

# Operational System Exclusive Funeral Muslim in Indonesia “Darul Muqamah Memorial Park”

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## ABSTRACT

**Background** - Indonesia is one of the developing countries in the world, and the basic thing that is commonly found in a developing country is a large population. Based on Bps.go.id data, the total population of Indonesia in 2017 was 10,374,200 people. This population density raises its own problems where land is getting narrower and the need for burial spaces and settlements is becoming increasingly scarce in Jakarta, the scarcity of land for settlements and cemeteries is due to the population explosion and urbanization that has occurred in Jakarta, so there is a need for a breakthrough to start thinking of a solution for the availability of residential and burial land.

**Method** - The method used is the space matrix for analysis business exclusive funeral Muslim.

**Result** - Result SIPOC is a funeral service that makes it easier for the corpse's family to be more effective and efficient in making preparations, starting from picking up the body, bathing, praying to burying the body.

**Keywords:** SIPOC, Exclusive Funeral, Muslim Indonesia

Bps.go.id data, the total population of Indonesia in 2017 was 10,374,200 people. This population density raises its own problems where land is getting narrower and the need for burial spaces and settlements is becoming increasingly scarce in Jakarta, the scarcity of land for settlements and cemeteries is due to the population explosion and urbanization that has occurred in Jakarta, so there is a need for a breakthrough to start thinking of a solution. for the availability of residential and burial land. According to data.jakarta.go.id, it noted that the death rate of DKI Jakarta residents in the period 2014 to 2017 explained that the average number of deaths in all of DKI Jakarta was 49,351 people with conditions for all religions. Meanwhile, deaths for residents who are specifically Muslim were recorded from 2014 as many as 43,161 people, in 2015 as many as 40,238, in 2016 as many as 40,760 people and for 2017 as many as 38,226. Based on this data, we made an analysis of the calculation of the mortality rate for the special population of the upper middle class of Muslims because our target was the upper middle class, so we made an analysis based on this data as in table 1.

## 1. BACKGROUND

Indonesia is one of the developing countries in the world, and the basic thing that is commonly found in a developing country is a large population. Based on

Table 1. Calculation of the Death Rate of the Upper Middle Class Population, Muslim, DKI Jakarta Per Day

| Information   | Total  |
|---|--|
| The average mortality rate for the province of DKI Jakarta in the last 3 years (2015,2016,2017) = 49,351 people | = 49.351 people/ year : 365 day = 135 people/day |
| Upper middle class residents of DKI Jakarta years 2017 = 46,8%  | = 135 people/day × 46,8% = 63 people/day         |
| People Muslim DKI Jakarta year 2017 = 83,43%  | = 63 people/day × 83,43% = 53 people/day         |
| Total   | 53 people/day                                    |

Source: Statistic Agency data and processed for PT SLCA

Based on the above analysis data, it can be seen that every day there are 135 people who die in Jakarta, 53 people who die of them come from the upper middle class, Muslim Jakarta, this results in the need for burial land of around 186 hectares or 1,860,000 square meters per year. Ekananda and Lutfi (2013) state that currently the total area of tombs in DKI Jakarta is around 589.65 hectares in 96 public burial sites (TPU), and of that area 355.64 hectares are used as tombs, the rest is land ready for use. . The availability of the remaining land is deemed insufficient to meet the need for grave land. With such a large population density in DKI Jakarta, it can be ascertained that various problems related to land for both settlement and burial are very important, this is due to the narrowing of land in the Special Capital Region of Jakarta province. The existing cemeteries in DKI Jakarta have a number of obstacles as follows: a). The grave area is too crowded, b). Irregular, untidy, lack of maintenance of the cleanliness of the tomb environment so that it seems dirty, c). Inadequate infrastructure and funeral management that is not professional, d). Adjacent to community settlements and lack of parking space. This makes families and grave visitors (Pilgrims) from the upper middle class feel less worthy and comfortable, thus making them choose a viable burial alternative either in their hometown or a special commercial burial place. Based on the results of the survey and in-depth interviews that were conducted with 100 respondents from the middle to upper class of Muslims and 6 direct interviews with respondents, it was found that the family burial place in accordance with the respondent's wishes was a cemetery that was in accordance with religious law, clean, beautiful, neat has good infrastructure and is managed with professional management and is far from being haunted and creepy as many people think of burial places. From the survey results, an opportunity was created to create a special funeral business for the upper middle class

that was different from the existing funeral concept, besides that, access to the cemetery was surrounded by transportation routes such as trains and subtle travel. The property market in Indonesia has continued to decline since 2015, but the economic background of the Indonesian state as a developing country shows that the property sector in Indonesia will continue to have the opportunity to grow in line with the economic development of the Indonesian state, while the need for burial areas is increasingly needed and the opportunity is very large for the upper class with an income of > 10 million.

## **2. Business Analysis**

### **2.1. Operational Strength**

As a new player in this business, Darul Muqamah Memorial Park, to provide services to consumers quickly and not to bother the consumer's family starting from pickup, bathing, praying to the funeral process. In addition, it provides golf carts for pilgrims and provides resting places in each of the tomb blocks. This is provided to provide comfort for the family and relatives who are left behind. In contrast to competitors, there are only paths on each block, making it difficult for pilgrims who have graves in the back area. Apart from that Darul Muqamah Memorial Park has the motto of the house of the future. This makes Darul Muqamah Memorial Park ahead of its competitors. Our Muslim funeral business will carry out sales and marketing transactions for burial grounds that can be done online, where potential buyers can access via the website. Funeral registration can be done online which can make it easier for the corpse to get a burial ground and can prepare a burial ground and a funeral room for the family so that when the body arrives and the family arrives, there is no need to wait for the process of excavating the burial ground and using the facilities provided by the tomb administrator This cemetery is also equipped with a good security system where CCTV is provided at each funeral block that can be streamed by the families who are buried there. This funeral developer also has

a database of the identity of the individual who was buried so that the family can access via the available computer to find out where the family was buried.

## 2.2. Operational Weaknesses

The location of our funeral business, which is located outside DKI Jakarta, to be precise in the Cipali area, takes one and a half hours to two hours drive, so not all people want to bury their families, especially with the burial conditions at

night. With a location that is located far from the DKI Jakarta area, the funeral service provides the best service by providing a hearse to pick up the bodies for burial.

In starting a business to formulate a strategy, some business analysis, both internal and external, is needed to find out the real conditions for the position of PT. Source of Five Eternal Lights in the field of funeral developers through the space matrix

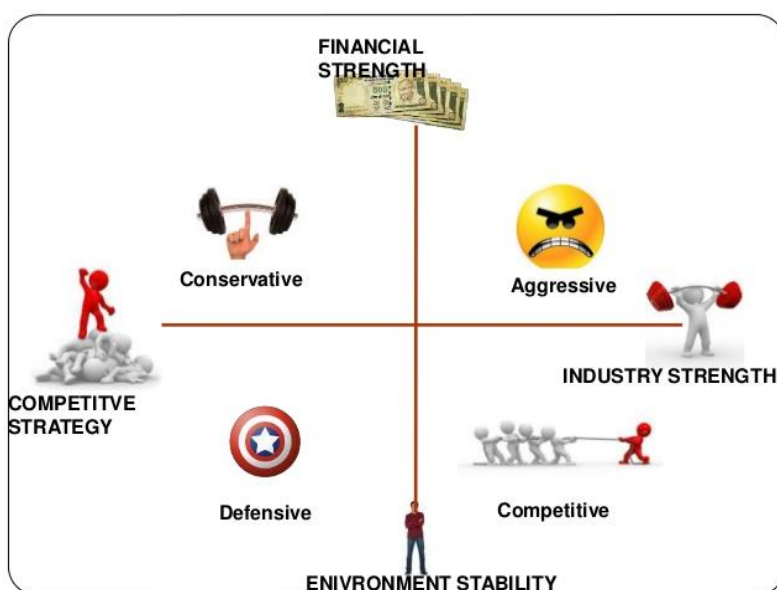


Figure 4.2 SPACE Graph

Source: Self-processed data for research purposes by BP PT SLCA

The results of the SPACE chart are in the Aggressive area where a company is financially strong and already has a large competitive advantage in an emerging and stable industry. This quadrant is in a very good position to exploit its various internal strengths to (1) take advantage of external opportunities, (2) overcome internal weaknesses, and (3) avoid various external threats. Therefore, market penetration, product development, backward integration, forward integration, horizontal integration, diversification, or a combination strategy all make sense to choose, depending on the specific situation faced by the company.

## 3. DISCUSSION

In principle, a Limited Liability Company is a partnership, so that the

establishment of a Limited Liability Company must be carried out by 2 or more people. The agreement is carried out by drawing up a Deed of Establishment with a notary deed. The deed of establishment of a Limited Liability Company is a deed drawn up before a notary, which contains information regarding the identity and agreement of the parties to establish a Limited Liability Company along with its Articles of Association. To obtain legal entity status, a Limited Liability Company must obtain approval from the Minister of Law and Human Rights of the Republic of Indonesia. In the Deed of Establishment, each founder is obliged to take a share of the shares at the time of its establishment. Darrul Muqamah's investment is divided into two parts, namely pre-opening

investment costs and post-opening investment (Launching). Pre-opening investment represents the entire initial cost incurred for the preparation process in the

form of a funeral preparation office lease and includes construction and furniture as well as equipment required for the company's operations.

Table 2. Pre Opening Operational Investment

| No. | Item                    | Quantity |          | No. | Item                   | Quantity |  |
|-----|-------------------------|----------|----------|-----|------------------------|----------|--|
| 1   | Land kavling            | 10       | Ha       | 15  | AC                     | 6        |  |
| 2   | Car (avanza)            | 1        |          | 16  | Blinder Clip           | 100      |  |
| 3   | Car (KIA)               | 2        |          | 17  | Stampel                | 5        |  |
| 4   | Golf Car                | 2        |          | 18  | Tenda                  | 1        |  |
| 5   | Pickup Car              | 1        |          | 19  | Card Name              | 100      |  |
| 6   | Rent office             | 1        |          | 20  | Order Bantex           | 1        |  |
| 7   | Spotlight               | 20       | 100 watt | 21  | Stepler                | 50       |  |
| 8   | Land Light              | 20       | 100 watt | 22  | Mechine Absen (finger) | 2        |  |
| 9   | Lamp                    | 100      | 8 watt   | 23  | Kursi Lipat            | 100      |  |
| 10  | tier file stacking rack | 3        |          | 24  | Computer               | 14       |  |
| 11  | Set Table Tamu          | 2        |          | 25  | Set Table Office       | 3        |  |
| 12  | Brankas besi            | 1        |          | 26  | Set Table meeting      | 2        |  |
| 13  | Kulkas                  | 1        |          |     |                        |          |  |
| 14  | CCTV                    | 5        | Pcs      |     |                        |          |  |

These two investments will change in line with the need for operational improvements as well as incidental needs so that there are still many updates running according to the company's development. Visual Management is used for tools that show problems, warnings, regulations and other things in a fast time without having to present / require assistance from other parties or personnel to help convey, transfer information to be conveyed to other personalities. With easy access to information for anyone on duty, the lack of information can be reduced so that people no longer ask many questions or arise repeated questions. Another form of visual management is work standardization, which is a set of tools that can help pinpoint problems, warnings, regulations and more in quick time. The goal is to make waste, problems and abnormal conditions visible to managers and employees so that solutions are immediately sought. Gwendolyn Galsworth in Nindya, (2015) states that the purpose of visual management is to reduce information deficits in the workplace. The scarcity of information causes people to ask a lot of questions resulting in a lot of repeated questions. The form of visual management can be anything that is documented so that anyone can access information without having to get an explanation from a party, the visual form of

management can be in the form of SOPs, directions, a list of picket staff names, a list of facilities, and so on. Darul Muqamah needs additional visuals management in the form of a division room flow chart, a map / map of the location of the cemetery, directions for the location of the room, a representative information board about the services and rules of the funeral as well as appeals that are posted on each route.

#### 4.1. Design Operational Operational

Management is an effort to manage the maximum use of all existing production factors, be it labor (HR), machines, equipment, raw materials (raw materials) and other production factors in the transformation process to become various kinds of goods or services. So that in order for the operationalization of the Darul Muqamah Memorial Park funeral management to run smoothly, the operational objectives of the core funeral services business must first be determined.

#### 4.2. Darul Muqamah Memorial Park Capacity

The burial site which will be built on an area of 10 hectares in the first 5 years located near the Cipali Toll road, on Jl. Krangmukti, Cikopo, Kec. Bungursari, Purwakarta Regency, West Java 41181, with a capacity of 3702 tomb units which

are divided into 3 blocks. Block A is for single grave plots of 2,057 grave units, Block B is for double type graves, 1,234 graves, and Block C is for family graves of 411 graves, so that in Darul Muqamah Memorial Park there are 3,702 grave units. Meanwhile, in the second 5 years of the Darul Muqamah Memorial Park, expanded the land area of 10 hectares with a capacity of 3744 units of graves which are divided into 3 blocks. Block A is for single grave plots of 2,040 grave units, Block B is for double type graves, 1,244 graves, and Block C is for family graves, totaling 460 graves, so that in Darul Muqamah Memorial Park there are 3,744 grave units. Darul Muqamah Memorial Park is also available as a mosque which is managed and as a place of worship, which is not only used for burial but is used for worship activities for the community around Darul Muqamah Memorial Park. Apart from that, there are also parking lots and restaurants, fish ponds and parks to provide services for pilgrims visiting the tomb. These facilities are in order to give a comfortable impression to visitors, not to give the impression of being haunted, complete with prayer facilities and a restaurant and a garden. The arrangement of mosques, restaurants, parking lots, fish ponds and meals has been designed in such a way using a professional architect.

#### **4.3. Infrastructure Development Preparation**

After the goals and concepts of the Darul Muqamah Memorial Park funeral business have been made, the next stage is to carry out the construction of facilities and infrastructure to run funeral product service operations. The main and important supporting facilities as the main prerequisite for the implementation of the service are the construction of a mosque and a room for taking care of bodies in the mosque, parking lots and roads between tomb blocks, food court, fish ponds and playgrounds. The earliest stages before carrying out the construction of important supporting facilities and infrastructure for the operation

of funeral services at Darul Muqamah Memorial Park are preparatory works. These preparations include site measurement, drawing planning, installing bouwplank or dividers that become work areas in a building to be worked on, land clearing work, building warehouse / work booths or directors, work to provide working water, work electricity and supply. heavy equipment. The most important supporting facility for the operation of the Darul Muqamah Memorial Park funeral service is the mosque. This mosque will be built with an area of 1,500 m<sup>2</sup>. The important role of the mosque, especially during taking care of the corpse, from bathing, shrouding and praying which of course is done in the area of the mosque. Therefore, the mosque gets the first priority to be built. Another supporting facility besides the mosque is a parking area, based on the delivery of the body or the pickup of the body to the burial area, usually many mourners or family members of the corpse deliver to attend the burial, therefore, a large and adequate parking area and facilitate the flow out. entering vehicles both four-wheeled and two-wheeled is very necessary. The parking lot created will take up a land area of 1,375 m<sup>2</sup>. The parking lot is made in the shape of a U, in the form of a large road that surrounds the mosque, lake, food court and playground.

#### **4.4. Darul Muqamah Memorial Park Service Business System**

SIPOC analysis is used in the preparation of this plan which will include the following matters, namely suppliers, covering everything that provides input or input to the process; inputs, determine the material, service, and / or information that will be used by a process to produce output; process, determines the sequence of an existing activity, usually done by adding the value of the input to produce the output that will be given to the customer; outputs, namely the results of the process in the form of products, services, and / or information of value to the customer; and customer,



including all user output that comes from the process.

**Table 3. SIPOC Saling Funeral**

| <i>Supplier</i>   | <i>Input</i>  | <i>Process</i>  | <i>Output</i>                                 | <i>Customer</i> |
|---|---|---|---|-----------------|
| Marketing officers, registration forms, stationery / mobile phones, computers | Consumers, grave buyers identity sheets, other family members | Consumers or prospective bodies register either manually or online, can be represented through other people, especially family or those who are still related to the prospective body, determine the location and block of the Tomb, and make payments. | The bodies and consumers have been registered | Buyer funeral   |

**Table 4. SIPOC Pick-up Bodies**

| <i>Supplier</i>   | <i>Input</i> | <i>Process</i>   | <i>Output</i>                                       | <i>Customer</i>           |
|---|--------------|--|---|---------------------------|
| Ambulance staff, confinement, identity and address of the body, documentation tools | bodies       | The bodies were picked up and taken by ambulance to the burial ground in the Darul Muqamah Memorial Park area. | The body has arrived at Darul Muqamah Memorial Park | Buyer funeral and family. |

**Table 5. SIPOC Bathed Bodies**

| <i>Supplier</i>                            | <i>Input</i> | <i>Process</i>  | <i>Output</i>               | <i>Customer</i>          |
|--|--------------|---|-----------------------------|--------------------------|
| Trained attendants, and funeral toiletries | Jenazah      | The body is bathed in a special place next to the mosque in the Darul Muqamah Memorial Park area. | The bodies have been washed | Buyer funeral and family |

**Table 6. SIPOC Shroud Bodies**

| <i>Supplier</i>                            | <i>Input</i> | <i>Process</i>  | <i>Output</i>                          | <i>Customer</i> |
|--|--------------|---|--|-----------------|
| Trained officers, and shrouds, confinement | Bodies       | The bodies that have been bathed are bathed in a special place next to the mosque and then put in a confinement to be placed in the mosque in the Darul Muqamah Memorial Park area. | The body has been placed in the mosque | Buyer funeral   |

**Table 7. SIPOC Prayed Bodies**

| <i>Supplier</i>   | <i>Input</i> | <i>Process</i>  | <i>Output</i>       | <i>Customer</i> |
|---|--------------|---|---------------------|-----------------|
| Trained officers, and call to prayer officers, family members and peta'ziah | Bodies       | The bodies that are already located in the mosque are prayed. | Body already prayed | Buyer funeral   |

**Table 8. SIPOC Tomb Excavation**

| <i>Supplier</i>   | <i>Input</i> | <i>Process</i>   | <i>Output</i>            | <i>Customer</i> |
|---|--------------|--|--------------------------|-----------------|
| Officers dig graves, hoes, measuring instruments, scopes, pieces of wood. | Bodies       | The grave area that had been determined and ordered in advance by the corpse during life was excavated according to the size based on Islamic teachings. | Funeral ready for bodies | Buyer funeral   |

**Table 9. SIPOC Pengangkutan Bodydari Masjid ke Makam Pick-up Bodies from Mosque to Funeral**

| <i>Supplier</i>                           | <i>Input</i> | <i>Process</i>  | <i>Output</i>                  | <i>Customer</i> |
|---|--------------|---|--------------------------------|-----------------|
| Officers transporting bodies, confinement | Bodies       | Bodies that have been prayed at the mosque are put in a cage, then taken to the tomb that has been determined and ordered by Bodywhen life. | Bodies already in area funeral | Buyer funeral   |

**Table 10. SIPOC Buried Bodies**

| <i>Supplier</i>                                      | <i>Input</i> | <i>Process</i>   | <i>Output</i>        | <i>Customer</i> |
|--|--------------|--|----------------------|-----------------|
| Officers, family members and relatives of the corpse | Bodies       | The body is transferred to the grave which has been prepared both by the trained officer who guides it and then the family members of the body, until after it is in the right position, the ground is buried and the gravestone is installed. | Bodie already buried | Buyer funeral   |

**Table 11. SIPOC Pemasangan Batu Nisan & Kijing Makam**

| <i>Supplier</i>   | <i>Input</i> | <i>Process</i>   | <i>Output</i>        | <i>Customer</i> |
|---|--------------|--|----------------------|-----------------|
| Skilled attendants, gravesite, cement, sand, tombstones | Bodies       | After two weeks the Body is buried and the landfill is solid, then the gravestone and headstones are installed, reinforced with cement and sand. | Funeral already nice | Buyer funeral   |

#### 4.5. Type of Service Darul Muqamah Memorial Park

Darul Muqamah Memorial Park provides several types of services which are valid for twenty-four hours according to Islamic rules, that when a person dies, the process of taking care of the body until it is buried must be hastened. Based on the KepMendagri No. 26 of 1989 concerning Guidelines for Implementing Government

Regulation No. 9 of 1987 concerning the Provision and Use of Land for Funeral Purposes, Article 6 paragraph (2) states that for the purposes of Non-Public Cemeteries managed by private legal entities, the Right to Use is granted for a period of 10 years and can be extended each time. Based on these provisions, the funeral service at Darul Muqamah Memorial Park will be provided for life. So that the cost of food maintenance

applies every ten years considering these provisions, in order to avoid changes to the Spatial Public Space from the local government, it will be borne by the manager

of the Darul Muqamah Memorial Park. The services provided at Darul Muqamah Memorial Park are as follows:

Table 12. Type Service Darul Muqamah Memorial Park

| Type Service  | Facility   | Process Service  |
|---|--|--|
| Land use services, pick-up, handling, burial & grave care | Ambulance Body brackets Driver Well trained officers The burial ground that has been ordered Gravestone graves Tombstone Cement & sand Body brackets Shroud Toiletries Scissor | The Darul Muqamah Memorial Park management is responsible for the grave with ten years of use rights and will be extended by the Darul Muqamah Memorial Park management, taking care of the bodies from the start of picking up the bodies to be brought to the burial area, then bathed, dipped, placed in the mosque area of the grave for prayer and burial until the grave is neatly installed gravestone, grass and tombstones. |

### Mapping Business Process

The flow of consumers in Darul Muqamah Memorial Park, namely consumers who need land use, burial, and grave care services, while at the same time needing services to pick up bodies and take care of bodies by the management in the Darul Muqamah Memorial Park area in the cemetery area. Work actions can be carried out when consumers are reported dead and contact the management of the Darul Muqamah Memorial Park by telephone and ask the bodies to be picked up immediately, then bathed, dipped and ready for prayer until they are ready to be buried. So the excavation and preparation of the grave until the grave is ready for use can be carried out for four hours at the same time the manager is carrying out the collection of bodies, managing the bodies, starting from bathing, dressing, and the bodies are in the mosque for prayer.

### 4. CONCLUSION

The opportunities for the exclusive funeral Muslim business are very large with a large population in DKI Jakarta. To start this business, you have to do some sorting from licensing, land preparation to funeral operations. The result of SIPOC is a funeral service that makes it easier for the corpse's family to be more effective and efficient in making preparations, starting from picking up the body, bathing, praying to burying the body.

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