Donation Fundraising Strategies Kitabisa.Com Through Crowdfunding

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ABSTRACT

Kitabisa.com is an online crowdfunding platform in Indonesia. The success of its campaign cannot be separated from the role of fundraising strategies which are carried out through story-based publications. On that basis, this research was conducted by examining the storytelling techniques with visual approach on Kitabisa.com campaign. This research is a descriptive qualitative research with data collection method through observation and literature studies. After collecting data through purposive sample criteria, three types of campaigns were obtained, all of which fall into the category of Medical and Health Assistance. The three types of examined campaigns, then categorized and interpreted in matrix analysis. Through analytical studies, it was found that the audience's emotions effectively were built through persuasive narratives with psychodynamic strategies. The results of this study can be used as a reference in creating a similar fundraising campaign.

Keywords: storytelling, persuasive communication, kitabisa.com

INTRODUCTION

The rapid development of technology has made a significant effect on the world's ecosystems and ways of life. The fourth industrial Revolution or so-called Industry 4.0 began to change the way of producing goods, where all human power was replaced with mechanical power controlled by artificial intelligence. This makes the design as a significant role in the industrial Revolution, especially, in the field of Sociopreneurship.

Kitabisa.com is one of the Sociopreneurship platform that was launched on September 17, 2014 and known as a fundraising site and donating online among Indonesian people. The Kitabisa.com site has been used by thousands of users ranging from local foundations, community organizations, alumni associations, college students, and individuals to raise funds based on a crowdfunding system.

Kitabisa.com has been positively accepted by Indonesian people, due to the concept that is matched with the Indonesian society culture, which is more collective, communal, like to cooperate and having a high humanitarian sense. The existence of the websiteisaisa.com became a representative medium in various goals and purposes and intentions and interests among the people of Indonesia. With the use of hashtag

#orangbaik to supply a certain social status further to the fund donors this site has several types of fundraising that can be done starting from donation, qurban, zakat, to wakaf.

According to the accumulated data from Giving Report, from 2016 – 2018, Kitabisa.com succeeded in collecting 1,831,525 members or so-called #orangbaik. Through the #orangbaik, a total of 22,401 programs or campaigns were funded with a total fund of Rp 637,424,986,959 donations and zakat which contributed (data per March 2019).

The success of Kitabisa.com could not be separated from the role of the program makers, campaign carrier, who are conducting fundraisers with the power of publication with narrative-based storytelling. This research will examine the visual storytelling approach used by Kitabisa.com to determine the effectiveness level of persuasive communication in attracting #orangbaik and make them want to donate as well as offer zakat.

The technique of visual storytelling or visual storytelling is a communication that consists of a combination of messages and reinforced using multimedia tools or visual aids (Scherman, 2016). The combination of the message aims to enhance the audiences' emotion it is stronger and more thoroughly than ordinary storytelling techniques. In the Kitabisa.com campaign, this visual storytelling is carried out by combining narrative stories, photos, text, audio, and video.

The Visual storytelling is aimed to attract prospective donors or #orangbaik to contribute through donations or zakat. Therefore, visual storytelling in this case should be able to elicit persuasive communication. Persuasive communication, according to Olson and Zanna (Soemirate, et al., 2004) is a message that can make the recipient of the message (communicant) make changes in attitudes, opinions, and behavior based on the communicator wants. In the context of verbal communication, the effectiveness of persuasive communication is determined by a few things namely speech style, intonation, word choice, and gestures. In addition, persuasion communication is also determined by (1) clarity in the goals conveyed in the message, considering carefully to the person faced (3) Choose the right strategy in delivering message, for example, by choosing the right medium, which is delivered in the right time and place (Soemirat, 2004).

In persuasive communication there are some elements, namely persuader and persuade persuasive messages, feedback, and effects (Soemirat, 2008). The main difference between persuasive communication and others, according to Simons (Soemirate, 2008) is the situational context which related to the environment or atmosphere in which communication is performed. Thus, space, time, and background, become quite crucial elements in persuasive communication.

In this research, the persuasive communication strategy that would be discussed further is psychodynamics. Psychodynamics is a strategy that centers on the emotional and cognitive factors of persuasion messages. Psychodynamics emphasis on behavioral factors such as conditions, reality, and background as well as psychology within individuals.

Based on the above explanation, this research was conducted to find out and understand the visual storytelling technique conducted by programmer or campaigner from

Kitabisa.com. The visual storytelling technique is then connected to the persuasion communication effectiveness to raise funds through crowdfunding techniques. The originality of this research in terms of its research object, namely Kitabisa.com as one of the new phenomena in fundraising techniques in the Industrial ERA 4.0. Furthermore, the storytelling visual aspect as a theoretical approach also has not been used often to explain the effectiveness of persuasive communication.

RESEARCH METHODS

This research is a descriptive qualitative research that focuses on the describing a phenomenon, the results of this study are not in the form of data and facts which tend to verification, but in the form of descriptive exposure as a reference to understand similar phenomena.

Data collection methods used in this research were observation and literature study methods. Observations were made to collect data on photos, text, and other visual works taken from the Kitabisa.com platform, which to be examined, categorized, and interpreted. Meanwhile, literature studies were conducted to explore theories related to visual storytelling and persuasive communication.

Data retrieval was done by Purposive sample method with predefined criteria and limitation. As a result, three trending campaigns were selected on Kitabisa.com that have passed the following criteria and limitation:

1. The campaign which started in December 2019 and still collecting funds.
2. Fundraising with medical and health aid categories.
3. Fundraising to support medical aid for toddler

After obtaining three campaigns which proper with the criteria and limitation, the research object then examined by the matrix analysis method. This method was done as a comparative analysis with other similar campaigns in which this research will be focused on the visual and narrative aspects.

DISCUSSION

The study focuses on three trending campaigns uploaded in December 2019 in the Medical and health aid category. These three campaigns have their own stories or narratives which are then described in the following matrix tables.

Table 1. Campaign Comparison Matrix

No	Data & Facts	30 Km for the Sake of Khairan Recovery	Bruises all over the body, it turns out that Sabiya had Leukemia	Microcephalus make her deaf, help Arsila surgery!
1	Thumbnail			
2	Fundraisers	Eka Kartika	Asep Rohmana	Respek Peduli
3	Patient's name	Khairan Devin	Sabiya Putri Shalinah	Arsyila Refana Zamore
4	Name of Illness	Heart leakage and thyroid hormone	Tsk acute leukemia	Hearing loss since birth
5	Fundraising Date	17 December 2019	2 December 2019	9 December 2019
6	The amount of funds raised	Rp. 30.000.000	Rp. 50.000.000	Rp. 400.000.000
7	Donations collected	Rp. 52.703.305	Rp. 43.222.913	Rp. 76.576.560
8	Number of Donation	1514 donation	2117 donation	2385 donation
9	Story	Sudah 2 tahun Khairan dan ayahnya menempuh 30 KM untuk sampai ke RS, demi menjalani kontrol dan terapi rutin. Karena ayahnya yakin, Khairan bisa melawan jantung bocornya. 2 bulan setelah Khairan lahir, ia mengalami sesak nafas yang memaksanya untuk dilarikan ke RS. 2 minggu perawatan tak membuahkan hasil, Khairan dirujuk ke RS di Jakarta. Dokter mengatakan Khairun menderita jantung bocor, down syndrome, kekurangan hormon tiroid, dan peradangan amandel. Operasi amandel dilakukan di umur ke 7 bulannya, dilanjutkan dengan perawatan intensif di NICU selama 3 hari. Panas tubuh Khairan sering sekali naik turun yang diakibatkan oleh kekurangan hormon tiroidnya. Ia harus terus minum obat penambah hormon dan menjalani terapi. Selain itu, kontrol jantung juga harus dilakukan 3 bulan sekali. Di usianya yang ke 3 kelak nanti, Khairan baru bisa menjalani operasi jantung.	Sabiya (19 bulan) menderita kanker darah akut yang dengan cepat menyebar. Ia harus meninggalkan kampung di Karawang untuk berobat ke Jakarta dengan ayah (penjual sembako) dan ibunya. Ia harus menjalani kemoterapi selama 2 tahun ke depan untuk bisa sembuh yang membutuhkan biaya yang sangat besar. Halo #OrangBaik, Nama saya Asep Rohmana dan saya berprofesi sebagai penjual sembako. Bayi saya Sabiya menderita leukemia akut yang baru saja didiagnosa 2 bulan yang lalu namun dengan cepat menyebar ke organ tubuhnya. 	Microsefalus adalah kelainan otak langka yang membuat perkembangan otak Arsila (2 tahun) terhambat & sebabkan ia kehilangan pendengaran. Saat ini Arsila & ibunya terpisah sejauh 352km dengan sang ayah untuk jalani pengobatan yang masih tertunda karena masalah biaya… "Hallo #OrangBaik Perkenalkan, saya ibu dari Arsyila Refana Zamore yang saat ini sedang berjuang untuk pulih dari microsefalus yang membuatnya kehilangan pendengaran Sejak lahir Arsila harus berjuang melawan kebocoran jantungnya. Kami membawanya berobat ke RSHK Jakarta dan jalani pengobatan intensif di sana. Pada usia 11 bulan putri kami sudah menjalani operasi jantung pertamanya. Saat kami membawanya pulang ke Lampung, kami baru menyadari putri kami yang aktif tidak pernah merespon ucapan kami

| 9 | Story | | | |

Sang ayah yang bekerja sebagai buruh pabrik mulai kewalahan dengan biaya pengobatan anaknya selama 2 tahun ini. Sang kakak pun tidak tinggal diam dan sedang berusaha mencari kerja demi membantu pengobatan adiknya.

Selama ini uang untuk membeli obat Khairan berasal dari uang pinjaman pada koperasi. Ayah dan ibu Khairan tak lagi berani meminjam uang karena takut tak bisa mengembalikan uangnya.

Awalnya perut Sabiya hanya kembung saja dan karena keterbatasan uang, kami hanya bawa dia ke mantri. Setelah kondisi semakin parah dan muncul memar di tubuhnya, saya bulatkan tekad untuk bawa dia ke rumah sakit.

Setelah pemeriksaan USG, betapa kagetnya kami kalau bayi mungil kami menderita kanker darah akut.

Sekarang ini, Sabiya harus dirawat intensif di rumah sakit di Jakarta dan saya serta istri terus menemani. Dokter mengatakan kalau Sabiya harus menjalani kemoterapi selama setidaknya 2 tahun ke depan. Harapannya, sel kanker akan tidur dan mati dengan bantuan kemoterapi dan obat-obatan.

Untuk tahap awal akan dilakukan 12 kali kemoterapi yang akan dilakukan secara berkala. Jika dalam 2 tahun Sabiya sempat melewatkan satu kali, rangkaian kemo kemungkinan besar akan dimulai dari awal. Saya benar-benar frustasi memikirkan bagaimana saya bisa mendapatkan uangnya.

Kami kembali membawanya ke RSUD Lampung & ternyata kedua kupingnya tidak bisa berfungsi karena kelainan otak langka. Dokter kembali menyarankan Arsila untuk menjalani pengobatan & operasi implan koklea di RSCM Jakarta

Saya pun membawa Arsila ke Jakarta dan terpaksa meninggalkan kedua kakak Arsila bersama suami yang bekerja sebagai penjaga rental mobil. Suami harus tetap bekerja untuk biaya hidup harian & pengobatan putri kami

Saat ini biaya pengobatan Arsila mencapai ratusan juta rupiah dan kami kebingungan untuk melunasi biaya yang sangat menggunung. Penghasilan suami perbulan hanya 2.500.000 rasanya tidak akan bisa menutup.

Source: Kitabisa.com

In the campaign of Khairan, the donation accumulated has exceeded the amount of funds raised before the campaign period ended so it can be said successful. The narration opens with the background of why this fundraising campaign was created and the readers' emotion were strengthened by emphasizing on Khairan's condition, her father's job, the reality that for the treatment, it is necessary to travel a long way and the enthusiasm and confidence of Khairan parents. They belief that their daughter can recover although in very limited condition.

While on the Sabiya campaign, the amount of donations collected has almost met the amount of funds raised with the long-term campaign period, so this campaign can be categorized as a successful campaign. The narration begins with a brief description of Sabiya's illness and how her family's modest condition and the difficulty of the long and far distance to get treatment. The story continued by with the background description of how Sabiya was experiencing her illness until today how many treatments to be taken. The strategy taken is to reach the emotions of potential donors by showing how much and urging the fees needed for Sabiya to undergo intensive care.

In the campaign of Arsila, although the amount of donations collected was still less than half the amount of funds raised, however the value obtained was quite high when compared to the two earlier campaigns. So, this campaign is quite successful. The narration begins with a brief explanation of the illness type experienced by Arsila as well as how this kind of illness disrupt Arsila's growth. The emotion was strengthened trough her father's willingness who must be parted hundreds of kilometers away so that Arsila can get her treatment. Furthermore, the narration tells about how the parents found out there are abnormalities experienced by their daughter, the treatment process, and the estimation of the total cost necessary for the treatments of Arsila.

These three campaigns use visual storytelling techniques by combining them with images. Whether in Khairan, Sabiya, and Arsila, all three use a photograph from the donated objects or someone suffering from the disease. The three campaigns, especially Sabiya, used photos of children who were not only being treated, but also during her normal activities as well as when they were chatting together with their parents. These three conditions shown create a certain emotional effect which writes down that beside these children being sick, it also gives a visualization that if these children are cured, then their condition will be very encouraging, and they can interact with their parents.

The aspects of visual storytelling shown by the program maker or campaigner of Kitabisa.com are proven to be able to persuasively invite potential donors to make donations through crowdfunding techniques.

CONCLUSION

From these three successful campaigns, they all try to evoke emotion through a persuasive narrative with a psychodynamics strategy. The story emphasizes on the real conditions experienced by each patient supported by photographs that show the condition of the patient not only when they are undergoing treatment, but also during normal activities and socialize with parents. All campaigns use similar communication strategy, they just having differences in the emphasis raised by each campaign. This research only focuses on medical and health support categories, therefore further research towards effective visual storytelling strategies in other categories on the Kitabisa.com platform.

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