

COMMUNICATION POLICY OF THE MINISTRY OF RELIGIOUS AFFAIRS OF THE REPUBLIC OF INDONESIA IN SOCIALIZING THE ONH INCREASE AND ITS IMPLICATIONS FOR PROSPECTIVE PILGRIMS IN MEDAN CITY

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Abstract. The purpose of this research is to analyze RI's policy communication in socializing the increase in the cost of Hajj and its implications for prospective pilgrims in Medan city. The research method that researchers use is a qualitative approach because it is considered appropriate to use in this study. Qualitative research is defined as an investigative process to understand social problems based on the creation of a complete holistic picture formed with words, reporting the views of informants in detail, and arranged in a background. Policy communication is carried out by providing information through activities such as workshops and FGDs to the Hajj pilgrimage guidance groups. Some prospective pilgrims are a little heavy to accept this policy, but from those who accept it fully related to the newly passed policy, also hope that it will not be the wrong policy in the future

Keywords: communication; policy; implications

I. INTRODUCTION

Hajj is a sentence of a worship trip in visiting the Kaaba and around the city of Makkah to perform the rituals of tawaf, sa'I wukuf in Arafat and so on, the definition is based on terminology. Hajj as a Muslim religious service is the fifth pillar of Islam, and is therefore obligatory for every Muslim who is able (istitha'ah) [1] Hajj is a special act of worship, so it is not surprising that almost all Muslims who can afford it, want to perform it. Indonesian Muslims are no exception. It is an absolute prerequisite for a Muslim to be able and allowed to perform the Hajj. The Hajj pilgrimage is mostly in the form of physical activity, for a long time (more than 30 days) in the country of Saudi Arabia, and its activities at a predetermined time, namely in the month of Dhul Hijah [2]. As well as being in an environment that is different from that in Indonesia. This situation requires excellent health conditions for prospective pilgrims, namely health conditions for optimal, skilled and independent pilgrims. The validity of the Hajj is highly dependent on the application and formal provisions of the Hajj that have been recognized [3]. A striking difference compared to other rituals of worship, in terms of the place of implementation does not have to travel far and can be carried out in various places [4]. The organization of the Hajj from year to year continues to develop with a myriad of problems [5].

The service of organizing the Hajj pilgrimage is actually always strived to be better every year. Improvement efforts with the use of a waiting list system to ensure the certainty of departure of prospective pilgrims, shorten the distance traveled through direct flights Jakarta-Madinah (previously through Jeddah), making it more efficient and

reducing the physical and psychological burden of the pilgrims [6]. The overall activity of organizing the Hajj requires financing in its operation, which is an obligation to the Government of Saudi Arabia, and other necessary costs. Based on these cost components, the Government then prepares the amount of fees that must be paid by the pilgrims or better known as the Hajj Implementation Fee (BPIH). The amount of BPIH each year is determined by the President on the proposal of the Minister of Religious Affairs after obtaining approval from the House of Representatives, which consists of direct cost components. Meanwhile, the indirect cost component is calculated separately because this cost uses the optimization results of the initial deposit funds deposited by hajj pilgrims to obtain a portion number as a queue number for the hajj departure [7]. The government's initial proposal, the use of the Value of Benefits was only Rp5.9 trillion. While the results of the agreement reached IDR 8.09 trillion. In fact, along with the 2020 postponed settlement policy, there is an additional need for the value of benefits reaching IDR 845 billion. So that the total reaches IDR 8.9 trillion. There is a difference of up to IDR 2 trillion. This is clearly not a small amount, considering that the Value of Benefits is also the right of millions of pilgrims who are still in line and distributed to their respective virtual accounts [8].

This fact shows how the calculation of the composition of BPIH and Benefit Value cannot be separated from the political aspects in the policy-making process. The tug-of-war is on the fairness of partiality, both for pilgrims who will depart and pilgrims who are still in line [9]. This condition is also strongly influenced by the extent of BPKH's ability to produce optimal value of benefits. Apart from the previous explanation, the determination of the amount of Hajj fees has

become a problem among the Islamic community and organizers. The increase in BIPIH takes into account aspects of justice and the sustainability of the management of the Benefit Value fund. The government is of the view that the beneficial value of the Hajj pilgrims' funds must be maintained because it is not only the right of pilgrims who will depart, but also more than five million pilgrims who are still queuing. The government's will to manage the beneficial value of the Hajj fund can be influenced by communication, because the success of a program is greatly influenced by the communication skills and abilities of each individual and the cooperation between team members in one goal [10].

Communication is needed to build partnerships so that goals are achieved. Based on the technical implementation, communication is when someone sends a message to another individual or community through a certain media. After receiving the message and understanding the extent of its capabilities, the recipient of the message conveys a response through certain media to the community that conveyed the message to him [11]. Therefore, the researcher assumes that it is very important to conduct a study on how the policy communication of the KEMENAG of the Republic of Indonesia in socializing the ONH increase in Medan City. So that policy communication as described by Stewart L. Tubbs and Sylvia Moss (mutual understanding, excitement, influencing attitudes, relationships, and better behavior) can be analyzed to what extent it has been implemented [12]. Departing from this, to get answers the researcher raised the research title as follows: "Communication Policy of the Republic of Indonesia in Socializing the Increase in ONH and its Implications for Prospective Hajj Pilgrims in Medan City".

II. RESEARCH METHODS

This research is qualitative, researchers use a qualitative approach because it is considered appropriate to use in this study. According to Miles and Huberman [13], qualitative data is a source of broad and firmly grounded descriptions, and contains explanations of the processes that occur in the local sphere. With qualitative data, researchers can follow and understand the flow of events chronologically, assess cause and effect within the scope of the minds of local communities and obtain many and useful explanations [14]. Qualitative data is more likely to guide researchers to obtain unexpected discoveries and to form new theoretical frameworks (Silalahi, 2012). Researchers will provide and describe descriptively about KEMENAG's policy communication in socializing the ONH increase

III. RESULTS AND DISCUSSION

PT Multazam Wisata Agung is one of the institutions engaged in the marketing of Hajj and Umrah which has its head office on Jalan Titi Papan / Defense No. 10 Sei Sikambang - Medan, North Sumatra - Indonesia. The company was established in 1996 under the leadership of Mr. DR.H.Syafii Siregar, MA. PT Multazam Wisata Agung has

the motto "Safer, More Comfortable, and More Experienced" realize your Umrah dream with Multazam. With the motto conveyed by the Chairman of PT Multazam Wisata Agung is the hope and challenge for all managers to provide the best service for every pilgrim and prospective pilgrims of PT Multazam Wisata Agung. The cost of organizing the Hajj (BPIH) always undergoes adjustments from time to time in line with changes in economic conditions. This study seeks to analyze external factors, namely the movement of world oil prices and exchange rates that are predicted to affect the determination of BPIH in Indonesia.

The oil price (OP) has a relationship with the setting of BPIH, while the exchange rate (ER), based on annual average data, does not show a relationship with the setting of BPIH. Based on the variance decomposition function, the contribution rate of OP and ER to BPIH is 9.8% and 6.93%, respectively. Viewed from various perspectives, Hajj has a high value and occupies a special position in the Islamic system. From the perspective of religiosity, Hajj is the fifth pillar of Islam that must be performed by every Muslim who is able and eligible. Hajj presents a very deep and unforgettable spiritual experience for the performer. The communication carried out by the Indonesian Government in socializing the increase in the cost of Hajj through direct communication and in the form of: Socialization to KBIHU by representatives of all guidance groups, workshops and FGDs on the theme of socialization of the increase in Hajj Travel Costs (Bipih) (Interview, 2023). The communication carried out by the Government is clearly evidenced by the situation in the field, namely the implementation of the objectives transmitted by the Government to all prospective pilgrims. Although workshops and FGDs conducted by the Government through the Medan City Hajj Section Head were not attended by various stakeholders other than the entire guidance group (Interview, 2023). Policy implementation is a stage that is practical and differentiated from formulation that can be implemented. In the focus of policy implementation on organizing the Hajj pilgrimage, organization is an important thing that must be done by the government. The organizing function carried out by the government is a civil service and public service. In this regard, the implementation is divided into levels of parts that include efforts made by the central government and local governments.

In addition, policy implementation places the basic needs of the community in an effort to improve people's welfare. Institutional compliance is determined by the ability of the bureaucracy to organize policy implementation and in accordance with the wishes of the community in accordance with their needs. The results of policy formulation that have clear objectives are then implemented which results in policy products that have an impact on policy recipients. Furthermore, policy implementation will be evaluated which results in future policy directions which are expected to be a reference for meeting future community needs [15]. In the end, the implementation of Hajj with the various approaches described above, starting from the government's desire to implement policies that are adjusted to the context and content

of the policy, will be able to answer that the Hajj implementation policy is of high quality.

This is an obligation of the government to implement the policy so that it can provide opportunities for the community to actively participate so that the policy can succeed and get support from the community. The components of policy implementation put forward by Smith show that there are several things that need to be considered, which in this case are idealized policies, namely ideal interaction patterns that have been defined into policies. Furthermore, target groups, namely those (people) who are most directly targeted by the policy and who must adopt the patterns of interaction as expected by the policy formulator. In addition, there are implementing organizations, namely implementing agencies or government bureaucratic units that are responsible for implementing policies. As well as environmental factors (environmental factors), namely elements in the environment that affect or are affected by policy implementation, such as social, economic and political aspects. This must be done so that the policy is not multi-interpreted and can be implemented according to applicable regulations (Syaripudin and Meigawati [16]). Moreover, if the policy is still considered new and the community is not accustomed to it, it needs an appropriate communication model so that the community as part of carrying out the fruits of the policy can carry it out [17]. One of the perspectives known in communication science is the policy perspective. The term perspective is used by (Siregar and et al [18]) to refer to the theory used for analytical purposes in a scientific discipline with different formal objects. Communication is a word that we are familiar with in our daily social relationships. Communication itself has a very large role in the development of the life of each individual. In this paper the author will discuss public communication and health communication. Public communication is the exchange of messages with a number of people within an organization or outside the organization, face-to-face or through the media [19].

The concept of socialization applied by the government is a management philosophy in the field of marketing that is oriented towards the needs and desires of consumers supported by integrated marketing activities that are directed at providing customer satisfaction as the key to organizational success in its efforts to achieve predetermined goals. Socialization as an effort to socialize something so that it becomes known is the most acceptable understanding in the context of public policy studies compared to the two definitions described above. The policies that have been produced need to be known by the community so that the policy can not only be implemented properly but also get support from the community. Then seen from the substance of public policy studies in which the process of the community understanding a policy to finally comply or get involved in implementing the policy is the domain of public policy studies. On this basis, the inadequacy of the notion of socialization in accordance with the study of public policy is the conceptual reason for the urgency of building a socialization terminology that can be seen and can be applied in the study of public policy. So that this article is intended to

build an understanding of socialization along with its basic concepts in the perspective of public policy studies.

The use of socialization terminology must have a definite position first in the study of public policy, this is based on the understanding that the understanding and concept of socialization is based on this position, so that various studies that will examine the issue of socialization of policies can be done correctly because they have clarity on the position of socialization. Based on the above understanding and linked to the study of the public policy process, socialization is a process carried out after a policy is made and carried out before the policy enters the implementation stage. Socialization also has no direct and fundamental relationship with the three stages of the implementation process, be it policy formulation, policy implementation or policy evaluation, because without this relationship it will not change the position of each stage in the public policy process. However, socialization has a strategic position in the implementation of the correct policy implementation as the policy objectives that have been made in the policy formulation process. This is based on several reasons, namely:

1. The content or substance of the policy needs to be known by various related parties including the target group, in this context socialization plays a role in the context of disseminating the content or substance of the policy to various related parties including the target group.
2. Each party that is bound and regulated in a policy that has been made requires knowledge and understanding of the intent and purpose of the policy, on this basis socialization is intended as an activity to provide knowledge and understanding to related parties while providing guidance on the role that must be given.
3. Before a policy is implemented and enters the policy implementation process, it is necessary to know the response, readiness and ability of the various parties involved, on this basis socialization will provide an overview of the response, readiness and ability of the various parties involved as well as provide a prediction of the success rate of the policy implementation to be implemented. The description above provides an understanding that even though socialization is not part of the public policy process, it needs to be done to ensure that the policies that have been made can be accepted and implemented by various parties involved, including the target group.

Public policy socialization can be defined as: "efforts to disseminate the content or substance of a policy that has been made with the intention of generating knowledge and understanding from various parties involved, including the target group, so that they are willing and able to carry out their role in the success of the objectives as stated in the policy". Public policy socialization can be defined as: "efforts to disseminate the content or substance of a policy that has been made with the intention of generating knowledge and understanding from various parties involved, including the target group (target group) so that they are willing and able to carry out their role in the success of the objectives as stated in the policy". The target group or in other terms is called the

target group, which is the object that will be subject to a policy. The target group determines whether the policy that has been made will be successful or not, this is because the purpose of a policy that is made is to respond to or overcome the problems that exist in the target group.

The series of public policy processes in which the public policy process as expressed by Jones [20] and Winarno, [21] consists of the stages of policy formulation, policy implementation and policy evaluation. This is based on the understanding that socialization is not part of the urgency of a policy that without socialization results in the policy process not being able to run. Socialization also does not have a direct and fundamental relationship with the three stages of the implementation process, be it policy formulation, policy implementation or policy evaluation, because without this relationship it will not change the position of each stage in the public policy process. Nevertheless, socialization has a strategic position in the implementation of the correct policy implementation as the policy objectives that have been made in the policy formulation process. The increase in prospective pilgrims from year to year requires the Head of the Hajj and Umrah Section of the Medan City Office of the Ministry of Religious Affairs of North Sumatra Province to always make various improvements, arrangements and changes. Even if it is necessary to reform or reconstruct the organizational structure, Human Resources, and Information Systems and Computerization in an effort to make improvements to improve services for the public. Honesty in conveying information must avoid efforts to hide information on the pretext of avoiding panic and offering scenarios that are too optimistic and prohibited from silencing voices that express concerns. One of the most important notes made regarding public communication is that the government must be able to communicate convincingly without exaggeration.

IV. CONCLUSION

The government has conducted socialization related to the increase in the cost of the Hajj pilgrimage with various linear communication patterns. This is because public policies related to laws and regulations have been established and ratified. So that no more feedback is needed. The function of socialization carried out by the government is to receive responses so that overall implementation improvements can be made in the future. Government policy communication in order to socialize the increase in the cost of the Hajj to all stakeholders needs to be maintained from the communication media and improved from the policy side if at certain times the things that cause the increase in the cost of the Hajj have decreased in price.

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