



New Fundraising Platform in Disaster Communication Management

Widiastiana Vista Wijaya; Kiayati Yusriah; Emilianshah Banowo

Faculty of Communications, Gunadarma University, Indonesia

Abstract

Indonesia is one of the countries that are in the path of the ring of fire, it has a huge potential for natural disasters. As a country that has an active geological character, it requires an active and dynamic public response in addressing the environmental. When an early warning or without warning, if a disaster occurs, the necessary measures of emergency response to be able to cope the impact of disaster with quickly and rightly so that the number of victims or disadvantage of the disaster can be minimized. Various organizations, communities and individuals have an important role as supporting measures taken by the government through fundraising. The presence of new media, creating a change in society. Previously people donated offline by directly giving donations, now people proceed to donate online through technology devices. Kitabisa.com is the most popular platform for raising funds and donating online in Indonesia. This study aims to explain the process of disaster communication management through the use of platforms conducted by Kitabisa.com in the digital era. The research method used is qualitative with the constructivism paradigm. The technique of collecting data consist of observation, interviews, and documentation studies. The results of the study in the form of disaster management communication stages, that are planning, organizing, controlling, and evaluating to help raise funds for victims of the disaster. The essence of disaster communication management is overcoming disaster problems consist of the existence of effective and efficient organizations based on cooperation and coordination among all parties.

Keywords: Natural Disaster; Fundraising; Disaster Communication Management; Kitabisa.com

Introduction

Indonesia is a country that has geographical characteristics disaster-prone. Located in the world's fire region, Indonesia is very vulnerable to being rocked by earthquakes to tsunami waves. Volcanoes occur in almost all the islands also adds the possibility of a catastrophic sequence of volcanology. Positions that are above the equator making Indonesia only has two seasons, which is summer and rainy season. Summer can cause drought as well as forest fires, while the rainy season usually can effect in flooding.

The United Nations of the International Strategy for Disaster Risk Reduction (UNISDR) explains that disaster risk in Indonesia is very high if calculated from the number of people who are threatened with loss of life when natural disasters occur. In accordance with the definition of Law Number 24 of 2007 concerning Disaster Mitigation, disasters are events or series of events that threaten and disrupt people's lives and livelihoods caused by both natural and/or non-natural factors and human factors resulting in human casualties, environmental damage, loss of property, and the psychological impact. The definition states that disasters are caused by natural, non-natural, and human factors.

Based on data from the National Disaster Management Agency (BNPB) from January to August 2018, natural factors are the cause of disasters that often occur in Indonesia 1,134 incidents. Non-natural disasters only suffered 2 incidents, that is transportation and fire accidents, while the human factor as a social disaster has not occurred. The types of disasters are caused by natural factors is shown in the table below.

Table 1 Types of Natural Disaster Ranking in Indonesia

Rating	Disaster	Number of events
1.	Tornado	433
2.	Flood	374
3.	Landslide	268
4	Forest and Land Fires	38
5.	Tide / Abrasion	11
6.	Earthquake	5
7.	Volcano Eruption	4
8.	Drought	1

Source: www.dibi.bnpb.go.id

Disaster mitigation is the effort that needs to be done to lessen the risk, either through physical development and awareness and capacity building to face disaster threats. Various approaches were undertaken by government institutions and other entities concerned with disaster management in pre-disaster stages, during emergency and post-disaster response. Therefore, the community can have an intention for disaster preparedness that occurs at any time.

During early warning or without warning, if a disaster occurs, emergency response measures are needed to be able to deal with the impact of the disaster quickly and accurately so the number of victims or losses can be minimized. Emergency assistance is referred to as an effort to provide assistance related to the fulfilment of basic needs in the form of food, clothing, temporary residence, protection, health, sanitation and the clean water. Various organizations, communities and individuals have an important role as supporting measures taken by the government to save and evacuate disaster victims.

One way that is done with empathy is through raising public funds. Assistance in the form of a large number of funds required for the handling of disaster victims. From the incidents that occurred, various community groups, institutions or foundations emerged to collect public funds that would be donated to disaster victims. Through the development of communication and information technology, geographical distance does not become an obstacle for the community to provide assistance to disaster victims. Fundraising activities and donating online as a form of utilization of digital technology are increasing.

The awareness of the power from online platform emergence for various activities is also an alternative in philanthropic activities. The use of the platform does not only serve to obtain donors in large quantities, but it is also used as a form of control and evaluation of the program. Kitabisa.com is the most popular online fundraising and donating platform in Indonesia. In 2017, the fund-raising activities (fundraising) through Kitabisa.com, it has tripled compared to 2016. This is supported by the number of participants as much as 12,000 with a total fund collected of Rp 193 billion.

The use of social media has become a part of the habit of Indonesian society, giving rise to the phenomenon of the spread of online fundraising. Fundraising activities through social networks are called crowdfunding. Some important aspects of crowdfunding include attention, trust, collective cooperation, and joint money collection. Natural disaster events and fundraising are an important part of the phenomenon of using Kitabisa.com platform by the public. Therefore, the researcher is interested in knowing how the process of disaster communication management through the use of the platform carried out by Kitabisa.com in the digital era?

Literature Review

Disaster

The floods or other disaster is a form of matter news that attract high attraction for a media. Disaster is one of the news delivered or broadcast by the media. Erik Auf der Heide (in Sudarma, 2014: 208) explained the whole news that was broadcast almost 25% contained a disaster problem. Based on Law Number 24 of 2007 concerning Disaster Mitigation explains that a disaster is an event or series of events that threaten and disrupt person's lives and livelihoods caused by both natural and non-natural factors as well as human factors resulting in human casualties, environmental damage, losses property, and psychological impact. Therefore, Law No. 24 of 2007 also defines natural disasters, non-natural disasters and social disasters.

A natural disaster is a disaster caused by the events or series of events caused by nature, including earthquakes, tsunamis, volcanic eruptions, floods, droughts, hurricanes, and landslides. Non-natural disasters are disasters caused by events or series of non-natural events between others are technological failures, failed modernization, epidemics, and epidemic of a disease. Social disaster is a disaster caused by an event or series of events caused by humans which includes social conflicts between groups or between communities, and terror.

Crowdfunding

The activity of fundraising through social networks is referred to as crowdfunding. Crowdfunding is a funding model with several actors involved in it, consist of project owners, crowdfunding institutions (online / social media sites), and donors. Crowdfunding is being carried out by many social institutions in Indonesia and international. Project owners use the internet especially social media to sell their projects to donors.

The advantage of crowdfunding is the easy process of accessing funds. Basically, fundraisers just publishing activities that will all need it funds in the online proposal by stating the number of funds needed. For simplicity, applicants usually publish it through a third-party, namely the service providers. Although some applicants can publish it independently. The rules for access the website can

view proposal content, if you are interested in funding, the donor will donate funds according to the online proposal clause that has been published (Bhawika, 2017: 47-48).

Communication Management

Communication management is a concept which consists of the explanation of management and communication. Communication management that will be discussed is the regulation of disaster relief involves the process of communication, coordination between the community, government, donors, and non-governmental organizations (in Susanto, 2011: 88). The management process is a process of planning, organizing, implementing and evaluating. Furthermore, Cutlip & Center stated that the management process has four stages, namely defining public problems, planning and programming, taking action and communication, and evaluating the program. This stage shows the steps of how a government organization can handle developing issues. The first stage is defining the problem. In this stage, all issues that develop or problems happening are identified. These facts are useful to help solve problems.

The second stage is planning and programming. Cutlip & Center defined the intended planning is the regular and sequential breakdown of the steps that will be taken to achieve certain goals, while the programming in question is the time details regarding the steps that will be carried out according to what has been planned. In this case, the role of an organization is very important to determine a planning and programming or commonly referred to as the mature strategy. The strategy can be started by determining the target, the media that will be used to convey information, what the message will be delivered and who will deliver the message. To support a strategy, an organization needs to have experience in handling a big problem because by departing from that experience, the organization can handle a problem more easily.

The third stage is taking action and communication. Cutlip & Center argues that an organization, in this case, must be able to do a "*responsive and responsible action*", it means that an organization is willing to listen to the public's wishes and be responsible to the public it represents in relation to all activities carried out. At this stage, an organization must determine what actions are most appropriate to be implemented on the target. And how to deliver the right message to the target, so the information conveyed and the target can receive it. The fourth stage is evaluating the program. Cutlip & Center explained, in this stage is carried out to measure the success of the activities of all the programs that have been prepared. At this stage is also useful to assess which activities will be carried out again in the next plan and which activities will not be carried out in the next plan. In addition, program evaluation is also useful for planning other programs that may be very influential to achieve the target.

The role of communication in communication management is very important to support the management stage in order to remain optimal and run well. The meaning of communication in management is the communication delivered and received by the community, the basis for implementing certain actions. It was supported by Haddow and he said that "Disaster communication is the flow of planning and controlling information delivered before, during, and after a disaster". He also defined that building effective disaster communication requires transparency, increasing credibility, trust, and reliability with various stakeholders, such as the government and the media need to be embraced, so the information provided runs effectively.

Organizational Information Theory

Organizational information theory is one way to explain how the organization makes confusing or ambiguous information in entry sense. Karl Weick (in Turner, 2009: 335) stated this theory focuses on the process of organizing organizational members for managing information rather than focusing on the organizational structure itself. A number of fundamental assumptions of this theory:

1. Human organizations exist in the environment of information.
2. Information received by an organization is different in terms of lack of clarity.
3. Human organizations are involved in information processing to reducing information uncertainty

A number of key concepts are important in organizational information theory, including information environment, unclear information, rules and cycles.

Research Method

This research uses a qualitative approach with the constructivism paradigm. The researcher tried to explain the process of communication management through the use of the *platform* carried out by Kitabisa.com in the digital era in depth, which resulted in data obtained from research subjects. The researcher uses documentation, observe the Kitabisa.com sites, interviews with administrators and donors portion of Kitabisa.com via *email* as a method for collecting data. The data collection method was used because the limitations of the researcher to conduct interviews directly. The data obtained were analyzed with qualitative techniques. First, the entire data is presented in the form of data display, then reduced relevant and irrelevant according to the substantial problems examined for categorization. Second, the interpretation of data and conclusions from the results of research on disaster communication management through the use of *platforms* conducted by Kitabisa.com in the digital era.

Result of The Research and Discussion

Based on observations made by the researcher over the past month on the Kitabisa.com site, according to the topic, namely communication management in funding funds for disaster victims, Kitabisa.com as one of the platforms that provides online platforms and technology for individuals, communities, organizations and companies (the name of Kitabisa.com is a Good Person) who want to raise funds by creating an online donation page (the term from Kitabisa.com is a campaign page) for various social purposes, including the disaster that happened. Kitabisa.com implement open policy platform, that is a matter of minutes anyone can make a donation page in Kitabisa.com as long as it has completed the identity verification requirements and does not violate the law in Indonesia. In August 2018, the earthquake in Lombok, West Nusa Tenggara and several subsequent earthquakes occurred. Natural disasters that occurred caused a sense of empathy for the victims, so that crowdfunding sites were also widely used as a channel for assistance. Some organizations and individuals also campaign to donate online through the Kitabisa.com site. The following data collected by the researcher related to donations made for the earthquake in Lombok is shown in the table below.

Table 2 Lombok Earthquake Donation

No.	Campaign Name	Fundraiser	Category	Amount of funds
1.	Pulihkan Kehidupan Lombok Pasca Bencana Gempa	Aksi Cepat Tanggap NTB	Organization	Rp 8,784,475,298
2.	SimpatI Jawa Barat & Netizen untuk Gempa Lombok	Ridwan Kamil	Public	Rp. 1,944,834,591
3.	Bangun Kebali Masjid Hancur karena Gempa Lombok	Masjid Nusantara	Organization	Rp 1,720,258,930
4.	Darurat! Ratusan Anak di Lombok Terancam Trauma	Yayasan Sayangi Tunas Cilik	Organization	Rp 1,367,977,255
5.	Dukung Jojo Bangun 50 Shelter Pengungsi Lombok	Jonatan Christie	Public	Rp 652,850,879
6.	Bantu Sekolah Darurat di Lombok	Dompot Dhuafa	Organization	Rp. 617,045,617

Source: www.kitabisa.com

In this study, it focused on the fundraising category for victims of natural disasters at Kitabisa.com. The role of Kitabisa.com is very important to determine the plan, starting from the target, media used, the message delivered, and so on. The planning carried out by Kitabisa.com team is to verify the fundraising account. The fundraiser (campaigner) must attach the ID cards, the most recent photo of yourself, social media accounts, and if necessary will be interviewed over the phone to get through the verification process. If it is not verified, then the account does not withdraw the collected donations.

Communication management referred in this study is the management of problems that involve the process of communication, coordination between the community, government, donors and non-governmental organizations. Communication in the form of coordination of disaster management is very necessary to obtain the goal that is to handle disaster victims effectively and efficiently. Thus, the communication management stages carried out by Kitabisa.com are as follows:

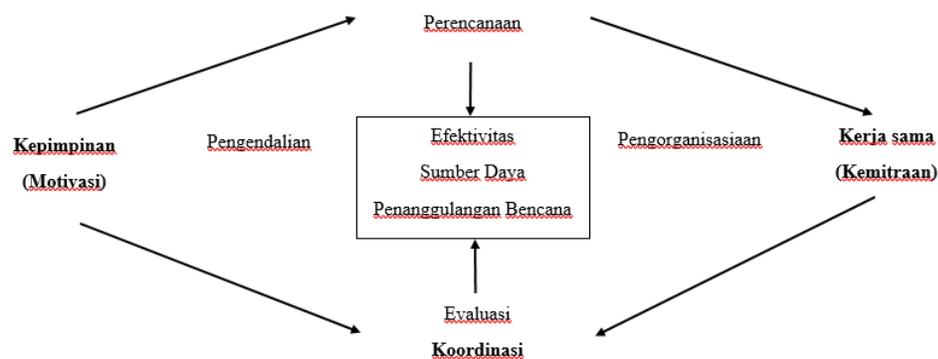


Figure 1 Communication Management

Source: Susanto (2011:35)

In the planning stage, the crowdfunding site Kitabisa.com has identified issues or problems that are developing. At this stage, Kitabisa.com has categories available for fundraising, including Toddlers and Sick Children, Media and Health Assistance, Scholarships and Education, Natural Disasters, Birthday Fundraising, Disabilities, Family of Families, Gifts and Appreciations, Creative Works, Social Activities, Humanity, Environment, Helping Animals, Business Capital, Orphanages, Products and Innovations, Houses of Worship, Run for Charity, Facilities and Infrastructure, Zakat. Through the mission that is owned is to bring social change with a big impact online. When the citizen sees social issues that occur,

not only likes or says a prayer in the comments column because Kitabisa.com is here to convince citizens that there are things that can be done more than raise funds.

In this study, focused on the fundraising category for victims of natural disasters on Kitabisa.com. The role of Kitabisa.com is very important to determine a plan, starting from the target, the media used, the message delivered, and so on. The planning carried out by the Kitabisa.com team is to verify the fundraising account. Every fundraiser (campaigner) must attach an ID card, the latest self-photo, social media account, and if needed will be interviewed by telephone to pass the verification process. If it is not verified, then the account does not withdraw the collected donations.

The next stage is organizing. The entire Kitabisa.com teams work according to their respective assignments to carry out plans and achieve organizational goals. Kitabisa.com embodied the form of organizational structures that will be detailed in various positions. In each position has the duty, responsibility, and authority.

Control or implementation is the result of implementation planning and secrecy. The implementation of disaster communication management runs when fundraisers need funds for disaster victims. The following is an overview of the management conducted by Kitabisa.com in handling disasters, namely:

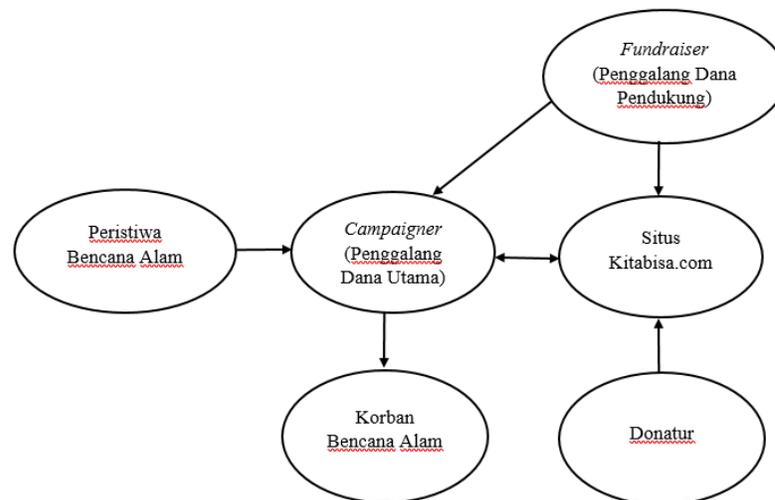


Figure 2 Flow of Natural Disaster Donation Implementation
Source: Researcher (2018)

Natural disasters that occur such as the earthquake in Lombok will stimulate individuals or groups or organizations to carry out the form of a fundraising campaign on the donation page. This certainly has been through a verification process by the Kitabisa.com team. The main fundraiser named as a campaigner can make a target for achieving funds and a predetermined fundraising deadline. In addition, campaigner also makes content in the form of text or images according to the campaign carried out on the donation page. Kitabisa.com does not understand administration fees when campaigners create a fundraising page. Every visitor on Kitabisa.com platform who has an account can be a fundraiser, it is called someone or group or organization that expresses its support for the main campaign. In this study, 186 donation campaigns for the earthquake in Lombok were included in the fundraiser. The fundraiser is only limited to expressing support so that funds collected in fundraiser accounts will be transferred to the campaign's main account. For visitors who want to donate their money, they can immediately donate through online donation pages without having an account. However, if registering an account on Kitabisa.com, visitors can find out the history of donations online and use the *Dompot Kebaikan*

facility. *Dompot Kebaikan* is an e-wallet for donating on Kitabisa.com by filling the balance in *Dompot Kebaikan*, the users can donate many times until the balance runs out, without having to make a bank transfer at any time.

The last stage of communication management is an evaluation. The donation campaign for the earthquake in Lombok is one form of the evaluation conducted by Kitabisa.com. The 186 campaigns including fundraisers, it is not all donation targets were achieved. It was influenced by several factors, including the quality of the match, the extent of the network and the efforts of the campaigner. Figure 1.1 above shows that several campaigner accounts have successfully conducted online donation campaigns through Kitabisa.com which even exceed the target of donations. The acquisition of donations is displayed on a deliberate campaign page with total online donations prior to the imposition of administrative costs and offline donations.

The administrative fees imposed by Kitabisa.com can be categorized into two types, including platform fee and payment processing fees. Platform fees are the administration cost charged 5% of every online donation collected, except for the category of other disasters initiated by official agencies Kitabisa.com partners, donations collected are not charged an administrative fee (0%). Payment processing fees are administrative fees charged by third transaction support partners on Kitabisa.com according to the transaction method, including administration fees of 2.2% of verified donations + Rp 1,500 + Rp 150 (10% VAT x Rp 1,500) for donations with Credit Card (CC) payment method. In addition, payment methods via GO-Pay will be charged an administration fee of 2% of verified donations. For disbursement of donations, administration fees will be charged. Any disbursement of Rp. 200 million will be subject to administrative fees depending on the destination bank.

This study was also strengthened by conducting an analysis using the organizational information theory by Karl Weick. Organizational information theory explains how organizations make confusing or ambiguous information reasonable. Kitabisa.com as a service provider to donate online display information that matches categories. The content creation information displayed by Kitabisa.com is the result of the campaigner. Success in fundraising on Kitabisa.com because of the dissemination of campaigns to prospective donors and writing stories that attract people to donate. Information dissemination is one of the keys to success because 70% of donations on Kitabisa.com come from friends or family members of the campaigner. The interesting story will strengthen the reason for donors to decide to donate to the campaign. Therefore, the important information that must be posted by campaigners, including identity, campaigner relationship with the person being assisted, the condition of the person being assisted, what costs will be used for what is used, and the invitation to donate.

In accordance with the assumptions of organizational information theory, organizations depend on information to function effectively and achieve goals. Kitabisa.com fulfils the information needed externally and internally. In the external form, before campaigner can conduct an online campaign, Kitabisa.com team has carried out various processes of campaigner account verification stages. Every campaigner must attach an ID card, a recent self-portrait, social media account, and if needed will be interviewed by telephone to pass the verification process. If it is not verified, the account cannot withdraw the collected donations. This matter is also determined in the internal process that occurs on Kitabisa.com. The second assumption is that information received by an organization is different in terms of its ambiguity. Kitabisa.com requires campaigners to make updates and report on the use of funds through the Kitabisa.com campaign page. Finally, the assumption of this theory shows that human organizations are involved in information processing to reduce information uncertainty. Kitabisa.com is involved to reduce the obscurity of the information displayed. As an open platform, Kitabisa.com advises donors to donate for the campaigns known or trusted. The campaigns that are trusted generally have received initial donors (not 0%), provide complete information with contacts, and actively write reports.

Conclusion

The use of technology in raising funds for social activities such as natural disasters is very important because it facilitates the funding process. However, security aspects must be kept in mind, so they can donate on target. Kitabisa.com as a service provider for online donation requires collaboration and mutual coordination with related communities or institutions in enhancing the trust of potential donors and campaigners.

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