

Crowdfunding Campaign Project on Infak.in Platform as an Effort to Increase Donations (Case Study of the Campaign to Defend Palestine)

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ABSTRACT

Digital transformation has reshaped the way philanthropic organizations in Indonesia manage fundraising. Recognized as the most generous nation in the CAF World Giving Index, Indonesia offers a strong foundation for enhancing donation practices through technology. This study explores the “Defend Palestine” crowdfunding campaign launched by Laznas LMI on the Infak.in platform, aiming to analyze strategies that influence donation growth and donor trust. The research employed qualitative methods, using semi-structured interviews with Laznas LMI digital marketing staff and documentation analysis over a five-month period. The campaign was developed through pre-production, production, and post-production stages, combining storytelling, emotionally driven narratives, and influencer marketing. Teh Yunda Faisyah, a public figure with significant social media reach, was engaged as a spokesperson to strengthen credibility and increase visibility. The findings reveal that donations on the Infak.in platform rose steadily during the campaign’s ten-week observation, supported by clear narratives and influencer involvement. Data analysis showed a return on investment (ROI) of 109%, highlighting that the campaign generated nearly twice the revenue compared to costs. This demonstrates that integrating digital crowdfunding strategies with trust-building mechanisms can effectively improve philanthropic fundraising outcomes in Indonesia.

Keywords: *Crowdfunding Campaign Creation, Donation Increase, Infak in Platform*

INTRODUCTION

Technological advances bring enormous changes in human life. This is supported by survey data from APJII in 2024 with internet user penetration of 79.5% with a total of 221,000,000 users, which data shows an increase in internet users from the previous year. Technology also triggers human behavior to want something efficient and practical. The development of technology also has an impact on fundraising activities in a charitable organization, so that it can make online donations via the internet easily.

Currently, the CAF world giving index states that in 2023 Indonesia will be the number one country with the highest generosity index, reaching an average value of 68%. The indicators of generosity include making donations, helping in various ways such as

volunteering and also helping people regardless of race, ethnicity and religion. This is a big challenge for philanthropic organizations to increase fundraising easily and practically through the internet.

One of the strategies in the current technological development to increase fundraising needs is to use crowdfunding campaigns which are generally carried out through websites to introduce products or fundraising programs by companies. An organization can use crowdfunding for all types of projects, one of which is charity.

In the process of raising funds, Laznas LMI only has a website-based crowdfunding platform in December 2023. Laznas LMI manages the crowdfunding platform itself with the aim of simplifying the fundraising process and also to increase

social fundraising and become a forum for charity for prospective donors who do not know the flow of donations. Previously, Laznas LMI conducted fundraising through other crowdfunding platforms which resulted in a very long approval process and there were several deductions (charge fees) for each donation transaction on the platform. So that it can cause obstacles when the fundraising process is carried out. Based on the data on the Laznas LMI platform, the crowdfunding campaigns published are still relatively small with a total of 30 campaigns.

Then, based on the campaigns that are on the infak.in platform, it shows that there are campaigns that have no donors who donate or in other words, no one has made a donation transaction on the campaign. On the other hand, many conflicts that color the earth continue to emerge. One of them is the conflict in Palestine. Currently, Palestine has become a very popular issue in the community because of the humanitarian crisis being experienced by the Palestinians. This certainly creates a sense of empathy for the community to support and voice the independence of Palestine through solidarity actions such as donations that aim to contribute to the Palestinians. So, with this issue, Laznas LMI as an Infaq and Sadaqah Institution wants to help prospective donors who want to contribute to Palestinian independence through a fundraising campaign by raising the issue of the humanitarian crisis in Palestine by inviting influencers to work together in the fundraising campaign which will be voiced through a campaign on the Infak.in platform.

From the survey of donation development data for the Infak.in platform, the author found a decrease in donations in February.

Table 1. 1: Donation Development Data on the Infak.in Platform

DONATION GROWTH DATA ON THE INFAK.IN PLATFORM		
December 2023	January 2024	February 2024
11.020.823	158.101.538	4.428.573

With the decrease in donations in February, Laznas LMI gave the mandate to the author to create a campaign with a segmented issue of defending Palestine because they wanted to adjust to the current public focus on the Palestinian issue. The campaign will be conducted through a website called Infak.in. From the problems described above, this research aims to analyze the strategies and factors that influence the success of the "Bela Palestina" crowdfunding campaign on the Infak.in platform. The results of the study are expected to provide recommendations to improve the effectiveness of similar crowdfunding campaigns in the future.

LITERATURE REVIEW

Marketing Communication

In the book marketing communication by Firmansyah, A (2020) marketing communication is a means to inform, persuade and remind consumers directly or indirectly about the products and brands being sold. Marketing communication itself has two main elements, namely communication and marketing, communication where the process of thought and understanding is conveyed between individuals or between organizations and individuals. Communication as an idea in the form of sender information through a medium aimed at the recipient with the aim of being able to understand the sender's intention. Then marketing is a set of activities to exchange value about product information, services and ideas between companies and customers.

Soemanagara in (Mardiana, 2013) states that marketing communication aims to achieve three stages of change aimed at consumers. The first stage to be achieved is the stage of knowledge change, in this stage consumers know the existence of the product, the function of the product and the purpose of the product was created. Then, in the second stage is the stage of attitude change in customer behavior. This attitude change is determined by 3 indicators mentioned by Schiffman and Kanuk as tricomponent attitude changes, namely cognition (knowledge), affection (attitude), conation (behavior). In the last stage there is a change in behavior so that consumers do not switch to other products. These changes are positive changes that lead to consumers' desire to try products which also encourage consumers to buy them.

Consumer Behavior

According to Kotler (2009) consumer behavior is the study of how individuals, groups and organizations make choices, make purchases, use, and how they meet their needs and wants. Then there are several factors that influence consumer behavior. Sunarto in (Kartikasari et al., n.d.) explains that consumer purchases are strongly influenced by cultural, social, personal and psychological characteristics.

Motivation

Schifman and Kanuk (2008) explain that motivation is the driving force that forces consumers to take an action, motivation arises from pressure that arises due to unsatisfied needs. In making purchases according to Schiffman and Kanuk (2008), it can be divided into:

1. Raisonel motifs

In traditional economic theory, rationality assumes that consumers will behave rationally when they have carefully considered all the alternatives that can meet their needs.

2. Emotional motives

In the book by Schiffman and Kanuk (2008), it means that the target selection is based on personal and subjective criteria such as pride, fear, love, affection, and others.

Altruism Motivation

Myers (in Sauri 2022) states that, altruism is a motive to help for the welfare of others without awareness for the interests of others who can be shown by helping each other because humans feel a personal similarity in race, ethnicity, and regional origin. The aspects of altruism are divided into three aspects, namely aspects of attention to others, aspects of helping people in need and aspects of prioritizing the interests of others selflessly. Altruism is influenced by creative ideas and promotions from a company that wants to promote products in the form of services or goods.

Trust

Brand trust is a brand's ability to be trusted based on a consumer's belief that the product can fulfill the value that has been promised with a good brand purpose and based on the fact that a brand must be able to fulfill consumer interests (Delgado 1999 in Tingkir, 2014). In brand trust, there are 3 factors that describe a brand trust, namely (Tingkir, 2014):

1. Brand Characteristic:

Brand Characteristic plays an important role in determining consumer analysis and evaluation in trusting a brand.

2. Company Characteristic:

Consumer knowledge about the company that produces a brand is the basis for forming consumer views of the brand. Factors that influence this trust include the reputation of the company, the motivation possessed by

the company, and the integrity of the company.

3. Consumer-brand Characteristic

These two groups influence each other. Factors that influence the relationship between consumer and brand characteristics include the emotional concept of a consumer with a brand personality, and the consumer's love for the brand and experience with the brand.

Advertising

Advertising is the act of influencing consumer behavior by introducing products, provoking consumers through the messages conveyed from these advertisements to create awareness about products, conveying information about the features and advantages of products or brands to consumers, increasing consumer interest in products or brands, and inspiring consumers to buy advertised products or brands.

Effective advertising planning and measurement is highly dependent on the ability to measure its effectiveness. Various methods can be used to measure advertising effectiveness, in accordance with the theory presented by Kotler in (Lukitaningsih, 2013):

1. Communication impact of an advertisement that affects awareness, knowledge and preferences
2. The impact on sales, in this case, is more difficult to measure than communication because sales can be influenced by many factors other than advertising such as price, availability and competitors.

Influencer Marketing

In an advertisement, influencers spread persuasive messages where the message contains information by creating a pleasant experience for their followers (Lou 2019 in Adarianto & Kurnia, 2021). Influencers play a role in three main things which include To inform, to persuade, to entertain.

To inform is a function of influencer marketing where influencer marketing plays a role in informing about a brand to the audience which has the aim of increasing the trust of a brand so that the audience is interested and then the influencer carries out the second function, namely to persuade which serves to convince the audience to accept or ask for the adoption of their feelings and behavior. While the last is to entertain, influencers play a role in entertaining the audience so that the content carried by influencer marketers who have persuasive messages and can be well received by the audience.

Influencer marketing as an advertising communication strategy used as a key individual to drive brand trust (scott in Adarianto & Kurnia, 2021). Influencers' credibility is assessed by the way they publish themselves from their daily lifestyles and daily activities to expand their relationships.

Semiotics

According to Rolland Barthes in (Tamara, 2020) through the development of Saussure's theory of thought which is interested in how sentences are formed and determining the meaning of sentences, but less interested in the fact that sentences can convey different meanings to different people according to the situation. Rolland Barthes developed this idea further as a successor to the concepts introduced by Saussure which was the theory of signs in the search for denotation and connotation. Roland Barthes states that in a message or text, there are at least five main codes, in which all textual markers can be grouped, so that all significant textual aspects can be understood, including according to Budiman in (Tamara, 2020):

1. Hermeneutic code, which is a storytelling code with a narrative that creates tension before giving a response.
2. Semic Code, a code that utilizes cues, glimpses of meaning generated by certain signifiers.
3. Symbolic Code, is a code that is easily recognizable because it appears repeatedly through various ways and textual means.
4. The Proarhetic Code is an action code based on the concept of proairesis, which is the ability to determine the result/effect of a behavior/action that applies the logic of community behavior as a title for a sequence of events.
5. Cultural Codes, are codes that derive from human experience. It is the wisdom that is consistently mentioned in the text or provides the basis of moral and scientific authority in a conversation or conversation or writing.

Myth

Barthes in (Yelly et al., 2019) explains that myth is a communication system in which certain messages are conveyed through symbolic representations. Barthes believes that everything can become a myth if it has a message contained in it, so that it becomes a suggestion to convey certain ideas, values, or concepts to society. According to Barthes in (Yelly et al., 2019) explains further that myths have three dimensions consisting of signifiers, signs, and signs. Myth is a specific system formed from a pre-existing semiological series.

Photography Techniques

Photography is an art and process of creating images using light and surface mediums such as film or sensors. Ansel Adams in (Lestari, 2020) states that photography is a powerful medium of expression and communication, which allows an infinite variety of perceptions,

interpretations and executions. Thus, photography facilitates humans to express themselves and communicate through photographs without limitations, depending on the ability and creativity of the photographer. Photography has several elements as the basis of something. According to (Yunianto, 2021) the elements of photography are divided into four important parts as the basis of photography including: lighting, motion effects, sharp focus and space, composition.

1. Lighting

The main sources of light in photography are natural light such as the sun, moon and stars. Then artificial light sources such as lamps, candles and flashlights. In addition to light sources there are five directions of light including front light, side light, top light, bottom light and back light. If based on the quality of light in photography, there are two types of light quality, namely hard light and soft light. Highlight is characterized by the difference between bright areas and dark areas in contrast. Then, soft light has a low difference between highlight and shadow, and has low contrast.

2. Motion Effect

It is an effect that makes a photo seem alive. According to Ayeoningsih in (Sama, Wilson, Aklani, 2024) the way to produce a motion effect is to use a slow speed, the slower the shutter speed used, the stronger the motion effect that can be captured in the photo.

3. Sharp Focus and Space

According to (Yunianto, 2021) focus can make the image more optimal. Through this focus, it will be seen which is the main point in conveying the message.

4. Composition

(Yunianto, 2021) argues that composition can support the beauty of the arrangement of elements in a photograph.

The main result of photo composition is visual impact, which has the aim of communicating the message you want to convey to the audience through images. Through positioning and using object comparisons in photos, composition can help increase visual appeal, which can make photos more attractive when viewed.

METHODOLOGY

Research Model Framework

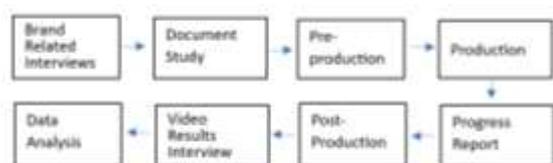


Figure 1. Research Framework

The crowdfunding campaign creation system involves six main stages. It starts from the pre-production stage where the campaign goal is set, ideas and concepts are developed, and the initial script is drafted. Next, in the production stage, the team collected visual assets, supporting documents, and drafted the script. After that, the post-production stage is the editing process of the fundraising campaign cover. Progress reports were regularly submitted to the company to ensure the project was going according to plan. In addition, interviews were conducted to collect qualitative data, which would then be analyzed to gain a deeper understanding of the campaign's effectiveness and areas for improvement.

Research Methods

In this study, the authors used qualitative methods as a research method. According to (Sugiyono, 2015) qualitative methods are methods for researching natural object conditions where the researcher is the key instrument only, and the results of qualitative

research emphasize meaning. In this project, the author conducted interviews with digital marketing staff to find out more about what the author should do in making a crowdfunding campaign, and the campaign requirements that must be met by the author, following the provisions of Laznas LMI.

Research Data Sources

This research was conducted for 5 months on February 16 - June 30, 2024 using primary and secondary data. Primary data is data that comes from data sources that directly provide data to data collectors (Sugiyono, 2015). Primary data comes from the first source. In this study, the authors used primary data in the form of semi-structured interviews to collect data with digital marketing staff from Laznas Lembaga Manajemen Infaq (LMI) to find out several things about making crowdfunding/fundraising campaigns implemented by the company.

Secondary data is a source that does not directly provide data to data collectors, through intermediaries or documents. This means that secondary data can be obtained through journals, books and other documents. The documentation used in making this crowdfunding campaign is a document that can be used as information in helping to make crowdfunding campaigns on Laznas LMI's infak.in platform. In this research, the author uses data on the increase in donations through crowdfunding campaigns from Laznas LMI through the number of campaign donations each week.

Data Analysis

Using the answers from the interview method semi-structured

interviews with Laznas LMI digital marketing staff. With the results of these oral interviews, as well as observing the development of donations on the infak.in platform that will be summarized and processed. It aims to find out whether this crowdfunding campaign is effective to increase fundraising.

RESULTS

Company Profile

Lembaga Manajemen Infaq (LMI) is a national scale Amil Zakat Institution which is a professional Indonesian philanthropic institution that aims to raise the dignity of the poor (underprivileged people) through the collection of social funds (zakat, infaq, sadaqah and waqf) as well as corporate social responsibility funds to be channeled, distributed and empowered to those in need in accordance with existing regulations in a professional manner. Laznas LMI was established and based in 1995 in Surabaya City then in 2016 Laznas LMI obtained Laznas license Decree of the Ministry of Religious Affairs No. 184 of 2016, until now Laznas LMI has 9 representative offices in fifteen provinces. LMI's vision is to be a professional organization that empowers and provides service. There are three missions launched by LMI to realize the vision, namely

1. to collect and utilize ZISWAF, grants, and other social funds in a professional and accountable manner;
2. to increase the productive role and constructive influence in the community;
3. to provide excellent service to stakeholders.

Several distribution activities are carried out to set better the correct targets, including economic, education, health, humanitarian, and da'wah programs.

Economic Program

The economic program addresses the needs of donation recipients through two approaches, namely meeting emergency needs (in the form of compensation costs) and an empowerment approach to create initiatives and businesses of donation recipients that are expected to transform towards a better life. Examples of programs from Laznas LMI include, tani nusantara, ternak nusantara, and gold programs.

Education Program

The Education Program is a program that focuses solely on providing opportunities for school children from poor families to receive formal education. These programs include: Scholarship Program, Ibnu Batutah Junior High School Education Program, Zakat Campus Program

Da'wah Program

The da'wah program is a program that focuses on learning the Koran and religion for remote communities, building mosques, religious education for scholarship recipients and the economy. These programs include: Quran Alms, Quran Village, Dai Empowerment.

Health Program

Laznas LMI's humanitarian program is a health service program in the form of clinics, medical assistance and health education as well as ambulance and hearse services to help provide easy health services for the community.

Humanitarian Program

Humanitarian programs at Laznas LMI, including involvement and action in predisaster, emergency response, recovery period, rehabilitation of affected victims, disasters, food insecurity, water crisis, and other humanitarian crises. For example, the ganala program, drilling wells and green nusantaraku.

Ramadan Program

Ramadan program is a flagship program owned by Laznas LMI as an Infaq and Zakat Management Institution. The program aims to provide extensive benefits to the community through Eid gifts, iftar, fidyah, wakal al-quran given especially to the poor.

Qurban Program

Qurban Program is one of the flagship programs where Laznas LMI provides qurban services and distributes qurban products to areas that cannot perform qurban due to financial constraints.

Interviews Related to Brand

With the results of these interviews, it can be concluded that on the infak.in platform the company is still not maximizing in carrying out strategies to gain the trust of potential donors to donate, considering that the infak.in platform is still relatively new and a strategy is needed to build campaign trust on the infak.in platform. So a new strategy is needed to help increase donations on the infak.in platform.

Document Study

The document study conducted by the author aims to explore information about references to fundraising campaigns on the platform) infak.in. During the reference search, the author found several illustrations, namely by creating an interesting narrative, in the form of story telling that tells the true story of an event.

Pre-Production

Ideas and Concepts

1. Segmentation: In making a donation campaign on the infak.in platform, the purpose of making the campaign is as an effort to increase digital donations through a crowdfunding platform. The intended market segment for raising

donations is the age of 20-50 years, with special specifications for the layers of society who have income who have the value of caring for others and want to help each other without any strings attached. So that the target market for this donation raising campaign is individuals who are interested in topics related to donation raising or in other words, individuals with high empathy.

2. Positioning: In planning the crowdfunding campaign, the writer must create a positioning strategy to impress potential donors at Laznas LMI. Through the digital crowdfunding program, it highlights the story or narrative of the fundraising campaign to attract consumers through audience emotions. Then, trust and credibility and transparency are also needed because to build donor trust, credibility, the author uses influencers to support the brand trust of the infak.in platform in the hope that followers or fans of these influencers will donate to the infak.in platform. The crowdfunding campaign will be made in accordance with segmentation, target and positioning by emphasizing the narrative to inform potential donors about the urgency or importance of the campaign made in accordance with the conditions of the recipient of the donation to solve the problems faced by the beneficiaries

Content Brief

Content Brief is a guide in taking photo assets and narratives for the needs of making donation campaigns that raise the issue of Palestine. The content brief contains materials for making fundraising campaigns

as well as materials for making hard selling content.

Narrative

Campaign Title: Help Our Brothers and Sisters in Palestine Out of Hunger How can we sleep peacefully when what we see outside the window are not stars, but thousands of rockets?

While we enjoy the luxuries of life, our brothers and sisters in Palestine face a difficult reality. Hunger and food shortages have been rampant due to the blocking of aid, cut-off of electricity and internet access, and unforgiving bombings

Gaza, their homeland, is a silent witness to their suffering. More than 19,754 thousand lives were lost, including 7,801 children and 5,153 women. Our brothers and sisters not only lost food, but also lost their lives.

However, we cannot stand idly by. No matter how small our contribution, we can help change their reality. We invite you to participate in humanitarian actions, providing assistance in the form of food, medicine, warm clothes, and shelter. Let's send your best support for the Palestinians in Gaza by donating by:

1. Enter the donation amount
2. Click the "INFAKIN AJA" button
3. Choose an available payment method
4. Get reports via email Thank you.

Execution framework of ads

In making a donation fundraising campaign. Laznas LMI uses the execution framework of ads in the form of storytelling in the form of a narrative that raises real life or events where the narrative tells the situation of Palestine by emphasizing facts and hopes for the Palestinian people. It aims to connect the audience with the real story, by evoking empathy and encouraging the audience to act, so that hopefully with this story telling narrative there will be an increase in the number of donations for fundraising. It is attached to the narrative that mentions the number of casualties and the fact that in Palestine there are many food crises that

also claimed the lives of people in Palestine. And in the narrative there is a narrative that shows hope for the people of Palestine.

Spoke Person

In creating a donation campaign, the author uses a celebrity Spoke Person. The use of this celebrity Spoke Person is used to help the donation campaign get more exposure and increase the credibility of the donation campaign. The celebrity who participated in the fundraiser is an ustadzah who is quite famous and has a content focus on social media regarding da'wah. The celebrity or public figure participates through promotion and inclusion of the celebrity's photo and name on the donation campaign cover as a form of collaboration in the donation campaign. The use of celebrities is purposeful. The influencer named Teh Yunda Faisyah who is a preacher with followers on social media totaling 370,000,000 followers on Instagram.

Appeals

In this donation campaign, the appeals used are emotional. The author uses emotional because he wants to connect emotionally with the audience. The author wants to highlight the real story of the events being experienced by Palestine. In the narrative, the author also wants to include the latest data about Palestinian victims, some of the damage caused by the Zionist attacks in Palestine, and the struggle of the Palestinian people to survive in the midst of Zionist attacks without any assistance. The author also wants to depict small children in Palestine surviving the Zionist attacks that have killed many Palestinians.

Production

Narrative

In making the narrative, the author uses the story of the Zionist attack to create a campaign, this fundraising campaign aims to help Gazans who have been affected by the Zionist attack. Therefore, the author wants to tell a true story about the current state of Gaza to be relevant to the purpose of making the fundraising campaign. In writing the script, the writer uses AIDA, namely:

1. Attention: The author uses copywriting that attracts the attention of potential donors by telling the real story of the struggle of Palestinians who are fighting for their independence and surviving in very difficult situations, by telling the story, hopefully the reader will pay attention and then be interested in donating through the campaign.
2. Interest: To build the interest of potential donors, the author explains in detail about the impact experienced as a result of the Zionist attacks on Palestine. The author explains the details of the death toll and explains the needs of the Palestinians.
3. Desire: To create a desire for potential donors to donate, the author writes a narrative by explaining the positive impact that donors will get when donating.
4. Action: To invite audiences or potential donors to donate, the author uses CTA or call to action by adding a sentence of invitation to donate and including procedures for donating in the narrative on the infak.in platform.

Photo

In the process of taking photos, there are several things that must be considered before taking photos. In this case, the author follows the rules of Laznas LMI regarding the recommendations for taking photos in accordance with the provisions of the platform. fundraising, which includes:

1. Landscape Screen: For photo-taking, it is required to use a landscape layout in order to display the background details.
2. 16:9 dimension: For the dimensions of taking photos, we use the 16:9 dimension because it can display in full without cutting the photos taken and provide a balanced composition so that it can be visually pleasing.

Photo Selection and Sorting

In taking photos. The author sorted the selected photos in accordance with the provisions and could describe the current situation of Palestine in accordance with the narrative that had been made. Then the sorting has also been adjusted to the provisions of the company.

In the process of selecting photos, Laznas LMI gave the mandate to the author due to conditions that made it impossible to take photo assets in Palestine, so the author looked for photos on social media that were in accordance with the rules for taking photos in accordance with the provisions of Laznas LMI and included copyright on the photo.

Post Production

Editing

In the editing process, the author uses an editing application called Photoshop to create a crowdfunding campaign editing cover. The cover size format used is 1600 x 900 px.

In the editing process through several stages, namely:

1. *Design Brief*: The design brief is the beginning of the visual cover. The message to be conveyed on the cover of this fundraising campaign is an influencer named Teh Yunda Faisyah who inspires support for Palestine

2. *Concepting*: The concepting phase is the phase of determining the design principles used including unity, balance, proportion, rhythm, contrast, harmony and emphasis. These principles are used so that the information on the fundraising cover can be conveyed well to the audience and also not separated from the infak.in branding.
3. *Concept development*: The stage where the concept that has been set before is visualized through free software. Unity and balance are adjusted between the information and the image to be conveyed. The cover of infak.in wants to inform to invite all people to provide support together with Teh Yunda Faisyah for Palestine. Visualization between text and images is unified and balanced to convey complete information. The proportions on the cover are in line with the needs of the cover so that the text and images have a visualization that can be seen properly. The flow or rhythm of conveying information on the cover lies in the figure of Teh Yunda Faisyah who becomes the POI (Point Of Interest) and continued by reading the information on the cover. The information conveys about grief, sadness and support for Palestine with Teh Yunda Faisyah. Where the color and contrast that will be used on the cover seems dark, the blue color found on the cover is a form of support and representation of infak.in branding. The emphasis on the infakin cover is emphasized on Teh Yunda Faisyah who is an influencer to invite the audience to provide support for Palestine. The background used is a representation of the difficult conditions in Palestine so that it becomes a support for the information campaign on the campaign cover.
4. *Design Review*: Review of visual design against mentor and provide feedback on design for approval.

Progress Report

During the crowdfunding campaign project, the author conducted progress reports to the mentor and discussed the creation of the fundraising campaign that was being carried out. The author also reports the results of work related to the processes that have been carried out and asks for advice from the internship mentor regarding obstacles or mistakes during the fundraising campaign project. I do this so that there are no misinterpretations in making fundraising campaigns.

Campaign Results Interview

After the donation fundraising campaign was created by the author, the author also asked Mr. Adi Wicaksono as a related digital marketing staff, how the donation fundraising campaign project on the infak.in platform that the author had created regarding how the response after the donation fundraising campaign was created. Mr. Adi explained that he was satisfied with the fundraising campaign that the author had created. The narrative created is in accordance with the company's wishes which can explain the urgency of a campaign by displaying facts in the form of data to explain the current situation in Rafah Palestine which tells the struggle of Palestinians to survive in the midst of attacks from other countries. Then by including the name of the influencer can increase fundraising on the infak.in platform and be able to create trust in consumers so as to make consumers donate on the infak.in platform.

Data Analysis

Based on the data obtained from interviews and documentation, it can be concluded that:

1. The project of creating a campaign on the infak.in platform that has been made by the author according to the informant has been quite helpful in increasing donations on the infak.in platform so that by including influencers in the campaign as Spoke Person has the potential to increase donations on the infak.in platform owned by Laznas LMI.
2. Campaigns on the infak.in platform have experienced an increase in the number of donations.
3. Based on data analysis, the ROI obtained from influencers reached 109%, indicating that the KOL/influencer campaign was successful. generated twice the revenue of the costs incurred and an additional 9% profit

$$ROI = \left(\frac{10.450.000 - 5.000.000}{5.450.000} \right) \times 100$$

$$ROI = \left(\frac{5.450.000}{5.000.000} \right) \times 100 = 1.09 \times 100$$

$$= 109\%$$

Table 4. 5 Donation increase

No.	Date	Donation Amount
1.	March 17, 2024 - March 23, 2024	1.000.000
2.	March 24, 2024 - March 30, 2024	1.253.000
3.	March 31, 2024 - April 6, 2024	1.595.000
4.	April 7, 2024 - April 13, 2024	2.200.000
5.	April 14, 2024 - April 20, 2024	2.500.000

6.	April 21, 2024 - April 27, 2024	4.000.000
7.	April 28, 2024 - May 4, 2024	5.587.000
8.	May 5, 2024 - May 11, 2024	7.800.000
9.	May 12, 2024 - May 18, 2024	8.670.000
10.	May 19, 2024 - May 25, 2024	10.450.000

DISCUSSIONS CONCLUSIONS

Conclusion

In planning and creating a crowdfunding campaign creation project on the infak.in platform, the author concludes as follows:

1. From the results of interviews and the results of donations obtained from donors, the campaign can help increase fundraising on the infak.in platform.
2. Having an influencer as a spoke person for the campaign helped in increasing donations.
3. The process of creating a fundraising campaign goes through several stages, namely pre-production, production and postproduction.
4. Narrative writing for fundraising campaigns must be able to convey the urgency of the fundraising campaign. the fund.
5. The editing process must be done according to the concept and can illustrate the urgency of the campaign.

Suggestion

The author realizes that there are still many shortcomings in designing and making crowdfunding campaigns, as for suggestions that can be used as

improvements for future companies if they have a project to make a crowdfunding campaign, as follows:

1. Campaign narrative writing must be able to explain in detail the urgency or importance of the fundraising donation. And make a narrative that is not standardized and more impressed engaging so that potential donors can interact through the campaign narrative.
2. The pre-production to post-production process must have a mature campaign concept so that it is not constrained in the process of creating a crowdfunding campaign.
3. The coloring of the campaign cover must be right so that there are no peculiarities when viewed
4. The font used should be clear and not complicate the audience when reading the text on the campaign cover.

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