanaan ibadah Haji, 3) Aksi dan komunikasi, melaksanakan rencana kegiatan seperti sosialisasi, manasik haji dan pembinaan 4) evaluasi, melakukan evaluasi mendalam baik dengan tingkat kabupaten maupun provinsi dengan rapat koordinasi. Faktor penghambat humas kantor kementerian Agama berupa perbedaan karakteristik jemaah, kurangnya SDM di kantor kementerian Agama, dan jarak antara kantor kementerian Agama dengan calon Jemaah, sedangkan Factor pendukung adalah, kepercayaan para calon Jemaah terhadap panitia, fasilitas komunikasi dan dukungan dari berbagai pihak.

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I. INTRODUCTION

Public relations, is the practice of enhancing public knowledge so as to increase public confidence in individuals or organizations. (Basukenti, 2020) According to (Cutlip, Scott. M., 2009), public relations is a management function that evaluates public treatment, identifies places and processes of individuals or organizations for public purposes, and organizes and implements a program of activities to achieve public support. In keeping with the government system that is growing in Indonesia, a new government paradigm, one that is oriented toward good governance.

The primary responsibility of the government is to serve, facilitate, and fight for the government to control and care for its people by generating peace, managing, and prospering its people, which is inseparable from the public relations profession's obligations and activities. Regional Office of the Toba Regency Ministry of Religion. The Ministry of Religion is responsible for overseeing the administrative functions of religious activities in Indonesia and for carrying out government functions in the religious sphere. A mission of the Ministry of Religion of the Republic of Indonesia, specifically the Office of the Ministry of Religion of Toba Samosir Regency, is to expand Hajj pilgrims' knowledge.

According to data from the Ministry of Religion, the Indonesian Hajj quota varies from year to year. In 2015-2016, the Indonesian Hajj quota was 168,000 per year, but in 2017-2019, it grew to 221,000 per year. Specifically for the province of North Sumatra, according to a ministerial decree regarding the determination of the provincial Hajj quota, North Sumatra has a quota of 8,356 people in 2017 and 8,292 people in 2018-2019. This Sumatran Hajj quota is filled from the distribution of several districts within North Sumatra itself. Between 2011 and 2022, 132 persons have registered for Hajj in the Toba Samosir Regency. From 2015 to 2019, a significant number of Hajj pilgrims have left the Toba Samosir region.

The following is a table of Hajj participants in Toba Regency from 2015 to 2019.

Table 1. Hajj participant data from 2015 to 2019

Year	Number of Hajj participants
2015	3 persons
2016	1 person
2017	11 persons
2018	7 persons
2019	3 persons

Source: Toba Samosir Ministry of Religion Office 2022

The year with the largest number of Hajj participants departing from Toba Regency was 2017 with 11 Hajj participants. Ministry of Religion in encouraging and educating prospective Indonesian Hajj pilgrims.

Hajj rites are one way to increase the number of prospective hajjis. This ceremony of Hajj rites teaches the Muslim community about lessons and information for future Hajj pilgrims, as well as the actions necessary to do the Hajj. Muslims typically learn the processes for doing Hajj from a book or through direct demonstrations and adapt the Mecca Hajj procedures to field situations (KHAIRULLAH, 2021). Despite this, there are still many Muslims who are unwilling to learn the Hajj traditions for a variety of reasons, including a lack of time and desire. In this case, the researcher is interested in discussing the "Public Relations Strategy of the Ministry of Religion of Toba Samosir Regency in Increasing the Knowledge of Prospective Hajj Pilgrims."

RESEARCH METHOD

Understanding Public Relations

Humas Understanding Public Relations Public relations, often known as public relations, is the purposeful effort taken to build and maintain a sense of mutual understanding between an institution and its community. disorganized. (Thomas Coulsin, 2002 Dr. Dakir, 2018)

Public Relations is both an art and a social science that can be used to study trends, predict their outcomes, advise organizational leaders, and implement planned programs of activities that benefit both the organization's and the public's or public interest. (Artis, 2011)

Referring to different definitions of public relations based on the data, it can be concluded that public relations is a structured, programmed, and sustainable activity that is carried out by professionals in effective communication governance in order to build a positive image in society. Activities (Dinda Septiana Elyus, 2021)

The responsibilities and scope of public relations

In general, Public Relations activities involve a variety of terms, including publicity, relations with journalists (press relations), relations with the media (media relations), conveying information to the public (public informations), cooperative relations with the community (public affairs.), with relations between companies (corporate affairs), company image (corporate image), relations with the government (government relations) or lobbies (lobbying), and others. (Sitepu, 2018)

Public relations is frequently linked with representing a company's interests. In order for the aims of an agency, corporate entity, or corporation's business activities to be approved and permitted by a large audience. (Mustafa, 2017)

According to the definition of the term Public Relations, which is public relations, the target audience for public relations is obviously the public. Public refers to a group of individuals who share similar interests and concerns. There are two types of publics in Public Relations: internal publics and external publics. (Dinda Septiana Elyus, 2021)

Since public relations serves as a communication channel with stakeholders to inform the public of the organization's vision, mission, and goals, it must continue to be designed and evolved in line with the times (Amalia, 2020).

The primary function of public relations is to regulate traffic, information circulation, both internal and external, by providing as much information and explanation as possible to the public regarding the policies, programs, and actions of an organization in order to gain public support and acceptance. (Islam et al., 2021)

In contrast, the scope of public relations for an organization or institution encompasses the following:

- a. Establish internal interactions (internal public) where the community is an integral part of the entity/agency/business. Here, the highest shareholders and employees are arranged from the highest level to the lowest.
- b. Establish external relationships (public exterior) refers to the general population (society). Here, public relations struggles to promote a positive perception and attitude toward the organization it represents. H. Fayol stated that public relations have multiple objectives, including: Establish a business identity while simultaneously enhancing two-way communication initiatives with diverse stakeholders. Confronting a crisis, namely dealing with complaints and arising crises. In particular, by assembling a specialized crisis management team and public relations specialists tasked with rebuilding damaged images and reputations. Promoting social aspects in the public's best interest. (Rosady Ruslan, 1998: 19 in Sari, 2017)

Similar to duties and obligations, a Public Relations officer has the following primary duties and responsibilities:

- a. Communicating with the public orally, in writing, or graphically. To assist the community in correctly understanding the circumstances, company, aims, and actions of an organization or institution.
- b. investigate and analyze reactions and activities against businesses and organizations, including every member of society that is harmful to businesses and enterprises.
- c. offer practitioners with data and viewpoints that will assist them in giving the public satisfactory and impressive results. (Rachmadi, 1992)

With these duties and obligations, each department is able to carry out its interests and responsibilities effectively, allowing the institution's program to run smoothly.

Public Relations Strategy

Understanding Strategy

Strategy is the design of a plan or action in terms of identifying and allocating all resources to support the accomplishment of specific objectives. In other words, you can use it as a basis for modeling behavior or developing strategies to attain your objectives. Obviously, multiple components and execution strategies are utilized in linked tasks. (Suhandang, 2004)

Public Relations Strategy Phases

The stages required to implement Ronald D. Smith's translated PR strategy are: The stage of formative research, which consists of formative research completed before the project begins. Research the strategy in order to provide new data necessary for planning decisions. This phase consists of six steps:

Step 1: Conducting a Situation Analysis

The initial step of primary management is situation analysis. Identify problems occurring inside and outside the organization

Step 2: Organizational Analysis

The second phase of the strategic plan is the process of leading a communications audit, often known as a SWOT analysis of the organization's strengths and weaknesses.

Step 3: Conduct a Public Analysis

This can be accomplished by introducing it to the general population. Internal public (employees, employee families, executives, and investors) and external public (employees, employee families, executives, and investors) (media, government, consumers, communities and NGOs).

Step 4: Establishing Objectives and Goals (setting goals and objectives)

Concentrate on what the organization can do with its product or service. This phase assists us in defining the organization's objectives, such as understanding, acceptability, and public action, in a manner that is specific, measurable, and unique. Define your company's objectives for marketing and managing its reputation.

Step 5: Formulating Action and Response Plans (develop strategies for action and reaction)

Concentrate on what the company can do with its product or service. This phase aids in defining the organization's objectives, such as understanding, acceptance, and public action, through the establishment of specific, quantifiable, and lucid goals. Define your company's objectives for marketing and managing its reputation.

Step 6: Communicating Effectively

Before utilizing efficient communication, public relations must know their intended audience, or know their objective. Beginning with this phase by focusing on the target as the audience, public relations acknowledges the audience and considers numerous factors of good communication in order to effectively communicate with the audience. (Mustafa, 2017)

The strategic phase is the organization's overarching planning. Including how an organization determines its objectives and how they can be accomplished. Consider the PR management approach, which refers to a managerial strategy. Consequently, the strategic planning process for public relations encompasses fact gathering, planning, communication, and assessment. Kasali uses it for data collection, problem description, planning and preparation, action and communication, and evaluation. (Saputra, 2011)

A theory of the four-step process of Public Relations according to (Cutlip, Scott. M., 2009 in Ruliana & Dwiantari, 2006), in which the process consists of defining the problem or opportunity (situation analysis), developing plans or programs (strategy), taking action and communicating (implementation), and conducting program evaluation (assessment). Using the 4-step process theory presented by (Cutlip, Scott. M., 2009 as cited in Ruliana & Dwiantari, 2006), it is possible to explain it.

- a. Describe the information, beliefs, attitudes, behavioral investigations, and personal controls affected by the organization's conduct and policies. It is essentially a property of an organization's intelligence. This step establishes the groundwork for all subsequent troubleshooting steps by establishing "what happened."
- b. Strategic Planning and Programming: The information supplied in the first statement serves as the foundation for the construction of goals, objectives, action plans, and communication goals in general. Consequently, mastering your native tongue should be incorporated into your organization's strategy and policy. The second phase in this procedure is to modify your actions and words according on the circumstance you are investigating.
- c. Action and Communication (Implementation): The third paragraph calls for the implementation of the program with an emphasis on the individual goals of each community group in order to fulfill the program's objectives. The question posed in this statement is, "Who, when, where, and how?"
- d. Planning, implementation, and evaluation of the program are the primary steps in this procedure. When the program begins, judgments are made based on feedback to determine whether or not the program is operating effectively. Then, comprehend "how to use it now or later," and the application will be initiated or terminated.

Hajj

Understanding Hajj

Hajj, if interpreted etymologically, means "towards," and in terms of terminology (terms), it refers to entering the Kaaba or the House of Allah to worship Him by completing rites (such as wukuf, tawaf, and sa'). I tossing jumrah, and other practices) at the proper time and location to honor His will and anticipate His Ridho.

Hajj Law

The Hajj is mandatory for all Muslims who have performed their other duties. The Hajj is compulsory only once in a lifetime; subsequent or subsequent Hajjs, and so on, are sunnah. For those who swear to do Hajj, they are obligated to do so.

Requirements for the required Hajj

Every Muslim who is mature, intellectual, and competent to perform Hajj is required to do so (istiha'ah). istiha'ah refers to the capacity for physical, material, and secure travel. Because they are not Mukallaf, little children and the deranged are not required to perform the Hajj.

The required Hajj pillars and circumcision. There are three distinct types of Hajj practices:

a. Rukun

In accordance with the practice of the Pillars of Hajj, if any of the pillars are left behind, the Hajj is invalid.

The Hajj's pillars are: a) Purpose of ihram; b) Tawaf ifadhah; c) Wukuf at Arafah; d) Sa'I; e) Tahallul (shaving/haircutting).

b. Required Hajj

If one of his commitments is forgotten, his Hajj is still legitimate, but he must build a dam in its place.

The obligatory Hajj is: a) Observance of ihram and miqat; b) Throwing jumrah; c) Mabit in muzdalifah; d) Mabit in mina; e) Thawaf wada' (Directorate General of Hajj and Umrah Organization, 2020)

RESULT AND DISCUSSION

This research employs a qualitative methodology. A qualitative strategy is one that aims to determine what is occurring in research in general by employing explanations of words and language, as well as other natural and unnatural approaches. This comprehensive, extensive, in-depth, and knowledge-based method aims to demonstrate the uniqueness of the diversity of individuals, groups, communities, and/or organizations in their daily lives (Dr. Sandyu siyoto, M.Ali sodik, 2015).

The researcher has selected the Regional Office of the Ministry of Religion in Toba Samosir Regency, North Sumatra Province as the place for his or her investigation. Jl. Hutabulu Mejan Sibola Hotang Balige, Toba Samosir Regency, North Sumatra is the location of this study. This study was conducted within a month's time. Research informants are sources of obtainable information. It is more precisely described as a person or item that can supply information to researchers as a factor in determining and locating facts in study outcomes. The selection of informants was conducted using the approach of purposive sampling. Purposeful sampling is a technique or strategy based on specific concerns. The sample is selected on the basis of the features of the subject in accordance with the study objectives. This study's research informants included the Public Relations Office of the Ministry of Religion of Toba Regency, the Head of Administration as well as PLT organizers of Hajj and Umrah, and various Ministry of Religion staff members.

Ministry of Religion of Toba Samosir Regency's public relations strategy to increase prospective Hajj pilgrims' knowledge.

1. obtaining information in the field or fact finding

Using a fact-finding technique based on the observations and interviews of researchers in public relations and the division for arranging Hajj and Umrah. This is consistent with the conclusions of the interview data collected by the researchers. Fact-finding requires internal and external consideration and monitoring, in addition to the collection of data and facts. During this step, decisions will be made on programs, objectives, strategic moves, processes, and communication objectives.

In this instance, the Public Relations Office of the Ministry of Religion of the Toba Samosir Regency and Hajj and Umrah coordinators collect data. Perform data collecting on Candidates for Hajj pilgrims in terms of Number, Age, Education, Occupation, and Place of Residence, which will subsequently be carried out in Hajj Manasik at the District Level by the District KUA, and in the Regency by the Hajj Organizer."

2. Develop a strategy or plan

PR's second step is strategic planning, based on the outcomes of observations and interviews. Public Relations and Hajj and Umrah organizers collaborate on this step. The Office of the Ministry of Religion of Tobas Samosir Regency does planning and planning in all preparations and processes for Hajj and Umrah activities, it is in the form of division of tasks, guiding, and coordinating the implementation of the responsibilities of the section on organizing Hajj and Umrah, public relations and Hajj organizers to arrange what activities will be carried out later given after the Hajj registrants have fulfilled the quota, as well as Haj

3. conduct and interaction

The third step of public relations is action and communication, which is also known as implementation. At this stage, all types of activities and program implementation processes are carried out. The public relations office of the Ministry of Religion Toba Samosir communicates by providing socialization and delivering information either through the media or directly to the public, then the organizers of Hajj and Umrah take action by carrying out previously planned activities, where the organizers conduct Hajj rituals for prospective pilgrims to Mecca. This technique also includes reporting to the media, as I discovered when conducting observations at the district office of the Ministry of Religion in Toba. The news was disseminated by announcing the 2018 departure of the Hajj in the newspaper media.

4. Evaluation

Evaluation is the final step in this public relations strategy; it is a strategic stage in which all programs are evaluated based on the feedback received to determine whether they can run well in the future; it is necessary to evaluate the program or plan to determine whether it is feasible or should be used. The PR and Hajj and Umrah organizers section conducts an in-depth evaluation at the district, provincial, and national levels in order to determine whether the program's objectives have been met and what needs to be changed for the future. The public relations department also provides coverage of online and print media.

Factors inhibiting and supporting the Ministry of Religion's public relations efforts to increase the understanding of prospective Hajj pilgrims.

a. inhibiting variable

From the observations and interviews conducted by the researchers, in which the authors inquired about the impeding factors of the Public Relations office of the Ministry of Religion in increasing the Knowledge of Candidates for Hajj Pilgrims, the obstacles for administrators in conveying information about Hajj and Umrah, namely differences in the characteristics of prospective pilgrims, and limited human resources in the Ministry of Religion of Toba Samosir, were identified. in addition to the distance between the Ministry of Religion's office and the residence of prospective Hajj pilgrims.

b. Contributing considerations

That the enabling aspects for the Office of the Ministry of Religion of Toba Samosir Regency to increase the knowledge of future Hajj pilgrims are the prospective pilgrims' faith in the committee, communication facilities, and the support of various parties.

IV. CONCLUSION

The Ministry of Religion of Toba Samosir Regency's Public Relations Strategy to increase the understanding of prospective Hajj pilgrims includes, among other things, fact-finding and planning. Next is Communication and Action, followed by Evaluation.

Factors impeding and aiding the Hfaumas Ministry of Religion Office's efforts to increase the awareness of prospective Hajj pilgrims. Barriers to the Public Relations Office of the Ministry of

Religion of Toba Samosir Regency increasing the knowledge of prospective Hajj pilgrims include differences in the characteristics of prospective pilgrims, a lack of human resources in the Ministry of Religion, and the distance between the Ministry of Religion and prospective pilgrims. The Office of the Ministry of Religion in Toba Samosir Regency is supported in its efforts to increase the knowledge of future Hajj pilgrims by the prospective pilgrims' trust in the committee, communication facilities, and the assistance of other parties.

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