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**AJIM (Airlangga Journal of Innovation Management)**  
Journal homepage: <https://e-journal.unair.ac.id/AJIM>

## Antam Gold Financing Marketing Strategy Innovation on Arrum Hajj Products

Lailatul Azizah<sup>1\*</sup>

<sup>1</sup> Department of Islamic Economics, Faculty of Economics and Business, Zainul Hasan Genggong Islamic University, Probolinggo, Indonesia

### ARTICLE INFO

#### Paper Type:

Research Paper

#### Keywords:

*Innovation; Marketing Strategy; Sharia Financing*

#### Article History

Received: 7 November 2024

Revised: 30 November 2024

Accepted: 6 December 2024

Available online: 11 December 2024

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### ABSTRACT

The fact is that every year the departure quota for prospective hajj pilgrims is relatively small and the waiting list is quite long, draining time, money & energy. With the high level of community need for hajj financing, Shari'a Leasing Company Bangil–Pasuruan is here. As a business opportunity/enterprise that operates in the field of hajj financing products (hajj arrum), an easy, fast, precise, and safe solution in overcoming the problem of registration needs & obtaining a hajj portion number, especially in middle to lower economic communities, just by pawning gold from antam as collateral with the financing concept: no banks, usury, fines and confiscations. Through the application of the concept of rahn, ijarah & qard contracts. From the results of field data analysis, it is clear that there are 4 forms of innovation in gold from antam financing strategy applied to arrum hajj products, name: 1. product (gold savings program with 4T concept on credit), 2. price (gold from antam guarantee 3.5 grams customers can make & get a hajj portion number, and freely choose the number of installments & period according to economic conditions. 3. promotion (product introduction carried out online & offline), 4. service (friendly, policy, practical, easy, fast and safe). To be able to anticipate business risks for customers who fail to pay pawnshops should be able to select/measure credit worthiness by applying the 5C principles.

\*Corresponding author: [lailatulazizah.febiuinsa@gmail.com](mailto:lailatulazizah.febiuinsa@gmail.com)

Cite this article as: Azizah, L. (2024). Antam Gold Financing Marketing Strategy Innovation on Arrum Hajj Products. *Airlangga Journal of Innovation Management*, 5(4), 666-686. <https://doi.org/10.20473/ajim.v5i4.65123>

## Introduction

Indonesia is a country with the largest Muslim population in the world, based on the report of The Royal Islamic Strategic Studies Center (RISSC) titled *The Muslim 500: The World's 500 Most Influential Muslims 2024*, the Muslim population in Indonesia reached 229.0 million people and is ranked 2nd, Pakistan is ranked 1st with a Muslim population of 240.8 then India is in 3rd position with a Muslim population of 195.0 million people, 4th place is Bangladesh with a Muslim population of 153.7 million people. Followed by Nigeria in 5th place with 99.0 million people. Egypt 87.5 million people, Iran 82.5 million people, Turkey 79.9 million people, Algeria 41.2 million people and Sudan 39.6 million people (Annur, 2023). Of course, every Muslim wants to perform the Hajj pilgrimage to perfect the 5th pillar of Islam (Cut Faradila, September 2021). The attraction or (attraction) interest of the Muslim community in carrying out the Hajj pilgrimage is ranked first.

Every year, the number of Indonesian pilgrims who depart for the holy land of Mecca to carry out the 5th pillar of Islam is increasing, even though the cost of the hajj pilgrimage (Bipih)/hajj fare (ONH) has increased due to the fluctuating movement of the US dollar which has an impact on flight costs and public services (accommodation costs, catering and transportation which have increased sharply), but the above problems do not become (barriers), or obstacles to discourage/dissuade Muslims from carrying out the hajj pilgrimage. (Soemitra MZ, November 2022). The fact that every year the Indonesian hajj quota continues to increase, there is no district/province in Indonesia where the waiting list for hajj candidates is only 5 years, but all of them are over 15 or 20 years. (Farhana, June 2016).

The phenomenon that we often encounter in society is the relatively small quota for prospective hajj pilgrims and the long waiting list, draining time, money, and energy. Until 2023, the number of registrants for hajj pilgrims in Pasuruan Regency reached 2215 people & every year it increases with the annual departure quota of 1357 portions. Thus, the waiting list for prospective hajj pilgrims who have registered is until 2045. So residents/residents of Pasuruan Regency who are registered as prospective hajj pilgrims at the end of 2023 will only be able to depart in 32 years. Therefore, the Pasuruan Regency government appeals to the public who wish to perform the hajj, to immediately register themselves so as not to wait too long, through the Antam Gold from financing program on the arrum hajj product on credit (bay at taqsit). This is what drives researchers to explore, find out and find facts/fact-finding about the procedures & mechanisms of the 4T sharia financing concept (without banks, usury, fines, and confiscation) of Antam's Arrum Hajj product, as well as an easy, fast, precise and safe solution in overcoming the problem of registration needs and obtaining a Hajj portion number, especially for the lower middle-class community by simply pawning 3.5 grams of Antam gold as collateral. The problem of the needs of the Pasuruan Regency community to be able to immediately register and obtain a hajj portion number, especially for the lower middle class, can be resolved through the hajj arrum financing program which applies the concept of Islamic principles, avoiding elements of *tadlis* and *gharar*.

Moreover, there is the concept of *ta'awun*, namely an agreement to help each other and help each other in facing financial/capital difficulties in financing/loan problems (Huda Syaikhul, Interview, October 27, 2023 ). As time grows and develops, it will result in various demands and increases in the desires and needs of society along with the development of science and the application of technology in all sectors of life (economic, social, cultural, and religious). With the high level of community need for hajj financing, PT Pegadaian Syari'ah is present in the Bangil - Pasuruan area. This is a business/business opportunity that operates in the field of hajj financing products (*arrum haji*) as an easy, fast, precise, and safe solution in overcoming the problem of registration needs and obtaining hajj portion numbers, especially for the lower middle-class community,

The purpose of this study is to determine the mechanism of the innovation policy of the marketing strategy for financing antam gold hajj products at PT Pegadaian Syari'ah - Bangil, to answer the dissatisfaction with the practice of hajj financing in the form of bridging funds, where there is usury/interest in paying installments following the interest rate, there is no fine when we pay installments or late installments, and there is no confiscation when we cannot continue the costs/installments that are due on collateral. The financing concept that applies Islamic principles, avoids the elements of *tadlis & gharar*, especially the concept of *ta'awun*, namely the contract of mutual assistance and mutual assistance in dealing with financial / capital difficulties in financing/loan problems

Pawnshops are non-bank financial institutions that provide credit financing to the community in a special way, namely by providing collateral for loans. One of the innovations of sharia pawnshop products that is increasingly developing along with the growth & development of science and the application of technology in all sectors of life has resulted in a high level of community need for hajj financing.(Firman, June 2022).

In this case, the financing institution, Pegadaian, launched a program intended for people who want to perform the Hajj pilgrimage, namely the gold pawn program / Antam gold on the *arrum haji* product. This product is a financing service product that provides innovation and convenience in getting a portion of the Hajj. With this product, people can take advantage of it to register themselves as prospective Hajj pilgrims with a guarantee of 3.5 grams of Antam gold, they can pay in installments, and prepare a registration fee of approximately 300 - 500 thousand. Furthermore, you can pay in installments according to the agreed agreement for 1 to 5 years.

The role of important activities in every business is marketing, in simple terms, marketing is a series of activities that include analysis, planning, implementation, control, or programs designed to create or form and maintain profitable exchanges with target buyers (target market).(Keller, 2010).So the concept of innovation in the marketing strategy of hajj financing is an activity to find a need and fill it to influence the level of timing and nature of demand. Marketing strategy is considered very important because it refers to very tight market competition. The implementation of marketing strategies carried out by Jombang Islamic pawnshops through hajj *arrum* products with 4 marketing mix concepts (product, price, place, promotion), affordable location, prices that adjust to ability, good service, and expanding cooperation networks(Moch Eko Nuris Shofa, 2019).

One of the important activities in every business is marketing strategy innovation. Innovation is a series of activities to find, improve, create something new/make a renewal in the form of ideas, and concepts through creativity and high productivity performance to create a business opportunity/enterprise and maintain a position of our products in front of other business competitors.(Faradita Putri, 2021).Marketing strategy innovation is a form of means, a process of formulating a plan in which it integrates goals and work programs by mobilizing all available resources as an action that has a competitive advantage by developing sustainable competitive advantages and being able to maintain a profitable exchange. Strategy in the context of marketing is "How a product brand achieves its goals/is known. And influences consumers" or influences demand.

Marketing strategy is considered important because it refers to tight market competition. The implementation of marketing strategy carried out by the Islamic pawnshop of *Arrum Haji* product implements a business that is adjusted to the principles of sharia, namely: honest and true (*shiddiq*), reliable and trustworthy (*amanah*), intelligent (*fathanah*) and informative (*tabligh*), where the nature of marketing is to apply the concept of Islamic marketing ethics, namely *insaniyah* (humanistic), *al-waqiyah* (realistic), *akhlaqiyyah* (civilized) and *rabaniyah*(Desiarisandi, September 2018). From the research results(Fatmala,

November 2018), the marketing strategies carried out by the UPS Way-Halim pawnshop are promotion, location, rates (prices), and products.

According to research results (Marisa Sutanty, December 2020), every business venture, whether a company or pawnshop, must have a survival strategy, one of which is a marketing strategy to prevent a decline in market share through a literalization strategy in introducing arrum haji products by visiting associations/groups in the community. Marketing is inseparable from the element of competition, marketing success will not be significant in increasing the number of customers. One form of innovation from sharia pawnshop products that is increasingly developing from the financing aspect is the arrum haji product. Research results (Qulub, December 2019), due to problems with the hajj advance fund products offered by Islamic banking, its implementation is not following the provisions of the DSN-MUI fatwa, the inconsistency lies in the ujah system. Ujah in hajj advance funds is determined based on the amount of funds borrowed. Introduction of hajj advance products through promotions in the form of advertisements and personal selling/face-to-face is necessary, because no matter how good the product we offer on the market, if consumers do not know it, they have no interest in using our services/products. In addition to price promotions, the main & first factor that consumers consider in using the services/products offered is the price that matches the service/value of the product (Saputra, June 2022).

Different from previous studies (Marisa Sutanty, December 2020) & (Desiarisandi, September 2018), who studies a lot about the application of marketing strategies on arrum haji products through 4 marketing mix concepts (product, price, place, promotion) innovation of marketing strategies for financing gold from antam on arrum haji products at the Bangil - Pasuruan pawnshop, applying the concept of Islamic financing, trying to offer financing service products to capture market share and new markets through various methods and innovations that are displayed both in the introduction of gold from antam products that can be paid in installments by buyers, the application of the concept of rahn, ijarah, and qord contracts. The introduction of gold from antam financing on arrum haji products provides a different financing concept from the previous one, namely: without banks, usury, fines, and confiscation, through a literalization strategy by providing counseling/visiting associations or associations in the community: offices, markets, sub-districts. So that it influences consumer decisions to use its services / decision-making.

## **Literature Review**

### **Innovation**

Innovation can be defined as a process or result of developing the use/mobilization of knowledge, skills, and experience to find, create, improve something new or make a renewal that is formed in an idea, or design, has value and quality from before (Azizah, June 2022). From the above understanding, a conclusion is drawn that the purpose of innovation is to find, create, and improve something new or make an update in the form of an idea, design, concept through creativity and high self-confidence to improve productivity performance to create a business opportunity / business and maintain a profitable exchange with target buyers (target market) and be able to influence consumers to decide to use their services to seize market share and new markets to be able to maintain their competitive position in the market / other business competitors (Azizah, June 2022). Because the innovation makes consumers feel more comfortable/effective and saves time, it is not complicated but can be done easily and quickly.

### **Marketing Strategy**

Strategy can be interpreted as a form of means, process and tool from someone to make a plan. Where in it integrates goals, policies which are a series of plans in one complete unity to achieve long-term goals

according to the mission and vision by utilizing the allocation of available resources to achieve the final goal that has been set/formulated in the program or policy.(Muamar, November 2019).

Strategy can also be interpreted as a strategic formulation that mobilizes all available resources as an action that has a competitive advantage and a plan and can be profitable in the business world/business according to the target of a program (work program) long-term goals that have been planned (Echdar, 2018). Strategy in the context of marketing is "How a product brand achieves its goals. Marketing strategy is also defined as a fundamental tool that is systematically planned to achieve company goals by developing sustainable competitive advantages through the markets entered and marketing programs used to serve the target market" (Fathoni, 2019).Marketing strategy provides direction to variables such as market segmentation, market identification, targeting, positioning, and marketing mix elements. In essence, marketing strategy is an integral part of business strategy that provides direction to all management functions (Heryahya, April 26, 2024).

Marketing strategy is the ability to apply a set of methods, implementation, control, or programs designed to create form, and maintain profitable exchanges. Marketing strategy includes activities to select, explain, and develop a marketing mix that includes: (product, price, promotion, location, people, process, and physical evidence) that will produce mutual satisfaction with the target market.(Andhatu Achsa, December 8, 2023).

## Sharia Financing

Sharia financing is the provision of facilities for running a business for productive activities and in distributing funding to the community based on or following the principles of sharia contracts and does not contain elements of gharar, usury, maysir, zhulum (abuse), bribery (risywah) and tadlis (fraud) (Azizah, 2019).

**Table 1**  
**Comparison of Gold from Antam Financing Concepts on**  
**Arrum Haji Products Conventionally and Sharia**

Item	Sharia	Conventional
1. The parties to the contract	<ul style="list-style-type: none"> <li>- There are only 2 parties to the contract (the provider of funding and the party who uses the funding/services)</li> <li>- Application of the concepts of rahn, ijarah and qard contracts</li> </ul>	<ul style="list-style-type: none"> <li>- There are 3 to 4, namely creditors (the party providing the loan): debtors (the party receiving the credit and also the party with multiple contracts)</li> </ul>
2. Installments/Installments	<ul style="list-style-type: none"> <li>- The installment price has been stated at the beginning: and includes profits</li> </ul> <p style="text-align: center;">There is (Mr. Antam 3.5 grams)</p>	<ul style="list-style-type: none"> <li>- The installment price is the principal/interest of the loan based on the interest rate</li> </ul> <p style="text-align: center;">There is</p>
3. Collateral/installment goods	<p style="text-align: center;">There isn't any There isn't any</p>	<p style="text-align: center;">In the form of assets/valuables (letters, jewelry, land/house certificates), BPKB There is</p>

4. Fine	There isn't any	There is
5. Flower	There is	There is
6. Cita	There isn't any	There is
7. Insurance		There is
8. Bank/BI Checking		

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Data Source: Primary data processed in 2024

The gold pawn program/Antam gold on the arrum haji product is a financing service product intended for people who want to perform the hajj with the concept of providing innovation and convenience in getting a portion of the hajj. With this product, prospective hajj pilgrims with a guarantee of 3.5 grams of Antam gold can buy it in installments, and prepare mu'nah money (maintenance costs for collateral) registration of approximately Rp 300-500 thousand.(Wuryaningsih Dwi Lestari, 2017). You can then pay the installments according to the agreed agreement for 1-5 years.

### **Methodology**

This research is case study research where researchers conduct in-depth observations of a particular case using a qualitative approach method through interviews/participant observation, the types of research data are primary data and secondary data. The instruments used to collect data are participant observation or direct observation and interviews, as well as documentation collection carried out over 3 months starting from November 23, 2023 - to February 26, 2024, revealing specific, detailed, & detailed things and finding solutions to problems/phenomena that exist in the field/community. Here the researcher tries actively and participates in the research location to describe a symptom, event, and incident that is happening now after that the researcher records, collects, summarizes and presents it in the form of data, after being sorted, collected and grouped to be identified, so that it can provide information according to the conditions of the facts in the field and obtain solutions to answers to the root of the problem of the research question.

### **Method of Collecting Data**

The data collection method used in this study is simple random sampling where the population sampling technique is carried out randomly by considering the existing strata, the considerations are based on: age, religion, education level, knowledge/skills, type of work, and gender. which is considered to have a relationship with the research theme.(Sugiyono, 2019). The number of population registered for financing gold from antam arrum haji products at PT Pegadaian Bangil - Pasuruan is 9 people, the researcher only took a sample of 4 selected registered customers, namely (Saifullah Dwi Hendriyanto, Indah Siti Zulaikha, Misbahudin Fauzi & Tintin Estuningsih) in financing arrum haji, this was done by the researcher after knowing and finding facts/fact finding about the procedures & mechanisms of the 4T sharia financing concept (Without banks, usury, fines and confiscation) gold from antam arrum haji products.

Then, 5 people from the operational assistant manager (Muhamad Mustakim), administrative assistant manager (Putri Rian Fatma), core business assistant manager (Lukman Huda), product marketing/marketing department (Mytha Hosniawati), & information service/customer service department (Aqila Viani). While the instruments used to collect data are participant observation/direct observation and structured interviews using a series of previously prepared questions, by recording, viewing, and reading documents carried out by researchers actively and participating in the research location for approximately

3 months. while secondary data in the form of notes or documentation, either in the form of photos of activities, & report books

### **Data Analysis Techniques**

Technical data analysis is an effort/process to search, compile, organize sequentially & systematically the results of research/interview results, in the field, be it data in the form of words or speech, photos or images, interview results and observations or records of events in the field. In case study research, the position of the researcher as a key instrument as well as a data collector. The presence of the researcher at the location is necessary as a data collector here the researcher as an observer participates in the data collection process such as conducting observations and direct interactions continuously until complete, until the data collected is abundant or following what we want, only after that we choose which data is the object/indicator to describe the formulation of the problem through interviews, to obtain the sources of information needed, by summarizing, selecting, focusing on important things, and looking for themes according to the pattern/problem raised/data reduction (Bogdan, 2020). After the data is collected, the researcher categorizes the data to be studied, and then describes it into a conclusion. The final step is concluding/verifying the conclusion drawing which is presented in the form of a description with the hope that the conclusion is a new finding that has never existed before or a development of existing findings.

### **Results and Discussion**

#### **Brief Historical Overview of PT Pegadaian Syariah Bangil – Pasuruan**

The pulse of Pasuruan Regency's economic life is dominated by the industrial sector which can create jobs for residents. Pasuruan is a regency that has the 5th largest industrial sector in Indonesia: Karawang (West Java), Bekasi (West Java), Pulogadung (Jakarta), Surabaya (East Java), and Pasuruan Regency. Pasuruan, which is known as an industrial area (PIER) / Pasuruan Industrial Estate Rembang, is a branch of SIER (Surabaya Industrial Estate Rungkut) which manages 3 industrial areas, namely: Surabaya Industrial Estate Rungkut (SIER), Sidoarjo Industrial Estate Brebek (SIEB), and Pasuruan Industrial Estate Rembang (PIER). (Novianto, nd).

With the increase in the economy in the area, the community needs a credit financing service company when they need fast funds to meet their needs. One of the credit companies in the Bangil area is PT Pegadaian Syaria'h with the advantage of fast credit financing services & experienced staff who are always ready to serve loan applications without hassle but practical, easy, fast & safe. The beginning of type of financing service that exists is: KCA (fast safe credit) is the provision of credit with a pawn system given to all groups of customers for consumptive and productive needs with collateral in the form of movable goods (pottery: household appliances), BPKB motorcycles/cars, gold & diamonds. KUR Syariah (people's business credit) is a program that provides financing/credit to micro, small & medium enterprises (MSMEs), Rahn Tasjily Tanah is sharia-based financing provided to people with fixed/routine incomes, micro/small entrepreneurs and farmers with collateral for land certificates at the SHM/ownership certificate & HGB/building use rights level, GTE (gold savings pawn) is the provision of credit with a pawn system given to all customer groups for consumptive and productive needs with collateral in the pawnshop. and Arrum Haji. PT Pegadaian Syariah is located on Jalan Patimura, Bangil District, its location is very strategic on the edge of the Pantura protocol road (Surabaya - Banyuwangi).

### **Vision and mission :**

PT Pegadaian Syariah Bangil-Pasuruan has a Vision to participate in the development, especially in improving the sharia economy, and can provide solutions for humanity in developing business/enterprise through financing without interest, banks, fines and confiscations, calm and peaceful & safe. Pegadaian is a state-owned financial institution engaged in pawn business & offers various services such as pawn & micro financing, gold and various services. The pawn services offered by Pegadaian can be an easy, fast, precise and safe solution in overcoming financial problems through the slogan "Solving problems without problems"

While the mission is:

1. Providing financing services for business/enterprise development, Islamic education without invalid contracts and usury.
2. Developing Hajj financing products and services (arrum hajj) with the concept of sharia contracts: rahn (pawn), ijarah (rent), and qard (loan).
3. Contribute to the sharia economy.

The following are the results of research on marketing strategy innovation for Antam's gold financing on the Hajj arrum product at PT Pegadaian Syari'ah in Bangil - Pasuruan.

From the results of the researcher's interview with Saifullah Dwi Hendriyanto, an employee working at PT. Nippon Indosari Corpindo Tbk, as a customer of the hajj arrum product at PT Pegadaian Syari'ah Bangil said; "My reason for becoming a customer of the hajj financing product (arrum haji) is the gold pawn program/Antam gold on the arrum haji product. For me, this is a financing service product that provides innovation & convenience in getting a hajj portion, with a guarantee of 3.5 grams of Antam gold where the purchase process can be paid in installments, then the registration mu'nah fee of approximately Rp. 300,000 - 500,000. Furthermore, you can pay in installments according to the agreed agreement between 1-5 years. Alhamdulillah, from the gold pawn program/Antam on hajj financing, my dream has finally come true, the desire to be able to register & get a hajj portion number." (Interview, November 27, 2023).

On the same day, the researcher also interviewed Indah Siti Zulaikha a customer of the Arrum Hajj product at PT Pegadaian Syari'ah Bangil. She said; "With the gold pawn program/Antam gold on the arrum haji product. For me, this is a financing service product that provides innovation & convenience in getting a portion of the hajj, it helps my difficulties, especially in the matter of registration needs and obtaining a hajj number, especially for the lower middle-class community only by pawning 3.5 grams of Antam gold as collateral with a financing concept: without banks, interest, fines and confiscation, when we pay installments/installments late, and there is no confiscation of Antam gold collateral when we cannot continue the costs/installments that are due on the collateral. " (Interview, December 05, 2023).

Meanwhile, according to Misbahudin Fauzi a customer of the arrum haji product at PT Pegadaian Syari'ah Bangil, said; "With the gold pawn program/gold antam on the arrum haji product, the benefits are very much felt in increasing the need to obtain a hajj portion number or through this gold savings program, it can appeal to people who wish to perform the hajj pilgrimage, to immediately register themselves so as not to wait too long. The arrum haji product present at PT Pegadaian Syari'ah Bangil - Pasuruan is the right solution to overcome the problem of the need for hajj financing with a credit financing concept & the registration or submission procedure is not complicated, but practical, easy, cheap, and fast, precise and safe. (Interview, December 13, 2023).

The results of the interview according to Tintin Estuningsih as a customer of the arrum haji product at PT Pegadaian Syari'ah Bangil, said; "With the gold pawn program/Antam gold on the arrum haji product,



the benefits are very much felt in increasing the need to obtain a hajj portion number or through this gold savings program intended for people who wish to perform the hajj pilgrimage, this is a new way & tactic through a gold savings program whose ownership can be purchased on credit, this is very easy, different from the practice of financing in the form of bridging funds, where in paying installments according to the interest rate, there is a fine when we pay late installments & there is a seizure of collateral when we cannot continue the installment/installment costs that are due. Moreover, the unstable economic conditions, after covid-19, our business has experienced ups and downs, unlike the situation before COVID-19. This is what prompted my husband & I to immediately register so as not to wait too long to get a hajj portion number. The hajj arrum product present at PT Pegadaian Syari'ah Bangil - Pasuruan is the right solution to overcome the problem of the need for hajj financing with a credit financing concept & the registration or submission procedure is not complicated, but practical, easy, cheap, fast, precise and safe. In addition, the employees in providing information services are always friendly, polite, honest, reliable & trustworthy to prospective customers who want to register and obtain information related to the products offered. (Interview, December 19, 2023).

**Table 2**  
**Results of Respondent Recapitulation Regarding the Antam Gold Pawn Program on Arrum Haji Products of PT Pegadaian Syari'ah Bangil - Pasuruan**

Respondent Name	Respondent Statement
English: The story of Saifullah Dwi Hendriyanto	The existence of a gold pawn program/Antam gold on the arrum hajj product. For me, this is a financing service product that provides innovation & convenience in getting a hajj portion, with a guarantee of 3.5 grams of Antam gold where the purchase process can be paid in installments, then the registration mu'nah fee of approximately Rp. 300,000 - 500,000. Furthermore, you can pay in installments according to the agreed agreement between 1-5 years. Alhamdulillah from the gold pawn program/Antam on hajj financing, my dream has finally come true, the desire to be able to register & get a hajj portion number."
Indah Siti Zulaikha	For me, this is a financing service product that provides innovation & convenience in getting a portion of the hajj, it helps my difficulties, especially in the matter of registration needs and obtaining a hajj number, especially for the lower middle-class community by simply pawning 3.5 grams of Antam gold as collateral with a financing concept: without banks, interest, fines and confiscation, when we pay installments/installments late, and there is no confiscation of Antam gold collateral when we cannot continue the costs/installments that are due on the collateral.

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Misbahudin Fauzi

With the gold pawn program/gold antam on the product, arrum haji is very much felt the benefits in increasing the need to obtain a portion number of hajj or through this gold savings program can appeal to the community who wish to perform the hajj pilgrimage, to immediately register themselves so as not to wait too long. The arrum haji product present at PT Pegadaian Syari'ah Bangil - Pasuruan is the right solution to overcome the problem of the need for hajj financing with the concept of credit financing & the registration or submission procedure is not complicated, but practical, easy, cheap, fast, precise and safe.

Tintin Estuningsih

With the gold pawn program/gold antam on the hajj arrum product, the benefits are very much felt in increasing the need to obtain a hajj portion number or through this gold savings program intended for people who wish to perform the hajj, this is a new way & tactic through a gold savings program whose ownership can be purchased on credit, this is very not burdensome, different from the practice of financing in the form of bridging funds, where in paying installments following the interest rate, there is a fine when we pay late installments & there is a seizure of collateral when we cannot continue the installment/installment costs that are due. is the right solution to overcome the problem of the need for hajj financing with the concept of credit financing & the registration or submission procedure is not complicated, but practical, easy, cheap, fast, precise, and safe. In addition, employees providing information services are always friendly, polite, honest, reliable & trustworthy to prospective customers who want to register and obtain information related to the products offered.

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Data Source: Primary Data, 2024 (processed)

The existence of antam gold pawn program on the arrum haji product is a financing service product that provides innovation & convenience in getting a hajj portion, With a guarantee of 3.5 grams of antam gold where the purchase process can be paid in installments, then prepare a registration fee of approximately Rp. 300,000 - 500,000. Furthermore, you can pay installments according to the agreed agreement between 1-5 years with the financing concept: without banks, interest, fines, and confiscation, when we pay installments/installments late, and there is no confiscation of antam gold collateral when you cannot

continue the costs/installments that are due on the collateral. The registration or submission procedure is not complicated, but practical, easy, cheap, fast, precise, and safe. This is a new way & tactic through a gold savings program whose ownership can be purchased on credit, this is very non-burdensome, different from the practice of financing in the form of bridging funds, where paying installment fees following the interest rate, is a fine when we pay late installments & there is a seizure of collateral when we cannot continue the installment fees/installments that are due. In addition, employees providing information services are always friendly, polite, honest, reliable & trustworthy to prospective customers who want to register and obtain information related to the products offered. According to (Amanuddin, 2022) Pawnshops are institutions that help various levels of society who need funding solutions, by providing money lending facilities with an easy system, with this convenience it is hoped that it can help society prevent the emergence of loan sharks & lending practices that do not apply the concept of financing with Islamic principles.

Muhammad Mustakim the assistant operational manager said "The risk of financing gold from antam on the hajj arrum product occurs because the customer or client fails/is late in paying on the agreed date, where there are arrears in installment payments of approximately 3 months (90 days) caused by being laid off (termination of employment), illness, disaster/epidemic, his business goes bankrupt. The concept and strategy used by PT Pegadaian Syari'ah refer to the DSN fatwa No: 68/DSN-MUI/VI/2008. As well as Bank Indonesia regulation Number 13/23/PBI/2011 concerning the implementation of risk management for Islamic general banks and Islamic business units. (Uh, 2015). Business risk as a result of customer failure to fulfill obligations or default utilizing: 1. Rescheduling means a change in the customer's installment payment schedule, 2. Re-requirement (reconditioning) means a change in the payment schedule, change in the number of installments, and change in the installment payment period (tenor), making it easier for customers to overcome the problem of Hajj financing needs to be able to get a portion of Hajj. (Interview, December 21, 2023)

Customers who pay often late in paying their monthly installments, then the pawnshop according to Muhammad Mustakim the assistant operational manager "Will give ta'wid (fine) and the results of the ta'wid funds are separated from other funds to be included or used for the community charity fund (DKU). Meanwhile, for customers who cannot pay the installments that have matured, the pawnshop will provide a warning letter to immediately pay off their debts according to the time/temporarily agreed upon in the contract. If the customer is still unable to pay off/pay, the pawnshop will provide additional time, and if during the grace period the customer still has not paid/paid off his installments, the pawnshop will cancel his hajj departure by canceling his hajj portion at the Ministry of Religion office. This financing risk usually occurs in customers who die or fail to pay installments. "(Interview, January 5, 2024)

## **Analysis of Procedures and Financing Contracts of Gold from Antam on Arrum Hajj Products at PT Pegadaian Syari'ah Bangil - Pasuruan**

To obtain exposure to research results on procedures and contracts on Antam's Gold from financing on the Arrum Hajj product as the right solution to overcome the problem of the need for Hajj financing with the concept of credit financing & registration or submission procedures are not complicated, but practical, easy, cheap, fast, precise and safe, with the concept of sharia financing without banks, without usury, without fines, and confiscation. Through contracts: Rahn, ijarah, and qard.

The results of the researcher's interview with Putri Rian Fatma as the assistant manager of the Hajj arrum product administration at PT Pegadaian Syari'ah Bangil-Pasuruan said. After the customer chooses a 3.5-gram Antam gold ownership credit equivalent to Rp3,230,850. where this program can be purchased in installments for 3, 6, 12, 18, 24, and 36 months, and prepares mu'nah money (collateral maintenance costs) of Rp. 500,000. to further process the registration & obtain a portion of the hajj by pawning Antam gold as collateral. This gold savings program is specifically intended for lower-middle-class people who have the desire to perform the hajj, and why this program uses Antam gold collateral because the price of gold is definitely stable & always increases, gold is not affected by fluctuations in the rupiah, gold is resistant to inflation (zero inflation) and gold can be used to prepare for future needs. After that, fill out the registration form, & agree to the transaction agreement along with the obligations each month along with the consequences when there is a failure to pay & the process of canceling the hajj portion, for customers to then prepare & attach the following files:

1. Photocopy of Husband and Wife's ID Card
2. Photocopy of Birth Certificate
3. Photocopy of Family Card
4. Photocopy of Marriage Certificate
5. Antam gold weighing 3.5 grams
6. Paying the mu'nah fee
7. Prepare 7 sheets of stamps
8. Color photo with a white background

By filling out and visiting the SPPMAPAH (Antam Gold Financing Registration Agreement Letter for Arrum Haji Products), prospective customers are willing to comply with and submit to the provisions applicable in the agreement. The amount of the installment of Antam gold metal ownership is as follows:

**Table 3**  
**Gold from Antam Installment for Arrum Haji Products**


<b>Denomination</b>	<b>Loan</b>	<b>Antam Gold Ownership Credit</b>					
		<b>3 months</b>	<b>6 months</b>	<b>12 Months</b>	<b>18 Months</b>	<b>24 Month</b>	<b>36 Months</b>
3.5 grams	3,230,850	1,124,908	568,435	317,197	227,451	182,579	137,705

Data Source: Primary Data, 2024 (processed)

Prospective customers can make purchases on an installment/credit basis. However, if a customer fails to pay the installments in the middle of the trip due to death, then the obligation to pay the installments falls to his heirs (either wife or children) (Interview, January 15, 2024). To find out the form of promotion

implemented by PT Pegadaian Syariah on the hajj arrum financing product, Mytha Hosniawati as the marketing team said "It is undeniable that business competition in the credit loan service business in this case PT Pegadaian is all competing to win customers. The main keys to managing service quality the ease of access & communication, reliable employee competence, high politeness & credibility, and speed in responding to various consumer problems & complaints to find, improve, and create something new / renewal in the form of ideas, ideas through creativity and high productivity performance to introduce hajj arrum financing products to less familiar people. The program is designed to create, or form and maintain a profitable exchange by literalization strategy in introducing gold from antam financing products by visiting public places/associations in the community such as markets, village offices & school offices, or UPT (Technical Service Unit), utilizing online promotional media in the form of applications: web, Instagram, tik-tok, facebook and you tube and offline media in the form of brochures & pamphlets. (Interview, January 18, 2024).

Service quality in marketing is an important factor in determining the success of financing services in this case PT Pegadaian Syari'ah. When the quality of service received by customers is poor or does not match what is expected/expected, it will automatically hurt the financing service. One of the concepts applied by PT Pegadaian Syari'ah in the financing service of Gold from Antam Arrum Haji according to Aqila Viani as customer service (CS) said "We provide friendly, polite, honest, reliable, trustworthy information services to prospective customers who want to register and obtain information related to the products offered & provide practical, easy and fast & safe registration procedure services. (Interview, January 24, 2024).



**PT Pegadaian**  
**Pegadaian**

# Pembiayaan Porsi Haji

Segera Wujudkan Niat Suci Anda Ke Baitullah Bersama Pegadaian

**Tabel Administrasi Awal**

Tenor	Administrasi	Tabungan	Jasa Kafalah	Jumlah
12 Bulan	Rp 270.000	Rp 500.000	Rp 70.000	Rp 840.000
24 Bulan	Rp 270.000	Rp 500.000	Rp 112.500	Rp 882.500
36 Bulan	Rp 270.000	Rp 500.000	Rp 175.000	Rp 945.000
48 Bulan	Rp 270.000	Rp 500.000	Rp 265.000	Rp 1.035.000
60 Bulan	Rp 270.000	Rp 500.000	Rp 412.500	Rp 1.182.500

**Tabel Angsuran**

Tenor	Angsuran	Mu'nah	Angsuran/Bulan
12 Bulan	Rp 2.083.400	Rp 252.800	Rp 2.336.200
24 Bulan	Rp 1.041.700	Rp 252.800	Rp 1.294.500
36 Bulan	Rp 694.500	Rp 252.800	Rp 947.300
48 Bulan	Rp 520.900	Rp 252.800	Rp 773.700
60 Bulan	Rp 416.700	Rp 252.800	Rp 669.500

\* Nominal Mu'nah merupakan estimasi dan bersifat tidak mutlak tergantung besaran nilai jaminan

**Persyaratan Umum :**

- Persyaratan usia mendaftar min 12 tahun dan max 60 tahun pada saat pelunasan Arrum Haji ;
- Membuka Tabungan Haji di Bank dan menerbitkan setoran BPH (Bukti Pendaftaran Ibadah Haji) bernomor Validasi ;
- Mendaftar ke Kemenag dan menerbitkan SPPH bernomor porsi ;
- Bagi yang sudah berangkat haji dan mendaftar kembali, bisa mendaftar kembali setelah 10 tahun;
- Memiliki kemampuan pembayaran angsuran setiap bulannya;
- Menyetujui akad transaksi beserta kewajiban nasabah setiap bulan beserta konsekuensi ketika terjadi gagal bayar dan proses pembatalan porsi haji.

**Persyaratan Administrasi :**

- Emas seberat 3,5 gram
- Foto copy (5 rangkap)
  - a. KTP
  - b. Akte Kelahiran / Ijazah
  - c. Kartu Keluarga / Surat Nikah
- 7 lembar materai Rp 10.000
- Pas photo warna 80% warna berlatar putih
- Wanita pakai jilbab & pria tidak memakai peci
  - a. ukuran 3x4 = 20 lembar
  - b. ukuran 4x6 = 10 lembar

Contact Person:



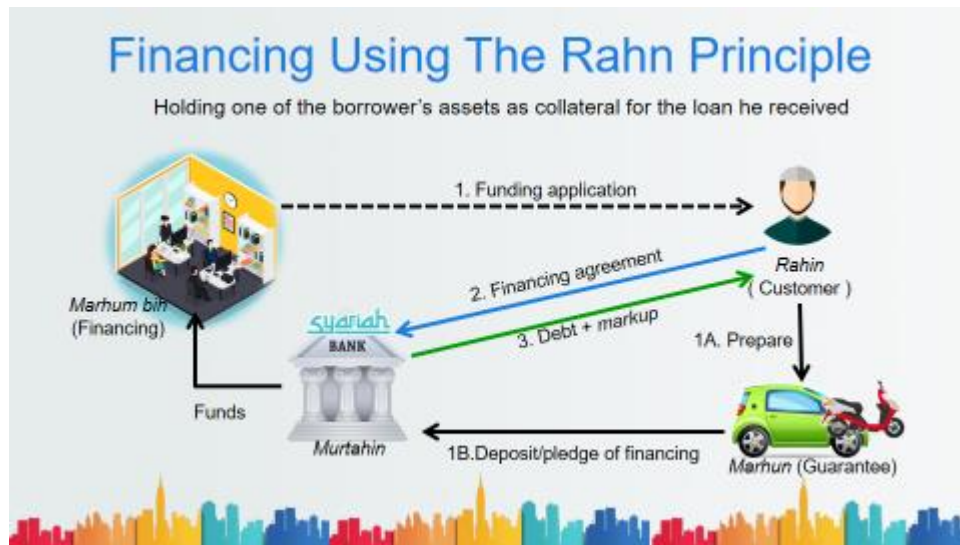
**Figure 1 Hajj Portion Financing**

Source: PT Pegadaian Syariah, 2024

Regarding the types of contracts for financing Gold from Antam on the Arrum Hajj Syariah product, Luqman Huda as assistant core business manager, said; "The concept of financing gold from antam on the arrum haji product on credit (bay at-taqsit) has 3 contracts, namely rahn (pawn), Ijarah (rent) and qard (loan). By continuing to prioritize there is no element of fine for those who are late in paying installments or installments due to urgent matters, there is no seizure for those who cannot pay installments until the due date but are given a grace period, and there is no additional interest (riba) for payments or installments, this is because the payment process can be done with 2 options or choices, namely deposited directly to the office, or transferred via bank, so here the bank is only a payment mediator" (Interview, January 30, 2024).

From the results of the analysis of the procedures and contracts for financing Gold from Antam on the Arrum Hajj product as the right solution to overcome the problem of the need for Hajj financing with the concept of credit financing & the registration or submission procedure is not complicated, but practical,

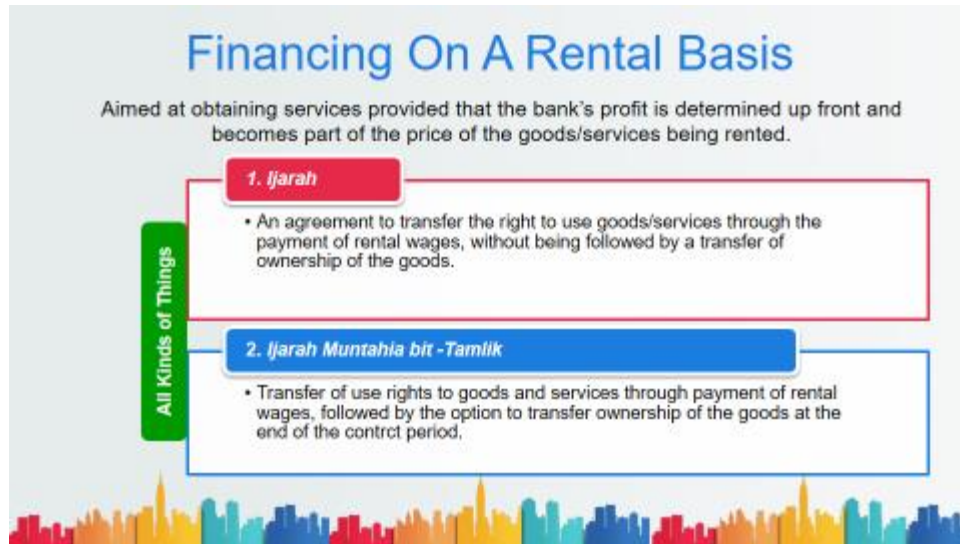
easy, cheap, fast, precise and safe, with the concept of sharia financing without banks, without usury, without fines and confiscation. Through the contracts: Rahn, ijarah, and qard. Research results (Qulub, December 2019), due to problems with the hajj advance fund product offered by Islamic banking, its implementation does not follow the provisions of the DSN-MUI fatwa, the inconsistency lies in the ujah system. Ujah in the hajj advance fund is determined based on the amount of funds borrowed. The introduction of gold from antam financing in the hajj arrum product provides a different financing concept from the previous one, namely: without banks, usury, fines, and confiscation, through a literalization strategy by providing counseling/visiting associations or associations in the community: offices, markets, sub-districts. So that it influences consumer decisions to use its services/decision-making.



**Figure 2. Rahn Contract Scheme**

Source: Author, 2024

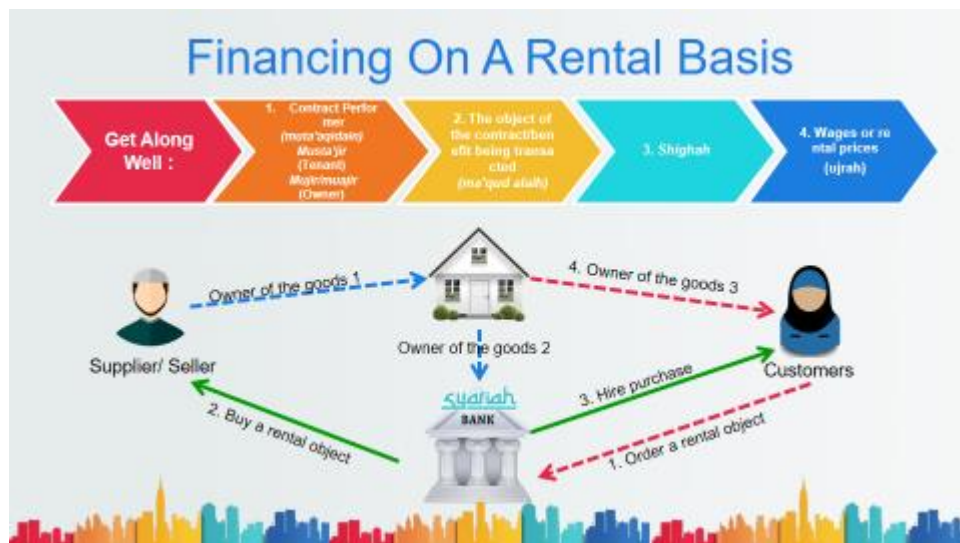
From the illustration above, the financing process through the rahn contract for financing the Antam gold product, Arrum Hajj, is a contract/transaction to receive a loan by pawning his goods as collateral. Rahin (the person who submits the goods) registers the application for financing the Antam gold product, Arrum Hajj, by attaching & preparing administrative files according to the required requirements and bringing collateral (marhum) in this case 3.5 grams of Antam gold, paying a mu'nah fee of IDR 500,000. Then, handing it over to the institution/person who provides the loan & receives the collateral (murtahin) to carry out a financing/loan contract (marhum bih). The amount of the installment & term/tenor has been agreed upon by both parties. (Interview, February 6, 2024).



**Figure 3. Ijarah Contract Scheme**

Source: Processed primary data, 2024

From the illustration above, the financing process through the ijarah contract for financing the Antam gold product arrum haji is a contract / rental transaction between 2 parties at a predetermined / agreed cost without being followed by a change of ownership of the goods. Mustajir (a person who receives wages to do something/rent) registers an application for financing the Antam gold product arrum haji by attaching & preparing administrative files according to the required requirements and bringing collateral for rent (ma'jur) in this case 3.5 grams of Antam gold, paying a mu'nah fee of IDR 500,000, then handing it over to the institution/person who provides the loan & receives the collateral / who provides the wages and who rents it (mu'jir / tenant / asset user) to carry out a financing/loan contract (ujrah) with the amount of the installment / rental price & term/tenor that has been agreed upon by both parties. (Interview, February 19, 2024).







**Figure 4. Qardh Contract Scheme**

Source: Processed primary data, 2024

From the illustration above, the financing process through qard in financing gold from antam arrum haji products is the provision of interest-free loans to borrowers (muqtaridh) who need funds with the provision that customers are required to return the funds according to the agreement. Muqtaridh (the person who borrows funds) registers an application for financing gold from antam arrum haji products by attaching & preparing administrative files according to the required requirements and bringing collateral (mauqud'alaih) in this case 3.5 grams of antam gold, paying a mu'nah fee of IDR 500,000, then submitting it to the institution/person who provides the loan & receives the collateral (muqridh) to carry out a financing/loan agreement (marhum bih) whose installment amount & term/tenor have been agreed upon by both parties. (Interview, February 21, 2024).

## Conclusion

Based on the results of the information presentation obtained by researchers during observations or observations of the implementation of marketing strategy innovations for financing Gold from Antam's Arrum Haji products at PT Pegadaian Syariah Bangil, we can conclude the following:

1. Innovation of marketing strategy of financing gold from antam product arrum haji at PT Pegadaian Syari'ah Bangil - Pasuruan is a business opportunity/service loan/financing business intended for people who want to perform the haji. This product provides innovation & convenience in getting a haji portion or as an easy, fast, precise, and safe solution in overcoming the problem of registration needs and obtaining a haji portion number.
2. The process of financing services for Gold from Antan Arrum Haji products between Rahin (the person handing over the goods) registering an application for financing for Gold from Antam Arrum Haji products by attaching & preparing administrative files following the required requirements and bringing collateral (marhum) in this case Antam gold weighing 3.5 grams, paying a mu'nah fee of Rp. 500,000.

3. The application of the financing concept for the Antam Arrum Hajj product is in 3 forms, namely: 1. Rahn Contract, 2. Ijarah Contract, 3. Qard Contract.
4. The implementation of innovative forms of marketing strategies for financing Gold from Antam's Arrum Hajj products consists of 4, namely: 1. Product, 2. Price, 3. Promotion, 4. Service.

### **Suggestion**

Based on the conclusion above from the results of data analysis, the author provides recommendations. During the rapidly developing business competition today, many investors have emerged who invest their funds or capital in business fields/enterprises engaged in the field of hajj financing, both conventional and sharia financing processes, this is what will later become an obstacle, to introduce hajj financing products to the community who are less familiar. The suggestions that can be given through the results of this study to be better, namely:

1. For further researchers, it is expected to be able to conduct research with other marketing strategy variables outside the variables above such as the concept of Islamic marketing ethics (insaniyah/humanistic, al-waqiyah/realistic, akhlaqiyyah/civilized, market segmentation & application of social media applications (tik-tok, you tube, web, & instagram), So that more varied results are obtained and can describe what things influence the application of the financing concept of gold from antam arrum haji products at PT Pegadaian Syari'ah by Islamic principles, while still implementing contracts without fines, confiscation, usury and without banks.
2. Here the party who gives the loan & receives the collateral (murtahin) / pawnshop must be able to take a strategy in the process of submitting registration & obtaining the hajj portion number. And be able to select/measure the creditworthiness of a prospective customer who makes a transaction financing gold from antam product arrum hajj on credit (bay at taqsit) by applying the principles; of character, and capacity (finance). capital, conditions, collateral, and constraints.
3. To anticipate business risks for customers who fail to pay on the agreed date or have defaulted on installment payments (due date), the strategies implemented are: 1. rescheduling, 2. reconditioning.
4. The application of the concept of financing gold from antam arrum haji products at PT Pegadaian Syari'ah is following Islamic principles. This means that related to the issue of the price, tenor (time) offered, there is also clearly no element of tahlis (fraud) ghahar (uncertainty). Here it can be seen that there is no fine, the lightness of the mu'nah fee is a form of ta'awun contract, meaning a contract of mutual assistance and helping each other with the difficulties faced.

### **Author's Contribution**

The researcher's contribution in this case is as a key instrument as well as a planner, implementer, and interpreter of data or observer in conducting an observation/research. The results of the findings of the facts are recorded, collected/grouped, sorted in the form of mapping, and sorted according to the research theme to carry out the identification process and classified based on symptoms/themes to be further described before a conclusion is drawn and presented in the form of a narrative/article to readers from among academics & practitioners or interested parties (stakeholders).

## Acknowledgments

The author would like to thank Muhammad Mustakim, as assistant operational manager, Aqila Viani as customer service & Princess Rian Fatma as assistant manager of administration, Lukman Huda as assistant manager of core business & Mitha, as marketing team. Also not to forget the selected participants from 9 customers registered in gold from antam financing on arrum haji products as many as 4 people, for their support, participation, and willingness as samples in helping to provide information to obtain research data according to the theme. The editorial team of AJIM Unair for all input/criticism that is very constructive/valuable for the preparation of the improvement of this manuscript/article.

## Declaration of Competing Interest

The author's statement that this research was conducted purely without any financial/financial & commercial relationships could give rise to/create a potential statement about the possibility of triggering a conflict of interest in this research.

## Funding

This research purely didn't receive any funding from institutions or other parties

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