

Embarkation Haji Dormitory Utilization Model For the Empowerment of Local Communities

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ABSTRACT

The utilization model of the Hajj embarkation dormitory has significant potential for empowering local communities and increasing non-tax state revenue. However, its current utilization remains suboptimal due to limitations in facilities, management standards, lack of innovation, and minimal involvement of local business actors. This study aims to analyze the utilization model of Hajj dormitories equivalent to star-rated hotels to enhance the welfare of the surrounding communities. The research employs a mixed-method approach, incorporating qualitative and quantitative methods through interviews, field observations, and data analysis. The findings indicate that optimizing Hajj dormitories can be achieved by improving product quality, service standards, and management in accordance with SNI-ISO 9001. Furthermore, Hajj dormitories can be repurposed for various functions, such as public accommodations, training centers, spiritual tourism, and event venues. Involving local communities in the management of Hajj dormitories also contributes to economic growth by creating employment and business opportunities. With a more strategic management model, Hajj embarkation dormitories can be utilized productively throughout the year, beyond the Hajj season.

Keywords: Hajj dormitory, community empowerment, optimization, hotel standards, local economy.

INTRODUCTION

The Government's goal to empower local communities and increase state revenues outside of taxes, is being pursued in the present and future, especially in the Ministry of Religion of the Republic of Indonesia, in developing the management of the Haji Dormitory in Indonesia, it requires support from all parties. In the development of the Haji Dormitory, it has not been carried out optimally and still encounters obstacles. By the Government through the Ministry of Religion, supported by Government regulations. Regulation of the Minister of Religion, Decree of the Minister of Finance of the Republic of Indonesia, to improve management, income of the Medan Haji Dormitory, PP RI. (59/2019). The main obstacles in the Haji Dormitory are the lack of standard facilities for equipment equivalent to star hotels, management quality standards, involvement of business actors, local communities, lack of innovation, lack of HR competence. This problem must be resolved immediately for the sake of empowering local communities. With the management of the Haji Dormitory, it was previously only used for 3 months to prepare for the Haji, the remaining 9 months were still tentative and not used optimally, but in the future it will be managed more productively, optimally for the general public, and involving business actors and local communities, it is expected to increase state revenue, improve community welfare, and the concern of local communities will be better to preserve the surrounding environment because the management of the Haji Dormitory provides opportunities for

local people to be recruited as employees according to their needs and competencies.

To ensure the direction of the management of the Haji Dormitory that is more optimal and of high quality, it requires quality standards that need to be applied in management, namely: (1) Product quality, (2) Service quality, (3) Management quality, SNI -ISO-9001 (2025), By maximizing the function of using the Haji Dormitory, not only for accommodation in preparation for the Haji, but also utilized and sold to the public, for public accommodation facilities, meeting places, wedding parties, and spiritual tourism, utilization of religious education, training in preparation for the Haji for elementary, middle, high school, university students, utilization of mosques for worship and empowering local people as employees for accommodation services in improving the local economy, Permenag No. 41 (2017). From the background above, the research problems are formulated, namely: (1) How is the mapping of the embarkation Haji dormitory model equivalent to a star hotel to empower local people?, (2) How is the utilization model of the embarkation Haji dormitory equivalent to a star hotel to empower local people?

METHOD

This research will be conducted for 1 year, namely 2024 in the territory of Indonesia. The Haji Embarkation Dormitory is the Medan Haji Embarkation Dormitory in the province of North Sumatra.

This study uses qualitative, quantitative methods that are described in the form of data collection and narrated, analyzed, and validated according to the sampling results by conducting a review of documentation, recordings, interviews, informants from community/customary leaders, as well as field observations and field checklists to be able to map the haji dormitory equivalent to a star hotel in empowering local communities, Creswell (2019) & Sugiyono (2010).

According to the results of observations on identification based on indicators in the PSM concept: (product, service, management) as the process of managing the embarkation haji dormitory. Focus Group Discussion, seminars, socialization, and social realities that occur at the research location as an effort to confirm the PSM model and concept with indicators from the results of research at the Medan Haji Dormitory as a benchmark for assessment is a checklist in the field so that it can be analyzed and validated with actual.

RESULTS AND DISCUSSION

Medan Embarkation Haji Dormitory located at Jl. General Besar A.H. Nasution, Pangkalan Masyhur, Medan Johor District, Medan City, North Sumatra 20219, Phone: 061.7870444, Email Address: perumahanhajimedan@gmail.com, website: www.asramahajimedan.id, Instagram: housing area haji.medan, Postal Code 20143, is one of the haji dormitories in the city of Medan, which is very strategically located with the presence of famous destinations near the Haji Dormitory, namely: Lake Toba Destination, and Bathing Destination at the Peak of the Medan area called the Berastagi Pariban Debu-debu baths, by utilizing hot sulfur water to cure skin diseases. And in the Hajj Dormitory there are preparation activities for prospective haji pilgrims to go on the haji to Mecca, check in and check out of haji guests, lodging/accommodation, worship activities in the mosque, manasik throwing practice, counseling and health checks for prospective haji pilgrims to the Veranda of Mecca. Permenag No. 36/2019.

In addition, there are also public accommodation facilities, meeting places, wedding parties, PON Preparation, and spiritual tourism, utilization of religious education, Hajj preparation training for elementary, middle, high school, university students, utilization of the Mosque for worship and empowering local people as employees and other involvement such as: a). As a catering CV Mubarak, b). CV Aziziah, c). Eli Catering, d). Haji Dormitory Cooperative, e). Local Community UMKM, (Snacks, Haji Clothing, Souvenirs, Haji Souvenirs, Prayer Beads, Zikir), f). Ornamental Plants for the garden, f). Small traders when there are activities at the Haji Dormitory, g). Flower arrangements when there are events, h). Local Community Band, i). Tor-Tor Batak (Music, dance, gamelan), j). Photographer from the local community

In terms of religious activities such as: a). Prophet's Birthday, b). Breaking the Ramadan Fast, c). MTQ for Local and National Muslims, d). Eid al-Adha Qurban Cutting, e). Friday prayers and the Haji Season there is a Basnas (National Zakat Agency) polentir in improving the local and national economy, Permenag No.41/2017.

The Utilization Model for the Medan Embarkation Haji Dormitory is Equivalent to Star Hotel Business Standards, namely:

- 1) Business management, as an opportunity to achieve increased income and profit of the Haji dormitory, can employ local people as employees, suppliers, business partners, and assist in other activities needed by the Medan Haji dormitory.
- 2) Products, as an opportunity to achieve increased income and profit of the Haji dormitory need to be managed well and sustainably to meet the standards of a star hotel.
- 3) From the Facilities side, there needs to be an addition of business outlets to make the standard of a star hotel so that its utilization can be maximized,
- 4) Organizational Structure and HR need to be improved in achieving superior and competent HR so that its utilization can be maximized to achieve the benefits of the Haji dormitory.
- 5) From the Service side, it needs to be improved by creating training programs, selecting competent and professional Instructors, and conducting competency tests in order to have standard skills, knowledge and service ethics according to the expectations and goals of the Medan Haji dormitory

CONCLUSION

1. The management of the Medan Hajj dormitory can empower local people as employees, work partners, and other needs required for the operation of the Medan Haji dormitory.
2. Geographically, the utilization of all lodging buildings, offices, meeting rooms, kitchens, restaurants, and others are strategic resources and assets that can be developed to obtain sources of income and income for the Haji dormitory in increasing income and profits and welfare in the Haji dormitory and is a large income that can be contributed to the state treasury in the form of non-tax income.
3. Free areas, manasik training places, parking areas, and others are resources that can be managed multi-functionally, for additional activities such as the provision of open events, open meeting rooms, open wedding celebrations, open study rooms in collaboration with the CEO, the local Medan community to increase income at the Medan embarkation Haji dormitory.

4. However, some of the shortcomings can still be worked on and improved by waiting for the budget in the coming year, while fulfilling the surveillance certification that has provided a three-star hotel standard certificate

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