

LEGAL, ETHICS, PRIVACY, AND SECURITY IN DIGITAL MARKETING FOR UMRAH TRAVEL

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ABSTRACT

Digital marketing has transformed the way travel service providers communicate value, attract customers, and build long-term relationships. However, the rapid expansion of digital channels has increased the urgency to address legal compliance, ethical conduct, privacy protection, and data security. This study analyzes the conceptual framework presented by Raj Sachdev in Digital Marketing (2024), particularly the chapter on legal, ethical, privacy, and security considerations, and applies these concepts to the context of Umrah travel marketing. Using qualitative methods through document analysis, literature review, and case analysis of Maghfirah Travel, this research identifies key challenges related to misleading advertising, ethical persuasion, excessive data collection, and the vulnerability of consumer information. The study reveals that Umrah travel companies operate in a highly sensitive sector that requires strict adherence to legal advertising principles, transparency, and compliance with data protection laws, such as Indonesia's Personal Data Protection Law. Findings suggest that integrating Sachdev's framework strengthens digital trust, enhances consumer protection, and builds a sustainable marketing strategy grounded in legal and ethical accountability. This research contributes to communication and digital marketing studies by providing a contextualized model of responsible digital marketing for religious travel services.

Keywords: Digital Marketing; Ethics; Privacy; Travel Umrah.

INTRODUCTION

Digital developments have driven fundamental changes in marketing practices across various sectors, including the religious travel industry, particularly Umrah travel. This digital transformation has resulted in changes not only in communication channels, but also in consumer expectations regarding transparency, security, and service ethics. Consumers are now increasingly aware of the importance of accurate information, personal data security, and convenience when interacting with service providers online. On the other hand, industry players are utilizing digital technology to expand their market reach, promote pilgrimage packages, and manage relationships with pilgrims. These developments offer opportunities, but also present significant challenges related to legality, ethics, privacy, and security.

Sachdev (2024) emphasizes that digital marketing cannot be separated from legal aspects, communication ethics, and responsible data governance because these four aspects determine the sustainability of a company's reputation. Digital marketing that ignores legal and ethical principles has the potential to cause reputational damage, legal sanctions, and loss of consumer trust. In the Indonesian context, where the Umrah travel industry has seen many cases of fraud and misuse of pilgrims' funds, the implementation of responsible digital marketing practices is becoming increasingly urgent.

The umrah travel industry in Indonesia occupies a strategic position because the number of pilgrims continues to increase every year. The Ministry of Religious Affairs notes that Indonesia is one of the largest senders of umrah pilgrims in the world. Increased public interest has encouraged travel companies to compete in promoting the excellence of their services, prices, facilities, and religious experiences.

However, this high level of competition has also led to marketing practices that are not always in line with the principles of legality and ethics. The First Travel and Abu Tour cases serve as important lessons regarding the abuse of pilgrims' trust and misleading marketing. Inaccurate digital advertisements, false testimonials, unrealistic promotional claims, and manipulation of travel facility information are examples of repeated ethical and legal violations.

This phenomenon has created collective trauma in society and requires a serious response from industry players. Improvements in legal infrastructure, such as Law Number 27 of 2022 concerning Personal Data Protection (PDP Law), also increase companies' obligations to protect pilgrims' data, including passports, identity numbers, addresses, vaccination histories, and financial information.

Beyond legal and privacy aspects, digital marketing for umrah travel also faces ethical challenges related to the characteristics of its consumers. Most pilgrims are elderly, housewives, or members of communities who place a high degree of trust in service providers. This creates a significant information asymmetry and opens the door to potential abuse by irresponsible travel agents. In this context, the application of ethical marketing principles, such as information transparency and not exploiting religious emotions, is an important part of responsible communication practices.

Previous studies have examined digital marketing in the context of umrah travel, but most have highlighted the effectiveness of social media use, the influence of digital content on religious interest, or promotional strategies. There has not been much research that specifically integrates Sachdev's four important pillars—legal, ethical, privacy, and security—into the analysis of digital marketing practices in umrah travel. This research gap indicates the need for a more comprehensive study, especially regarding the readiness of travel companies to implement legal principles and data governance in accordance with Indonesian regulations.

This study offers a theoretical contribution by adapting Sachdev's framework to the context of the Indonesian umrah travel industry, which has unique characteristics. In addition, this study provides practical contributions for travel companies to develop responsible digital marketing strategies that are in line with legal, ethical, and data security requirements in the digital era.

The purpose of this study is to analyze the application of legal, ethical, privacy, and security concepts in digital marketing based on Sachdev's (2024) framework and to examine the extent to which these concepts are relevant and applicable in Maghfirah Travel's digital marketing practices as a case study. This study is expected to provide a conceptual model that can be used by players in the umrah travel industry in designing integrity-based digital marketing strategies.

The literature review in this study covers theories and concepts related to digital marketing, advertising regulations, digital marketing ethics, personal data protection, and information security.

The literature review was expanded to include national and international research to strengthen the theoretical basis of the study.

Digital Marketing and the Transformation of the Travel Industry

Digital marketing has become a key foundation in organizational communication strategies in the digital age. According to Kotler et al. (2021), digital marketing enables message personalization, marketing automation, and direct relationships with consumers. In the context of Umrah travel, digital marketing plays an important role in introducing travel packages, educating prospective pilgrims, and managing customer experiences.

Sachdev (2024) views digital marketing as a complex system that encompasses not only technology and communication channels, but also legal, ethical, and data governance aspects. This view is in line with research by Chaffey and Smith (2019), which emphasizes the importance of integrating ethics and security into digital marketing strategies to prevent violations of consumer privacy and rights.

Research by Nugroho and Darma (2022) shows that Umrah travel companies that utilize digital channels transparently and accurately tend to gain higher levels of trust from consumers. These findings demonstrate the importance of honesty and openness in digital communication.

Legality in Digital Marketing

Sachdev (2024) discusses various legal provisions that shape the digital marketing framework. In a global context, for example in the United States, the Federal Trade Commission (FTC) regulates that advertisements must be honest, non-misleading, and verifiable. This principle is in line with the provisions in the Consumer Protection Law in Indonesia, which requires business actors to provide information that is true, clear, and not deceptive.

In the context of umrah travel, Indonesian regulations have been tightened by the Ministry of Religious Affairs, which applies the “5 Pasti Umrah” principle, namely certainty of registration, package, visa, departure schedule, and flight. Many travel agencies violate this principle because their digital marketing contains promises that do not match the reality of their services. Fitriyani's (2021) research found that most cases of umrah travel fraud originate from misleading digital advertisements.

Ethics in Digital Marketing

Digital marketing ethics relate to how companies treat consumers, including in the delivery of information and the use of digital technology. Pendi (2025) shows that transparency and honesty are the main factors that influence consumer trust in digital transactions. Meanwhile, Sahabuddin (2024) emphasizes that ethical marketing creates a perception of fairness and reduces the risk of fraud.

Ethics are important in the context of umrah travel because most consumers have varying levels of digital literacy and often trust religious symbols in promotions. This makes digital marketing prone to emotional exploitation. The use of fake testimonials or manipulative videos are acts that violate digital marketing ethics.

Privacy and Personal Data Governance

The PDP Law emphasizes that personal data is a fundamental right of citizens and must be protected by electronic system operators. Umrah travel collects highly sensitive data, so the risk of leakage is higher than in other industries. Shabilla (2025) found that consumers who are confident that their data is secure show a higher preference for digital transactions.

According to Alhassan (2021), the principles of data governance include transparency, data accuracy, purpose limitation, and security. This concept is in line with Sachdev's (2024) recommendation, which emphasizes the importance of privacy by design.

Information Security in Digital Systems

Data security is a crucial issue in the digital age. Research by Harahap (2025) shows that companies that do not implement strong security policies are at higher risk of phishing and malware attacks. In the context of Umrah travel, this risk is increased because passport and identity document data are highly valuable on the digital black market.

RESEARCH METHODS

This study uses a qualitative approach with a case study method to explore the application of legal, ethical, privacy, and security principles in digital umrah travel marketing. A qualitative approach was chosen because it provides space to understand phenomena in depth through the interpretation of social contexts, regulations, and marketing practices that cannot be reduced to numbers. Case studies were chosen because this study focuses on one specific entity, namely Maghfirah Travel, which is considered representative in describing the dynamics of digital marketing for umrah travel in Indonesia.

Data was obtained from three main sources. First, document analysis, including the book *Digital Marketing* by Sachdev (2024), national regulations such as the Personal Data Protection Law (PDP Law), Minister of Religious Affairs regulations regarding the implementation of umrah, as well as Maghfirah Travel's website documents and promotional materials. Second, a review of academic literature from national and international journals was used to strengthen the theoretical framework of the research, particularly in relation to digital marketing ethics, information security, and consumer protection. Third, digital observations were made of Maghfirah Travel's marketing activities on social media and websites to identify how legal, ethical, privacy, and security principles are applied in practice.

Data analysis was conducted using thematic analysis techniques. Each piece of data was coded into broad themes according to Sachdev's four pillars: legal, ethical, privacy, and security. This was followed by interpretation and synthesis between themes and comparison with literature and national regulations. Data validity was ensured through source triangulation by comparing academic documents, regulations, and digital observations. The validity of the analysis was reinforced through theory triangulation using the perspectives of various researchers on digital marketing, ethics, data protection, and information security.

RESULTS AND DISCUSSION

This discussion is structured according to Sachdev's (2024) four main pillars: legal, ethical, privacy, and security. In addition, the discussion also maps the strategic implications of the application of these four aspects on the trust and reputation of Maghfirah Travel as a Umrah travel operator in Indonesia.

Legal Aspects in Digital Umrah Travel Marketing

Legal aspects are a critical element in digital umrah travel marketing because legal violations are directly related to public trust and the sustainability of the company's operations. Sachdev (2024) emphasizes that all forms of digital marketing must adhere to the principles of truthfulness, clarity, and non-deception. This principle is in line with the Indonesian Consumer Protection Law, which prohibits business actors from providing misleading information.

In the context of umrah travel, the presentation of information that does not correspond to reality is one of the main triggers of fraud cases. Many travel companies offer packages at prices far below standard operating costs just to attract pilgrims. Research by Fitriyana (2021) shows that the majority of problematic umrah travel advertisements through digital media display facilities that are unrealistic or do not match the departure contract. This shows that digital marketing can be a manipulative tool if it is not controlled by strict regulations and strict law enforcement.

Maghfirah Travel, in its digital activities, displays travel packages consisting of details on airlines, accommodation, worship facilities, and departure schedules. Based on document analysis and digital observation, the information presented on its website is quite detailed, although not all of it is accompanied by complete terms and conditions. From a legal perspective, this is an area that needs to be improved because consumers have the right to know all aspects of the service before making a transaction.

In addition to the accuracy of information, legal aspects also include the company's obligation to have an official license from the Ministry of Religious Affairs. Sachdev (2024) states that legal compliance must be the foundation of digital marketing to protect companies from the risk of legal violations. Maghfirah Travel is an official PPIU (Umrah Travel Organizer) registered with the Ministry of Religious Affairs, and this legal status is often used in its marketing materials. The use of legality as part of the marketing message is an ethical strategy because it promotes clarity and transparency.

However, there are other challenges related to the use of influencers or religious figures in digital marketing. The FTC in the United States requires disclosure on all paid content. In Indonesia, although regulations are not as strict as the FTC, the principle of transparency remains part of marketing ethics. If Maghfirah Travel collaborates with religious figures, this involvement should be clearly disclosed to the public so as not to mislead consumers.

Thus, the application of legal aspects in digital umrah travel marketing not only includes business licenses and content accuracy, but also integrity in message delivery and openness to endorsement mechanisms. Compliance with the “5 Pasti Umrah” legal principles is also an important part of enhancing the company's credibility.

Legal compliance plays a supportive role in reinforcing ethical standards and consumer trust in digital Umrah travel marketing. Regulations related to consumer protection, fair information disclosure, and digital transactions provide a formal framework that limits unethical and deceptive practices. Prior studies on Umrah travel fraud emphasize that weak regulatory enforcement allows unethical behavior to persist, resulting in significant trust erosion (Dwijayanti et al., 2025).

Therefore, legal mechanisms function as institutional safeguards that complement ethical principles, ensuring fairness and accountability in digital Umrah travel services.

Ethical Aspects in Digital Umrah Travel Marketing

Digital marketing ethics is an important dimension in the umrah travel industry because consumers are highly sensitive to religious services. Pendi (2025) emphasizes that marketing ethics is a major factor in shaping consumers' perceptions of fairness and trust. Meanwhile, Sahabuddin (2024) places fairness and transparency at the core of ethical marketing.

In the context of Umrah travel, ethical challenges arise due to two main factors. First, there is an information imbalance between service providers and prospective pilgrims. Second, the use of religious symbols in promotions has the potential to exploit religious emotions. According to Chaffey and Smith (2019), digital marketing that exploits consumer weaknesses falls into the category of unethical persuasive design.

Maghfirah Travel utilizes digital platforms such as Instagram, YouTube, and websites to display pilgrim testimonials and travel documentation. Although some of the content is authentic, ethical risks arise if testimonials are selected in a biased manner or only show positive experiences. Sachdev (2024) refers to this practice as selective disclosure, which can be a form of consumer perception manipulation.

The use of overly promising promotional language is also an ethical issue. For example, the use of phrases such as “a comfortable umrah without obstacles” or “luxurious facilities at low prices” can create unrealistic expectations, especially if the travel company faces operational limitations such as visa delays or airline changes that are beyond their control. Ethics require companies to honestly communicate possible risks as part of their commitment to consumers.

Ethics are also related to the representation of vulnerable groups. The elderly are a large segment of umrah travel. According to Nugroho and Darma (2022), vulnerable groups are more easily influenced by emotional messages. Therefore, promotions should not exploit fear or religious urgency excessively. For example, phrases such as “before it's too late” or “last chance before death comes” fall into the category of emotional exploitation, which is prohibited in marketing ethics.

Thus, the application of ethics requires Maghfirah Travel to maintain honesty in communication, authenticity of content, and transparency in conveying service limitations. Ethics are also closely related to fairness in the treatment of pilgrims, including not discriminating in service based on capital or social class.

Ethical principles play a fundamental role in shaping consumer trust in digital Umrah travel marketing. Previous studies emphasize that unethical practices—such as misleading information, false promises, and lack of transparency—constitute violations of justice and moral responsibility. From the perspective of Islamic business ethics, such violations not only cause financial losses but also undermine the spiritual and moral values associated with religious services (Dwijayanti et al., 2025). This finding aligns with the results of this study, indicating that ethical conduct is a prerequisite for sustaining trust between Umrah travel providers and consumers.

Furthermore, ethical marketing practices in digital platforms have been empirically shown to positively influence consumer trust, particularly when supported by transparent communication. Ethical behavior signals integrity and accountability, which are essential in reducing consumer skepticism toward online religious services (Romansyah et al., 2024).

Privacy in Digital Umrah Travel Marketing

Privacy protection is one of the most crucial issues in digital umrah travel marketing because travel agencies collect sensitive personal data. Shabilla (2025) emphasizes that the perception of data security shapes consumer trust in online transactions. Pilgrims' personal data includes their full name, ID card, passport, telephone number, vaccination records, and payment records.

The PDP Law requires companies to ensure that all data is processed legally, limited to specific purposes, and protected from unauthorized access. This legal principle is in line with Sachdev's (2024) view, which emphasizes the need for data minimization, i.e., only collecting data that is absolutely necessary for the service.

In digital observations, it was found that the Maghfirah Travel registration process is carried out through a website form and WhatsApp communication. The use of WhatsApp as a data collection channel has the potential to pose privacy risks if the data is not managed securely, especially since WhatsApp is not a platform designed for processing sensitive documents such as passports. The principle of privacy by design encourages the use of specialized systems or platforms that have a higher level of protection.

Another important aspect is the privacy policy. Based on an analysis of the Maghfirah Travel website, there is a privacy policy page, but it does not cover all the elements required by the PDP Law, such as data storage duration, data access rights, and data deletion request mechanisms. These shortcomings can reduce the level of trust among consumers who are increasingly aware of their privacy rights.

In addition, the use of Facebook Pixel or Google Analytics in digital marketing automatically collects user behavior data. This must be clearly disclosed in the cookie policy. Without clear disclosure, this practice can be considered a violation of privacy. Thus, the privacy assessment shows the need to strengthen privacy policies, improve consent mechanisms, and implement more secure systems for collecting pilgrims' personal data.

Privacy has emerged as a critical concern in digital Umrah travel marketing due to the extensive collection and use of consumer data. Prior literature highlights that inadequate ethical guidelines in managing consumer data increase the risk of privacy violations and weaken public trust. Ethical data governance—characterized by transparency, accountability, and informed consent—has been found to significantly enhance consumer confidence and long-term loyalty (Harahap, 2025).

The findings of this study support this argument by demonstrating that consumers are more likely to trust Umrah travel platforms that show responsibility in protecting personal and transactional data. Thus, privacy protection is not only a legal obligation but also a strategic factor in maintaining sustainable trust relationships in digital religious tourism.

Security in Digital Umrah Marketing

Information security is the foundation of privacy. Sachdev (2024) refers to security as the critical backbone of all digital activities. If the system is not secure, then all digital marketing efforts become risky.

Umrah travel is an easy target for cybercrime because it stores high-value data. Research by Harahap (2025) shows that passport data is highly sought after on the digital black market because it can be used for international fraud. This requires travel companies to implement strict security practices, such as data encryption, the use of protected storage systems, and multi-layered authentication for internal data access.

Observations at Maghfirah Travel show that some data collection processes are done manually or through messaging apps. This increases the risk of data leakage, especially if staff's personal devices are not protected by encryption technology or internal security policies are not strict.

Weak security systems can directly impact a company's reputation. Consumers who experience data leaks tend to lose trust and spread their bad experiences through social media. Sachdev (2024) states that digital reputation is a strategic asset that is highly vulnerable if data security is neglected.

Security also includes internal access control. Many cases of data leaks are caused by insider threats, namely internal staff who do not comply with company policies. Therefore, digital security training and periodic internal audits are an important part of the security strategy.

Security is a key determinant of trust in digital Umrah travel marketing. Empirical evidence from Asian digital markets shows that digital trust is one of the strongest predictors of consumers' purchase intentions, particularly in environments where perceived risk remains high (Kowsar &

Forid, 2025). Secure payment systems, reliable transaction processes, and transparent logistics operations function as tangible indicators of platform reliability.

In the context of Umrah travel services, security assurance reduces uncertainty and perceived risk, encouraging consumers to engage in online transactions. These findings reinforce the results of this study, which indicate that trust built through perceived security significantly influences consumer decision-making in digital Umrah travel platforms.

Integration of the Four Pillars and Strategic Implications

The four pillars proposed by Sachdev form a unified strategic framework for digital marketing of umrah travel. The integration of the four pillars results in three strategic implications.

First, increased consumer confidence. In an industry that is highly dependent on reputation, the application of legal, ethical, privacy, and security principles has a direct impact on consumer perception. Consumers tend to choose travel companies that provide clear information and guarantee the security of their data.

Second, reduced legal and operational risks. By complying with the PDP Law and marketing regulations, travel companies avoid potential fines, administrative sanctions, or consumer lawsuits. Transparency in communication also reduces the risk of misunderstandings.

Third, sustainable competitive advantage. The umrah travel industry is highly competitive, and the principles of data governance and ethical marketing can be a unique selling point. Travel companies that prioritize security and transparency will stand out among other travel companies that still focus on aggressive promotion.

Thus, the implementation of the Sachdev framework provides a solid foundation for Maghfirah Travel to develop a digital marketing strategy that is not only effective but also responsible.

The integration of legal compliance, ethical conduct, privacy protection, and security forms a unified framework for building sustainable trust in digital Umrah travel marketing. Ethical practices and transparency strengthen consumer confidence, while privacy protection and security systems mitigate perceived risks associated with online transactions (Harahap, 2025; Kowsar & Forid, 2025).

This study confirms that trust is a multidimensional construct shaped by moral responsibility, information clarity, data protection, and system security. Strategically, Umrah travel providers should adopt a trust-centered digital marketing approach that integrates these four pillars to enhance credibility, protect consumers, and ensure long-term business sustainability.

CONCLUSIONS

This study comprehensively examines the application of legal, ethical, privacy, and security principles in digital marketing for Umrah travel using Sachdev's (2024) framework through a case study of Maghfirah Travel. The findings indicate that responsible digital marketing in the Umrah industry must integrate these four pillars to maintain company reputation, build consumer trust, and ensure service sustainability in the digital era. Legal compliance ensures truthful and transparent marketing practices aligned with regulations, while ethical principles guide responsible communication, particularly toward vulnerable consumers. Privacy protection has become increasingly critical due to the handling of sensitive personal data, requiring clear consent mechanisms, transparent data governance, and compliance with Indonesia's Personal Data Protection Law. Security functions as the foundation supporting privacy, as weak data protection systems expose companies to cyber risks and potential loss of public trust. The integration of these pillars provides strategic advantages by enhancing trust, reducing legal and financial risks, and creating competitive differentiation through responsible digital governance. The study contributes theoretically by contextualizing Sachdev's framework within the Indonesian Umrah travel sector and offers practical recommendations for strengthening integrity-based digital marketing strategies. However, the research is limited by the absence of direct stakeholder interviews, suggesting future studies should employ empirical approaches such as interviews, surveys, or comparative analyses to further explore the relationship between digital security, consumer trust, and loyalty in religious tourism services.

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