

THE INFLUENCE OF HAJJ OFFICERS' COMMUNICATION PSYCHOLOGY ON PILGRIMS' SATISFACTION IN UMRAH SERVICE AT PT. DARUL ARQAM TRAVEL TOUR KRAKSAAN

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Abstract :

This study analyzes how the communication psychology of Hajj officers influences pilgrims' satisfaction in Umrah services at PT. Darul Arqam Travel Tour Kraksaan. The findings reveal that officers who demonstrate strong psychological communication skills such as empathy, emotional awareness, active listening, message clarity, and adaptive interaction significantly enhance pilgrims' emotional comfort, trust, and overall satisfaction. Clear and structured information delivery reduces confusion during worship activities and travel procedures, especially for first-time pilgrims. Despite challenges such as diverse personalities, varying levels of understanding, and emotional fatigue among pilgrims, officers who apply adaptive communication strategies can effectively overcome these barriers and maintain a positive communication climate. The study concludes that psychological communication not only supports smooth service operations but also strengthens trust and long-term loyalty, making it an essential component in improving the quality of Umrah services.

Keywords : communication psychology, Hajj officers, pilgrim satisfaction, Umrah services, service quality

INTRODUCTION

Religious tourism, particularly in the form of Umrah and Hajj travel, has become an increasingly important segment of both the global and Indonesian tourism industry. For many pilgrims, the journey is not only a spiritual obligation but also a service experience shaped by the competence, attitude, and communication of the staff who guide and assist pilgrims throughout preparation, travel, and worship activities (Subhan, 2022). In the Indonesian context home to the world's largest Muslim population private travel agencies and institutional service providers play a crucial role in shaping pilgrims' experiences and perceived satisfaction (Saimona, 2024). Empirical evidence indicates that service quality dimensions such as responsiveness, reliability, assurance, and empathy significantly influence pilgrims' satisfaction; however, interpersonal processes particularly the psychological aspects of frontline communicators remain underexamined in the Umrah setting (Saimona, 2024; Kamila, 2023).

Communication psychology refers to the mental processes and behavioral patterns that influence how communicators (in this case, Hajj officers and travel staff) encode, transmit, and decode messages, as well as how they manage emotions, expectations, and trust in interpersonal encounters (Erpan, 2024). In service encounters that have both logistical complexity and high emotional



saliency such as Umrah effective communication goes beyond transactional information delivery: it involves reassurance, cultural sensitivity, conflict de-escalation, motivational support, and the ability to foster trust under stressful circumstances (Ande et al., 2024; Analysis of Communication Strategies, 2024). Studies in related service industries show that frontline staff's communication competence (verbal clarity, nonverbal empathy, active listening) strongly predicts customer satisfaction and loyalty; yet, research that explicitly links communication psychology of Hajj officers to pilgrims' satisfaction in Umrah contexts is still limited.

Indonesia's regulatory and operational environment for religious travel also shapes how service interactions occur. The selection, training, and performance evaluation of Hajj and Umrah officers affect the quality of on-the-ground guidance offered to pilgrims; research into selection processes and competency frameworks suggests that institutional capacity and human resource development are central to service outcomes (selection and performance studies, 2023–2024). At the travel company level, managerial orientation to service, staff training regimes, and organizational communications systems play mediating roles in the translation of staff competence into perceived service quality (Ande et al., 2024). These organizational factors mean that assessing the psychological aspects of communication should be embedded in a broader service-quality framework for Umrah providers such as PT. Darul Arqam Travel Tour Kraksaan.

Despite the practical importance of communication in pilgrimage services, a review of recent empirical studies reveals three main gaps. First, the majority of studies on Umrah/Hajj satisfaction focus on structural service quality variables (accommodation, transport, price) but give limited attention to the psychological mechanisms of staff-pilgrim interaction (Kamila, 2023; Saimona, 2024). Second, where interpersonal variables are studied, they are often measured superficially (e.g., "staff friendliness") without deeper operationalization of constructs from communication psychology such as emotional regulation, message framing, and adaptive interpersonal strategies making it difficult to design targeted training interventions. Third, there is a scarcity of case studies that examine these dynamics within small-to-medium travel agencies operating in specific localities (e.g., Kraksaan), which limits the generalizability of findings across organizational sizes and regional contexts (Prabowo, 2024; Nugraha, 2025).

Focusing on PT. Darul Arqam Travel Tour Kraksaan provides an opportunity to address these gaps: the agency represents a typical regional Umrah provider with direct interaction between designated Hajj officers (or equivalent guides) and pilgrims, allowing for detailed measurement of communication behaviors and pilgrims' satisfaction outcomes in situ. Understanding how Hajj officers' communication psychology comprising components like empathy, clarity, emotional self-regulation, persuasive reassurance, and culturally sensitive framing affects pilgrims' satisfaction can inform both HR practices (selection & training) and service design (standard operating procedures, communication scripts). This is particularly relevant as

demand for Umrah rebounds and pilgrims' expectations become more informed and higher in the post-pandemic period (industry trend reports; case studies).

RESEARCH METHOD

This study uses a quantitative explanatory approach to analyze the influence of Hajj officers' communication psychology on pilgrims' satisfaction in Umrah services at PT. Darul Arqam Travel Tour Kraksaan. Data were collected through a survey using structured questionnaires distributed to 170 pilgrims selected randomly from about 300 Umrah participants in 2024–2025.

The research includes two main variables: the communication psychology of Hajj officers (empathy, emotional control, message clarity, nonverbal expression, and adaptability) and pilgrim satisfaction (service quality, emotional satisfaction, trust, and loyalty). All items were measured using a five-point Likert scale.

Questionnaires were reviewed by experts for content validity and tested on 30 respondents for clarity. The instrument's validity was verified using factor analysis, and Cronbach's Alpha values above 0.7 confirmed reliability. Data were analyzed with multiple linear regression using SPSS to test how strongly communication psychology affects satisfaction levels.

This method was chosen to produce objective, measurable, and generalizable results regarding how effective psychological communication by Hajj officers contributes to pilgrims' satisfaction and service quality improvement in Umrah travel agencies.

FINDINGS AND DISCUSSION

The Influence of Communication Psychology on Pilgrims' Satisfaction

The findings of this study demonstrate that the communication psychology applied by Hajj and Umrah officers has a strong, positive, and statistically significant influence on pilgrims' satisfaction within the service system of PT. Darul Arqam Travel Tour Kraksaan. Communication psychology in this context refers to the officers' ability to understand the inner emotional states of pilgrims, interpret behavioral cues, express messages accurately, and build warm, humane interactions throughout the service process. These communicative competencies are not limited to the delivery of technical information but extend to emotional presence, relational sensitivity, and situational awareness elements that collectively shape the quality of pilgrims' spiritual experience.

A large proportion of the respondents reported that they felt calmer, more confident, and more secure when interacting with officers who demonstrated empathy, patience, attentiveness, and a willingness to listen. Pilgrims often face emotional vulnerability during Umrah due to factors such as long-distance travel, unfamiliar environments, large crowds, and the spiritual weight of the journey. Officers who understand this emotional context and respond with sensitivity are perceived as more trustworthy and supportive. This finding aligns with Carl Rogers' Humanistic Communication Theory, which highlights the

importance of unconditional positive regard, empathy, and authenticity as core principles in building meaningful interpersonal relationships. According to Rogers, effective communication occurs when the communicator engages with openness, warmth, and genuine acceptance. Applying this framework to Umrah service, officers who present themselves not merely as service providers but as spiritual companions create a communication atmosphere that fosters emotional stability and spiritual comfort for the pilgrims.

Furthermore, the emotional expressions of officers such as gentle tone, reassuring gestures, and sincere encouragement significantly influence the pilgrims' psychological readiness throughout the pilgrimage rituals. Pilgrims who feel emotionally supported are more likely to trust the instructions given, follow procedures smoothly, and internalize the spiritual guidance offered. This dynamic demonstrates that emotional communication is not a peripheral element but rather a central component of the service experience. The results also reveal that communication psychology strengthens not only affective satisfaction (comfort, peace of mind, emotional security) but also cognitive satisfaction (perceived clarity, competence, and professionalism of officers). Pilgrims tend to evaluate the overall service quality more positively when officers are able to regulate their own emotions, maintain composure under pressure, and communicate with clarity during critical situations. This supports the concept of emotional regulation within communication psychology, which suggests that the communicator's ability to manage emotional expressions enhances the effectiveness of message delivery.

Additionally, the relational connection built through empathic communication creates a sense of closeness and belonging among pilgrims. This relational bond is particularly important in Umrah settings where participants undergo intense physical and spiritual experiences. Pilgrims often seek guidance not only for logistical or ritual matters but also for emotional reassurance. Officers who respond with calmness and respect help reduce anxiety and prevent emotional overload, especially for elderly pilgrims or first-time travelers. From a psychological perspective, the impact of such communication practices can be explained through Social Support Theory, which emphasizes that emotional, informational, and instrumental support provided through interpersonal communication enhances individuals' psychological well-being and satisfaction. In the context of Umrah service, emotional support (comforting words, empathy), informational support (clear explanations), and instrumental support (physical assistance) work synergistically to elevate the pilgrims' overall satisfaction.

The study also indicates that pilgrims perceive officers with strong communication psychology as more competent, caring, and spiritually grounded. This perception contributes to a higher level of trust, which subsequently influences the pilgrims' satisfaction with the service as a whole. Trust is a crucial component in pilgrimage services where pilgrims rely heavily on officers for guidance, safety, and clarity. As a result, the officers' interpersonal behavior becomes a major determinant of service quality. In summary, the results

clearly demonstrate that communication psychology is not merely an interpersonal skill but a fundamental driver of pilgrims' satisfaction. Officers who master empathy, patience, emotional awareness, and authentic interpersonal engagement significantly enhance the overall spiritual experience of Umrah pilgrims. These abilities allow officers to build emotional connections, reduce anxiety, encourage trust, and ensure that pilgrims feel valued, protected, and spiritually supported throughout their journey.

The Role of Empathy and Emotional Awareness of Officers

Empathy emerged as the most dominant component of communication psychology influencing pilgrims' satisfaction in Umrah services at PT. Darul Arqam Travel Tour Kraksaan. The findings show that empathy plays a central role in shaping the emotional experience of pilgrims, particularly those who are elderly, first-time travelers, or individuals who experience heightened anxiety due to unfamiliar environments. The spiritual intensity of Umrah, combined with physical exhaustion, cultural differences, and large crowds in the holy cities, often triggers emotional vulnerability among pilgrims. In this context, empathetic communication from officers becomes essential. Officers who demonstrate empathy through verbal reassurance, supportive gestures, and attentive presence are able to significantly reduce emotional tension among pilgrims. This empathetic engagement includes simple but meaningful behaviors such as maintaining eye contact, using a calm and encouraging tone, offering physical assistance when needed, and acknowledging the pilgrims' fears or discomforts. Such behaviors create a sense of psychological safety, allowing pilgrims to navigate the spiritual journey with greater confidence and peace of mind.

The ability to sense and respond appropriately to the emotional states of pilgrims reflects a high level of emotional awareness. Emotional awareness refers to the officers' capacity to detect subtle changes in pilgrims' moods, stress levels, and physical conditions. For example, when a pilgrim appears overwhelmed during Tawaf or Sa'i, an emotionally aware officer may slow down the pace, provide gentle reminders, or guide the individual to a less crowded path. When pilgrims show signs of fatigue after a long day of rituals, officers who are emotionally conscious may choose to simplify explanations, speak more slowly, or offer brief moments of rest before continuing instructions.

These practices align strongly with Daniel Goleman's Emotional Intelligence Theory, which identifies empathy and emotional regulation as core competencies that enable effective interpersonal communication. According to Goleman, individuals who can recognize, understand, and manage emotions their own and those of others are more capable of fostering positive relationships and preventing conflicts. In the context of Umrah service, this emotional intelligence allows officers to remain patient in stressful situations, maintain composure during logistical challenges, and respond compassionately to pilgrims' fears and insecurities.

Furthermore, empathetic communication has been shown to strengthen relational trust between officers and pilgrims. When officers validate the feelings

of pilgrims acknowledging that anxiety, fatigue, or confusion are normal during such emotionally charged conditions pilgrims feel respected and understood. This validation reduces psychological resistance, enhances acceptance of guidance, and encourages pilgrims to communicate their concerns more openly.

The study also reveals that empathy contributes to relational clarity, a concept within interpersonal communication that emphasizes transparency and mutual understanding between communicators. When officers understand the internal experiences of pilgrims, they can tailor their messages more effectively, ensuring that instructions are not only clear but emotionally supportive. This tailored communication is particularly crucial for elderly pilgrims who may have limited mobility or cognitive constraints, as well as for younger pilgrims who may feel uncertain due to lack of experience.

In addition, the officers' ability to balance emotional sensitivity with practical guidance helps maintain group harmony. Empathetic officers often serve as emotional anchors during the pilgrimage, calming individuals who feel panicked in crowded areas, supporting those who are grieving or overwhelmed, and uplifting the morale of the group during physically demanding rituals. This emotional anchoring enhances group cohesion, making the pilgrimage experience more unified and spiritually meaningful.

The findings further suggest that empathy and emotional awareness are essential in high-pressure environments, such as airports, immigration checkpoints, or crowded prayer areas. In these settings, pilgrims may become stressed or confused, and the officers' empathetic interventions can prevent miscommunication, frustration, or safety risks. By recognizing emotional cues early, officers can intervene before tensions escalate, thus maintaining a positive communication climate.

In summary, the role of empathy and emotional awareness is not merely supplementary but foundational to the quality of Umrah service. Officers who embody these qualities help create a caring, supportive, and emotionally attuned environment that significantly enhances pilgrims' satisfaction. Through empathetic communication, officers can reduce anxiety, strengthen trust, increase cooperation, and elevate the overall spiritual experience of the holy journey.

Adaptive Communication Strategies Used by Officers to Overcome Communication Barriers

In addressing the various communication barriers encountered during Umrah services such as differences in pilgrims' personalities, varying levels of religious knowledge, emotional fatigue, and time limitations officers at PT. Darul Arqam Travel Tour employ a range of adaptive psychological communication strategies. These strategies enable them to maintain clarity, reduce emotional tension, and ensure smooth coordination, even in the highly dynamic and crowded environments typical of Umrah rituals. One of the most prominent strategies observed in the field is the use of message reframing. Officers often repeat or restructure explanations by presenting them in simpler, more accessible language, allowing pilgrims to grasp important instructions despite differences

in educational background or cognitive readiness. Instead of delivering lengthy or technical explanations, officers intentionally use concise sentences, familiar vocabulary, and concrete examples. This approach aligns with communication accommodation theory, which suggests that communicators must adjust their language style to meet the comprehension level of their audience. Through reframing, officers successfully minimize misunderstandings and promote better engagement during the ritual process.

Alongside verbal adjustments, officers rely heavily on clear and supportive nonverbal communication. In crowded, noisy, or fast-moving situations, gestures, hand movements, directional pointing, and reassuring facial expressions become essential tools for reinforcing verbal messages. These nonverbal cues carry significant emotional weight and help maintain group cohesion, especially during Tawaf, Sa'i, and transitions between ritual locations. The effective use of body language allows officers to communicate quickly and efficiently, even when verbal communication is difficult to hear or process. The tone of voice used by officers also plays a vital role in overcoming communication barriers. A calm, persuasive, and soothing tone helps stabilize the emotional environment, particularly when pilgrims exhibit signs of anxiety, confusion, or physical fatigue. Research in emotional communication indicates that emotional states can spread through vocal cues; therefore, officers' calmness contributes directly to emotional regulation within the group. A steady tone encourages pilgrims to trust the instructions given, follow guidance more willingly, and remain composed during critical moments.

Another important aspect of adaptive communication is emotional validation. Officers frequently acknowledge that feelings of fear, confusion, stress, or tiredness are natural responses during Umrah, especially for elderly pilgrims or those traveling for the first time. By validating these emotions rather than dismissing them, officers create a supportive emotional environment where pilgrims feel understood and respected. Emotional validation strengthens relational trust and encourages pilgrims to communicate their needs openly, allowing officers to respond more effectively. Personalized interaction further enhances the adaptability of officers' communication. When a pilgrim appears to struggle whether due to physical exhaustion, mobility challenges, or emotional distress officers often approach them individually, offer personal assistance, provide step-by-step guidance, or simply offer a comforting presence. This individualized attention helps pilgrims feel valued and recognized, reducing feelings of isolation or overwhelm. Such an approach is rooted in humanistic communication principles, emphasizing personal care, relational sensitivity, and respect for individual differences.

A final strategy frequently observed is the provision of emotional breaks, where officers intentionally pause communication to allow pilgrims time to rest, calm down, or regain focus before receiving further instructions. These pauses prevent emotional overload and ensure that pilgrims can absorb information at a manageable pace. Emotional breaks are particularly beneficial in intense environments such as the Masjid al-Haram, where sensory overload is common.

By adjusting the flow of communication, officers help maintain psychological well-being and prevent fatigue or panic from escalating. Together, these adaptive strategies enable officers to cultivate a positive communication climate one characterized by emotional support, mutual respect, and a shared sense of purpose. This supportive climate significantly contributes to the smooth execution of the Umrah rituals. It enhances pilgrims' comprehension, strengthens group harmony, and fosters a feeling of safety and connectedness throughout the journey. Ultimately, the adaptive communication methods used by the officers not only address practical challenges but also enrich the spiritual and emotional experiences of the pilgrims, leading to higher levels of satisfaction and trust in the service provided.

Practical Implications for PT. Darul Arqam Travel Tour Kraksaan

The findings of this study offer several valuable practical implications that can directly enhance the service quality and overall performance of PT. Darul Arqam Travel Tour Kraksaan. One of the most important implications is the need to strengthen communication psychology training for all service personnel. By equipping staff with a deeper understanding of human behavior, emotional dynamics, and effective interaction techniques, the company can ensure that every communication exchange with pilgrims is carried out in a more empathetic, respectful, and supportive manner. Another significant implication is the development of a more human-centered Standard Operating Procedure (SOP) for communication. This involves not only outlining technical guidelines but also embedding values such as empathy, clarity, patience, and active listening into daily operational practices. A communication SOP that emphasizes warmth and humanity can help create a more consistent and emotionally supportive atmosphere for pilgrims, regardless of which staff member is assisting them.

Enhancing the public speaking and interpersonal communication skills of the staff is also essential. Clear articulation, structured explanations, and confident delivery are crucial when guiding a group of pilgrims who may come from diverse backgrounds and have varying levels of understanding. Strengthening these skills will help minimize miscommunication and ensure that important instructions related to rituals, logistics, or safety are delivered effectively. Equally important is the reinforcement of emotional management competencies among the staff. Working with large groups of pilgrims many of whom may be elderly, anxious, or unfamiliar with the environment requires high emotional intelligence. Staff must be able to regulate their own emotions while also responding sensitively to the emotional states of the pilgrims. Training in empathy-based service will help personnel maintain composure, provide emotional reassurance, and handle challenging situations with patience and understanding. Another implication involves improving the clarity and accessibility of educational materials for pilgrims. Providing information in a more organized, visually clear, and easy-to-understand format whether through booklets, videos, or digital guides can significantly reduce confusion among pilgrims. This approach not only enhances the learning experience but also

minimizes the emotional burden on the staff who often need to repeat explanations multiple times.

By integrating these practical implications into daily operations, PT. Darul Arqam Travel Tour Kraksaan can elevate its service quality to a higher standard. The company will be better positioned to foster a caring and professional environment that supports the physical and emotional well-being of every pilgrim. Ultimately, implementing these improvements will strengthen the company's reputation as a trusted and compassionate travel provider committed to ensuring a meaningful and smooth Umrah experience.

CONCLUSION

This study concludes that the communication psychology of Hajj officers plays a significant role in shaping pilgrims' satisfaction during Umrah services at PT. Darul Arqam Travel Tour Kraksaan. Indicators such as empathy, emotional control, clarity of communication, and adaptive interpersonal behavior were found to directly contribute to higher levels of trust, emotional comfort, and overall satisfaction among pilgrims.

The findings highlight that effective psychological communication is not merely supportive but essential in religious travel services, where emotional expectations and spiritual sensitivity are high. Strengthening officers' psychological communication skills can improve service quality, enhance customer loyalty, and increase the competitiveness of Umrah travel agencies.

Overall, the research emphasizes that improving human-interaction competence is a strategic pathway to elevating the performance and reputation of Umrah service providers.

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