

THE COMMUNICATION STRATEGY OF THE NGO SEKOLAH RELAWAN IN THE CROWDFUNDING CAMPAIGN FOR PALESTINE ON THE BAIKITUMUDAH.COM WEBSITE

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Abstract. The Development of information technology, particularly the internet and smartphones, has created new opportunities for non-profit organizations, including leveraging crowdfunding platforms to support social initiatives. This study analyzes the communication strategies employed by the NGO Sekolah Relawan in its crowdfunding campaign for Palestine on the website baikutumudah.com. Using a descriptive qualitative approach, data were collected through observation, interviews, and document analysis with purposive sampling techniques. The findings reveal that Sekolah Relawan successfully implemented the concept of effective communication strategies developed by Ronald Smith, encompassing situational analysis, organizational analysis, public analysis, setting objectives and goals, formulating strategic actions in response, utilizing effective communication, selecting communication tactics, implementing strategic planning, and evaluating strategic planning.

Keywords: Communication strategy, Crowdfunding, Website, Campaign

INTRODUCTION

The development of information technology has fundamentally transformed the world. The advent of the internet has facilitated more accessible global connectivity. Profound changes have occurred across all aspects of life, including how humans communicate and access information, both individually and collectively. This advancement in information technology has introduced a transformation in how people access and process information, particularly through the evolution of mobile computing, such as smartphones, which provide fast and seamless internet access from virtually anywhere. This allows the public to obtain information conveniently and rapidly, untethered by location.

On the other hand, new media opens up novel business opportunities and platforms that provide benefits to individuals, groups, and organizations. These platforms are also inseparable from their role in social and political movements, enabling activists and the public to voice their opinions, organize movements, and drive change. In the digital era, new media serves not only as a business and entertainment platform but also as a critical instrument in social and political spheres. The rapid development of new media has brought significant impacts, expanding online communication spaces and allowing individuals, groups, and organizations to interact directly with their audiences (Häussler, 2019).

In this context, new media is utilized not merely as an information dissemination platform, but as an essential tool for building awareness, mobilizing participation, and fostering relationships with other individuals and communities (Bhati & McDonnell, 2020). Regarding the campaign for Palestine initiated by Sekolah Relawan through its proprietary crowdfunding website platform, new media has proven to be an effective and indispensable communication strategy, aiding in achieving fundraising goals and elevating awareness about humanitarian issues.

Sekolah Relawan is part of the NGO ecosystem in Indonesia focusing on humanitarian affairs, including the issues in Palestine. However, numerous other NGOs also share this focus. The selection of Sekolah Relawan as the research subject is well-founded. Sekolah Relawan has demonstrated commitment and success in executing fundraising campaigns, primarily through their website platform, baikutumudah.com. The organization boasts a solid track record in amassing funds and driving public participation, focusing on humanitarian issues that resonate with current social dynamics. Through an innovative approach and effective communication strategies, Sekolah Relawan has successfully captured attention and garnered widespread public support. Therefore, analyzing the communication strategy and campaign management conducted by Sekolah Relawan can yield vital insights into best practices for online fundraising.

Sekolah Relawan possesses an independent, website-based crowdfunding platform known as *baikitumudah.com*. This platform is independently designed and utilized by Sekolah Relawan to ensure the success of campaigns initiated both autonomously and collaboratively with specific partners.

The choice of the website as the research focus is strongly justified. Although the broader public is more accustomed to social media platforms like Instagram and Facebook, a website offers greater control and flexibility for NGOs. It allows complete autonomy over the design, content, and interactive features, which can be optimized for fundraising campaigns. Furthermore, a website provides a more stable and professional platform for building organizational brand and credibility. Through a website, information can be presented in a more structured and comprehensive manner, thereby helping to build trust among the public and donors. Consequently, focusing on the website in this study is considered more relevant and strategic in understanding the effectiveness of online fundraising campaigns.

Local platforms like *baikitumudah.com* provide broader access for NGOs to raise funds directly from the public. This opens new avenues for NGOs to support various initiatives, such as social campaigns, humanitarian projects, and educational programs. *BaikItuMudah.com* is a crowdfunding platform that collects online donations from the public, enabling NGOs to reach a wider pool of donors and accumulate more substantial funds.

The objective of this research is to analyze and comprehend how Sekolah Relawan designs and implements an effective communication strategy to achieve its fundraising objectives and increase public awareness regarding humanitarian crises in Palestine.

The communication strategy planning process (Purwaningsih, 2024), based on the strategic planning model developed by Ronald D. Smith, consists of the following steps:

- 1) **Situational Analysis.** The first phase involves gathering information and analyzing the current situation to design a strategy suitable for existing conditions.
- 2) **Organizational Analysis.** This stage involves observing three aspects of the organization: the internal environment (mission, performance, resources), the external environment (reputation), and public relations.
- 3) **Public Analysis.** In this phase, the organization is expected to prioritize its public relations to analyze and identify public needs and interests.
- 4) **Setting Objectives and Goals.** The aim of the communication strategy is to formulate clear and specific goals. Communication objectives can be divided into three categories: reputation management goals, relationship management goals, and task management goals.
- 5) **Formulating Strategic Actions in Response.** This phase entails formulating action and response strategies that align with the established objectives and goals. The strategy has two focal points: organizational actions and message content.
- 6) **Using Effective Communication.** A communication strategy requires effective communication to attain its goals. Effective communication involves selecting and implementing the right communication tactics.
- 7) **Selecting Communication Tactics.** This phase involves choosing the communication tactics to be deployed. These can be categorized into four groups: interpersonal communication, organizational media, news media, and advertising and promotional media.
- 8) **Implementing Strategic Planning.** This stage involves executing the formulated strategic plan. The selected communication tactics must be applied effectively to achieve the set goals.
- 9) **Evaluating Strategic Planning.** The final phase involves evaluating the implemented strategy. This evaluation aims to determine the strategy's effectiveness and to make necessary improvements.

METHOD

This study utilizes a qualitative approach with a descriptive design to analyze the communication strategy of the NGO Sekolah Relawan in the crowdfunding campaign for Palestine on the website *baikitumudah.com*. The research employs a purposive sampling technique, which involves selecting a sample based on specific criteria to find relevant informants.

Data were collected through two primary sources: (1) Primary data, obtained through direct in-depth interviews with informants; and (2) Secondary data, which encompasses documentation, archives, and literature studies to support the analysis. The data analysis technique involves three main

stages: data reduction to filter relevant information, data display in the form of a descriptive narrative, and conclusion drawing and verification to ensure the validity of the research findings.

RESULTS AND DISCUSSION

The NGO Sekolah Relawan is one of the leading humanitarian organizations in Indonesia. Established in 2014, the organization has consistently been active in addressing and advocating for various social and humanitarian issues. With over 190,000 Instagram followers as of November 2024, Sekolah Relawan has proven its popularity among the Indonesian public, encompassing both younger and older generations. The organization's presence brings a tangible impact to diverse societal layers, acting as a trusted bridge in carrying out its humanitarian missions.

Sekolah Relawan's objectives, which align with the mission of solving social problems, demonstrate their commitment to disaster and humanitarian issues. This dedication is evident in their efforts to tackle social, economic, and infrastructural problems through a long-term approach.

As a continuously growing NGO, Sekolah Relawan is committed to maximizing its innovations and flagship programs. For over 10 years, the organization has received positive feedback and broad community support. One of their developed innovations is online crowdfunding, serving as a response to technological advancements. Online crowdfunding has become a novel method for collecting donations, shifting away from conventional practices.

To understand how the communication strategy is executed by Sekolah Relawan, the communication strategy planning process described in this study references the model developed by Ronald D. Smith, as elaborated by Purwaningsih (2024). This model consists of nine key steps, beginning with a situational analysis to understand existing conditions, an organizational analysis to evaluate the internal and external environments, and a public analysis to identify the needs and interests of the target audience.

Subsequently, the strategy is designed by setting objectives and goals, formulating actions and responsive strategies, and choosing effective communication tactics. Then, the strategic planning is systematically implemented, and finally, a strategic planning evaluation acts as a crucial step for assessing effectiveness.

Situational Analysis. In the context of fundraising, relevant global issues frequently serve as public magnets to evoke empathy. The Palestinian issue, which commands worldwide attention, has proven to be an issue capable of arousing the concern of the Indonesian public, especially those sharing an emotional and religious bond with fellow Muslims. Sekolah Relawan understands the significance of this issue as a primary catalyst for driving public participation in donation activities.

Through a crowdfunding campaign, Sekolah Relawan capitalizes on this momentum to connect the Indonesian public with the urgent needs in Palestine. As a widely recognized organization, they position themselves as a gateway facilitating the local community's desire to contribute tangibly to the ongoing humanitarian crisis in Palestine. Beyond acting as an intermediary, Sekolah Relawan also provides a space for the public to feel like part of the solution to global problems.

Organizational Analysis. Sekolah Relawan observes its internal and external environments, alongside its public relations. Internally, they evaluate their mission, the performance of previous campaigns, and available resources, including their team and supporting technology. Externally, they consider Sekolah Relawan's reputation as a trusted NGO, particularly concerning humanitarian issues like Palestine. Moreover, relationships with the public, such as donors, communities, and the media, are analyzed to ensure the communication strategy runs effectively.

Their mission is to act as a bridge for public concern regarding humanitarian issues. In supporting this mission, they focus not only on fundraising but also on improving internal team performance through an efficient and responsive structure. One of the key utilized resources is the website baikitumudah.com. This platform has become the primary tool for reaching donors swiftly and easily, supporting transparent and professional fundraising.

As an NGO with a long-standing presence, Sekolah Relawan is known as a reliable organization with a stellar track record in distributing humanitarian aid. The crowdfunding campaign for Palestine has further solidified their reputation, especially among the youth who dominate their donor

base.

Sekolah Relawan maintains excellent relationships with the public through effective communication, both online and offline. However, a sudden spike in visits and transactions during the campaign posed technical challenges for the website. This had the potential to impact user experience and donor trust.

When the baikitumudah.com website faced technical difficulties due to activity spikes, the IT team at Sekolah Relawan swiftly addressed the issue. This rapid response demonstrated the organization's ability to react to challenges, maintain smooth operations, and sustain donor trust. The effective response to this challenge highlighted the organization's readiness to handle unforeseen situations.

Public Analysis. Sekolah Relawan implemented its communication strategy using a segmentation, targeting, and positioning approach to analyze the intended public for their crowdfunding campaign publication. Particularly regarding the Palestinian issue, this approach was deemed capable of reaching an audience that aligns with their target expectations.

In the segmentation stage, Sekolah Relawan did not strictly divide its audience into specific groups based on rigid criteria. However, demographically, their primary target was the Indonesian Muslim community, ranging from 17 to 50 years of age. This segmentation was based on the premise that this demographic possesses a high degree of sensitivity to humanitarian issues, especially those concerning Palestine. Furthermore, the targeted audience tends to exhibit high empathy towards global issues and a strong sense of solidarity among fellow Muslims. Geographically, Sekolah Relawan targeted all regions across Indonesia, focusing on individuals who are active on social media and accustomed to interacting via digital platforms.

Following segmentation, Sekolah Relawan moved to the targeting phase by selecting audiences with the highest potential to actively engage in the campaign for Palestine. The primary target is naturally the Indonesian public meeting the segment criteria mentioned in the previous paragraph, specifically social media users on platforms like Instagram and WhatsApp. With excellent digital access capabilities, this target audience is expected to create a significant impact through support and donation participation. Moreover, this target audience is also anticipated to disseminate campaign information to a broader demographic.

The final stage is positioning, where Sekolah Relawan strives to build a public image as a trustworthy and empathetic organization. Sekolah Relawan assumes the role and positions itself as a reliable liaison between donors and beneficiaries by emphasizing humanitarian values through field-research-based stories and narratives. The website baikitumudah.com is also positioned as a medium that not only streamlines the donation process but provides high transparency. In this manner, Sekolah Relawan has successfully forged a strong emotional bond with donors, thereby supporting the success of its online fundraising efforts.

Setting Objectives and Goals. In the crowdfunding campaign for Palestine on the Baikitumudah.com website, Sekolah Relawan established communication objectives based on three strategic categories:

- a. Reputation Management Goals. This goal focuses on building and enhancing public trust in Sekolah Relawan as a professional and accountable organization. In the context of the Palestine campaign, Sekolah Relawan ensures transparency in fund management, such as providing clear and detailed financial reports, and showcasing tangible evidence of the campaign's impact through documentation of field activities. This aims to reinforce a positive image and donor confidence in their credibility.
- b. Relationship Management Goal. In this category, Sekolah Relawan seeks to strengthen ties with existing donors while expanding its reach to new ones. This strategy involves personal communication with donors via platforms like WhatsApp and email, and utilizing social media to build emotional connections with a broader audience. Additionally, Sekolah Relawan fosters a sense of unity through empathetic campaign narratives, such as showcasing the struggles of the Palestinian people and the importance of donor contributions in aiding them.
- c. Task Management Goal. This goal ensures that fundraising targets are met within the designated campaign period. Objectives are formulated to be specific and measurable, such as setting a target donation amount to be achieved and directing audience traffic to the campaign page on Baikitumudah.com. For instance, Sekolah Relawan utilizes website analytics to monitor visitor

numbers and conversion rates (from visitors to donors), enabling them to evaluate the effectiveness of the employed communication tactics.

The marketing communication strategy applied by Sekolah Relawan via the *baikitumudah.com* platform is highly relevant to three key elements (Suwarso; 2020), namely: content, amplification, and collaboration. The content presented on *baikitumudah.com* is designed to be relevant, engaging, and value-adding for the audience, particularly donors and advocates for the Palestinian cause. By utilizing emotional storytelling, documentary videos, infographics, and transparency reports, Sekolah Relawan successfully evokes audience emotions and motivates them to act, whether by donating or sharing campaign information. This approach reflects a persuasive strategy that leverages "humanity interest" to create a profound emotional connection with the audience.

Amplification is conducted by harnessing various communication channels, such as social media, partnerships with influencers, and digital campaigns. Social media plays a pivotal role in reaching a broader audience and elevating public awareness about the campaign. This aligns with an imaging strategy, where collaboration with media and influencers generates positive narratives while simultaneously expanding campaign reach. Interactive features on *baikitumudah.com*, such as direct donation capabilities and campaign link sharing, further strengthen the impact of amplification.

Collaboration represents another strategic aspect implemented by Sekolah Relawan. Partnerships with community figures, corporations, or partner organizations allow them to amplify their message and expand their audience reach. This collaboration bolsters the image-building strategy, highlighting Sekolah Relawan's credibility as a professional and dedicated organization. Additionally, this collaboration serves as a crucial tool for navigating challenges, such as rectifying negative perceptions by presenting fact-based arguments supported by trusted parties.

By integrating compelling content, effective amplification, and strategic collaboration, Sekolah Relawan can maximize the effectiveness of its marketing communication objectives through *baikitumudah.com*. This strategy aims not only to boost public participation and awareness but also to fortify donor trust in the executed crowdfunding campaign, thereby supporting the achievement of organizational goals.

Formulating Strategic Actions in Response. The aforementioned factors serve as the foundation for Sekolah Relawan to continuously refine their communication strategies, particularly for campaigns run via the *baikitumudah.com* website, by understanding the behavioral patterns and values important to the reached audience. Sekolah Relawan can design campaigns that are more relevant, engaging, and effective in motivating more people to join and support humanitarian action campaigns.

The achievement of Sekolah Relawan's crowdfunding campaign communication strategy via the *baikitumudah.com* platform can be linked to the Altruism and Warm-Glow Giving theory and the Goal-Setting Theory outlined by Corrado Lagazio and Francesca Querci. In the Altruism and Warm-Glow Giving theory, donor contributions are frequently influenced by emotional satisfaction (warm-glow) or altruistic impulses to help others. Sekolah Relawan utilizes this theory by presenting emotional content, such as humanity interest stories and documentary videos that highlight the tangible impact of aid on the Palestinian community. This approach generates a sense of satisfaction for donors who see that their contributions enact significant change. However, as this theory emphasizes, relying solely on altruistic motivation is insufficient. Therefore, Sekolah Relawan complements it with transparent reporting and interactive features on *baikitumudah.com*, which reinforce trust while heightening donors' emotional engagement.

The achievement of this communication strategy process is also tightly intertwined with the application of principles from the Goal-Setting Theory. Establishing clear goals is a critical key, where Sekolah Relawan sets specific and detailed funding targets for each campaign. Clear objectives help donors comprehend the impact of their contributions and motivate them to donate. Furthermore, a focus on smaller-scale projects gives the impression that funding targets are realistic and easily attainable, thus maintaining donor momentum and interest. With an extended campaign strategy, Sekolah Relawan also affords more time to raise public awareness, build relationships with the audience, and hit funding targets.

The combination of the Altruism and Warm-Glow Giving theory with the Goal-Setting Theory is reflected in Sekolah Relawan's communication strategy, which relies not only on emotion but also

reinforces trust and designs a structured and realistic approach. With the integration of both theories, the campaign on baikitumudah.com becomes highly effective, delivering tangible impacts, and cementing long-term relationships with donors.

Using Effective Communication. Managing trust and challenges within a crowdfunding campaign can be executed through a strategy of argumentation. If negative news or doubts regarding the campaign arise, Sekolah Relawan can utilize the features of baikitumudah.com to present facts and accountable reports, thereby helping to rectify public perception. Additionally, an image-building strategy is applied via transparent and reliable reporting, which ultimately contributes to establishing a positive organizational image sustainably.

Donor trust is one of the determining factors for a successful crowdfunding campaign. Therefore, Sekolah Relawan places transparency as a top priority. To ensure this trust is maintained, Sekolah Relawan prioritizes transparency in every aspect of fund management. One of the primary strategies implemented is through the "update kabar" (news update) feature on the baikitumudah.com website. This feature is designed to provide the latest information to donors on how collected donations are being utilized and implemented in the field. Every update in this feature is accompanied by visual documentation, such as photos and videos captured directly during the aid distribution process. This visualization not only provides concrete evidence to donors but also builds conviction that their contributions are indeed reaching those in need.

According to Keating and Trandardottir (2018), as explained in a study by Rahayu (2020), accountability is not merely an important factor but also has a significant impact on building and enhancing donor trust. This trust forms the primary foundation for the operational sustainability of an NGO, especially concerning continuous fundraising efforts. Research conducted by Lawrence & Nezhad, S. bolsters this via an analysis of four international NGOs, demonstrating that the consistent application of accountability, transparency, and government co-option principles can build a credible organizational reputation.

Supported by Lawrence & Nezhad, S.'s research—which highlights that accountability and transparency are essential not only in preserving donor trust but also function as a control mechanism ensuring received funds are used appropriately and per initial objectives—it is evident that implementing these principles creates trust and strengthens the relationship between NGOs and stakeholders, including donors, beneficiaries, and the general public.

One of the central focuses of campaigns on baikitumudah.com is transparency, ensuring that donors can track the progress and impact of their contributions. Through this approach, baikitumudah.com hopes to build long-term trust with donors and expand an active support base for various social activities. Through these campaigns, [Baikitumudah.com](http://baikitumudah.com) also endeavors to cultivate a modern culture of mutual cooperation (*gotong royong*) relevant to contemporary societal needs, thereby motivating more people to help one another and share.

The transparency practiced by Sekolah Relawan is not intended merely for generating reports but also to demonstrate a commitment to organizational accountability. By openly exhibiting the fund management process, Sekolah Relawan manages to elevate its credibility as a trustworthy institution. This approach contributes to establishing long-term relationships with donors, as they feel assured that their contributions are managed by a responsible party.

The trust earned through this transparency yields long-term impacts. Donors satisfied with donation management are inclined to continue contributing to future campaigns. Moreover, they possess the potential to become individuals who propagate this positive influence to others by helping promote the Palestine campaign and donating through the baikitumudah.com website to their networks, either via direct recommendations or through social media. Thus, the commitment to transparency is not just an obligation but an effective strategy for building a positive image and solidifying Sekolah Relawan's position as a credible institution in the eyes of the public.

Selecting Communication Tactics. By employing a targeted communication strategy and leveraging digital platforms like baikitumudah.com, they have successfully forged emotional ties between donors and beneficiaries. This demonstrates that a global issue, if managed well, can be an effective catalyst in boosting local community participation in humanitarian causes. Sekolah Relawan proves that managing a relevant issue with the appropriate communication approach can reinforce the solidarity of the

Indonesian people toward global problems.

In connection with communication strategy concepts, the NGO Sekolah Relawan's Crowdfunding Campaign for Palestine on *baikitumudah.com* optimizes platform features to support an imaging strategy (strategy of publicity) by using the platform to publish positive news and narratives about the Palestine campaign. This aids in building a positive image while granting direct access for donors to comprehend the organization's transparency and credibility through published data and reports.

In the current digital era, harnessing social media and collaborating with influencers is one of the main keys in the communication strategy implemented by Sekolah Relawan. As an organization operating in the social and humanitarian sector, they recognize the importance of a social media presence as a means for publication and reaching a broader audience, particularly the younger generation who are highly active social media users.

Several local influencers who collaborate with Sekolah Relawan include Dara Arafah (@daraarafah) and Awkarin (@narinkovilda/@awkarin). Sekolah Relawan has built strong, long-standing collaborations with numerous influencers to expand the reach and effectiveness of their campaigns.

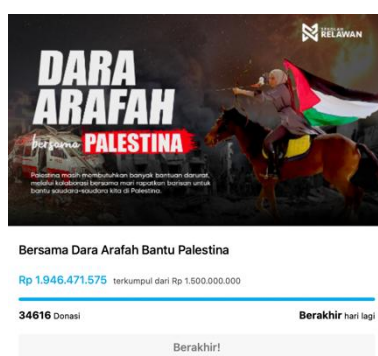


Figure 1. Dara Arafah's Campaign with Palestine

Among the most influential names involved in the campaign for Palestine are Dara Arafah (@daraarafah) and Karin Novilda (@narinkovilda/@awkarin). Both influencers possess massive audiences and are deemed highly influential on social media. This is evident in their audiences exhibiting humanitarian concern in several previous campaigns, referring to the positive responses from Dara Arafah's and Karin Novilda's followers toward campaigns initiated by Sekolah Relawan. In this context, the engaged audience demonstrates deep care and empathy toward social and humanitarian issues promoted and published by both influencers, such as campaigns for Palestine, disaster victims, or marginalized communities. This is reflected in their high participation rates, whether in the form of donations, moral support, or disseminating campaign information across various social media platforms.

One of the most prominent campaigns for Palestine was the collaboration with Dara Arafah. This campaign successfully captured public attention in a short timeframe and recorded an extraordinary milestone, amassing 1.6 billion rupiah in donations in just a few days. This achievement mirrors the significant impact that can be generated through a well-planned digital communication strategy and collaboration with public figures who have a powerful appeal among the public, particularly those highly empathetic to the Palestinian cause.

Karin Novilda is also a major contributing influencer in collaborations with Sekolah Relawan. Through her social media platforms, Karin assisted in promoting the campaign persuasively, utilizing a communication style that is relatable and relevant to her audience. The messages conveyed by both influencers have not only heightened public awareness regarding the Palestinian issue but have also built public trust to contribute via the *baikitumudah.com* platform managed by Sekolah Relawan.



Figure 2. Karin Novilda's Campaign with Palestine

This response serves as a campaign success indicator, proving capable of touching the audience's hearts and motivating them to act by donating on the baikitumudah.com website. Furthermore, active audience involvement also reflects that the communication message delivered by Sekolah Relawan successfully built strong emotional connections, making the audience feel that their contributions yield tangible impacts.

Collaborations with influencers like Dara and Karin illustrate how a communication strategy leveraging the power of social media can fortify an organization's mission. By combining influencer reach, visual content quality, and narratives that tap into the audience's emotional side, Sekolah Relawan successfully created a real impact and inspired the public to engage in humanitarian action.

The emotional strategy and the use of social media to attract donors are closely linked to a persuasive approach. Social media serves as a primary channel for conveying emotional stories, such as videos or true accounts from Palestine, which can influence public opinion and drive donation participation. Conversely, an imaging strategy is also implemented through collaborations with influencers or social media to broaden campaign reach and generate advantageous viral news.

Implementing Strategic Planning. The platform baikitumudah.com has become Sekolah Relawan's primary tool for online fundraising. As a digital communication medium, this platform not only simplifies the donation process but functions as a conduit to strengthen interactions among the organization, donors, and beneficiaries.

The utilization of the website baikitumudah.com by Sekolah Relawan aligns with the characteristics of new media according to Martin Lister, namely:

- a. Digital. The website baikitumudah.com is a digital platform integrating various data formats like text, graphics, photos, and video to convey campaign messages. This data is translated and displayed digitally to website visitors, allowing Sekolah Relawan to deliver emotional narratives, trustworthy reports, and transparent information in a communication format easily understood by visitors.
- b. Interactive. This is one of the main strengths of the inherently interactive baikitumudah.com website. Users are not merely passive recipients of information but can directly donate, actively share the campaign on social media, provide feedback, and acquire further information via the contacts listed on the website. This interaction boosts user engagement and solidifies the emotional bond between donors and Sekolah Relawan.
- c. Hypertextual. The website baikitumudah.com utilizes hypertextuality by providing links directing users to interrelated pages, such as updates on aid distribution, campaign documentation, or the latest news regarding the Palestinian issue. This allows users to explore information more deeply and build a better understanding of the campaign.
- d. Virtual. As a web-based platform, baikitumudah.com leverages cyberspace to connect Sekolah Relawan with donors worldwide without temporal or geographical constraints. Donors can access information, contribute, and communicate at any time via the website. This is highly critical in crowdfunding campaigns, which are global in nature and require high accessibility.
- e. Simulation. Through the use of visualizations such as documentary videos, infographics, or photos of the current conditions in Palestine, baikitumudah.com creates an emotional experiential simulation for its visitors. This content allows donors to "feel" the campaign's impact, motivating them to take concrete action, such as donating or sharing the campaign.

The use of new media like baikitumudah.com by Sekolah Relawan demonstrates how this digital platform acts as a strategic tool for increasing participation, trust, and emotional engagement in crowdfunding campaigns. The combination of these five characteristics ensures a holistic and effective user experience.

Evaluating Strategic Planning. The challenges faced by baikitumudah.com stem from the public's limited knowledge of the platform, largely due to minimal promotional activities. The promotional efforts undertaken by Sekolah Relawan thus far have only utilized official social media and collaborations with several influencers to introduce and run campaigns via baikitumudah.com. However, this approach is deemed insufficient for building widespread public

Beyond informational limitations, technical challenges also pose a significant hurdle for the baikitumudah.com website. The platform has frequently experienced issues such as slow site response times, system errors, and non-user-friendly navigation features. A concrete example occurred during a traffic surge during the Palestine campaign in its early launch phase. High activity on the website caused several features to function sub-optimally.

Technical issues like this not only affect donor comfort when using the platform but also risk diminishing their trust in baikitumudah.com. This underscores the importance of improvements on the technical front and the reinforcement of promotional strategies to ensure a better user experience while simultaneously establishing the platform's image as a credible donation channel.

In addressing the various challenges regarding the baikitumudah.com website, the Sekolah Relawan team exhibited rapid and responsive action to resolve any emerging issues. They did not merely identify constraints but designed superior strategies to ensure smooth and effective campaign operations. One crucial step taken was fixing various technical aspects that affected platform performance and fortifying the communication strategy. One such strategy employed strong visual and narrative approaches, which have proven effective in elevating credibility and capturing public attention.

Authentic visual approaches act as key elements in Sekolah Relawan's effort to forge emotional connections with the public and increase trust in the baikitumudah.com platform. By showcasing actual field documentation and the conditions of beneficiaries—such as photos and videos of Palestinian refugees—Sekolah Relawan successfully delivered a more moving and emotional message. These powerful visuals provide a direct portrayal of the donation's impact, which in turn captures attention and arouses empathy from potential donors. This emphasizes the significance of storytelling—narrating true stories capable of touching audiences' hearts and tightening the bond between Sekolah Relawan and donors.

To elevate the quality and appeal of campaign content, Sekolah Relawan does not solely rely on internal team capabilities but also collaborates with third parties possessing expertise in visual content production. This collaboration aims to produce more captivating materials, thereby boosting the overall appeal of the campaign. In an effort to expand audience reach, Sekolah Relawan has also begun considering the use of digital advertising. By utilizing paid ads on social media platforms, they strive to reach new audiences who may be unfamiliar with baikitumudah.com. This step is believed to potentially increase website visibility in the long run, while concurrently strengthening Sekolah Relawan's image as an organization capable of managing crowdfunding campaigns professionally and effectively.

The transparency implemented by Sekolah Relawan has successfully established donor trust through various efforts, such as clear information updates and documentation. However, in practice, efforts to maintain this transparency are not free from obstacles that hinder its effectiveness. These challenges encompass technical aspects, communication, and public platform introduction, necessitating strategic solutions so that the crowdfunding campaign can run more optimally.

One of the primary challenges faced by Sekolah Relawan is the public's lack of awareness regarding the use of the website baikitumudah.com as an official fundraising platform by Sekolah Relawan. Many potential donors do not yet understand the affiliation between the website baikitumudah.com and Sekolah Relawan, leading to doubts regarding its credibility. Some returning donors prefer to transfer their donation money directly to the Sekolah Relawan Foundation's bank account because it is considered more familiar, and they feel more confident with the mechanism of transferring directly to the Foundation. This condition highlights the importance of a more effective communication strategy to introduce the platform as a trusted crowdfunding platform.

From the donor behavior perspective above, trust acts as a highly critical element in a person's decision to donate. When donors harbor doubts, their decision to use a specific platform can be impeded, or even canceled. Therefore, efforts to bolster transparency and information disclosure serve as a crucial step for increasing public trust in the *baikitumudah.com* website. Utilizing social media and collaborating with influencers also serve as vital strategies in building public trust in the utilized donation mechanism. Given that *baikitumudah.com* is a relatively new platform, the public's level of familiarity with it highly influences their decision to donate through this crowdfunding platform. When an individual feels familiar with a platform, they become more.

CONCLUSION

The communication strategy implemented by the NGO Sekolah Relawan in the crowdfunding campaign for Palestine through the website *baikitumudah.com* has been well-designed and effective. This process is evidenced by the stages of the communication strategy concept, which began with an in-depth situational analysis to comprehend field needs, followed by an organizational observation involving internal and external evaluations. Campaign goals and objectives were formulated specifically and measurably, focusing on increasing trust, building donor relationships, and hitting donation targets. The applied strategies—such as collaborating with influencers and other fundraisers, deploying storytelling techniques to build emotional engagement, and maintaining transparency through news updates and information dissemination to donors—demonstrate a positive impact on building trust and public participation.

Recommendation. Based on the research findings, there are several challenges that require Sekolah Relawan's attention, such as technical issues on the fundraising platform *baikitumudah.com* and the lack of public awareness regarding the affiliation between Sekolah Relawan and the platform. To overcome this, team capacity building is necessary, particularly in handling technical issues arising from campaign activity spikes. This step encompasses the development of technological infrastructure alongside the enhancement of the IT team's skills to ensure platform operations remain smooth and reliable.

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