

ABSTRAK

Pertumbuhan signifikan jemaah umrah Indonesia yang selaras dengan kemajuan digitalisasi, membuka peluang besar dalam industri perjalanan ibadah umrah. Hal ini juga didukung oleh Pemerintah Arab Saudi yang kini gencar melakukan perkembangan teknologi guna menunjang kemudahan Jemaah. Namun, di Indonesia, proses digitalisasi masih dihadapkan pada kendala kurangnya akses informasi terpercaya bagi calon jemaah. Penelitian ini merancang model bisnis "Easy Umrah", sebuah platform digital multi-sisi yang menghubungkan biro perjalanan umrah, calon jemaah, pelaku usaha perlengkapan umrah, dan afiliator untuk menciptakan ekosistem layanan umrah yang inklusif, transparan, dan efisien. Penelitian menggunakan pendekatan kualitatif deskriptif dengan dukungan data kuantitatif melalui wawancara mendalam dan observasi kompetitor. Model bisnis dirancang dengan pendekatan *Business Model Canvas* dan dikaji kelayakannya melalui analisis keuangan menggunakan metode NPV, IRR, dan Payback Period. Hasil penelitian menunjukkan bahwa Easy Umrah memiliki potensi sebagai solusi inovatif dalam penyelenggaraan perjalanan umrah di Indonesia, dengan kekuatan utama pada sistem afiliasi terbuka, penggunaan teknologi digital yang adaptif, serta kemampuan menjembatani kebutuhan calon jemaah dan biro umrah secara legal dan efisien.

Kata kunci: platform multi-sisi, afiliasi, umrah, industri perjalanan ibadah.

ABSTRACT

The significant growth of Indonesian umrah pilgrims, in line with the advancement of digitalization, presents a substantial opportunity in the umrah travel industry. This is further supported by the Saudi Arabian government's active efforts in developing technology to facilitate pilgrim convenience. However, in Indonesia, the digitalization process still faces challenges, particularly the lack of access to reliable information for prospective pilgrims. This study designs a business model for Easy Umrah, a multi-sided digital platform that connects umrah travel agencies, prospective pilgrims, umrah equipment businesses, and affiliates to create an inclusive, transparent, and efficient umrah service ecosystem. The research employs a descriptive qualitative approach supported by quantitative data through in-depth interviews and competitor observation. The business model is developed using the Business Model Canvas framework and its feasibility is evaluated through financial analysis using NPV, IRR, and Payback Period methods. The results indicate that Easy Umrah holds strong potential as an innovative solution for umrah travel services in Indonesia, with key strengths in its open affiliate system, adaptive digital technology, and its ability to legally and efficiently bridge the needs of prospective pilgrims and travel agencies.

Keywords: multi-sided platform, affiliation, umrah, religious travel industry.