

ABSTRACT

The increasing demand for Umrah pilgrimage in Indonesia presents challenges for travel companies such as PT Almansour Tour & Travel, particularly in optimizing business processes that are still carried out manually. The company faces several issues, including inefficiencies in Umrah registration, pilgrim data management, information dissemination, social media promotion, affiliate-based sales, and ujroh (commission) distribution, all of which hinder operational effectiveness and customer service responsiveness. This study aims to analyze and improve the business processes at PT Almansour Tour & Travel by implementing a Business Process Management (BPM) approach. To achieve this, the study involves identifying areas for improvement through mapping current (as-is) processes, designing a more efficient future (to-be) process model, and utilizes a web-based information system to enhance data management and service delivery. As-is mapping of processes such as Umrah registration, data management, information dissemination, social media promotion, affiliate sales, and ujroh distribution was conducted to understand existing workflows. The to-be model was designed based on BPM principles. Website system is utilized to ensure the technological solution meets operational needs. Data were collected through interviews and observations, followed by simulation analysis. Implementation and post-implementation evaluations were carried out to assess the effectiveness of the new system. The application of BPM and the appropriate information system significantly contributed to increased productivity and service quality at PT Almansour Tour & Travel, particularly in enhancing operational performance and providing a better pilgrimage experience for pilgrims. The results indicate a 25,237.5% improvement in time efficiency for the social media promotion process, a 68.47% improvement for Umrah registration, and a 40% reduction in human resource usage for the ujroh distribution process. The solusiumroh.id website system and the BPM-based to-be model have been successfully implemented, effectively addressing the company's core challenges.

Keywords: Business Process, Efficiency, Information System, Service Quality, Umrah