

THESIS
ANALYSIS OF VIRAL MARKETING, SOCIAL MEDIA
ENGAGEMENT, AND RELIGIOSITY IN
INFLUENCING DONATION DECISIONS ON ONLINE
CHARITY CROWDFUNDING PLATFORMS
(A Study on Millennial Generation in Jakarta)



Suggested by:

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DEPARTMENT OF MANAGEMENT
FACULTY OF EKONOMICS AND MANAGEMENT
UNIVERSITY OF DARUSSALAM GONTOR
2024/1446 H

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AND RELIGIOSITY IN INFLUENCING DONATION DECISIONS ON
ONLINE CHARITY CROWDFUNDING PLATFORMS

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UNDERGRADUATE THESIS

Submitted in fulfillment of the requirement for the degree of
Bachelor of Management

By
Rahmah Mumtahanatul Insirah
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DEPARTMENT OF MANAGEMENT
FACULTY OF EKONOMICS AND MANAGEMENT
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2024/1446 H

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DECLARATION



Faculty of Economics and Management

كلية الاقتصاد والإدارة

DECLARATION

Name : Rahmah Mumtahanatul Insirah
Registered Number : 422021428068
Faculty : Economic and Management
Department : Management
Title : Analysis Of Viral Marketing, Social Media Engagement, And Religiosity
In Influencing Donation Decisions On Online Charity Crowdfunding
Platforms (A Study on Millennial Generation in Jakarta).

I hereby declare that this undergraduate thesis is the result of my investigations, except where otherwise stated. I also declare that it has not been previously or concurrently submitted as a whole for any other degrees at University of Darussalam Gontor or other institutions.

Mantingan, Rajab 13th, 1446 H
January 13st, 2024 M

Author,



Rahmah Mumtahanatul Insirah
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APPROVAL OF SUPERVISOR



Faculty of Economics and Management

كلية الاقتصاد والإدارة

APPROVAL OF SUPERVISOR

To Honorable,
Dean of Faculty of Economics and Management
University of Darussalam Gontor

Bismillahirrahmanirrahim,
Assalamu 'alaikum Wr, Wb

I certify that I have supervised and read this thesis, written by:

Name : Rahmah Mumtahanatul Insirah
Reg. Number : 422021428049
Title : Analysis Of Viral Marketing, Social Media Engagement,
and Religiosity In Influencing Donation Decisions On Online
Charity Crowdfunding Platforms (Study On Millennial
Generation In Jakarta)

In my opinion, it conforms to acceptable standards of scholarly presentation
and is fully adequate, in scope and quality, as an undergraduate thesis for degree of
Bachelor of Management Department.

Wassalamu 'alaikum Wr, Wb.

Ponorogo, 01 Jumadil Tsani 1446 H

December 3rd, 2024

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THESIS EXAMINATION COMMITTEE APPROVAL



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THESIS EXAMINATION COMMITTEE APPROVAL

The examination committee declared that the thesis written by:

Name : Rahmah Mumtahanatul Insirah
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Title : Analysis Of Viral Marketing, Social Media Engagement, And Religiosity In
Influencing Donation Decisions On Online Charity Crowdfunding Platforms
(A Study on Millennial Generation in Jakarta).

It has passed to thesis examination, and it conforms to acceptable standards of scholarly presentation and is fully adequate, in scope and quality, as an undergraduate thesis for the degree of Bachelor in Department of Management, Faculty of Economics and Management, University of Darussalam Gontor.

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APPROVAL OF DEAN



Faculty of Economics and Management

كلية الاقتصاد والإدارة

APPROVAL OF DEAN

The Faculty of Economics and Management University of Darussalam Gontor has received the thesis written by:

Name : Rahmah Mumtahanatul Insirah
Registered No. : 422021428049
Title : Analysis Of Viral Marketing, Social Media Engagement, And Religiosity In Influencing Donation Decisions On Online Charity Crowdfunding Platforms (A Study on Millennial Generation in Jakarta).

It is accepted as a fulfillment of the requirement for the degree of Bachelor of Management, academic year 1445 - 1446 H / 2024 - 2025 M.

Mantingan, Rajab 13th, 1446 H
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MOTTO

فَاتَّقُوا اللَّهَ مَا اسْتَطَعْتُمْ وَاسْمَعُوا وَأَطِيعُوا وَأَنْفِقُوا خَيْرًا لِّأَنْفُسِكُمْ وَمَنْ
يُقِشْ شُحَّ نَفْسِهِ فَأُولَئِكَ هُمُ الْمُفْلِحُونَ

(Q. S At-Taaghabun : 16)

“So fear Allah as much as you are able and listen and obey and spend [in charity]; it is better for yourselves. And whoever is protected from the stinginess of their soul, it is they who will be successful.”

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DEDICATION

Bismillahirrahmanirrahim

Alhamdulillahirabbil 'aalamin,

Praise be to Allah SWT who has given strength, patience, and infinite grace, so that the author is able to complete this thesis to the end. Shalawat and salam are always poured out to the Prophet Muhammad SAW, a noble role model. *Aamiin.*

I dedicate this work wholeheartedly to the extraordinary people who are an important part of this life journey:

Dear beloved mother and father, thank you for your endless love, prayers, and support. You are the greatest source of strength in every step I take. Your presence and sacrifice teach me the meaning of sincerity and the spirit to keep going. May Allah SWT always guard, protect, and bestow happiness and blessings upon you.

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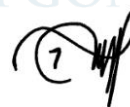
All praise and gratitude are due to Allah SWT for His abundant grace and guidance, which enabled the author to complete this thesis successfully. Shalawat and salam are also extended to the Prophet Muhammad SAW, who serves as an enduring role model in every aspect of human life. This thesis is submitted as a requirement for completing the study program at University of Darussalam Gontor the author acknowledges that this accomplishment would not have been possible without the help, prayers, and support of many individuals.

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