Original Article

Four Most Favorites Social Media for Attracting Donors in the Pandemic Era (Study of Indonesian Online Charitable Giving in 2021)

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Abstract - This essay presents data on changes in Indonesian people's donation behavior during the COVID-19 pandemic: what was originally done in person is now done online through social media. The survey results show that the most widely used social media to donate during the pandemic are Facebook, Youtube, WhatsApp, and Instagram. The advantages and disadvantages of social media can be utilized by charities to optimize the use of social media as one of the pioneers in maximizing public donations. The survey method using Facebook, Youtube, WhatsApp, Instagram, Twitter, Line, and Tik Tok was conducted on 334 respondents in 34 provinces in Indonesia in 2021.

Keywords - Covid-19 pandemic, Donation, Social marketing, Social media.

1. Introduction

The Covid-19 pandemic that occurred in early 2020 has become a threat to life, health, work, finances, and welfare in almost all corners of the world, including Indonesia. Data from the Indonesian Central Statistics Agency (BPS Indonesia) for 2021 states; the percentage increase in the poor population in 2020 is 10.19 percent[1]. Released by the Indonesian Ministry of Manpower (Kemenker), the impact of implementing restrictions on Community Activities (PPKM) has resulted in nearly 48 percent of the total number of workers in critical, essential, and non-essential sectors being threatened with termination of employment (PHK) (Ministry of Manpower, 2021). If this condition is not immediately addressed, it will increase poverty rates and high social inequality, a serious problem that will always be found in every society[2].

However, an interesting fact needs attention among academics and practitioners: the increasing number of Indonesian people's donations through social media platforms during the COVID-19 pandemic (Philanthropy, 2021). This digital donation number doubled during the COVID-19 pandemic (Evandio, 2020). In fact, Indonesia was also chosen to be the most generous country in the world during this pandemic[3].

2. Methods

This study aims to find out what social media is the most preferred and used by the Indonesian people to donate during the COVID-19 pandemic until 2021. So the advantages and disadvantages of social media can be utilized by government and private charities to optimize the use of social media as one of the pioneers in maximizing public donations. Data were obtained by conducting a survey of 334 respondents using the non-random sampling technique in 6 islands largest (Sumatera, Kalimantan, Java, Nusa Tenggara & Bali, Sulawesi, and Maluku & Papua), in 34 provinces[4], using Facebook, Youtube, WhatsApp, Instagram, Twitter, Line, and Tik Tok in 2021.

3. Result and Discussion

Based on the survey results, the data obtained from social media users are as follows:
1. WhatsApp: 23 respondents
2. Instagram: 11 respondents
3. Facebook: 2 respondents
4. Tik Tok: 1 respondent
5. Twitter: 1 respondent
6. Youtube: 1 respondent
7. Facebook, Youtube, WhatsApp, Instagram: 17 respondents
8. Facebook, Youtube, WhatsApp: 16 respondents
9. Facebook, WhatsApp, Instagram: 10 respondents

WhatsApp is the most preferred social media by respondents because of its easy use and simple interface, so almost 89 percent of Indonesians currently use WhatsApp as a means of personal communication[5]. WhatsApp users, from

children, teenagers, adults, and the elderly in Indonesia, use WhatsApp to communicate with their friends, family and co-workers[6]. The ease of features found in WhatsApp will encourage teenagers to develop through private chats and Whatsapp groups[7]. In addition, because of the free use of WhatsApp, just an internet connection makes WhatsApp the most popular among Indonesian people (the internet network in Indonesia is now more evenly distributed)[8]. The parties who benefit from the presence of WhatsApp other than the general public are journalists because WhatsApp can help journalists get news and can help journalists get news from hard-to-reach places[9]. Donating activities are also easier through WhatsApp because of charity crowdfunding campaigns such as Kitabisa and We Care. It can be distributed via personal WhatsApp via the crowdfunding party's link, making it easier for WhatsApp users to channel their donations during social interaction restrictions during this period. pandemic COVID-19[10]. Another advantage of WhatsApp is that it is almost free of charge and uses free wifi or registered cheap packages; everyone today must have Whatsapp, including potential donors. Whatsapp data in the form of a number is personal. Communication via Whatsapp is very personal, like chatting with the closest people. Moreover, Trust in Whatsapp is still very high compared to SMS, which currently contains mostly all modes.

Things that need attention when using WhatsApp are the circulation of hoaxes on WhatsApp chain messages in the form of an invitation to donate after it was confirmed that WhatsApp has never made any donations via chain messages[11]. Misinformation in WA, through Japri, or in groups, is still found and usually from the same 1-2 media, and some users like to spread misinformation in the same WhatsApp group[12]. In addition, stickers can be used to convey messages on social media. Sometimes the intent to be conveyed through stickers cannot be 100 percent exact[13]. It is easier for young people to spread misinformation, especially from sources they trust or follow[14].

Instagram users in Indonesia are currently around 91.01 million people, or about 33 percent of the total population of Indonesia today, and almost 85 percent of Instagram users are over 17 years old[15]. With this age market, it is possible for Instagram to be one of the social media that will be able to attract potential donors to donate to charity programs. This is because, at that age, most of them can already have an independent income, so they will be free to use their money to participate in charity projects of charity institutions. With many good features, Instagram may not necessarily attract users if users feel safe using Facebook[16]. One of the attractions of Instagram is that gender on IG does not always show the truth, so even if he looks masculine on IG, he could be gay[17].

Currently, Facebook is the most widely used social media in Indonesia, with 175.3 million Facebook users, or nearly 63.4 percent of the Indonesian population[18]. With this number of users, Facebook has become an efficient medium for branding, including donation activities. Another convenience is the ability to raise funds on Facebook on behalf of individuals and institutions simply by uploading pictures, photos, and other information to attract users to donate. Facebook user support is easier by adding political news shared by active FB accounts through their status[19]. Creating a donation program involving the existing political forces will greatly help the public's interest in donating to the charity program. For example, the use of social media in Brazil can use Facebook pages to reshape politics and education. For that, online learning must be easier and more affordable[20].

Facebook users also reach community groups from teachers and school students from elementary school to senior high school levels in Indonesia. Facebook as an online learning medium has significantly increased motivation and mastery of optical devices in Senior High School students[21]. The number of Indonesians currently studying from elementary to high school is approximately 45 million[22]. With the COVID-19 pandemic, which requires the learning process to be carried out online, this condition is also an opportunity for Facebook to become one of Indonesia's most popular social media.

In addition to the ease of Facebook features, there needs to be serious attention to users in monitoring the use of Facebook by current elementary school students. A survey on the use of Facebook among elementary school students conducted by elementary school teachers whose students use Facebook mentions the need for strict supervision by teachers and parents on online activities and online learning activities so that elementary school students do not fall into bad things[23]. In addition, today's online learning must also be easier and more affordable[24]. Facebook can also be used to carry out social movements and has proven to be successful, such as the German Identitarian Movement (GIM), the far-right movement in Germany, which on Facebook does not clearly show they are far-right, but only plays memes as a representation of their movement, which makes FB like other far-right movements cannot ban them, this only shows a loophole in FB rules[25]. Facebook can be profitable if used positively, and it can make people "healthy"[26]. Another advantage is that Facebook can "unite" people with different opinions from the general public and become big and influential[27]. So FB can be the driving force for an action called the sunflower movement in Taiwan (the action against development there)[28].

People who use Facebook to like, comment, and share religious things will feel calm when sharing religious things on Facebook because it will be a way that automatically teaches people about their religious teachings[29]. Currently, Indonesian people are passionate about religious life.

Indonesian people are trying to do syi'ar through social media, including Facebook, because Facebook can also give a feeling of comfort[30]. Facebook is also one of the smartest and safest media to store our statuses, which we can still see in the future, and will always play for these statuses is Facebook[31].

Nearly 94 percent of Indonesian internet users aged 16-64 years access Youtube[32]. Something that makes YouTube interesting is content about popular culture, including political matters. For example, the Donald Trump border wall included in the Fortnite game can make young people understand politics, even though the results are sometimes just jokes[33]. In addition, the diversity of languages in social media can promote their culture[34], plus monetization on YouTube, where many song owners copyrighted, have IDs so that they can be automatically provided by youtube to them with the system [35].

Youtube is one of the most popular media for users, but videos about intubation covid on youtube tend to be ordinary or bad. It would be best if you were careful because they can endanger human safety[36]. There are 59 youtube videos about the treatment of tendon ruptures (wounded tendons) sourced from medical and non-medical sources that need to be corrected and their content clarified because the practice of medical treatment is not as simple as informed through these videos. Competent knowledge is needed in the field of medical treatment[37]. Videos about covid intubation on youtube tend to be ordinary or bad, so be careful in making the video because it can harm other people[38]. This makes the UK public more trusting of vaccination news from non-social media such as TV, radio, announcements at the post office etc. In addition, it is found that good engagement on social media will make people look for additional information about vaccines by coming directly to the medical facility or calling the med facility[39]. When teachers use Youtube as online learning for elementary school children, they still have to choose good, entertaining and reliable video sources, and parents become filters for less than good content from YouTube[40]. Youtube is also an interesting learning medium for learning English students. However, teachers still need to provide qualified tools and qualified abilities so that students are still interested in watching the videos[41].

4. Conclusion

Overall, our findings provide information that the Indonesian people will continue to donate even though the COVID-19 pandemic conditions force them to stay at home more and reduce socialization, which was a way for Indonesians to donate in general before the COVID-19 pandemic. The behavior of Indonesian people's donations during the COVID-19 pandemic was carried out directly and indirectly. Donate directly by working together to provide material and non-material assistance to people affected by COVID-19. Meanwhile, indirect donations are made digitally through their social media. Even the number of digital donations by the Indonesian people during the COVID-19 pandemic almost doubled during the COVID-19 pandemic. It made Indonesia the most generous country in the world during this pandemic. The most widely used social media platforms for Indonesian people to make digital donations are Facebook, Youtube, WhatsApp, Instagram, and WhatsApp[42].

Changes in the behavior of Indonesian people's donations during the COVID-19 pandemic can be considered for charity institutions, both government and private, to maximize the role of social media so that they can invite more Indonesian people to play an active role in their charity programs. Charity institutions must be able to create more interesting content, reach all levels of society, and make it easier for people to donate online. Social media users must be more careful with information and fundraising campaigns that exist on each social media by checking first before participating in the donation activity. For further research, if possible, surveys are carried out in all islands and cities spread across Indonesia so that the survey results can be more representative in describing the behaviour of Indonesian people using social media to donate. In addition, it is necessary to research social media platforms other than social media in this study to see whether sharing links will increase the optimization of fundraising programs.

Acknowledgment

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APPENDIX A. Social Media Code

Social Media	Social Media Code
Facebook	1
Instagram	2
Tik Tok	3
Twitter	4
WhatsApp	5
Youtube	6
Facebook, Instagram, Twitter	7
Facebook, Instagram, Twitter, Line, Tik Tok	8
Facebook, WhatsApp	9
Facebook, WhatsApp, Instagram	10
Facebook, WhatsApp, Instagram, Line, Tik Tok	11
Facebook, WhatsApp, Instagram, Tik Tok	12
Facebook, WhatsApp, Instagram, Twitter	13
Facebook, WhatsApp, Tik Tok	14
Facebook, WhatsApp, Twitter	15
Facebook, Youtube, WhatsApp	16
Facebook, Youtube, WhatsApp, Instagram	17
Facebook, Youtube, WhatsApp, Instagram, Line	18

Social Media	Social Media Code
Facebook, Youtube, WhatsApp, Instagram, Tik Tok	19
Facebook, Youtube, WhatsApp, Instagram, Twitter	20
Facebook, Youtube, WhatsApp, Instagram, Twitter, Line, Tik Tok	21
Facebook, Youtube, WhatsApp, Instagram, Twitter, Tik Tok	22
Facebook, Youtube, WhatsApp, Tik Tok	23
Instagram, Line	24
Instagram, Twitter	25
WhatsApp, Instagram	26
WhatsApp, Instagram, Tik Tok	27
WhatsApp, Instagram, Twitter	28
WhatsApp, Instagram, Twitter, Line, Tik Tok	29
WhatsApp, Twitter	30
Youtube, Instagram, Tik Tok	31
Youtube, WhatsApp	32
Youtube, WhatsApp, Instagram	33
Youtube, WhatsApp, Instagram, Line	34
Youtube, WhatsApp, Instagram, Line, Tik Tok	35
Youtube, WhatsApp, Instagram, Tik Tok	36
Youtube, WhatsApp, Instagram, Twitter	37
Youtube, WhatsApp, Instagram, Twitter, Line	38
Youtube, WhatsApp, Instagram, Twitter, Line, Tik Tok	39
Youtube, WhatsApp, Instagram, Twitter, Tik Tok	40
Youtube, WhatsApp, Tik Tok	41
Youtube, WhatsApp, Twitter	42

APPENDIX B. The Most Popular Social Media During The Covid-19 Pandemic 2021

No	Domicile	Social Media Platforms	No	Domicile	Social Media Platforms
1	Kudus	9	168	Surabaya	19
2	Tangerang	16	169	Jayapura	17
3	Ambon	12	170	Fak-fak	18
4	Purbalingga	32	171	Lampung tengah	5
5	Sumbawa	5	172	Sumbawa	2
6	Bandung	32	173	Ternate	36
7	Pekanbaru	20	174	Surakarta	2
8	Grobogan	9	175	Malang	20
9	Padang	2	176	Kediri	5
10	Blora	10	177	Surabaya	33
11	Grobogan	5	178	Pangkalan Bun	10
12	Batang	10	179	Pangkalan Bun	33
13	Pemalang	36	180	Purbalingga	19
14	Bekasi	17	181	Pacitan	31
15	Sukoharjo	17	182	Medan	10
16	Gresik	42	183	Samarinda	34
17	Semarang	17	184	Pontianak	16
18	Pati	17	185	Lahat	10
19	Pekalongan	9	186	Surakarta	19
20	Semarang	42	187	Boyolali	41
21	Bogor	28	188	Surakarta	37
22	Tuban	13	189	Sragen	40
23	Batam	10	190	Karanganyar	32

No	Domicile	Social Media Platforms	No	Domicile	Social Media Platforms
24	Balikpapan	6	191	Palangkaraya	5
25	Jakarta	33	192	Palembang	17
26	Demak	5	193	Yogyakarta	33
27	Grobogan	17	194	Ungaran	17
28	Klaten	26	195	Lahat	22
29	Depok	33	196	Wonogiri	33
30	Demak	26	197	Gunung Kidul	39
31	Ambon	5	198	Bangka Belitung	2
32	Cilacap	26	199	Pontianak	19
33	Banda Aceh	18	200	Palembang	29
34	Banten	17	201	Medan	19
35	Jakarta selatan	9	202	Pangkalan Bun	26
36	Pulau	9	203	Banda Aceh	10
37	Bogor	9	204	Bukit Tinggi	5
38	Jakarta Selatan	20	205	Ungaran	10
39	Batam	9	206	Klaten	32
40	Bogor	17	207	Karanganyar	32
41	Semarang	22	208	Semarang	32
42	Rembang	20	209	Barito	33
43	Demak	12	210	Bandung	22
44	Kudus	5	211	Samarinda	5
45	Kudus	36	212	Jakarta Selatan	36
46	Grobogan	17	213	Jakarta Timur	22
47	Kudus	26	214	Jakarta Pusat	2
48	Lahat	7	215	Jakarta Utara	4
49	Semarang	10	216	Jember	25
50	Brebes	26	217	Blora	2
51	Blora	1	218	Pati	24
52	Semarang	17	219	Yogyakarta	6
53	Salatiga	16	220	Jakarta Pusat	21
54	Purwodadi	10	221	Bogor	1
55	Pontianak	5	222	Batam	41
56	Semarang	10	223	Jakarta Utara	27
57	Kendal	17	224	Jakarta Selatan	2
58	Wonogiri	9	225	Tangerang	37
59	Pati	19	226	Manokwari	2
60	Semarang	10	227	Fak-fak	22
61	Bekasi	5	228	Jayapura	26
62	Bekasi	9	229	Palu	9
63	Bekasi	17	230	Yogyakarta	5
64	Semarang	10	231	Palu	16
65	Semarang	28	232	Palu	20
66	Sragen	9	233	Palangkaraya	21
67	Demak	17	234	Luwuk	19
68	Kepulauan Riau	16	235	Luwuk	17
69	Kepulauan Riau	21	236	Surabaya	19
70	Kepulauan Riau	21	237	Surabaya	19
71	Kepulauan Riau	21	238	Blora	23
72	Banten	23	239	Blora	10
73	Banten	23	240	Blora	23
74	Tangerang	16	241	Blora	23
75	Cilacap	16	242	Surabaya	19

No	Domicile	Social Media Platforms	No	Domicile	Social Media Platforms
76	Brebes	17	243	Demak	16
77	Tegal	17	244	Demak	16
78	Madura	16	245	Demak	23
79	Madura	16	246	Demak	20
80	Madura	16	247	Demak	23
81	Madura	16	248	Pati	23
82	Madura	9	249	Pati	16
83	Madura	37	250	Pati	16
84	Madura	33	251	Ambarawa	16
85	Surabaya	16	252	Ambarawa	16
86	Semarang	5	253	Poso	5
87	Semarang	5	254	Palu	23
88	Jakarta timur	9	255	Pati	16
89	Bekasi	16	256	Banjarmasin	16
90	Bekasi	16	257	Banjarmasin	21
91	Medan	10	258	Balikpapan	8
92	Jakarta Timur	5	259	Bontang	23
93	Semarang	11	260	Palembang	27
94	Pati	10	261	Banten	16
95	Semarang	26	262	Palembang	20
96	Semarang	16	263	Bangka Belitung	23
97	Semarang	37	264	Padang	16
98	Karanganyar	16	265	Samarinda	20
99	Denpasar	10	266	Bengkulu	20
100	Semarang	20	267	Bengkulu	23
101	Tegal	17	268	Bali	21
102	Jepara	5	269	Surabaya	20
103	Blora	9	270	Medan	19
104	Semarang	30	271	Medan	19
105	Semarang	9	272	Riau	19
106	Semarang	17	273	Batam	19
107	Semarang	10	274	Batam	23
108	Demak	10	275	Ambon	19
109	Semarang	5	276	Bandung	17
110	Pekalongan	10	277	Bandung	16
111	Semarang	5	278	Subang	23
112	Semarang	15	279	Karawang	17
113	semarang	9	280	Surabaya	19
114	Semarang	9	281	Surabaya	10
115	Semarang	10	282	Banjarbaru	21
116	Bekasi	20	283	Banjarbaru	13
117	Semarang	36	284	Martapura	21
118	Bekasi	21	285	Jogja	35
119	Denpasar	5	286	Samarinda	16
120	Makassar	26	287	Samarinda	22
121	Semarang	10	288	Madura	16
122	Kendal	26	289	Suarabaya	21
123	Semarang	20	290	surabaya	19
124	Magelang	5	291	Yogyakarta	23
125	Semarang	19	292	Yogyakarta	19
126	Semarang	32	293	Yogyakarta	14
127	Temanggung	5	294	Blitar	19

No	Domicile	Social Media Platforms	No	Domicile	Social Media Platforms
128	Semarang	40	295	Riau	17
129	Lampung Tengah	5	296	Riau	9
130	Lampung Tengah	38	297	Riau	32
131	Lampung Tengah	38	298	Riau	23
132	Lampung Tengah	36	299	Batam	16
133	Lampung Tengah	33	300	Flores timur	16
134	Lampung Tengah	2	301	Flores timur	16
135	Lampung Tengah	2	302	Flores timur	16
136	Lampung tengah	12	303	Flores timur	16
137	Lampung Timur	27	304	Flores timur	16
138	Lombok	37	305	Kupang	16
139	Palembang	29	306	Kupang	23
140	Bogor	2	307	Kupang	23
141	Palangkaraya	27	308	Kupang	23
142	Trenggalek	27	309	Kupang	23
143	Pacitan	3	310	Banda Aceh	23
144	Samarinda	27	311	Banda Aceh	17
145	Bengkulu	26	312	Banda Aceh	17
146	Binjai	36	313	Banda Aceh	19
147	Bali	21	314	Banda Aceh	16
148	Purworejo	10	315	Binjai	23
149	Purwokerto	35	316	Medan	23
150	Mojokerto	2	317	Kepulauan Riau	23
151	Gorontalo	10	318	Kepulauan Riau	23
152	Jakarta Pusat	16	319	Kepulauan Riau	23
153	Bekasi	40	320	Ambarawa	32
154	Bekasi	33	321	Palembang	33
155	Jakarta Selatan	10	322	Palangkaraya	33
156	Cirebon	40	323	Padang	33
157	Surakarta	37	324	Solok	32
158	Semarang	37	325	Solok	36
159	Gorontalo	20	326	Bukit Tinggi	36
160	Jember	16	327	Padang	40
161	Blitar	16	328	Padang	23
162	Blitar	16	329	Banjarmasin	21
163	Tuban	16	330	Bengkulu	20
164	Tuban	16	331	Bali	19
165	Tuban	16	332	Surabaya	19
166	Jombang	33	333	Medan	40
167	Jombang	37	334	Medan	10