

## SOCIAL STRATEGY AS CROWDFUNDING PLATFORM IN INCREASING SOCIAL PARTICIPATION ONLINE BY KITABISA.COM

Fauzan Rasyid Nabawi

The State Islamic University Syarif Hidayatullah Jakarta, Indonesia

[fauzan.rasyid22@mhs.uinjkt.ac.id](mailto:fauzan.rasyid22@mhs.uinjkt.ac.id)

Wahyunengsih

The State Islamic University Syarif Hidayatullah Jakarta, Indonesia

[wahyu.nengsih@uinjkt.ac.id](mailto:wahyu.nengsih@uinjkt.ac.id)

### ABSTRAK

Penelitian ini berfokus pada Sosial Strategi sebagai *Platform Crowdfunding* untuk Meningkatkan Partisipasi Sosial secara online oleh Kitabisa.com. Tujuan penelitian ini adalah memberikan informasi pada khalayak umum tentang *platform crowdfunding* Kitabisa.com seperti apa mekanismenya, sistemnya, hingga peran perusahaan *crowdfunding* tersebut dengan mengambil 5 data asli dan valid. Metode yang digunakan adalah metode penelitian deskriptif dengan menggabungkan dengan fokus pada pengumpulan data dan analisis data. Instrumen penelitian berupa daftar pertanyaan yang kami buat melalui pengaturan pada aplikasi *crowdfunding* untuk mendapatkan data sosial strategi sebagai *platform crowdfunding* untuk meningkatkan partisipasi sosial. Hasil penelitian kami dapat menunjukkan bahwa data dalam sebuah aplikasi *crowdfunding* kitabisa.com berisi berbagai macam variasi dimulai dari analisis data melalui dimensi keuangan dan dimensi pelanggan. Kesimpulan penelitian ini bahwa *Platform Crowdfunding* milik Kitabisa.com memiliki peran sebagai sosial strategi untuk meningkatkan partisipasi sosial secara online.

**Kata Kunci:** *Platform Crowdfunding*, Kitabisa.com, Sosial Strategi

### ABSTRACT

*This research focused on Social Strategy as a Crowdfunding Platform to Increase Online Social Participation by Kitabisa.com. The purpose of this research is to provide information to the general public about the Kitabisa.com crowdfunding platform, what the mechanism is, the system, and the role of the crowdfunding company by taking 5 original and valid data. The method used is descriptive research method by combining with a focus on data collection and data analysis. The research instrument was in the form of a list of questions that we made through settings on the crowdfunding application to obtain social data on strategies as a crowdfunding platform to increase social participation. The results of our research show that the data in a crowdfunding application, Kitabisa.com, contains various variations, starting from data analysis through the financial dimension and the customer dimension. The conclusion of this study is that the Kitabisa.com Crowdfunding Platform has a role as a social strategy to increase social participation online.*

**Keywords:** *Crowdfunding Platform, Kitabisa.com, Social Strategy*

### INTRODUCTION

Previous research related to this title, among others, was conducted Charities and Foundation in (Nafidzah, 2020) Crowdfunding is fundraising where money can be collected from the public and then distributed to those in need. Indonesia ranks 10th in the world for the most generous and was the first country to show generosity at events such as Ramadan, Christmas, and natural disasters. Second, according to (Hutami & Irwansyah, 2019) The existence of the internet certainly not only helps human life, but gradually changes it. What's

more, because the internet can now be easily accessed mobile on a smartphone. This convenience can be seen, for example, by providing services that used to be done offline, which can now also be accessed online. Increasing. The increasing use of the internet has made crowd practices increasingly recognized and applied for various purposes, for example crowdfunding. The development of collaborative technology in the domain of information systems allows entrepreneurs to have new ways of obtaining financial support. This alternative to financial support is called crowdfunding. Crowdfunding is a way to collect money online from people without personal contact. Third, according to Tomczak dan Brem in (Sitanggang, 2018) Three types of actors are involved in the crowdfunding game: a. Intermediaries (Intermediaries), Kitabisa.com as a technology platform is an intermediary or technology platform that focuses on bringing together fundraisers (fundraisers) and donors (investors). B. Fundraising Fundraising consists of individuals/organizations seeking funds through platforms in creative ways. C. Investors/Donors.

According to (Herna et al., 2019) Digital fundraising has greatly increased along with developments in information technology and the Covid-19 pandemic, but traditional ZISWAF fundraising is increasingly in demand by the public because people want to donate directly to themselves. satisfaction This phenomenon gives rise to various ways of giving back to society, which is believed to be based on many factors. Second according to (Irfan, 2016) There is one fundamental difference between crowdsourcing and crowdfunding when both of them use social media and the internet as intermediaries to the wider community. This difference concerns the role of donors who donate money to a project. Crowdsourcing expects donors to be more involved in the projects they assist, by providing feedback in the form of ideas and suggestions for project sustainability. In contrast to crowdsourcing, crowdfunding only take advantage of donors to raise funds for the implementation of a project. Third, according to (Yulika et al., 2022) Fundraising and donations are social activities that are commonly known by the public. Fundraising and donations are voluntary forms of social activity. Donating can have many positive effects not only for recipients of donations but also donors who make donations such as being able to help think more positively, have good mental health and strong physical health. The development of technology and the internet is now increasingly advanced, making donations that were previously done in person and face to face can now be done online. Donations are made by visiting various crowdfunding platforms that facilitate places to carry out social fundraising activities and donate online. Publications regarding online donation activities are now being made even more creative, one of which is through advertising promotion media.

The topic of this study discusses the crowdfunding social platform strategy in increasing online social participation by Kitabisa.com is a differentiator from previous research which increased social participation only offline or directly in the field. According to (Putri, 2022) One of the challenges faced by this innovation is still considered purely as a fundraising tool regardless of the campaign or message in it. With slight differences in the effect between variables, the researcher draws on the idea that the diffusion process involves a longtime process, where an individual can move from first knowledge about adopting an innovation. Researchers see that most respondents still rely on offline donations, but because there is an easy payment process (transfer, gopay, and other electronic money), they choose to try using a crowdfunding platform.

Next, apart from being a sophisticated crowdfunding application, Kitabisa.com can also empower people who incidentally and can be said to really need assistance, such as medical treatment, basic food ingredients, and victims of natural disasters. According to Sumodiningrat in (Widjajanti, 2011) Community empowerment can be realized through the active participation of the community facilitated by empowering actors. The main target of community empowerment is those who are weak and do not have the power, strength, or ability to access productive resources or people who are marginalized in development. The ultimate goal of the community empowerment process is to empower community members so that they can improve the standard of living of their families and optimize their resources. Socially, the community around the protected forest area is still identified as a marginal community (marginalized) and does not have reliable power, strength, and ability and does not have sufficient capital to compete with the capitalist society or business community that is socially and politically have adequate power, strength, and ability.

The topic of this study discusses social solutions in knowing and understanding the crowdfunding platform in increasing social participation through Kitabisa.com, while the solution provided by the Kitabisa.com crowdfunding platform according to (Lestari, 2019) Kitabisa.com believes that technological advances should be published in terms of which is useful. The crowdfunding site Kitabisa.com promotes the value that connects millions of goodness with the spirit of cooperation to help solve problems in society. Therefore, the value given by Kitabisa.com is trying to help the interaction of good people in seeing those in need.

The reason I chose this title was that it was inspired by a thesis in one of the libraries of the Faculty of Dakwah and Communication Studies at UIN Syarif Hidayatullah Jakarta, namely the title "Digital Literacy: Social Enterprise Strategy as a Crowdfunding Platform Member to Empower Donations Online (Kitabisa.com Case Study)" because from that title I was sure that it could and could be included in my research results. As well as when going to do research it is very easy and practical because everything is done online based on the title that I took because it is already available in the Kitabisa.com application. The reason I chose this title was that it was inspired by a thesis contained in a library of the Faculty of Dakwah and Communication Studies at UIN Syarif Hidayatullah Jakarta, namely the title "Digital Literacy: Social Enterprise Strategy as a Crowdfunding Platform in Empowering Donations Online (Case Study Kitabisa.com)" because from that title I was sure it could and could be included in my research results. And when it comes to doing research it is very easy and practical because everything is done online based on the title that I took. After all, it is already available in the Kitabisa.com application. The formulation of the problem in this research is how efficient the crowdfunding platforms social strategy in increasing online social participation through Kitabisa.com?

## RESEARCH METHODS


This type of research used in the journal-making process is a type of research that examines data on problems related to Social Strategy as Crowdfunding Platform in Increasing Social Participation online by Kitabisa.com. Therefore, identify problems related to the topic being studied by formulating the problem according to the focus of the problem being studied.

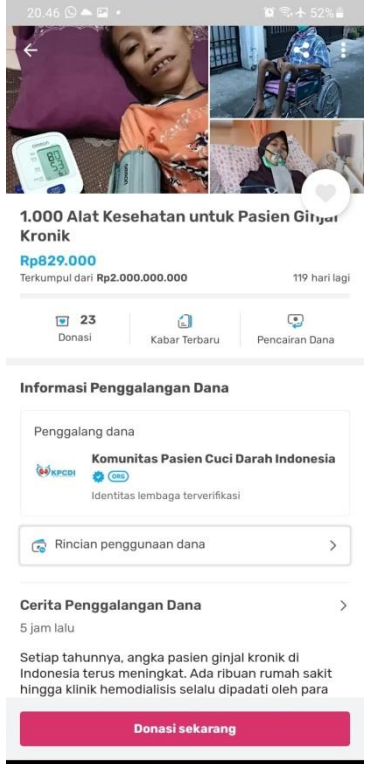

This study uses a descriptive research method, the data already in the Kitabisa.com

application. The research design is about what are the social strategy programs for donations provided by the institution Kitabisa.com and how easy and efficient the application is so that people can understand and understand the function of the crowdfunding platform itself.

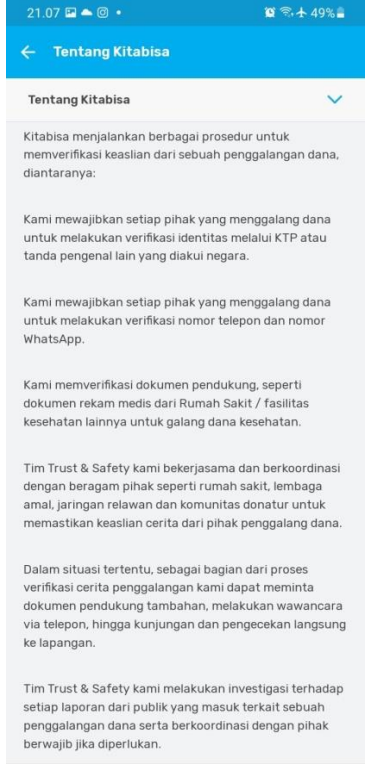
The researcher will start searching for data by using data on Kitabisa.com which contains interesting programs according to what is in the research problem formulation, the researcher will formulate the problem by how effective the crowdfunding platform's social strategy is in increasing social online through Kitabisa.com. First, the donation program in the application provides one-time donations and automatic donations, which this one-time donation we can donate anywhere according to the list on the application system, then for automatic donations, since in the month of Ramadan, we open and provide easy access to its users. to continue to donate in this good month, namely the month of Ramadan. The difference between the two is actually only different from the system without eliminating the essence of donating itself, then for this research instrument it contains "What makes people need donations and donate on the Kitabisa.com application?", "How much is the maximum amount of donations required?" , "What is the motivation of the community to share donations with the needy?", "How does Kitabisa.com ensure the authenticity of a fundraiser?", " Can data from donatur or fundraising be trusted for security?" Based on this question, according to kitabisa.com application, the kitabisa.com application, they provide overflow facilities, but there are still many who are confused about how to use the application itself, especially in the millennial generation, apart from that, people will get used to and be able to adapt from the kitabisa.com application.

In addition, the researcher has carried out data analysis instrument indicators on the crowdfunding platform Kitabisa.com based on many accurate internal references in the application, which include:

Dimension	Indicator Instruments	Question	Image
Financial dimension	Action Research	What makes people need donations and donate on the Kitabisa.com application?	

Dimension	Indicator Instruments	Question	Image
	Action Research	How much is the maximum amount of donations required?	
	Action Research	What is the motivation of the community to share donations with the needy?	



Dimension	Indicator Instruments	Question	Image
Customer dimensions	Action Research	How does Kitabisa.com ensure the authenticity of a fundraiser?	

## RESULTS AND DISCUSSION

The results the instrument which is document analysis. there are several indicators that shows in the results data collection.

1. What makes people need donations in the kitabisa.com application?  
*"The #1 trusted fundraising and donation platform in Indonesia. Founded in 2013, the Kitabisa.com website and application have become a bridge of goodness and a forum for mutual cooperation among the Indonesian people. Kitabisa has become a vessel of kindness for more than 6 million #good people donating, 100,000 fundraisers, 3,000 foundations / NGOs / social institutions and 250 CSR / brand / company programs"*

From the explanation above regarding the question of why people need donations and donate in the Kitabisa.com application. Because they are an institution that runs on social care where it can be proven that there are more than 6 million people who donate to 100,000 fundraisers or people who need funds and there are many social institutions and foundations participating in helping people in need out there.

2. What is the maximum amount of donation required?  
*"1,000 Medical Devices for Chronic Kidney Patients are said to have collected Rp. 829,000 which is limited to Rp. 2,000,000,000 in a period of 119 days and exposed to 23 people who have donated"*

In this explanation it means that kitabisa.com has the maximum required by the fundraiser such as a limit on the money collected and a limit on the number of days to donate and providing information on how many people have donated.

3. What is the motivation of the community to share donations with the needy?

*“Kitabisa.com's financial statements have been audited by a public accounting firm and have consistently received an Unqualified Opinion. As a form of responsibility and transparency to the public, fundraising and donation activities managed by the Kitabisa.com Foundation are routinely audited by an independent public accounting institution every year. All financial reports of Yayasan Kitabisa.com can be accessed by the public in a transparent manner. Started in 2017 - KAP Raizkun Tarkosunaryo, 2018 - ProReliant, 2019 - ProReliant, 2020 - Ernst & Young and 2021 - Ernst & Young.”*

Sometimes someone wants to donate but there is no motivation that they want to donate and are afraid that the donation itself will not reach the recipient. Kitabisa.com gives us trust and safety in the donation system where the Kitabisa.com institution has been audited by a public accounting agency as a form of transparency to the public, so we are no longer afraid that donations will remain safe and reach fundraisers and further increase motivation to support each other doing good.

4. How does Kitabisa.com ensure the authenticity of a fundraiser?

*“We can carry out various procedures to verify the authenticity of a fundraiser, including: We require each party raising funds to verify identity through an identity card or other identification that is recognized by the state. We require each party that raises funds to verify the telephone number and WhatsApp number. We verify supporting documents, such as medical record documents from hospitals/other health facilities for health fundraising. Our Trust & Safety team collaborates and coordinates with various parties such as hospitals, charities, volunteer networks and the donor community to ensure the authenticity of stories from fundraisers. In certain situations, as part of the story verification process, we may request additional supporting documents, conduct telephone interviews, and visit and check directly into the field.”*

Many of crowdfunding companies that open donations for fundraisers, kitabisa.com is the favorite place for others to give kindness because it has been explained that this application is safe from the reach of public accountants. Apart from that, if you want to become a fundraiser, someone must provide original and correct data to Kitabisa.com in the form of an identity card, telephone number, and original supporting documents so that Kitabisa.com can provide fundraising authenticity to donors and fundraisers are also required to conduct interviews via telephone, to visits and direct checks to the field.

5. Can data from donatur or fundraising be trusted for security?

*“Kitabisa.com takes data security seriously. The Kitabisa.com technology platform has successfully achieved ISO 27001 certification for Information Security Management Systems (ISMS). We also do not allow fundraisers to access donor data, except with the donor's consent. If donors wish to make complaints or reports regarding data on the Kitabisa platform, contact us via email at support@kitabisa.com”*

Sometimes we donors really ask questions about the security of the application because it does not rule out the possibility that the application can be affected by ransomware where all application data can be accessed by other people or better known as hacking.

However, kitabisa.com is very serious about security matters. Kitabisa.com has obtained ISO 27001 certification for an Information Security Management System (ISMS), which should have guaranteed security, and if donors experience doubts or are wary of the data contained on kitabisa.com. Then the donor must report as soon as possible to the email that has been listed.

Research for this title is listed below. Social Strategy as a Crowdfunding Platform in Enhancing Social Participation online by Kitabisa.com, as there are still lots of social strategies on Kitabisa.com that we can do, but researchers take aspects of questions and statements from various dimensions, both the financial dimension and the customer dimension. The various meanings and benefits of the Crowdfunding Platform that have been popular and used by the younger generation to share goodness between people, both between donors and fundraisers, safely and comfortably.

Therefore, researchers want the Social Strategy in this Crowdfunding Platform to be able to increase online social participation at kitabisa.com, as a place for fundraising and helping people who can be said to still need health, food and natural disaster needs by many good people. in Indonesia more specifically.

In the sub-discussion of the discussion, the author has found an effective field discovery related to the discussion above, that Kitabisa.com can distribute reinforcements through aid funds in which there are donors and recipients. Apart from that, Kitabisa.com opens opportunities for people with mild and internal illnesses so that they can help prosper the people of Indonesia.

## CONCLUSION

The #1 trusted fundraising and donation platform in Indonesia. Founded in 2013, the Kitabisa.com website and application have become a bridge of goodness and a forum for mutual cooperation among Indonesian people. Kitabisa is a place of kindness for more than 6 million #good people donating, Kitabisa.com has a maximum limit needed by fundraising such as a limit on the amount of money collected and a limit on the number of days to donate as well as providing information on how many people have donated, Kitabisa.com giving us trust and security in the donation system where the Kitabisa.com institution has been audited by a public accounting firm as a form of transparency to the public, so we are no longer afraid that donations will remain safe and reach fundraisers and further increase motivation to support each other in doing good, Of the many crowdfunding companies that open donations for fundraising, Kitabisa.com has become a favorite place for others to give kindness because it has been explained that this application is safe from the reach of public accountants.

In addition, if you want to become a fundraiser, someone must provide original and correct data to Kitabisa.com in the form of an ID card, telephone number, and original supporting documents so that Kitabisa.com can provide authentic fundraising to donors and fundraisers are also required to conduct interviews through phone calls, visits, and field checks, Kitabisa.com is very serious about security. Kitabisa.com has obtained ISO 27001 certification for an Information Security Management System (ISMS) which should have guaranteed security, and if donors have doubts or are concerned about the data in kitabisa.com. Then the donor must immediately report to the email that has been included.

The advantages of this study are describing crowdfunding companies that can be



trusted so that potential donors can find out what information is contained on Kitabisa.com, the author also provides an analysis of the original documents exposed in the Kitabisa.com crowdfunding application so that it can be ensured that the data is valid for use.

Weaknesses in this study, namely as the author is in the process of studying or studying related to writing articles, therefore the author apologizes for the writing and for further deficiencies, reference data which can be said to be minimally cited.

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