

## **Exploring Youths' Intention to Use Social Media Networks for Donation Online Campaigns Using TikTok**

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### **ABSTRACT**

*The digital era continues to innovate to provide new breakthroughs in the world of technology. The number of social media platforms in fact makes people increasingly curious about using them, one of which is the TikTok application. In fact, Indonesia is listed as the largest Tiktok user in the world with 157, 6 users. This certainly attracts the interest of various groups, especially marketing media. Currently, there are many social media that can be used not only as entertainment but also as a place to raise donations. This study investigates young people's behavioral intentions in making decisions to donate through the TikTok platform. Not only that, this can be used by institutions as a reference in developing donation collection to be more optimal, especially on the TikTok platform. This research uses a qualitative method obtained through distributing questionnaires dominated by young people. From these results, it can be analyzed that many young people's decisions to donate online are due to the emotional influence that exists in themselves to contribute to donations. It is hoped that this research can help improve zakat institutions in reaching donations using TikTok and increase the contribution of young people to participate in social care to achieve mutual prosperity.*

**Keywords:** *donation decision, tiktok, youth interest, zakat institution*

### **INTRODUCTION**

Indonesia has entered the digital era at a rapid pace, characterized by internet penetration and social media usage that is increasingly spread to remote areas and various circles with 49.7 percent of the population being female, while 50.3 percent of the population is male. Data from Datareportal shows that by early 2024, 139 million Indonesians will be actively using various social media platforms. This equates to almost 50% of Indonesia's total population, making our country one of the largest social media users in the world. This figure is on the rise, with analysis from Kepios showing that internet users in Indonesia increased by 1.5 million (+0.8 percent) between January 2023 and January 2024. There is a significant difference between the number of male

(53.5%) and female (46.5%) social media users in Indonesia, with males dominating in January 2024. The report from We Are Social also shows that Indonesia ranks ninth in the longest duration of social media access at 191 minutes. This phenomenon shows how integrated social media is in the lives of Indonesians, from daily communication, access to information, to economic activities.

Social media has become an effective means of connecting people, disseminating information, encouraging community participation in various issues, as well as acting as a marketing medium. with many active users around the world, including Indonesia, social media has become a very effective marketing channel. Through social media, businesses can reach a very wide and diverse audience in real-time. Interactive features such as comments,

likes, and shares allow businesses to build more personalized relationships with consumers, as well as get direct feedback on their products or services. In addition, with various platforms such as Facebook, Instagram, TikTok, LinkedIn, and more, businesses can reach a very diverse audience. Each platform has different user characteristics, so businesses can choose the platform that is most relevant to their target market. Not only businesses, zakat institutions also contribute in reaching donations using their social media.

The digital era has opened up new opportunities for zakat institutions to optimize donation collection. Social media, with its wide reach and ability to target specific audiences, has become an effective tool for fundraising. Zakat institutions can utilize various platforms such as Facebook, Instagram, and TikTok to share inspiring stories about beneficiaries, fundraising campaigns, and transparency of fund management. The interaction between amil and donors not only increases donor engagement, but also strengthens the sense of belonging and social responsibility. By utilizing analytical data provided by social media platforms, amil can identify market trends, consumer behavior, and market segmentation more accurately. This allows amil to create relevant and engaging content for their target audience, as well as optimize campaigns for donations to their programs. In addition, social media also allows zakat institutions to collaborate with influencers and establish strategic partnerships with other institutions or companies to expand market reach.

Seeing the number of platforms on social media makes amil must be alert in managing a platform properly. In the digital era, various ways of donating can be used. One

of the social media that is currently experiencing an increase in users is the TikTok application. TikTok's potential as a fundraising tool is huge. Given that Indonesia is the largest TikTok user country in the world. With smart algorithms, interesting videos can easily go viral and reach millions of users. Zakat institutions that successfully utilize TikTok features well can increase public awareness about the importance of zakat and raise significant amounts of funds.

Indonesia has again been named the most generous country in the world based on the 2024 World Giving Index (WGI) report by the Charities Aid Foundation (CAF). This is the seventh time that Indonesia has received the title in a row since 2017. In Indonesia, the potential of zakat is remarkably high. The latest national estimates indicate that zakat potential reaches approximately IDR 327 trillion annually, while actual zakat collection remains far below this figure, around IDR 40 trillion in recent years. This significant gap between potential and realization highlights the urgency of improving zakat collection mechanisms, including the utilization of digital platforms to reach a broader base of muzaki and increase compliance (BAZNAS, 2021).

Therefore, the habitual practice of donating in Indonesian society is increasingly supported and simplified by the emergence of diverse digital platforms. This ease of access further encourages people to donate more actively. Unfortunately, judging from the existing distribution. The lack of ability of institutions to develop the TikTok platform as a marketing medium. This will lead to a lack of optimization in collecting donations through the TikTok platform. Considering that TikTok has a very large number of active users, this platform has enormous potential to become a forum for collecting donations for various institutions. With its wide reach and ability to

reach various demographics, especially the younger generation, TikTok can be an effective tool to raise funds and increase public awareness of various social issues.

An effective donation collection strategy involves the integration of various elements, ranging from a deep understanding of donor behavior, the development of innovative products and services, to the utilization of information technology. By combining all these elements, a zakat institution can build strong relationships with donors, increase trust, and ultimately achieve optimal fundraising goals. This research makes a significant contribution to the development of fundraising strategies for zakat institutions. By analyzing the use of TikTok features and donor behavior, this research opens up opportunities for zakat institutions to create more relevant and effective campaigns. In addition, this research also shows that the younger generation has a very important role in social activities, so that zakat institutions can involve the younger generation in providing education in fundraising activities. Thus, zakat institutions can increase the number of donations, strengthen public trust, and contribute to building a more just and prosperous society.

## LITERATURE REVIEW

### *Online Donation*

Online donation is the practice of making digital donations through the internet. Ease of access, flexibility, and wide reach make this method increasingly popular. Based on research (Hilvert-Bruce et al. 2018), online donation offers convenience for people to contribute without having to physically visit a charity organization. In Indonesia, the trend of online donation has increased rapidly in recent years, supported by the development of technology and increasingly sophisticated digital platforms. Many humanitarian and

social organizations have adopted this method to raise funds and support various social projects (Alfiansyah and Nurhilmiah 2024). Giving is influenced by various factors. In addition to a sense of moral obligation and familiarity with the cause, reputation and public trust in the organization are also key considerations, especially for those who are unfamiliar. After making a first-time donation, the experience and relationship established with the charity may influence one's intention to donate again, although initial factors such as reputation remain important considerations. In addition, those who do not have complete information about the organization and its activities are expected to base their decision to donate on the reputation and trustworthiness of the organization.

### *Decision to Donate*

The decision-making process for donation is analogous to the purchasing process (Salsabila & Hasbi 2021, 166). Whether deciding to buy a product or donate, individuals tend to go through the same stages, such as recognizing a need or problem, searching for related information, comparing various options, and finally making a decision. Emotional factors such as empathy and personal values are often the main drivers in making donation decisions, but rational considerations such as organizational reputation also play a role. This is in line with Setiadi's (2003) research which shows that consumers generally go through similar steps in the decision-making process. The ease of donating online also brings new challenges, namely how to ensure that the donated funds reach the right hands and are used for good purposes. The ease of internet access and the development of financial technology have spawned many online donation platforms. However, behind this convenience comes the concern of

irresponsible parties taking advantage of the situation for personal gain. As a result, people have become more selective in choosing a trusted donation platform to ensure that the donated funds are used in accordance with the intended purpose.

There are several stages of a donor making a donation. The AIDA (Attention, Interest, Desire, and Action) theory offers a useful framework for designing effective fundraising strategies. The model suggests that non-profit organizations need to focus on four key stages: attracting the attention of potential donors, arousing their interest, creating a desire to donate, and encouraging them to take action. The AIDA (Attention, Interest, Desire, and Action) theory was proposed by American businessman Elmo Lewis in 1898 (Javan et al., 2018). Lewis argues that advertising is very important to maximize company profits, especially the interaction between sellers and buyers about products (Lee et al., 2018). Marketers act as facilitators who guide consumers through various stages. After successfully attracting attention, marketers need to keep consumer interest high by presenting relevant and interesting information. Furthermore, marketers must convince consumers that the product offered is the best solution to meet their needs or desires. Thus, consumers will feel encouraged to make a purchase (Ullal & Hawaldar, 2018). The AIDA model builds a positive and important relationship by increasing customer interest and satisfaction through product promotion. According to Kusniadji (2016), the personal selling process as a marketing communication activity goes through several stages as follows:

1. Attention: The consumer decisionmaking process begins with the exposure stage to marketing stimulus. An

attractive stimulus will trigger consumers' attention and encourage them to process further information.

2. Interest: Once attention is focused, consumers will begin to evaluate the relevance of the product or service to their needs and wants. This evaluation process will trigger deeper interest.

3. Desire: When consumers feel that the product or service can fulfill their needs, they will develop a desire to own it. This desire is an internal drive that pushes consumers to act.

4. Action: The act of purchase is the culmination of the consumer decisionmaking process. This decision is influenced by a variety of factors, including attitudes, social norms, and consumers' personal characteristics.

#### *Factors that influence donation*

Online donation is still the people's choice in this fast and easy digital era. There are several factors that make someone make a donation:

1. Logic: the process of selecting alternative actions based on rational and evidence-based analysis. This process aims to ensure that the decisions taken are appropriate and of high quality, and can be implemented effectively to achieve certain goals (heriyadi, 2017). The decision to donate in this case includes how the donor's point of view decides to donate from his mindset.

2. Emotional: the process by which emotions, both positive and negative, influence the choices made by individuals. This includes how a person's feelings can affect perceptions, risk assessments, and preferences in certain situations (hidayat et al, 2024). This donation decision involves the feelings that a person has so that they decide to take action to donate.

3. Spiritual: religious beliefs and values influence individual decision-making processes. Research shows that the influence of

faith can increase participation in social and charitable activities, and form a positive attitude towards daily life (sari, 2017). This can involve a person to donate so as to increase one's faith.

### *TikTok*

TikTok is a social media platform launched in 2016 (Kaye et al., 2024), tiktok has revolutionized the consumption of video content with a short format with a maximum duration of 10 minutes (Malik A., 2022). The platform not only allows users to consume content, but also facilitates content production through various easy-to-use editing features. One of TikTok's key advantages is its sophisticated content recommendation algorithm, which effectively matches user preferences with relevant content (Klug et al., 2021). High social interactions, such as comments and content sharing, further strengthen the performance of this algorithm, allowing content to reach a wider audience organically. Thus, TikTok is not only an entertainment platform, but has also been proven to be an effective marketing tool for donations to increase the credibility of the institution, build community, and achieve more optimized collection goals (Kartasasita V., 2023).

### *Philanthropic Organization*

The concept of philanthropy, which etymologically refers to acts of compassion and care for fellow human beings (Tamim, 2016), has been an integral part of Islamic

teachings. Islam, as a comprehensive religion and rahmatan lil 'alamin, generally teaches the importance of sharing and helping others. The roots of philanthropic values in Islam can be traced to the Qur'an and Hadith, which

provide comprehensive guidance on social and humanitarian obligations.

Through a dynamic process of *ijtihad*, scholars have developed various instruments to realize these philanthropic values. The emergence of ZISWAF (zakat, infaq, sadaqah and waqf) institutions is a concrete manifestation of Muslims' efforts to manage wealth more fairly and sustainably. These institutions not only function as a forum for collecting funds, but also as an instrument to distribute wealth to those in need, as well as a means to encourage inclusive economic growth.

The concept of philanthropy in Islam is not only limited to acts of charity, but also has a broader dimension, namely as an instrument to realize social justice and public welfare (Kholis et al., 2013). Zakat, infaq and sadaqah (ZIS) are concrete manifestations of Islamic philanthropy that aim to redistribute wealth and help those in need. ZIS management institutions, both Badan Amil Zakat (BAZ) formed by the government and Lembaga Amil Zakat (LAZ) formed by the community, play an important role in managing and distributing zakat funds in order to achieve these goals.

Law No. 38/1999 on Zakat Management provides a clear legal framework on zakat management in Indonesia. This regulation distinguishes between BAZ as an official zakat management institution and LAZ as a non-governmental organization engaged in zakat management. The existence of these two types of institutions shows the plurality and dynamics of zakat management in Indonesia,

as well as the effort to involve various actors in realizing social justice.

## METHODOLOGY

### *Research Methods*

In this study, the authors used a qualitative method as a research method. According to Moleong, 2019 Qualitative research is research that tries to understand the events experienced by research subjects, such as motivation, perception, behavior, action, and others. In qualitative research, researchers elaborate, analyze, and synthesize theories, as well as analyze questionnaires that are used as data sources. This is able to find out the factors that influence people to donate so that it can be used as an effective fundraising strategy to increase social fundraising in Indonesia which is adjusted and aligned with its objectives. This study related to knowledge of donation decisions in young people through the TikTok platform in maximizing social fundraising in Indonesia is an alternative solution in achieving the desired goals related to maximizing equality of life in reducing poverty in the digital era.

### *Research Data Sources*

This research adopts a quantitative approach using primary data as the main data source. Primary data was collected through distributing questionnaires to 52 respondents. This method was chosen to obtain direct information about the factors that influence respondents' decision to donate. The data obtained from this questionnaire is expected to provide a comprehensive understanding of the respondents' donation motivation, so that it can be utilized by related institutions to design more effective fundraising strategies.

In addition to primary data, this research also utilizes secondary data as a complement. The secondary data used is in the form of scientific literature, such as journals and books, as well as the results of previous research relevant to the topic of attracting donation

decision making through the TikTok platform. This secondary data serves as a theoretical framework and reference to understand the research context and interpret findings from primary data. Thus, this research is expected to make a significant contribution to the development of knowledge in the fields of philanthropy and social marketing.

### *Data Analysis*

By using answers from a questionnaire of 52 respondents. This is able to find out what factors dominate the decision to donate through the TikTok platform which can be used as a reference for institutions to increase the effectiveness of digital collection.

| Variables | Description                               |
|-----------|-------------------------------------------|
| Logic     | Have a lot of money                       |
|           | Content looks interesting                 |
|           | Trust in a particular zakat institution   |
|           | Enhancement of one's reputation           |
|           | Neighborhood donation                     |
| Emotional | Compelling copywriting                    |
|           | Trust in certain influencers              |
|           | Want to help                              |
|           | Bigger and better meaning to oneself      |
|           | Interesting activity program              |
|           | Happiness when helping                    |
|           | Have felt the same way                    |
|           | Feeling that people deserve a decent life |
| Spiritual | Feeling able to inspire someone           |
|           | Want to increase your reward              |
|           | Fear of sin                               |
|           | There is a desire                         |

|  |                                        |
|--|----------------------------------------|
|  | Have a vow/promise                     |
|  | Want to be close to Allah SWT          |
|  | Feeling the call to donate             |
|  | Moral obligations that become habitual |

## RESULTS

Analysis of the questionnaire data collected from respondents in Indonesia shows a dominant demographic profile. A total of 89.4% (47/52) of respondents belong to the young age group of 18-24 years old. In addition, there is a significant gender skew, with women dominating at 71.2% (37/52) of the total sample. Nonetheless, the survey results reveal a high level of TikTok penetration among respondents. A total of 96.2% (50/52) of respondents stated that they actively use the TikTok app. This finding indicates that TikTok has managed to gain significant popularity, especially among young women in Indonesia.

In addition, 27 respondents tend to rarely find zakat institutions that have entered the Tiktok platform as a medium in marketing to raise donations. For this reason, many respondents, 33 out of 50 respondents, have never donated on the Tiktok platform.

The actions of the donating community are divided into 3 variables, namely logically, emotionally and spiritually. The analysis of people's decision to donate is dominated by emotional factors. As many as 74% (37/50) of respondents stated that their decision to donate was driven by emotional responses such as empathy, sympathy or compassion for people in need. Spiritual factors, manifested in the form of religiosity, accounted for 16% (8/50) of respondents. Meanwhile, logical considerations, whether from the role of the institution, were only a determining factor for 10% (5/50) of respondents. This finding

indicates that the decision to donate is more often based on psychological and spiritual aspects rather than purely rational calculations.

Table 1. Decision To Donate

| Aspects      | Qtty      | %          |
|--------------|-----------|------------|
| Emotional    | 37        | 74         |
| Spiritual    | 8         | 16         |
| Logic        | 5         | 1          |
| <b>Total</b> | <b>50</b> | <b>100</b> |

Sources: Author (2024)

## DISCUSSIONS CONCLUSIONS

### Conclusion

From this research it can be concluded that:

1. The number of people who have never donated through the Tiktok platform
2. The role of zakat institutions tends to be rarely found in the community where zakat institutions use the TikTok platform as a marketing medium for collecting donations.
3. People's donation decisions tend to be dominated by emotional attitudes that arise within themselves.

### Suggestion

It can be realized that this research needs a lot of updating in the future so that it is hoped that this research can be used as a reference for zakat institutions in improving donation collection strategies so that collection can be more optimal and able to increase the credibility of zakat institutions through social media. Not only that, it is hoped that the community will contribute to social care through digital donation.

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