# CHAPTER I

# INTRODUCTION

## A. Background Of Study

The development of the times is very rapid with the presence of increasingly sophisticated technology and various innovations developed with the aim of providing value and convenience to users. Information technology or the internet is one form of technology that has experienced significant development.[1] With the significant advancement of technology or the internet, people have also changed their behavior in communicating and interacting.

According to the we are social report, by January 2023 the number of internet users in Indonesia will reach 213 million people. This figure covers 77% of Indonesia's total population of 276.4 million at the beginning of that year. Meanwhile, a survey from the *Asosiasi Penyelenggara Jasa Internet (APJII)* for the period 2022-2023 noted that internet users in Indonesia reached 215.63 million people. This number increased by 2.67% compared to the previous period of 210.03 million users.[2]

Increased internet usage provides opportunities to raise funds from zakat, infaq and sadaqah that can be promoted through social media. Social media such as Instagram, Facebook, Twitter and YouTube are the media most often opened by the public.[3] According to Mangold and Fauld, through social media, companies can talk to consumers, and cause one consumer to talk to other consumers.[4] It is now a digital platform that makes it easier for the public to conduct online fundraising transactions through various digital platforms.

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[1] Dana Affan Rabbani, "Pengaruh Perkembangan Teknologi Terhadap Kehidupan Dan Interaksi Sosial Masyarakat Indonesia", *Jurnal Universitas Sebelas Maret*, Vol. 7. (2023), p.6.

[2] *Survei Internet Indonesia.* 2023. at [09.00]< https://dataindonesia.id/internet/detail/apjii-pengguna-internet-indonesia-21563-juta-pada 2022-2023> viewed on 18 Maret 2024.

[3] Rozza Sylvia, "The Influence of Viral Marketing towards People Decision in Depok City to Fulfil Zakat, Infak, and Alms (ZIA) through Kitabisa.Com", *Prosiding SNAM PNJ* (Depok: SNAM PNJ), (2020), p.4.

[4] W. Glynn Mangold and David J. Faulds, *"Social Media: The New Hybrid Element of the Promotion Mix,"* *Jurnal Business Horizons* Vol. 52, No. 4 (2009), p.1.

Advances in technology and the internet make various activities easier for their users. One notable development is online fundraising, which is online fundraising is typically used by entrepreneurs seeking external funding.[5] Crowdfunding is a modern approach for project creators to raise funds by connecting with potential supporters through online platforms.[6]

In addition, crowdfunding has become one of the alternative sources of funding in recent years. There are many crowdfunding sites, including the largest platforms such as kickstarter, indiegogo, donorchoose (for charity fundraising), and patreon. Through crowdfunding, founders can seek funding by collecting relatively small contributions from many people connected through the internet.[7] However, crowdfunding is not only used as 'capital' funding. But also funding as one of the solutions to reduce existing social problems.

The Israel-Palestine conflict has intensified, as stated by Satria Ardhi in an article by Gadjah Mada University. This situation serves as an opportunity for the international community to pay closer attention to the issue. The conflict has also drawn the attention and empathy of people worldwide, including Indonesians, further strengthening their solidarity in helping one another. Various crowdfunding platforms have become a means for fundraising, making it easier for Indonesians to donate on a broad scale through online charitable crowdfunding platforms.[8]

In this position, it shows that a generous attitude has existed in the culture of our society. The aid was collected through various online crowdfunding platforms, social media promoted or socialized by several influencers or public figures with creative messages inviting donations, so

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[5] D Muhamad, "Perkembangan Dan Transformasi Teknologi Digital" *Jurnal Infokam*, Vol.15, No. 2 (2019), p.118.

[6] Rosaline Benefiola Joanly, Serli Wijaya B, and Ferry Jaolis, *Religious Influencers on Social Media : Do They Really Affect Followers ' Religiosity and Intention to Donate ?* (Atlantis: Press International BV, 2023), p. 9.

[7] Safira Hasna, "Pengaruh Inovasi Crowdfunding Terhadap Keputusan Berdonasi", *Jurnal Teknologi Informasi & Komunikasi Digital Zone,* Vol.10, No. 2 (2019), p.145.

[8] Satria Ardi, "*Konflik Palestina-Israel Kembali Memanas, Indonesia Konsisten Dukung Palestina"* (Yogyakarta: Universitas Gadjah Mada, 2023),p.3.

that the aid funds were collected quickly.[9] Fundraising or donations for Palestine are held by many organizations. However, the National Counterterrorism Agency (NCA) urges the public to be careful in sending donations to help Palestine, and based on IDN Times' search, there are 5 trusted donation organizations for Palestine in Indonesia, including: *Kitabisa, Baznas, MER-C Indonesia, dompet dhuafa, and rumah zakat*.[10]

People are a generation that is familiar with the use of social media. This makes social media one of the effective channels to convey information and influence people's behavior, including in terms of donating. According to Kotler 2002 In the world of marketing, the behavior of consumers telling experiences to others after they consume products or services, between giving opinions and receiving opinions is called "viral marketing" as a form of communication via electronic or digital marketing which includes advertising, promotions, video streaming and games.[11]

Viral marketing content through various social media can be a partner to of crowdfunding platforms to share information on how to donate online, with social media as a very influential communication channel. By utilizing social media, campaigns in the form of videos and images can be uploaded with a variety of variations, such as for disaster victims, people with certain diseases, people with disabilities, or stories of struggle (Palestinian-Israeli conflict). According to saxton & wang, social media offers many new ways for nonprofit organizations to engage in fundraising efforts. [12]

Viral marketing is a form of modern marketing strategy that promises product popularity by tapping into the high level of public interest

[9] Dwinita Laksmidewi et al., "Pengaruh Daya Tarik Perasaan Bersalah Dalam Pesan Donasi,"*Jurnal Ilmiah Manajemen*, Vol.11, No. 1 (2021), p.22.

[10] Vadhia Lidyana, *"5 Lembaga Donasi Palestina Terpercaya,"* IDN TIMES. at [11.00], <https://www.idntimes.com/business/economy/vadhia-lidyana-1/5-lembaga-donasi-palestina-terpercaya?> viewed on 11 April 2024.

[11] Eka Yulianti, Herani Putri, and Vicky F Sanjaya, "Peran Viral Marketing Terhadap Kepercayaan Konsumen Dan Keputusan Pembelian Melalui Media Promosi Akun Instagram*"*, *Jurnal Ilmian Psikologi*, Vol. 9, No. 4 (2021), p. 840.

[15] Angga Ariestya, "Pengaruh Penggunaan Media Sosial Instagram Terhadap Sikap Berdonasi Pengaruh Penggunaan Media Sosial Instagram Terhadap Sikap Berdonasi", *Jurnal Ilmu Komunikasi ultimacomm,* Vol. 12, No.2 (2021), p.5.

in being constantly connected to the internet to access free features (which often include various links embedded as part of viral marketing). Creative ideas are essential in this type of marketing because internet users are quite critical in distinguishing between information that is purely informative and content that serves other purposes.[13] This concept can be linked to donation decisions through online charity crowdfunding platforms, where users must carefully assess the information and choose whether to contribute based on trust and engagement with the marketing content.

Viral marketing is a marketing technique that leverages advancements in electronic media to achieve a goal desired by marketers, carried out through continuous or chain communication processes. The concept of how viral marketing works is similar to the spread of a virus, which is to multiply itself.[14] A satisfied donor will spread information or share their positive experience of donating through digital platforms.

Social media engagement can serve as a powerful tool for crowdfunding platforms to share information on how to donate online. As a highly influential communication channel, social media allows user interaction to reflect variations in their psychological and behavioral conditions.[15] From this, when an organization focuses on creating user experiences to meet their needs, higher user engagement will be achieved. Users who find personal value in social media platforms are more likely to contribute actively, access, and explore content.[16]

Social media engagement, as a specific form of customer engagement, reflects individuals' positive attitudes towards a community or brand. In online charity crowdfunding, this engagement can significantly

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[13] Artika Surniandari, "Viral Marketing as an Alternative to Sariz Product Marketing Strategy," *Jurnal Sekretari Dan Manajemen*, Vol.1, No. 1 (2017),p.37.

[14] Yoshua Glennardo, "Viral Marketing Sebagai Media Pemasaran Social Dalam Mendongkrak Kesadaran Masyarakat Untuk Berperan Aktif Dan Bergabung Dengan Organisasi Non Profit/Nirlaba", *Journal Of Management Studies*. Vol. 10, No.2 (2016), p.196.

[15] Seyed Pouyan Eslami, Maryam Ghasemaghaei, and Khaled Hassanein, "Understanding Consumer Engagement in Social Media: The Role Of Product Lifecycle", *Journal Decision Support Systems* 162, April (2022), p.3.

[16] Simone Wies, Alexander Bleier, and Alexander Edeling, "Finding Goldilocks Influencers: How Follower Count Drives Social Media Engagement," *Journal of Marketing*, Vol.87, No. 3 (2023),p.384.

impact donation decisions. When users interact with content on social media, such as liking, sharing, or commenting, they build trust and emotional connection with the cause. This sense of community and social proof can encourage others to donate, making engagement a key factor in increasing donations on crowdfunding platforms.[17] With viral content on social media created by several institutions to attract attention and influence the involvement of the Indonesian people who are known for their strong solidarity in helping the Palestinian conflict with Israel by donating online.

According to Mardiana, the meaning of religiosity is the depth of a person's religious appreciation and belief in the existence of God, which is realized by obeying orders and avoiding prohibitions with sincerity of heart and with all body and soul.[18] A person's religious knowledge, religious beliefs, religious ritual experience, morality, and religious social attitudes are part of religiosity, thus people who have a high level of religiosity will be more motivated to donate online as a form of understood religious teachings.[19] Religiosity is also one of the internal factors through religious beliefs to influence an individual to donate online. These values, rooted in religious teachings and personal beliefs, can motivate a person to donate online.[20]

A study conducted by Dhimas Muhammad found that religiosity significantly influences the decision to donate online through crowdfunding financial technology platforms.[21] This is not in line with research conducted by Nur Oktarika entitled analysis of donation decisions through crowdfunding applications in Indonesia, which states that a person's level

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[17] Trunfio Mariapina and Simona Rossi, "Conceptualising and Measuring Social Media Engagement: A Systematic Literature Review," *Italian Journal of Marketing*, No. 3 (2021), p. 275.

[18] Aida Wirdaini Ma'ruf, "Pengaruh Unified Theory Of Accaptance And Use Of The Technology Dan Religiusitas Terhadap Kepuasan Donatur" *(Skripsi:Universitas Islam Negeri Syarif Hidayatullah, 2023),* p.36

[19] Aisya Farah Sayyidah et al., "Peran Religiusitas Islam Dalam Meningkatkan Kesejahteraan Psikologis", *Jurnal Psikologi Islam*, Vol.13, No. 2 (2022), p.105.

[20] Herwanda and Wahyuni, "Pengaruh Religiusitas, Social Media Marketing Dan E-Trust Terhadap Keputusan Berdonasi Online Di Platform Kitabisa" *Jurnal Ekonomi Dan Manajemen,* Vol.25, No. 2 (2024), p.2.

[21] Dhimas Muhammad Zulfian, "Faktor-Faktor Yang Mempengaruhi Keputusan Berdonasi Secara Online Melalui Platform Financial Technology Crowdfunding" *(Skripsi: Universitas Islam Indonesia, 2020)*, p.48.

of religiosity has no influence on donation decisions to become donors on online charity crowdfunding platforms.[22]

Then the conclusion from the previous explanation which states that the increasing development and progress of the internet does not mean that online donations are more attractive to the public. This is proven, by Mr. Hamid's statement in the 2020 Zakat & Philanthropy Forum through the results of the research team's research on 104 LAZ, the results of collecting donations digitally are not as large as the results of collecting donations collected conventionally, with the acquisition of IDR 2.5 trillion raised conventionally and IDR 155 billion raised digitally by *dompet dhuafa*.[23]

Referring to the research above and the previous explanation regarding online donation decisions. So the researcher intends to make viral marketing, social media engagement and religiosity as research variables that researchers will conduct. Based on the above research, the level of religiosity and decisions in individual donations are not the same so that researchers are interested in researching further. In addition, researchers are also interested in technological advances that facilitate access to transactions, it cannot be concluded that people are more interested in donating online.

Although there have been many experts who discuss research on the decision to donate and of course this research has some similarities with previous studies such as variables, and methods. However, researchers will emphasize the differences between this research and previous studies. First, the difference between viral marketing variables and donation decisions has not been examined more deeply regarding these two variables. Second, the research location chosen by the author differs from previous studies.

Researchers took Millennials a generation known for its high digital literacy, and likes to collaborate through social media and the internet is

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[22] Nur Oktarika, "Analisis Keputusan Berdonasi Melalui Aplikasi Crowdfunding Di Indonesia", *(Skripsi: Universitas Islam Indonesia, 2022)*,p.69.

[23] Zalfa tiara and Darna, "Perbandingan Dasar Keputusan Masyarakat Dalam Berdonasi Secara Online Dan Offline," *Prosiding SNAM PNJ* 6 (2022),p.2.

93,17%.[24] Millennials have unique characteristics when it comes to online donations. They are highly tech-savvy and prefer digital platforms such as apps, e-wallets, or websites that offer quick and easy processes. Transparency is a key factor, as they demand clear reports on how funds are used and the impact of their donations. Millennials also tend to support campaigns aligned with their personal values, such as environmental issues, education, or social justice. Social media plays a crucial role as a tool for discovering, promoting, and sharing information about donation campaigns. Additionally, they are responsive to emergencies and are more moved by campaigns with tangible impacts or strong emotional elements. For millennials, donating is not just about giving but also about being part of a collective movement to drive meaningful social change.[25]

In addition, from the results of the Gopay and Kopernik study which found the Millennial generation to be the generation with the highest frequency of donation with an average of 1.5 times per month with the highest motivation to donate, namely social values and followed by religious values.[26] Researchers also chose the Jakarta area, which has a population level dominated by the millennial generation with a total of 2.83 million out of 10.56 million residents of Jakarta.[27] Therefore, researchers took the millennial generation who live in Jakarta.

In this way, it is very relevant to this research which is about donations through an online charity crowdfunding platform as the object of this research. So based on this, researchers are interested in conducting research on "Analysis of Viral Marketing, Social Media Engagement, and

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[24] Cindy Mutia Annur, *"Penetrasi Internet Generasi Millennial Tertinggi Disbanding Kelompok Usia Lainnya Di Indonesia"*. at [14.43], <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/26d51a9db147465/penetrasi-internet-generasi-milenial-tertinggi-dibanding-kelompok-usia-lainnya-di-indonesia> viewed on 06 September 2024.

[25]Yoesep Budianto, *"Donasi Digital Generasi Millenial"*. at [08.00], <https://www.kompas.id/baca/riset/2020/02/11/donasi-digital-generasi-milenial?loc=comment> viewed on 07 Januari 2025.

[26] Oscar Casalderrey, *"GoPay and Kopernik Launch 'The Digital Donation Outlook 2020,'"* at [08.00], <https://kopernik.info/en/news-events/news/gopay-and-kopernik-launch-the-digital-donation-outlook-2020> viewed on 14 Maret 2024.

[27] Badan Pusat Statistik Provinsi Dki Jakarta. *"Jumlah Penduduk Hasil Sensus Penduduk 2020 Menurut Generasi Dan Kabupaten/Kota Di Provinsi DKI Jakarta"*, at [14.00], <https://jakarta.bps.go.id/id/statistics-table/1/NTA0IzE.> viewed on 5 September 2024.

Religiosity in Influencing Donation Decisions on Online Charity Crowdfunding Platforms (A Study on Millennial Generation in Jakarta)".

## B. Problem Formulation

1. Does Viral Marketing affect the decision to donate using the online charity crowdfunding platform?
2. Does Social Media Engagement affect the decision to donate using the online charity crowdfunding platform?
3. Does Religiosity affect the decision to donate using the online charity crowdfunding platform?

## C. Purpose Of Study

1. Knowing Viral Marketing affects the decision to donate using the online charity crowdfunding platform.
2. Knowing Social Media Engagement affects the decision to donate using the online charity crowdfunding platform.
3. Knowing Religiosity affects the decision to donate using the online charity crowdfunding platform.

## D. Research Benefits

This research is expected to provide benefits for writers and readers from an academic and practical perspective.

### 1. Academic Benefits

It is hoped that the results of this study can be used as a reference for efforts to develop online charity crowdfunding platforms, and it is also useful to be a reference for students who will conduct research on donor decisions using online charity crowdfunding platforms and can increase knowledge for readers.

### 2. Practical Benefits

It is hoped that Millennial Generation donors in the Jakarta area who use online charity crowdfunding platforms, which are a forum for donations for Palestinian Supporters with this research, are expected to be a source of input and motivation to channel donation funds to online charity crowdfunding platforms legally.