

**THE MANAGEMENT OF “ELDERLY FRIENDLY SERVICE” TO
PROSPECTIVE PILGRIM (CJH)
IN 1444H/2023H
GORONTALO PROVINCE**

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ABSTRACT

Since the issuance of Law Number 2019, will only be implemented during the 2023 pilgrim season. The Ministry of Religion of the Republic of Indonesia as the leading sector, has a moral responsibility for the proper, smooth and safe implementation of the pilgrimage in Saudi Arabia, to return to their respective areas safely without any significant deficiencies. This paper aims to analyze the application of the "Elderly Friendly Service" program through service management consisting of planning, implementation, and coordination. The writing method uses a qualitative approach, descriptive analysis. The results of the study indicate that service planning is carried out in general together with planning other activities related to the implementation of the pilgrimage. In practice, PPIH as officers who have received technical guidance and coaching. they still need an in-depth study of whether the skills they have acquired during the technical that carried out properly as expected, especially to meet the needs, desires and the hope of the prospective pilgrims during the worship activities starting from the preparations for departure to return to their place of origin safely. To anticipate various problems while carrying out service duties, PPIH is recommended to coordinate with various parties apart from fellow PPIH members from Gorontalo Province, also with officers from the Indonesian Ministry of Religion, and local security forces. As a preliminary article to find out more about the implementation program, the author really hopes to be able to obtain material and experience to conduct in-depth studies so that the implementation of Hajj in the future will be even better.

Keywords: *Elderly Friendly Services, Service Management, Gorontalo Province.*

INTRODUCTION

Every year the implementation of Hajj in Indonesia always faces various problems, especially in terms of service. This problem arises because the implementation of the pilgrimage is in a foreign country, which involves many parties with 9 ministries and 3 institutions including the Ministry of Commerce, the Ministry of Tourism, the Ministry of Foreign Affairs, the Ministry of Law and Human Rights, the Ministry of Religion, the Ministry of Communication and Information, the National Police, PPATK and BKPN,. They take care of many people up to hundreds of thousands of congregations, with various strata and ages, and carried out at the same place and time. The Ministry which has legality and is responsible for organizing Hajj and Umrah, always anticipates various problems, including preparing various coaching and guidance programs, especially for Organizers (PPIH) to meet the needs, desires and expectations of pilgrims during the Hajj activities from departure to return to the

place of origin safely. This is in accordance with the mandate of Law Number 8 of 2019, Concerning the Implementation of Hajj and Umrah that the organization aims to provide guidance, service, and protection for pilgrims and carry out their worship in accordance with the provisions of the Shari'a, and can realize self-sufficiency and resilience in organizing.

Gorontalo Province, in the 2023 Hajj season, will get a quota of 978 (nine hundred and seventy eight) prospective pilgrims. That has doubled compared to the 2022 quota, apart from accommodating pilgrims who have canceled departures due to age restrictions, the 2023 Hajj will be carried out normally by removing rules issued by the Government of Saudi Arabia regarding age restrictions. From the quota of prospective pilgrims (CJH) of 978, there are 49 (forty nine) CJH of whom are at high risk, and are elderly, so they need the "Elderly Friendly Services" program in the Saudi Arabian Sector. This program has been announced since the issuance of Law Number 8 of 2019, as stated above, which should be implemented starting from the implementation of the Hajj in 2020 and 2021. However, because in 2020 and 2021 there will be no pilgrimage due to pandemic reasons, while in 2022 there will be an age limit, so that later in the implementation of Hajj and Umrah in 2023 this program will start to receive serious attention from the Government.

The seriousness of the Government in implementing the "Elderly Friendly Services" program in the Saudi Arabian sector, in order to minimize the various problems faced by prospective pilgrims, including lack of physical ability, fatigue, to get lost and lost. The implementation of the pilgrimage requires service management that is more oriented towards service quality so that prospective "elderly" pilgrims can carry out the pilgrimage properly, smoothly and safely according to the Shari'a. The quality of service can be seen from how the Hajj Pilgrimage Organizers (PPIH) carry out their obligations in accordance with the guidance and coaching that has been obtained, and provide assistance with the "Elderly Friendly Service" approach. This task is certainly not easy, because an officer is required in addition to having the ability and skills, especially having the personality of a "friendly" servant, sincere and based on compassion to help the elderly (elderly). Moenir (2008: 42) emphasizes that, to create quality public services is determined by factors including: (1) ideal factors that come from compassion, help and good deeds, and (2) material factors from the point of view of organization in the form of employee rights and obligations (PPIH) in providing supporting facilities and infrastructure, and with fellow officers providing services in order to support the smooth implementation of tasks.

The purpose of this writing is to mainly examine the services for the 2023 Hajj season using the "Elderly Friendly Services" approach, in accordance with the mandate of Law Number 8 of 2019. Bearing in mind, the Hajj Pilgrimage Organizing Officers (PPIH) generally have a background in the State Civil Apparatus (ASN) who do not Others are part of the bureaucracy, in various literature studies, among others, stated by Siagian, SP (2014: VI) that, it would not be far from empirical reality if it was said that there is no bureaucracy that is truly free from various "bureaucratic diseases" and vice versa. There is no bureaucracy that suffers from all the diseases that may afflict it. Bureaucratic disease which is often identified with being very full of tasks and functions, not only focuses on public services alone, but also serves and functions as the motor of development and empowerment activities. This condition makes the bureaucracy become stiff, convoluted, lack of response and there is no certainty and clarity of service time, not yet transparent in providing the information needed, and often still discriminatory in nature, and especially not used to providing services as mandated by law. On the other hand according to Thoha: 2013: 45), there is a view

that considers government bureaucracy often shows unpleasant symptoms, is elitist, who likes too much authority and lacks communication with the public.

The Hajj Pilgrimage Organizing Officers (PPIH) throughout Indonesia, before carrying out their service duties, especially in Saudi Arabia, have been provided with technical guidance and coaching by the Indonesian Ministry of Religion. In addition, in organizing the pilgrimage, all officers receive adequate incentives while in Saudi Arabia so that they focus on serving the pilgrims who will perform the pilgrimage and not carry out other tasks. This condition allows PPIH to provide optimal services both in providing assistance and in meeting the needs of pilgrims as long as the implementation of the pilgrimage lasts until it is finished and the congregation can return to the area without any deficiencies. However, to better direct the tasks carried out by PPIH, service management is needed so that the process of organizing the pilgrimage can run in an orderly, smooth and on target manner as stated by Moenir (2008: 186) service management is process management, namely the management side that regulates and controls the process services, so that the mechanism of service activities can run orderly, smoothly, right on target and satisfying for those who must be served.

In service management, according to Ratminto and Atiksepti Winarsih (2006:4) service management is a process of applying science and art to plan, implement plans, coordinate and complete service activities in order to achieve service goals. The implementation of the pilgrimage is not only carried out by the Ministry of Religion of the Republic of Indonesia, but involves many parties from the Ministry of Home Affairs, the Ministry of Health, and other relevant institutions at the central level, while at the regional level it involves the Regional Government and security institutions, thus requiring planning and coordination, in order to regulate and control the process of organizing the pilgrimage in the desired direction.

The Regional Office of the Ministry of Religion of Gorontalo Province, as the leading sector in the region in organizing the pilgrimage is guided by Laws and Government Regulations regarding the implementation of the pilgrimage, by preparing an activity plan, implementing and coordinating various activities in an effort to optimize "Elderly Friendly Services". This paper aims to examine the "Elderly Friendly" service management regarding planning, implementation and coordination. It is hoped that the results of this study can be used as material for analysis in an effort to improve the implementation of the "Elderly Friendly Service" program in the future, and as evaluation material for PPIH, especially for the author as one of the PPIH who passed the screening carried out in stages by the Ministry of Religion Republic of Indonesia in January 2023. Organizing the pilgrimage is a national duty because it involves the good name and dignity of the Indonesian nation abroad, especially in Saudi Arabia. The Regional Office of the Ministry of Religion of Gorontalo Province, as the representative of the Central Government in the regions, in organizing the Hajj and Umrah pilgrimages in the regions has a moral responsibility to make the implementation successful so that pilgrims can perform the pilgrimage safely, comfortably and smoothly in accordance with the teachings of Islam.

THE METHODOLOGY OF RESEARCH

This research uses a qualitative descriptive approach, collecting data through observation, interviews and documentation. Data analysis was carried out through the stages of data reduction, presentation and conclusion. According to. Creswell (2013: 261) that qualitative researchers tend to collect field data in locations where participants experience the issues or problems to be studied. Information collected through observation and speaking directly to people who are the main characteristics, and with the support of field data (documentation).

FINDING AND DISCUSSION

Service is essentially a series of activities, therefore the service process takes place routinely and continuously, covering all human activities in an organization that aims to regulate the welfare of society. The service process in question is carried out in connection with meeting the mutual needs of the recipient, namely the "Elderly" prospective pilgrims and the service provider, in this case the Hajj Pilgrimage Organizer (PPIH). The "Elderly Friendly" service program can run well, smoothly and safely as expected, requiring service management consisting of planning, implementing and coordinating. Based on the results of data collection through observation, in-depth interviews and documentation, the three indicators can be described as follows:

PLANNING

The Regional Office of the Ministry of Religion of Gorontalo Province together with related institutions in the region, prepares various activities related to the implementation of the pilgrimage in the area of Gorontalo Province, by first preparing a plan. Things that need to be planned consist of actions to be carried out, time and place of implementation of actions, actors who carry out actions, and methods of carrying out actions. In this paper, the author focuses more on preparing plans in order to optimize "Elderly Friendly Services". As for the actions that must be carried out, first prepare human resources (HR) as the first element in management. The human resources in question are the Hajj Organizers (PPIH) who will serve the prospective "elderly" pilgrims. Planning for PPIH procurement is carried out based on general acceptance and is open online through the website of the Ministry of Religion of the Republic of Indonesia, and can be attended by State Civil Apparatus (ASN) within the Ministry of Religion which is carried out in stages from the district/city level. Then, two stages of screening were carried out, starting with the selection of a computer assisted test or CAT and selection of interviews. The provincial level selection results are announced through the website of the Ministry of Religion. There are 6 (six) regional Hajj officers (PPIH) who have graduated from Gorontalo Province who will be assigned to serve the elderly pilgrims.

According to Terry (2005: 1) in planning, there are two important elements that must be accommodated, namely: first, goals, namely goals or things to be achieved by the organization. In the next stage, the target becomes a reference for management in making decisions and becomes an indicator in measuring the results and success of work. Second, the plan (plan), functions as a scheme to achieve goals. The things that need to be planned by an organization are the allocation of resources, costs, schedules, and other important actions. The goals or objectives to be achieved are to serve well, smoothly, and safely the "elderly" pilgrims before and during the pilgrimage in Saudi Arabia, and do not experience significant difficulties. These goals or objectives are used as a reference for each PPIH in carrying out their duties of serving "elderly" prospective pilgrims, and if there are problems during the implementation of the pilgrimage, consult and communicate with other officers from the central level. The problems encountered can be used as material for making decisions for improvement at that time if the problem does not take a long time. But if these problems require decision-making by central and regional leaders, in this case the Ministry of Religion of the Republic of Indonesia and the Head of the Regional Office of the Ministry of Religion of Gorontalo Province, then the problems encountered will be on a separate agenda as evaluation material.

IMPLEMENTATION

The "Elderly Friendly Services" program does not just carry out what has been planned but more than that is how PPIH is able to understand what happens to each "elderly"

pilgrim. In this case, the principle of humanity is emphasized, namely treating pilgrims who are going to have a humane pilgrimage and it is not justified even if they yell at, scold or belittle the pilgrims. This task is of course very heavy, especially for PPIH who are used to routine activities in an office work environment that deal more with inanimate objects such as paper, computers and work facilities that are used to support the smooth running of their tasks and functions. That is why the PPIH before carrying out their duties of serving, the Ministry of Religion of the Republic of Indonesia, was included in technical guidance (BIMTEK) as an effort to increase their ability to identify problems to be faced and find solutions to the problems faced so that they are more optimal in providing services to the elderly pilgrims as well as become the Ambassador of the Indonesian Nation in providing maximum service, in accordance with the hajj tagline of 2023 Elderly-Friendly Hajj". PPIH's task is to start prioritizing goodness and order on the basis of decency, and eastern adab (customs) which is termed as civil society. Nurcholish Madjid (2008: 80) argues that, civil society is a polite, civilized and orderly society in the form of a good state. According to him, civil society in a modern spirit is none other than civil society, because the word "civil" refers to the meaning of civilization or culture. Likewise according to Syafi'ie (2006:10), "and there should be an elite group that invites to goodness, invites to the truth, forbids doing bad and those are the lucky people" (QS 3:104).

Pilgrimage Organizing Officers (PPIH) are ordinary people, even though they have been equipped with the ability to carry out their duties and receive adequate incentives, various factors can influence a person to be motivated to carry out their duties, according to Maslow in Kast and Rosenzweig (2002: 404) must be fulfilled at least 5 (five) hierarchies of human needs. A person's needs run in stages, starting from: (1) Physiological needs (needs for hunger, thirst, sleep cycles, and sex) (2) Needs for security/safety security (protection against danger, threat and loss) (3) Social needs/ social affiliation (associating with other people, joining groups, giving and receiving friendship and affection) (4) The need for appreciation/recognition/esteem and recognition (self-esteem, respect for others, and ego or need for status) to (5) actualization self/self-actualization (realizing self-potential, self-maximum development, creativity, and self-expression).

Observing the theory put forward by Maslow, it could happen that among PPIH their work motivation is not as expected, especially in carrying out the task of serving the "elderly", if the leader or manager who is responsible for the PPIH does not understand the 5 (five) hierarchy of needs. A PPIH faced 49 (forty nine) "elderly" pilgrims, in the midst of the hustle and bustle of thousands of prospective pilgrims from various regions, with air conditions and an environment that was not conducive to being able to serve "elderly" with great friendliness, of course it must be understood if the opposite happened. Not to mention the life background of a PPIH who for years has been in an environment that is the opposite of the task that must be carried out, namely being "friendly" in serving the "elderly" pilgrims. Elderly or elderly people who are categorized as over 65 years old, their psychological conditions will of course be different from one another. There are those who don't need to be guided, guided and directed, and maybe that's their daily habit, but there are those who must be accompanied, guided and directed at all times for every activity. This problem requires extra attention from each PPIH and for this they are paid more than what they receive as civil servants, including being a haj official who is a problem solver for various problems faced by prospective haj pilgrims.

COORDINATION

Services for prospective haj pilgrims are not only serving the elderly in a "friendly" manner, but also providing protection as Indonesian citizens abroad. Therefore, PPIH

needs to coordinate with various parties, not only limited to PPIH members from Gorontalo Province, but also with the central pilgrimage officer, even with local security forces in providing Hajj guidance services, Hajj health services and public services. , and especially if unwanted things happen to the "elderly" pilgrims. PPIH must also be able to maintain attitudes and behavior and not act which causes problems with Saudi Arabia's security forces because of mistakes that have been made. Some things that need to get the attention of PPIH in coordination, namely always being ready to face problems that require direct action in a synchronous and orderly manner to minimize the risks that occur to prospective pilgrims. This was emphasized by Terry (2005: 5) that, "coordination is a synchronous and regular effort to provide the right amount and time, and direct implementation to produce a uniform and harmonious action on predetermined goals".

The Regional Office of the Ministry of Religion of Gorontalo Province, as the leading sector in an effort to carry out coordination, needs to balance and mobilize the team (PPIH) by providing an easily accessible location so that coordination can take place quickly and ensure that activities are carried out with proper harmony among PPIH members itself. It is understood together that the implementation of the pilgrimage is a process, method and action of organizing or carrying out public services in the series of pilgrimage which includes guidance, protection and implementation of the pilgrimage. Services cover all activities to provide services to all prospective pilgrims, from registration to returning to their homeland, including transportation, accommodation and health services. Guidance of the pilgrimage is a series of activities that include information, counseling, and guidance, regarding the pilgrimage. Protection is the efforts made by the government to ensure the safety and comfort of pilgrims which includes maintaining the security of pilgrims while in Saudi Arabia and guarding the belongings of pilgrims when they are in accommodation. For "elderly" pilgrims there is a privilege in this service, namely getting special attention compared to pilgrims who are not included in the "elderly" category.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the analysis and discussion, "Elderly Friendly Services" as mandated by law and only implemented for the 2023 Hajj season, is a trial to gain valuable experience for the Indonesian Ministry of Religion, and especially PPIH and the Regional Office of the Ministry of Religion of Gorontalo Province. The results of the analysis using the service management approach conclude that:

The planning prepared by the Office of the Ministry of Religion of the Province of Gorontalo, regarding planning in general does not only focus on "Elderly Friendly" services but includes various activities related to the implementation of the pilgrimage in general. Gorontalo Province Hajj Pilgrimage Organizers (PPIH) receive technical guidance (BIMTEK) centrally at the Ministry of Religion of the Republic of Indonesia in Jakarta, to acquire technical capabilities not only to serve "elderly" but also to serve other pilgrims who are not classified as "elderly" .

Implementation of the "Elderly Friendly Services" activity program, with a focus on PPIH's treatment of "elderly", to minimize the consequences that arise due to a lack of more attention to "elderly" due to the large number of prospective hajj pilgrims who must be served. The condition of pilgrims who are classified as "elderly" has a high risk compared to pilgrims who are not classified as "elderly". However, it is undeniable that there are also pilgrims who are not classified as "elderly" who have a high risk even though prior to departure they received a medical examination that was declared good. There is an X factor that needs to be taken into account so that every PPIH and other health workers can anticipate various things that are considered high risk.

Coordination is important in the activities of organizing the pilgrimage services, both coordination between regional PPIHs themselves and coordination between regional and central PPIHs, as well as health workers. The "elderly" pilgrims who are at high risk must be anticipated by PPIH, both from their departure and especially during the pilgrimage itself, until they return to the area.

SUGGESTION

In order to improve excellent service in organizing the pilgrimage in the future, especially for the "elderly" pilgrims, several things need to be suggested, namely: Preparation of plans in an effort to provide "elderly-friendly services", it is necessary to prepare officers (PPIH) specifically to receive technical guidance not only on improving service capabilities, but especially to focus more on behavior and actions that touch the human side more.

In implementing the "Elderly Friendly Services" program, there needs to be a more intensive simulation for all officers (PPIH) who really meet the requirements, especially in terms of behavior and actions.

Coordination needs to be intensified in terms of "Elderly Friendly Services", not just launching programs but there must be more directed arrangements from leaders who have responsibility for organizing the pilgrimage in Saudi Arabia.

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