

# SUSTAINABLE-DIGITAL-HAJJ ECOSYSTEM:

## “Opportunities in Digitalization for Hajj and Umra Ecosystem”



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## THE BIGGEST ECONOMY IN SOUTHEAST ASIA



Indonesia's  
GDP (Current Prices)  
**US\$858,953 Billions.**  
(IMF, April 2016)

## MOST CONNECTED TO SOCIAL NETWORKS 79 M ACTIVE USERS



#1 BBM User  
#1 Twitter User  
#1 Google+ User  
#6 Facebook User  
#10 Youtube User  
(Social Network, Global Web Index 2015)

## CONSUMER MARKET FOR DIGITAL TECH



88.1 Million  
Active Internet Users  
326.3 Million  
Mobile Connection  
(wearesocial, 2015)

## HOME TO 2.033 STARTUPS



Currently Indonesia counts  
**2,033 Internet-based startups**  
exceeding Singapore's  
figure of 1,850.

## RAPID GROWTH OF E-COMMERCE (39%)



It is estimated to grow **39%/y.**  
A valuation of US\$1.7b.  
in 2015 to a spectacular  
**USD \$46 billion in 2025.**

## GROWING NUMBER OF MIDDLE CLASS (135 MILLIONS BY 2030)

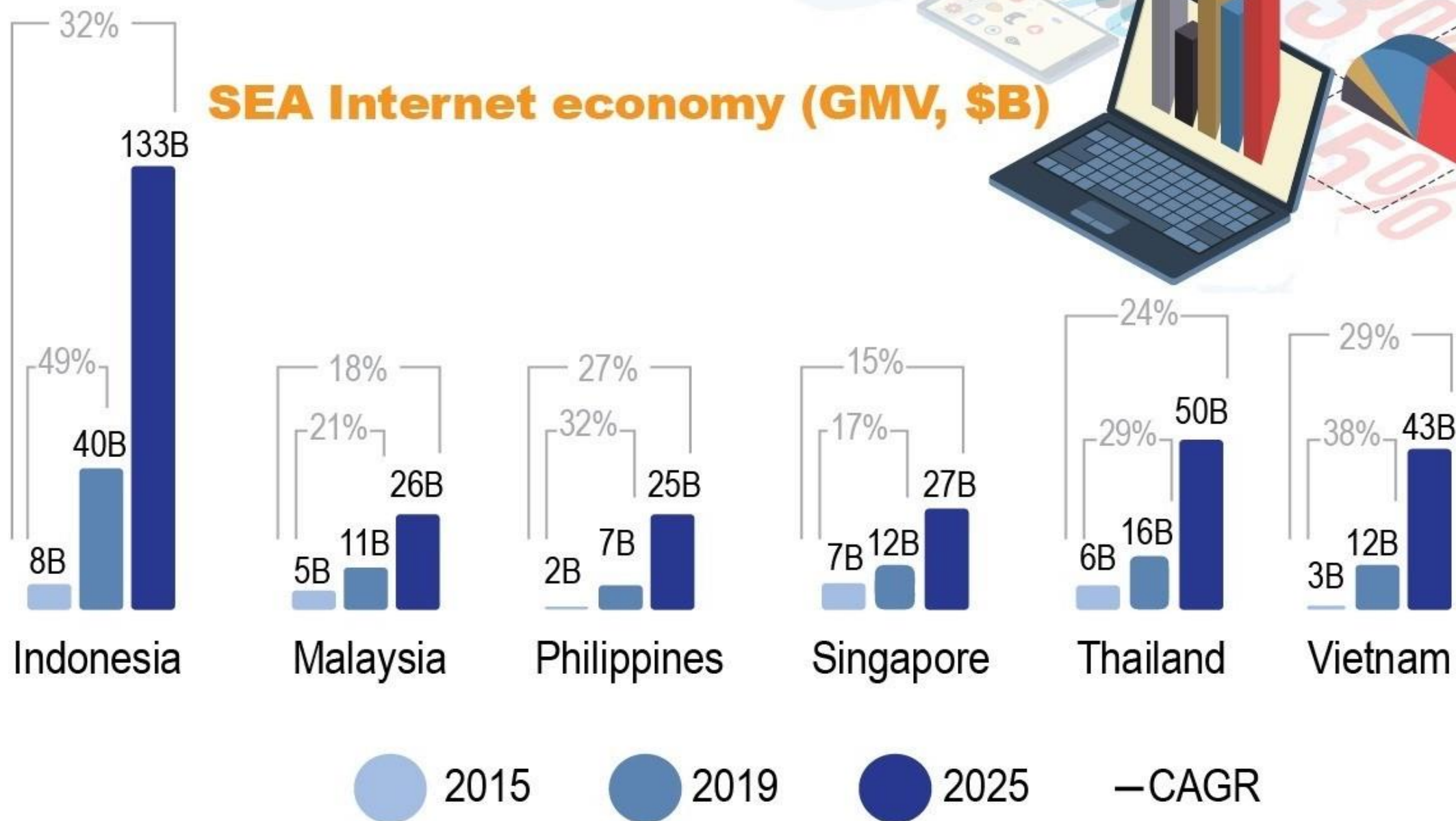
A demographic bonus (280  
millions by 2025) that can  
support digital economy's  
growth; contributing an  
annual 2.4% growth until 2030.  
(E-Economy, 2016, Google Inc. & Temasek)

# DIGITAL ECONOMY IN Indonesia





## SEA Internet economy (GMV, \$B)



# Current Important Issue # 1: TRIPLE BOTTOM LINE



**Maximizing profit or economic gain is not merely the goal of business or economic activities but it must also maintain the welfare and good condition of humans, as well as maintaining and developing the environment.**

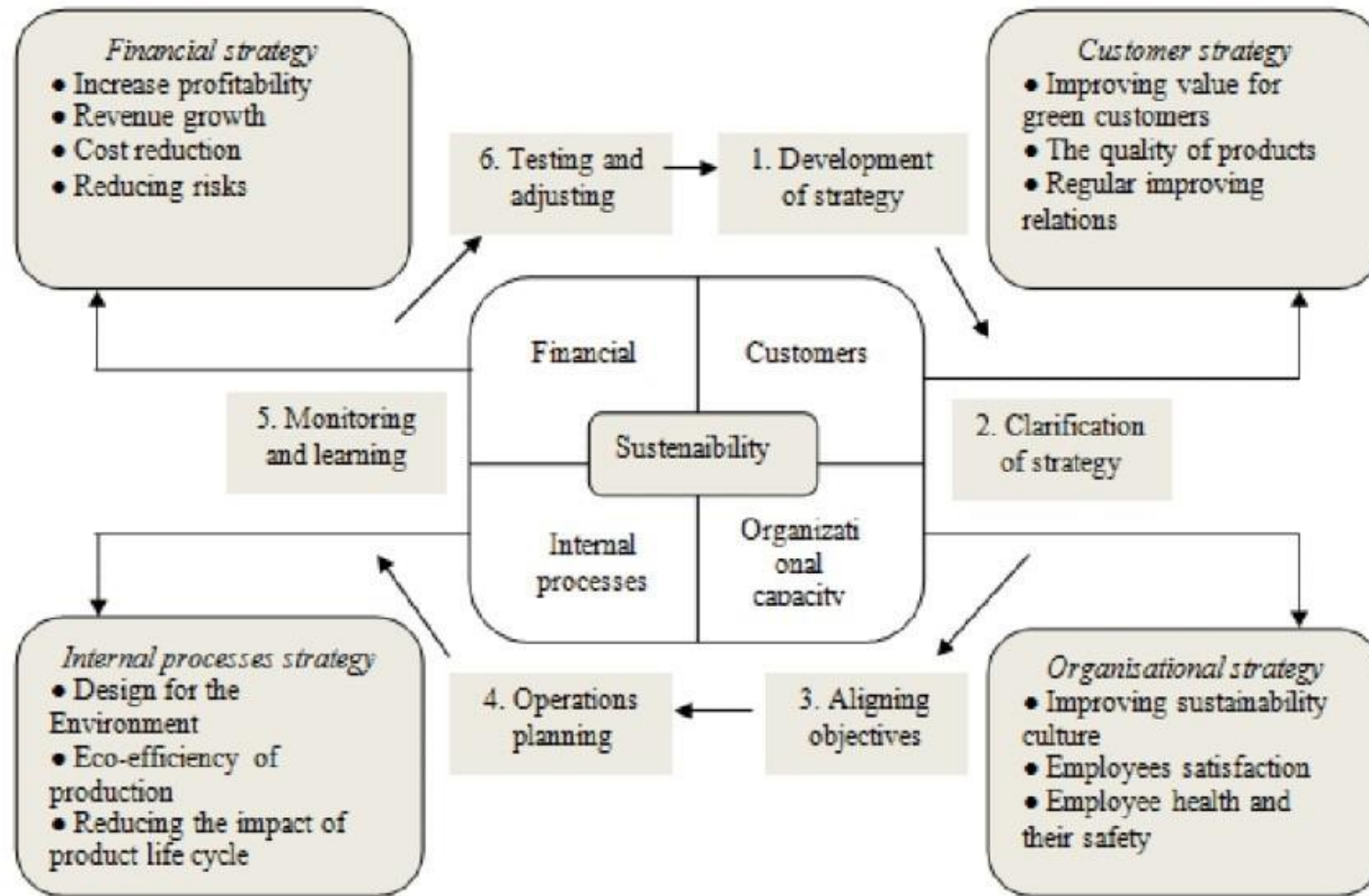
# Current Important Issue # 2: GOOD GOVERNANCE



**Sustainable development can only be realized if there is good governance at various organizational levels from the lowest to the highest, both private, social and government**

# Current Important Issue # 3:

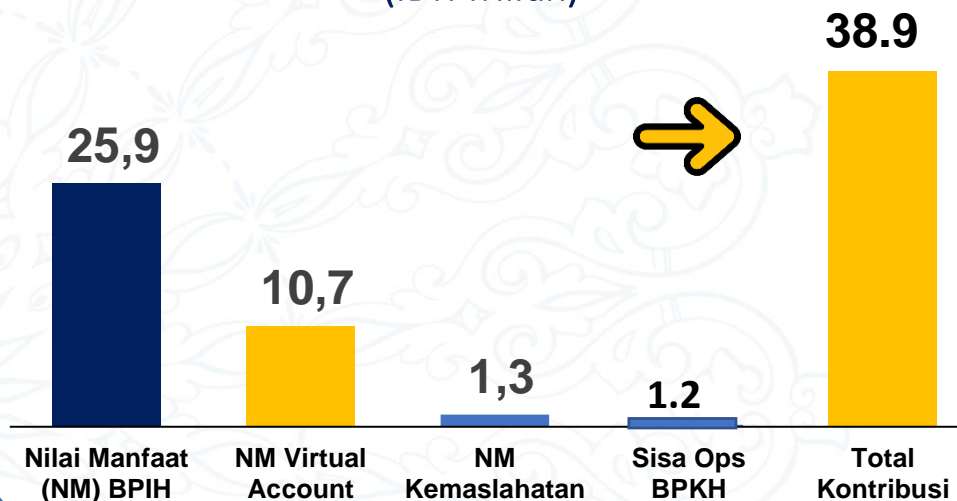
## SUSTAINABILITY SCORECARD



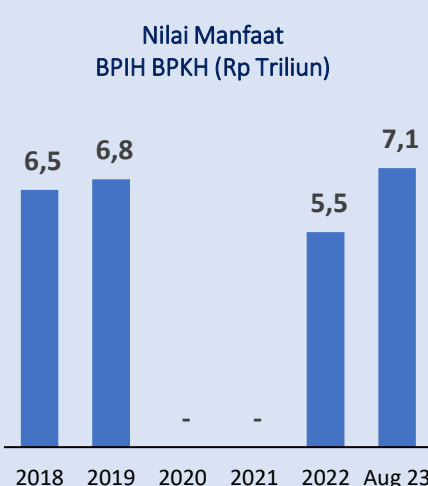
**Performance measurement in management at various levels must include balancing strategic issues in *sustainable development* as *key performance indicators***



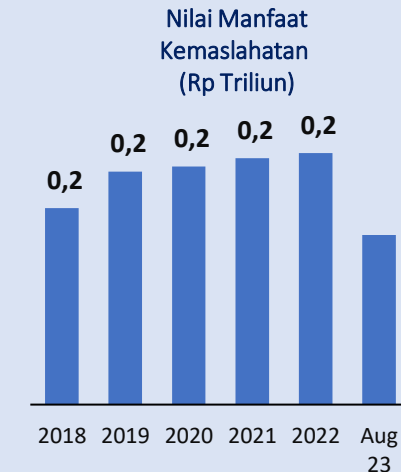
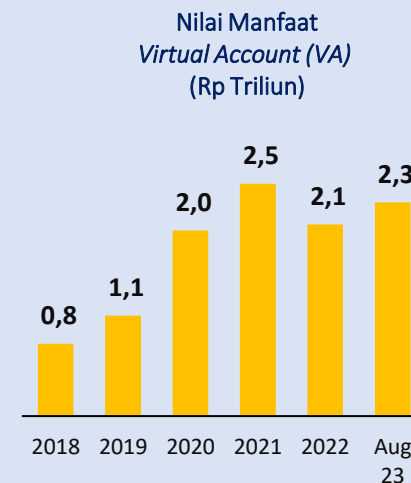
## BPKH's Contribution 2018 - Aug 2023 (IDR Triliun)



## Komponen Kontribusi:

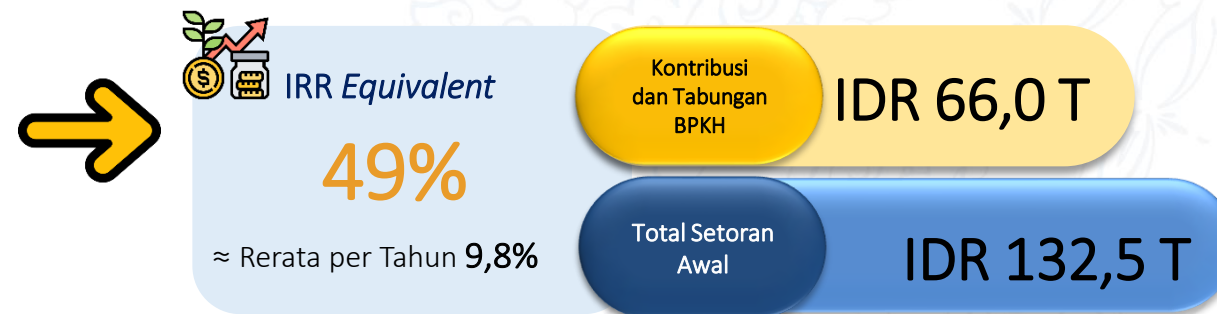


Ctt: 2020-2021 tidak ada penyelenggaraan ibadah haji



Kalkulasi	IDR Triliun	Keterangan
[a] Total Kontribusi BPKH	38,9	Total 2018 - 2023
[b] Saldo BPKH Agus 2023	159,6	
[c] Setoran Awal	132,5	Rp25juta x 5,3 juta jamaah
[d] Liabilitas Total BPIH	530,0	Rp100juta x 5,3 juta jamaah
[e] Gap+Tabungan	27,1	[b] - [c]
[f] Kontribusi & Tabungan BPKH	66,0	[a] + [e]

## Kontribusi BPKH selama periode 2018 – Agu 2023:





- Full Cost per Hajj IDR 92mio or US\$ 6.000 or **TL 162.000**;
- BPKH manages Only Down Payment Rp.25 mio or US\$1.600 (DP30%) wait for 25yrs
- Full Board Facilities Chartered (4 flights/pilgrim), Hotels/tents in Makkah, Madinah, ArMuzNa, Meals, 24/7 Shuttle to Haraam, Visa, etc



Number of Days of Hajj: 42



Total waiting list: **5.3million**



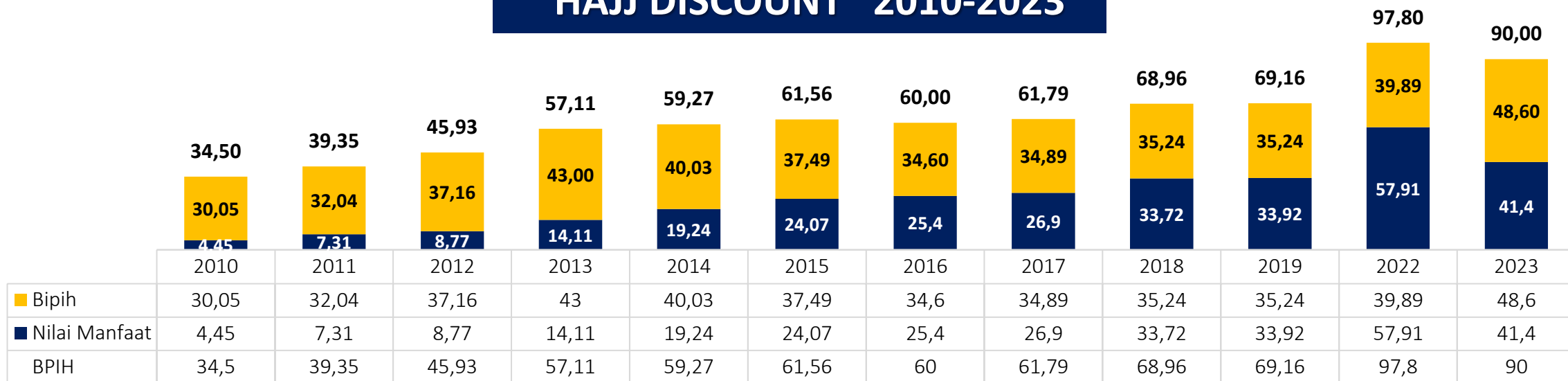
Hajj quota: **221.000/year**



New subs/reg  $\pm$ 500.000/year

**BPKH Contribution per Hajj Cost  $\geq$ 50%**

**“HAJJ DISCOUNT” 2010-2023**





# Hajj & Umra Ecosystem Opportunities

Umrah from Indonesia  
**almost 2.5mio !**



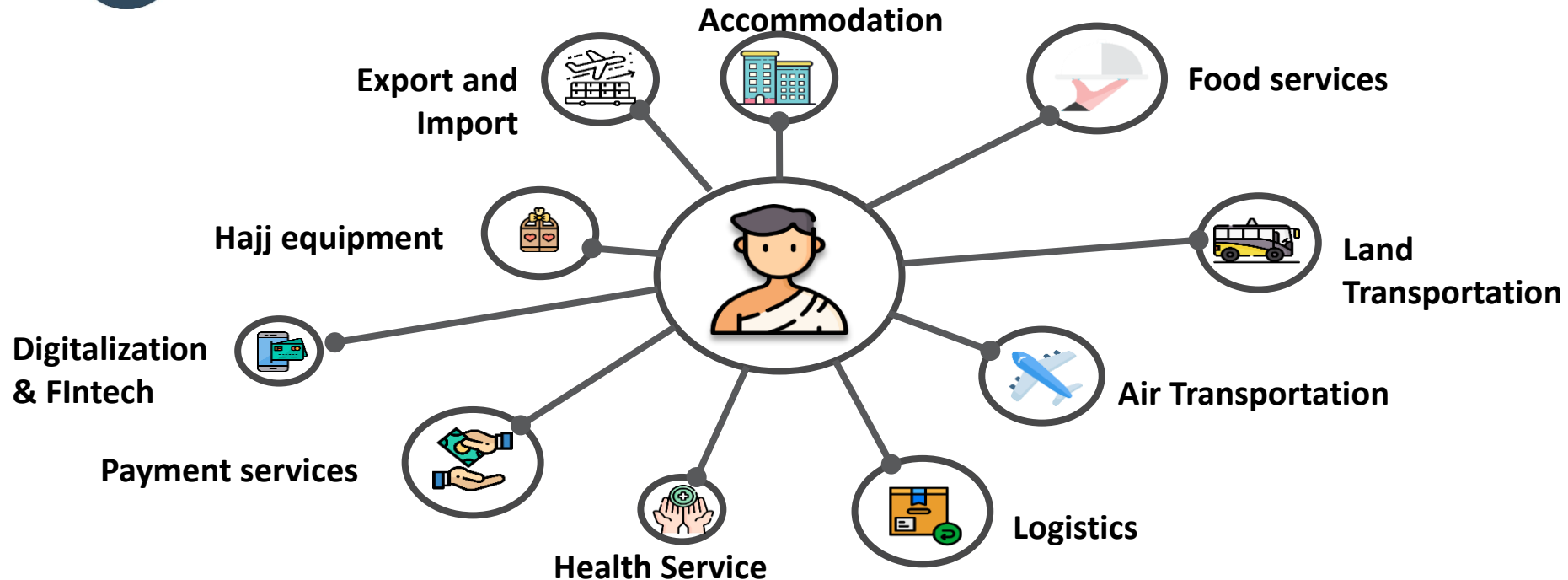
Umrah Package average price  
IDR 30 mio/US\$ 2000/55.000TL  
(Flights, hotels, meals, ziarah)

Managed by Private tour operators

No official quota

Embark from 6 cities to  
Jeddah/Medina

Number of days average 10 days (Medina-Mecca-Ziarah)

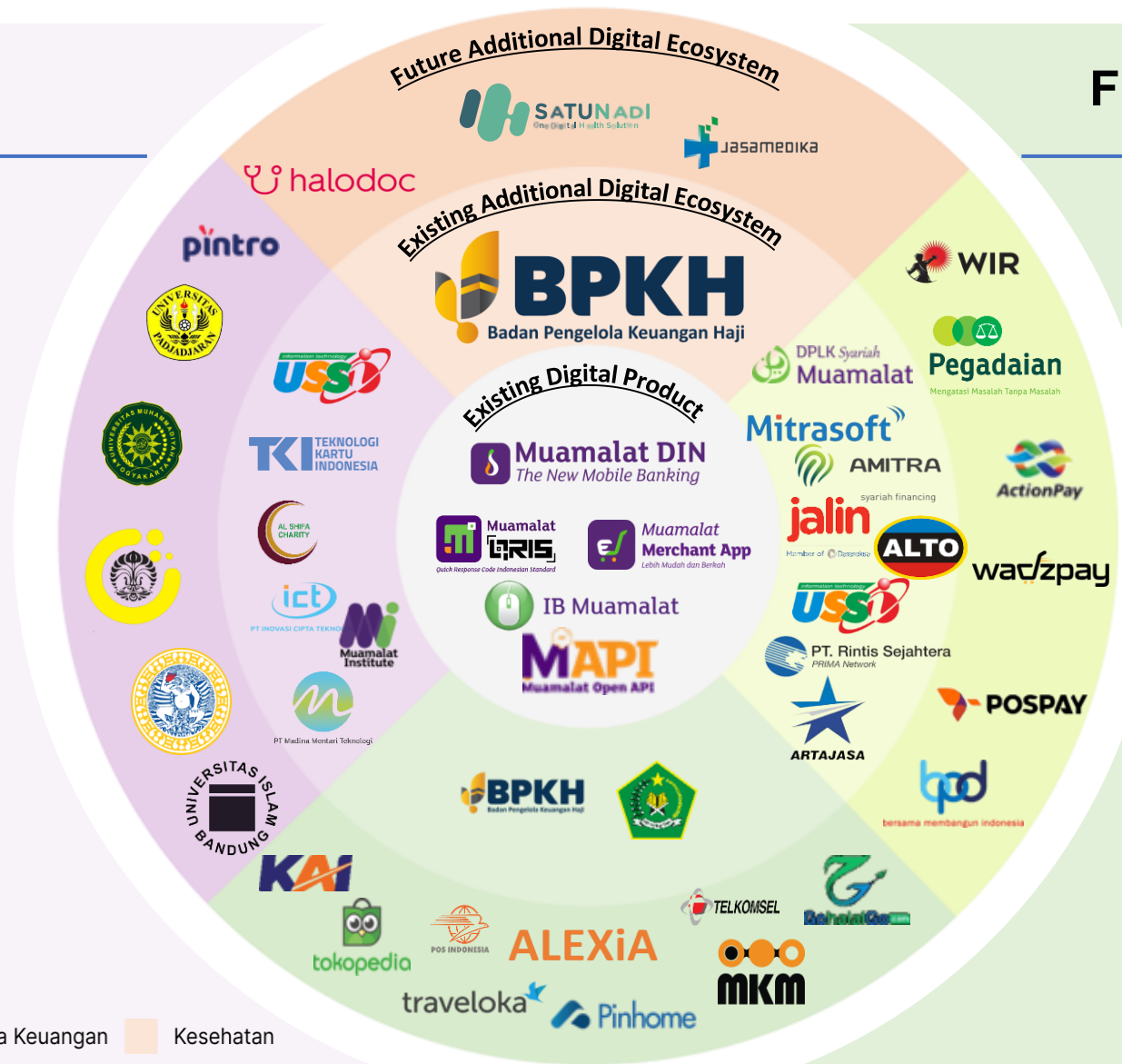


## STRATEGIC THEME

DIGITAL PROCESS

DIGITAL COLLABORATION

DIGITAL FIRST MOVER



## FUTURE CAPABILITIES

VALUE PREPOSITION:

**“The SDGs and Digital Hajj and Umra Ecosystem”**

**3 Product Champion**

Muamalat DIN: The New Mobile Banking  
MADINA  
Muamalat Merchant App: Lebih Mudah dan Berkah

*An Integrated Sharia Lifestyle Ecosystem in One Touch*

*A Complete Financial Solution for Your Business Needs*

*“Berkah” Solution for Your Business*

# Hajj Ecosystem





# Umrah Ecosystem

## CHANNEL DISTRIBUTION

### TATAKELOLA UMRAH HAJI (EXTERNAL)

- BPKH > Usaha Kemitraan
- BPJPH > Sertifikat Halal
- OJK > Lisensi Pengelolaan Uang
- MES > Program Masyarakat



- Kementerian Agama: Siskopatuh
- Kementerian Kesehatan: Peduli Lindungi
- Kementerian KumHam: Pasport
- Kementerian Luar Negeri: Save Travel
- Kementerian Dalam Negeri: eKTP
- Kementerian Kominfo: Registrasi Digital
- Kementerian Koperasi & UKM: UKMK Syariah
- Kementerian Keuangan: Pajak
- Kementerian Pariwisata : Wisata Halal

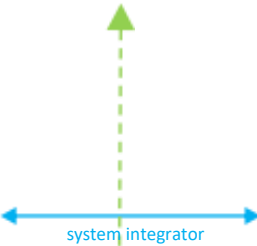
- Asosiasi Penyelenggara Umrah Haji
- Perusahaan Penerbangan
- Laboratorium Kesehatan
- Perusahaan Asuransi Syariah
- Perusahaan Logistik Syariah
- Layanan Bandara Internasional

- Maqam GDS: Inventory
- Aetmarna, eLm, Tawakna
- Nusuk : Interator System

## SUPPLY CHAIN

**B2B**  
[b2b.mysalma.com](http://b2b.mysalma.com)

- Agent Lisenced PPIU
- Agent Lisenced PIHK
- Agent Lisenced KBIHU
- Masjid Anggota DMI



## MARKET



## PRODUCT & SERVICES

Check Reservation

Virtual Reality

**B2C**  
[b2c.mysalma.com](http://b2c.mysalma.com)

- Packages
- Tour
- Airlines
- Hotel
- Buses
- CHSE
- Etc.

**MP**  
[market.mysalma.com](http://market.mysalma.com)

- Uniform & Ihrom
- Luggage & Accoseries
- Zamzam & Merchandise
- Halal Food
- Halal Fashion
- Halal Pharmaceutical
- Halal Cosmetic



### TATAKELOLA UMRAH HAJI (INTERNAL)

- Akusisi Nasabah Baru
- Umrah Haji Wisata Halal
- Tabungan Umrah & Haji
- Pembiayaan Umrah & Haji
- Pendanaan Airlines Hotel Transportasi
- Remitansi IDR SAR
- Cross Selling Bank Products & Services
- Intangible Bank Value
- Market Syariah Exposure
- Potensi Ekonomi Muslim

**JOB**  
[job.mysalma.com](http://job.mysalma.com)

- Tour Leader
- Muthowif
- Driver
- Ticketing
- Sales
- Photographer
- Etc.

**COR**  
[corp.mysalma.com](http://corp.mysalma.com)

- Corporate Profile
- Corporate Support
- Corporate Sales
- Corporate Relation

## Supply Side

### 1. Public Utility Payment Biller

Electricity provider, Telecommunication Provider, PDAM, BPJS, eMoney/eWallet, Internet Provider, Education, Residential, Gas/Energy, Games

### 2. Collecting Agent Merchant

EDC based banking transaction, eMoney, Merchant Transaction, Remittance, Virtual Account

### 3. Insurance and Takaful

On-boarding, policy payment

### 4. Investment

Commercial Crowd-funding, Productive Waqf, Pension Fund

### 5. Social Fund

Zakat, Infaq, Sadaqah, Waqf, Bansos, Social Crowd-funding, Disaster Relief

### 6. Hajj & Umrah

Registration, Acquittance, Transaction History, NMVA



## Demand Side

### 1. Public Utility Payment Reseller

Company with vast number of multilevel network agent providing public utility payment services

### 2. Direct Agent

Individual or shop owner providing basic financial services for public utility payment and banking services (Fund Transfer, Balance Inquiry, Cash Withdrawal, eMoney, TopUp), Ajak Teman, Pension Fund

### 3. Community

Legal entity (Koperasi Umum, Koperasi Perusahaan, Kelompok Tani, Company, School, Islamic Boarding School, etc.) with minimum 100 active member, Ajak Teman

### 4. Strategic Partnership

PT POS, Pegadaian, Indomaret, Government etc.

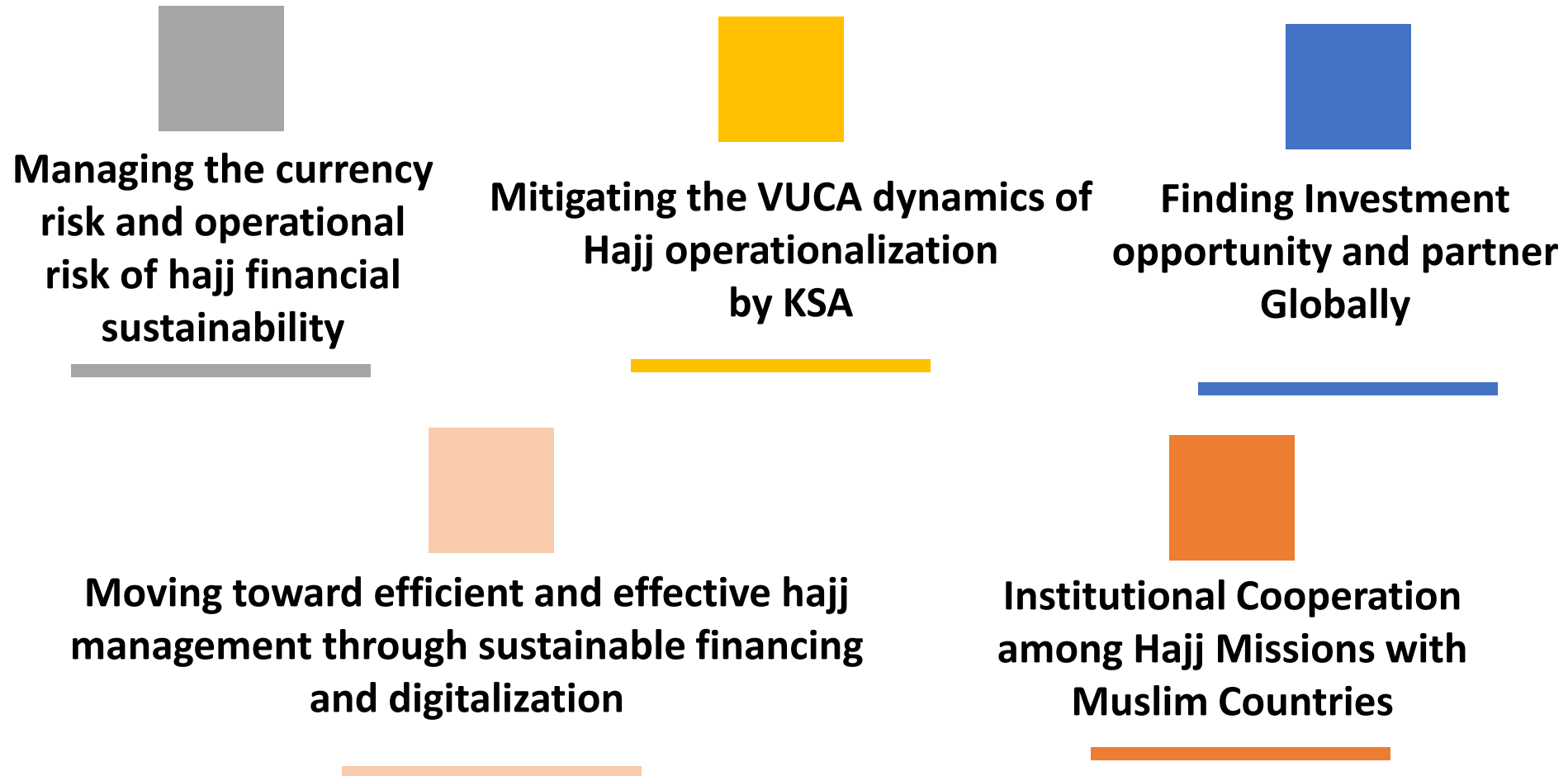
## Switching Provider Technology Services

Middleware  
Payment Gateway  
Licenses and Services

Cash Recycling Machine(CRM),  
SmartTeller, EDC Android and  
Classic, Other Payment Devices

Payment and  
Collection Systems  
Development

# Challenges and Future of BPKH





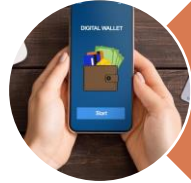
## Introduction to AI and ML

**Artificial Intelligence (AI):** the ability of computers or machines to perform tasks that require human intelligence, such as voice or image recognition, natural language understanding, problem-solving, and decision-making.

**Machine Learning (ML):** a subdomain of AI that teaches computers or machines to learn from data and make decisions based on patterns and trends.



**Smart Booking and Recommendations:** AI and ML can be employed to personalize travel packages, accommodation, and activity recommendations for hajj pilgrims.



**Digital Wallets and Payment Solutions:** Developing AI-powered digital wallet solutions for hajj pilgrims can streamline payment processes, making transactions more convenient and secure.



**Predictive Maintenance for Transportation:** Implement predictive maintenance for transportation services like buses, trains, and airlines to ensure reliability and minimize downtime.



**Language Translation and Communication Services:** Offering AI-driven language translation services for hajj pilgrims can enhance their communication experience.



**Financial Forecasting and Investment Analysis:** AI and ML can be used to provide advanced financial forecasting and investment analysis services.



## Efficiency and Accuracy:

Digitalization and AI can significantly enhance the efficiency and accuracy of fund management.

By automating routine administrative processes, data analysis, and reporting, BPKH can operate more smoothly and make decisions based on accurate, up-to-date information. This leads to more streamlined operations and a reduction in human errors, ultimately improving the overall quality of fund management.



**Improved Risk Assessment:** AI's real-time risk assessment capabilities are a game-changer for BPKH. With the ability to monitor and assess risks continuously, BPKH can identify potential issues early, respond proactively, and make well-informed decisions. This real-time risk assessment can help safeguard the fund's investments and reduce the likelihood of significant losses..



**Portfolio Diversification:** AI algorithms can analyze a vast amount of data to identify diverse investment opportunities across different asset classes and geographical regions. This diversification not only helps in mitigating risks but also ensures that the fund's portfolio remains well-balanced, even in volatile market conditions.



**Real-Time Data Analysis:** Real-time data analysis is crucial in capital markets where decisions need to be made swiftly. AI can process and analyze vast datasets in real-time, allowing BPKH to make timely investment decisions based on the latest market information. This agility in decision-making can lead to more profitable outcomes.



**Prospects for AI and ML in Investment Decisions:** BPKH's interest in using AI and ML for investment decisions is promising. These technologies can provide valuable insights into Islamic Wealth Management and Sharia fintech, especially in risk assessment and market prediction. BPKH can harness AI's predictive abilities to make data-driven investment decisions aligned with Islamic finance principles.

*Some of these benefits and investment potential are assumptions, they still need to be validated.*

By leveraging digitalization, AI, and ML in fund management and capital markets, BPKH stands to gain in terms of operational efficiency, risk management, portfolio diversification, real-time decision-making, and the potential for data-driven investment strategies. These benefits have the potential to transform how BPKH manages its funds and navigates the complex world of Islamic finance.





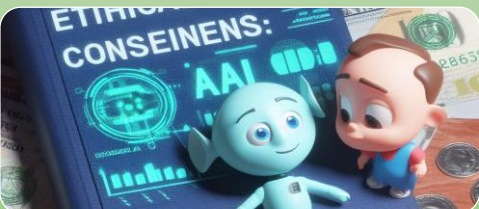
**Data Limitations:** One of the key challenges in adopting AI is the quality and availability of data. While AI thrives on data, its effectiveness is highly dependent on the quality, volume, and relevance of the data it processes. Inaccurate, incomplete, or biased data can lead to erroneous predictions and decision-making. Therefore, BPKH must address data limitations by ensuring data accuracy, completeness, and relevance. Additionally, managing sensitive financial data and maintaining data privacy and security are essential considerations.



**Data Security:** Risks related to data leaks or misuse of hajj pilgrims' personal information: With the use of AI, there's a heightened responsibility to ensure the security of sensitive data, including personal information of hajj pilgrims. The risks of data breaches or misuse can have severe consequences, both in terms of reputation and regulatory compliance. BPKH must implement robust data security measures, encryption, and access controls to protect this sensitive data. Ensuring strict compliance with data privacy regulations and regularly auditing data security practices is essential to maintain trust and safeguard personal information.



**Algorithm Biases:** AI algorithms can unintentionally inherit biases present in the data they are trained on. This can result in unfair or discriminatory outcomes. For BPKH, this means that investment decisions made by AI systems may inadvertently reflect biases. To mitigate algorithm biases, BPKH should implement strategies such as diverse and unbiased training data, algorithm transparency, and regular audits of AI systems to ensure fairness and ethical use of AI in investment decisions.



**Ethical Concerns:** Ethical considerations are a critical component of adopting AI. In the context of financial decision-making, ethical concerns may arise related to transparency, accountability, and the potential consequences of AI-driven decisions. BPKH should prioritize ethical use of AI and ML, taking steps to ensure that the technology aligns with ethical guidelines, principles, and regulatory standards. Ethical decision-making in AI adoption is essential to maintain trust among stakeholders and in the Islamic finance industry.

Navigating these technological risks and constraints, including data security concerns, is imperative for BPKH as it integrates AI into its investment decision-making processes. By addressing these challenges, BPKH can harness the benefits of AI while minimizing potential pitfalls and ensuring that the technology aligns with its values, regulatory requirements, and data privacy standards.



# Key Considerations for AI and ML Integration



**Accurate Data Collection:** We must ensure that the data collected is accurate and of high quality. Quality data is a critical foundation for the development of effective AI and ML solutions.



**Privacy and Security Policies:** It is crucial to establish robust privacy policies and security measures to safeguard hajj pilgrims' personal data. This ensures trust and maintains a positive reputation.



**Adoption of New Business Models:** We need to be willing to adopt new business models that align with AI and ML technology. For example, transitioning from direct sales to subscription-based or data-driven services.



**Continuous Innovation:** Investing in ongoing research and development in AI and ML is crucial. Continuous innovation will ensure sustainability and long-term competitiveness.



**Regulatory Compliance:** Understanding and adhering to regulations related to data privacy and the use of AI and ML technology is paramount. Entities should cooperate with regulatory authorities to ensure compliance.



**Collaboration and Partnerships:** We within the ecosystem need to collaborate and form partnerships with technology players experienced in AI and ML. This can facilitate access to relevant technology and more efficient solution development.



**Emphasizing Proactive Adoption of Technology:** To stay competitive and efficient in Islamic finance, BPKH should take the lead in integrating digitalization, AI, and ML into its fund management processes. Being proactive in embracing these technologies ensures that BPKH remains at the forefront of innovation in the industry.



**Considering Emerging Trends:** The significance of considering and adapting to emerging trends in technology and finance. BPKH should remain vigilant in monitoring and incorporating new developments and best practices in digitalization, AI, and ML to maintain its competitive edge.



**BPKH's Role in Advancing Islamic Finance:** BPKH's vital role in advancing the Islamic finance sector through the thoughtful integration of technology. As a prominent Islamic institutional investor, BPKH can set an example for the industry, fostering trust, innovation, and responsible technology adoption. BPKH's actions can contribute to the broader success of Islamic finance in the global market.







**THANK  
YOU**

**Teşekkür  
ederim**