

Analysis of Public Relations Campaigns to Increase Donor Trust in the Digital Age

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Abstract

The Balikpapan Rice Infaq Movement (GIB) is a movement managed by the Amil Zakat Baitulmaal Munzalan Indonesia (BMI) Balikpapan Institution. This movement aims to help the welfare of the community, especially the orphans, the poor and those who memorize the Qur'an by distributing a total of tens of kilograms of the best rice every year. In first semester of 2024, there was a decrease in the amount of rice distributed by 2% compared to the first semester of 2023. Based on this, this study seeks to analyze the advantages and disadvantages of BMI Balikpapan's Public Relations (PR) campaign strategy and also provides solutions to increase the trust of donors and prospective donors of GIB Balikpapan in the digital era. In this study, the authors used a qualitative descriptive method, which involved in-depth interviews and direct observation, which resulted in data to be analyzed descriptively. The results of the study show that GIB Balikpapan implements prophetic communication in communicating with donors, both in interpersonal communication and through several digital platforms. The use of multiple digital platforms and prophetic communication plays a transformative role in mobilizing support, maintaining visibility, fostering community engagement, loyalty and donor trust. Meanwhile, to increase donor trust, donor diversity, the number of donors and donations, GIB Balikpapan needs to provide more personalized customer service and apply SEO techniques, utilizing CRM services, Google Ads services and Big Data in its Digital Public Relations campaigns.

Keywords: Donor Trust, Digital Communication, Non-Profit Organizations, Public Relations.

1. Introduction

Public relations (PR) communication strategies have a very important role in promoting various social movements or non-profit organizations, including the Rice Infaq Movement program. Public relations (PR) in non-profit organizations also functions in shaping public perception and fostering donor trust (Kamau & Kyalo, 2022). BMI carries out a PR role in the field of public interest communication by utilizing creative and engaging media tactics, campaigns that empower individuals and communities to support their social causes (Demetrious, 2022). PR communication plays a crucial role in increasing the impact of nonprofits in the social ecosystem. An effective communication strategy in PR serves to build, maintain and increase public trust, which in turn will increase the reputation and trust in the organization (Godson et al., 2015).

The challenges in PR communication are getting more complex. With the number of internet users in Indonesia continuing to increase over the past decade, Indonesia has more than 220 million internet users, making Indonesia a significant market for digital assets and platforms (Anggoro & Sujono, 2020). However, the use of social media also has challenges that organizations must navigate in order to manage their reputation effectively. This challenge comes from the nature of each social media platform, such as social media platforms such as X which can measure public sentiment, but it is very dynamic because of the rapid flow of information and the diversity of opinions which makes it difficult to accurately assess public attitudes (Ebrahimi et al., 2016). In the WhatsApp application where donors are gathered in a WhatsApp application group, there is a complexity of sentiment analysis in it, with various variations in tone and context so that a new challenge comes in the form of how to interpret the emotions that actually occur from the short and informal messages sent (Ebrahimi et al., 2016).

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Previous research results from Mayasari et al. (2019) stated that PR in Baitulmaal Munzalan Indonesia plays an important role in publicizing the Jakarta Rice Infaq Movement. Meanwhile, this study is here to analyze the advantages and disadvantages of the public relations campaign strategy used by the Balikpapan branch of the Zakat Baitulmaal Munzalan Indonesia (BMI) in increasing the trust of GIB Balikpapan donors in the digital era. Along with the rapid development of information technology, the increasing use of digital platforms, public relations has entered the 4.0 era where artificial intelligence has been present in society, of course, the PR campaign strategy used today will be different from the strategy used in previous studies.

Based on the literature above, the purpose of this study is to analyze the Public Relations campaign to increase donor trust in the digital era. This research is expected to serve as a guideline in designing PR campaigns to increase trust and maintain relationships with donors and potential donors, can make a significant contribution to the development of PR communication strategies in the non-profit sector, especially in the digital era, and can also provide a basis for further research in the field of PR communication, especially related to the use of digital technology in promoting social programs.

2. Research Method

This research method will use a research method in the form of descriptive qualitative research (Adlini et al., 2022). The object of this research is a public relations campaign carried out by BMI Balikpapan in building the trust of donors of the Balikpapan Rice Infaq Movement in the digital era. The subjects of this study are Adhittia Amarindra as the Head of the BMI Empowerment Office Balikpapan branch and Dimas Haderanie as the BMI Program Section of the Balikpapan branch, and Rizki Noer Fadhila as the Finance Section of BMI Balikpapan branch. Data collection in this study uses two types of data, namely primary data and secondary data. Primary data was obtained through in-depth interviews with Adhittia Amarindra, Dimas Haderanie, and Rizki Noer Fadhila, while secondary data was obtained through literature studies. Primary data is strengthened by secondary data so as to help the author in carrying out research. The data collection time span is from January 2023 to June 2024.

3. Results and Discussions

3.1. Public Relations Campaign in the Digital Era

The development of the Balikpapan Rice Infaq Movement (GIB) is under the auspices of the Balikpapan branch of Baitulmaal Munzalan Indonesia (BMI). BMI Balikpapan has 4 Infaq distribution programs in 2024, one of which is the Rice Infaq Movement program. According to data from the BMI Balikpapan report in the first semester of 2024, 80.1% of donations were channeled to the Balikpapan (GIB) program. (GIB) Balikpapan can be said to be the main program of BMI Balikpapan. The Rice Infaq Movement is a movement that focuses on supporting orphans, the poor, and students who memorize the Qur'an by distributing the best rice every month. Since 2018, GIB Balikpapan has been distributing the best rice infaq to Quran memorizers and orphans in Balikpapan City. The BMI Balikpapan program team carries out a PR function to build a positive image of the Balikpapan Rice Infaq Movement program to the community using social media and prophetic communication. Prophetic communication is synonymous with the prophetic teachings and messages of Islam, one of which is to always help the poor and needy. Indicators of Prophetic Communication according to Kuntowijoyo classify prophetic communication into 3 indicators, namely humanization ('amr ma'ruf), liberation (nahi munkar) and transcendence (Islam as a Science: Epistemology).

Humanization (amr ma'ruf) involves a campaign of good deeds and social welfare. The BMI program team shares posts on Instagram social media @gib.balikipapan and whatsapp regularly, with content that encourages and motivates individuals to engage in charitable actions, such as giving zakat, infaq, sadaqah, and waqf. BMI Balikpapan through GIB Balikpapan's social media consistently uploads content that includes hadiths, verses of the Qur'an or quotes from national speakers about the benefits and importance of almsgiving, uploads testimonials from donation beneficiaries, and always echoes GIB Balikpapan's focus to help the welfare of orphans and Qur'an memorizers. The national speakers involved were Ustad Lukmanul Hakim and Ustad Abdul Somad. GIB Balikpapan also provides customer service that can be easily accessed through links on the Instagram social media page @gib.balikipapan. The link will directly connect donors with GIB Balikpapan customer service via WhatsApp, an instant messaging application. This customer service applies humanization principles that emphasize the importance of treating individuals with respect, dignity and empathy. To maintain its positive image, BMI Balikpapan implements a symmetrical two-way communication model in the Balikpapan Rice Infaq program, by organizing a live question and answer session during the rice distribution event in each orphanage/Islamic boarding school to get feedback. This method applies the

principle of humanization, by listening to input and suggestions from beneficiaries. The application of humanization in prophetic communication has made BMI Balikpapan a trusted organization that is able to encourage the community to participate sustainably in the charity activities of the GIB Balikpapan program.

Liberation (*nahi munkar*) focuses on preventing mistakes and advocating for justice. BMI advocates for social justice by ensuring that the distribution of *sadaqah* funds is carried out fairly. This commitment to justice is realized through a report on the distribution of donations that can be accessed by the public on the Instagram homepage @gib.balikpapan. The report can be accessed by the general public through the link on the Instagram homepage @gib.balikpapan. The transparency of the donation use report shows that BMI has carried out the function of justice advocacy. With the implementation of the justice advocacy function, the BMI Balikpapan program team is able to build a positive perception and image to the community that helps GIB Balikpapan to attract donors. Not only the report on the use of funds that can be widely accessed by the public through the link on the @gib.balikpapan Instagram page, but also the schedule of activities for the next year that will be carried out by the GIB Balikpapan driving team. The BMI Balikpapan PR team that handles the GIB Balikpapan program has also registered its organization with the Ministry of Religion and routinely reports the use of GIB Balikpapan funds and activities every semester to the Ministry of Religion of the Republic of Indonesia. All of this information has been uploaded on the GIB Balikpapan social media page. This is the right step from the GIB Balikpapan program team to gain a sense of trust from the community, donors and also prospective GIB Balikpapan donors. That GIB Balikpapan is a transparent and accountable movement in distributing funds from donors.

The transcendence in BMI's PR campaigns is reflected in how the organization integrates spiritual values, community engagement and effective communication strategies to enhance fundraising efforts. Key elements of transcendence in BMI's PR campaign are the presence of spiritual messages in charitable giving, effective use of prophetic communication, community engagement, and innovative digital outreach. The innovative thing that has been done by the BMI Balikpapan program team is to successfully motivate individuals, especially the younger generation, to participate in a special community that is tasked with being the driving force of the Balikpapan Rice Infaq Movement. The special community in question is PASKAS (Charity Force). PASKAS is a mobilizer or volunteer of the Balikpapan Rice Infaq Movement. Currently, there are approximately 20 active members, the majority of whom are dominated by the younger generation who are members of PASKAS. This number has still not been added by PASKAS passive members, whose exact number has not been calculated by the BMI Balikpapan team. PASKAS helps to voluntarily promote and mobilize BMI programs in the community, including the Balikpapan Rice Infaq Movement program. Another GIB Balikpapan innovation, which involves the community in fundraising, is the "hereafter piggy bank" program with the slogan "Make Your Coin as an Opportunity for Charity". This program is carried out by placing GIB Balikpapan piggy banks in several partner institutions, coins that have been saved in GIB's hereafter piggy banks, collected to be deposited into BMI Balikpapan, every month. GIB Balikpapan collaborates with several institutions including educational institutions, with the aim of introducing GIB Balikpapan to the younger generation as well as building the habit of giving alms to the younger generation. Educational institutions that collaborate with GIB Balikpapan in "the hereafter piggy bank program" are SIT Ibnu Hajar Balikpapan in the "Inspiring School" program, Khalifah Balikpapan Kindergarten and Airlangga Health Vocational School Balikpapan. PR campaigns by utilizing social media and using prophetic communication play an important role in Islamic philanthropic fundraising. Prophetic communication is able to connect religious teachings with community involvement. Through its strategic implementation, BMI Balikpapan has shown the effectiveness of this PR campaign approach in increasing trust and participation in charity activities.

3.2. Donor Trust

Currently, the Balikpapan PR team (GIB) campaign uses Instagram, Facebook and Whatsapp applications to publicize activities, as well as to build and maintain donor trust. Based on the results of interviews with the program team, the most effective digital platform to reach potential donors is the Whatsapp application, a personal and emotional touch is involved in it. Through digital channels such as Instagram and Facebook, BMI Balikpapan disseminates information about its programs including the Rice Infaq Movement. At the same time, BMI Balikpapan also involves donors in its activities, for example in the Santri Bahagia activity. With collaborative communication and prophetic communication involving local communities in the grand distribution of rice, such as the Majelis Taklim community, MSMEs in the city of Balikpapan, and the Honda Brio Club Indonesia community in November 2023, it is also an effective way to maintain and grow donor trust.

According to studies Zuliawati Zed et al. (2024) Users show a high tendency to interact with those who are active on social media, being proactive in responding to comments, messages and reactions. This form of direct involvement fosters a sense of kinship and fosters good relationships between organizations and donors. This observation implies that a proactive communication strategy can increase donor engagement and foster loyalty. In addition, the production of relevant and useful content in terms of content serves as an important determinant in the success of a communication strategy. Emotional appeal, especially those that evoke moral sentiments, has been shown empirically to exert a significant influence on donation intentions. In the realm of charity advertising, emotions such as compassion, empathy can strengthen the effectiveness of persuasive communication, thereby increasing the likelihood of increased donation intention (Ganesan & Xu, 2017). BMI Balikpapan branch through Instagram @gib.balikpapan curated a variety of content that is not only educational but also motivating, exemplified by the touching happiness narrative of the beneficiaries and the variety of benefits felt by the beneficiaries of the Balikpapan Rice Infaq Movement program. BMI utilizes storytelling techniques as a mechanism to establish emotional bonds with donors, which can have an impact on increasing donors' trust in the organization.

The communication strategy to increase donor trust formed by the program team is not only communication through social media, but also by interacting directly with donors, prospective donors, and the people of Balikpapan. For example, through CFD (Car Free Day) activities in the city of Balikpapan. At the CFD event in Balikpapan city, the people of Balikpapan gathered while carrying out a healthy walk. This is a great opportunity for GIB Balikpapan to publicize the movement and the benefits of joining this movement. In addition, GIB Balikpapan also held the "Happy Santri" program which aims to honor Qur'an memorizers with various creative activities, such as the Santri Bahagia Camp activity at the Balikpapan Botanical Garden in 2023. This activity provides an opportunity for donors to experience sharing directly with Qur'an memorizers. This activity adds to the donor's trust in GIB Balikpapan. High trust leads to the loyalty of GIB Balikpapan donors. The program team also formed a group for GIB Balikpapan donors on the Whatsapp instant messaging application, which is referred to as a foster parent (OTA) group. According to the program team, currently there are approximately 600 foster parents who have joined. The group was formed so that every GIB Balikpapan program can be conveyed to all donors. This is done at the same time to establish friendship with all donors.

3.3. Challenges of Digital Disruption

In the last three decades, as a medium of communication, the internet has developed faster than any medium that has existed before. The use of the internet as a place to do business, promoting products gave a big leap (especially in technology) which was then called digital transformation. However, there are challenges in the form of digital disruption, which according to Bolton et al. (2019) is a change that occurs when new digital technologies change the customer experience, business processes, and business models, thereby changing the way value is created by actors in an ecosystem. GIB Balikpapan has tried to adapt to the digital disruption, by utilizing social media and prophetic communication. However, based on data obtained from GIB Balikpapan, when compared to semester 1 of 2023, in semester 1 of 2024, there was a decrease in the amount of rice distributed and the number of beneficiaries. BMI Balikpapan's PR needs to adapt to digital disruption and changing economic conditions.

To be able to adapt to the rapid development of technology, strategic steps are taken for PR (Meyster, 2020), including through social media monitoring. The BMI Balikpapan program team must routinely monitor @gib.balikpapan's social media, to find out the community's response to the program and find out what content the community wants. Through social media monitoring, BMI Balikpapan can also monitor what is viewed about the GIB Balikpapan program. In addition, the proliferation of various digital platforms is accelerating requiring organizations to synergize with communication experts who have expertise in the field so as not to be left behind. Based on observations on GIB Balikpapan's social media pages since 2023, GIB Balikpapan has not collaborated with influencers. For this reason, the BMI Balikpapan program team can try to collaborate with influencers who have significant power in disseminating information and persuading the audience to follow it. This will help BMI Balikpapan to increase visibility and reputation which has an impact on increasing donor diversity. It is important for companies or organizations in this day and age to increase their 'presence' in cyberspace.

If a company does not have a presence in cyberspace, it can be considered that the existence of the company does not exist at all. So it is important that BMI Balikpapan ensures that the content created can appear at the top of the search engine. In the interview conducted, it is known that BMI Balikpapan has not utilized the Search Engine Optimization SEO (SEO) technique, a technique for optimizing a page through keywords or phrases that are transported, which are indexed by search engines as search keywords (Viney, 2008). Untuk meningkatkan visibilitas kepada publik

mengenai GIB Balikpapan, menjangkau lebih banyak donatur, maka tim program BMI Balikpapan, harus mulai memanfaatkan teknik SEO organik atau SEO berbayar. Kombinasi PR dan SEO menghasilkan reputasi yang tinggi, exposure positif, konten berkualitas, audiens tertarik, peningkatan visibilitas, dan banyak lagi.

In the era of Public relations 4.0 where artificial intelligence has been present in society. Organizations must move and adapt, including non-profit organizations. PR campaigns in this modern era, must start using SEO, website traffic trackers, and social media tools, to track the performance results of PR campaigns. Based on interviews with the BMI Balikpapan program team, BMI Balikpapan has not yet measured the digital campaigns that have been made. It is hoped that in the future, BMI Balikpapan can start taking advantage of these things to be able to find out the effectiveness of the campaigns that have been carried out. The presence of artificial intelligence in the Public Relations 4.0 era has made many jobs automated, including research to be able to increase the diversity of donors, increase donations, and others. The existence of Big Data can also be used by BMI Balikpapan. Based on the interviews that have been conducted, BMI Balikpapan is known to have not utilized Big data even though this will greatly help BMI Balikpapan in achieving the target. BMI Balikpapan can start leveraging CRM (Customer Relationship Management) for non-profit organizations that can consolidate all relevant donor data in one system in CRM, automate marketing operations and can design relevant promotional campaigns, and more. In addition, BMI Balikpapan, can also take advantage of the Google Ad Grant program which provides funds of \$10,000 every month to eligible non-profit entities, this can be used by entities for Google Ads procurement. By utilizing this facility, BMI Balikpapan can enter Google's online advertising ecosystem that is lias, organizations can increase visibility, increase the number of donors, because ads will be delivered to the appropriate audience.

In addition to solutions in the digital context, there are traditional communication solutions to the problem of lack of donor diversity at GIB Balikpapan, namely GIB Balikpapan can send cooperation proposals to organizations and institutions that have CSR programs and also have the same vision and mission with GIB Balikpapan directly. Cooperation in the form of regular donations to GIB Balikpapan and GIB Balikpapan can provide support in the form of including the name of the donor organization on every content upload on the GIB Balikpapan social media platform. This will also have a positive impact on organizations that have donated, because they help and prosper the people, and carry out the religious norms of the majority of Balikpapan people. The positive image obtained, benefiting both parties can be a bargaining power for GIB Balikpapan in reaching out to organizations or institutions to be able to join GIB Balikpapan. In addition, in order to be closer to all GIB Balikpapan donors, customer service can routinely reply to WhatsApp statuses from donors. This can have an emotional impact on all donors, because donors feel they have an emotional bond with GIB Balikpapan, not just a formality. With simple attention such as greetings, thank you and replying to the donor's Whatsapp status, it can increase GIB Balikpapan's brand awareness. Of course, this will be able to build and maintain the loyalty of GIB Balikpapan donors in a sustainable manner.

4. Conclusion

The use of social media and the use of prophetic communication play a very important role in reaching out to potential donors, maintaining donor trust, and increasing community involvement in the GIB Balikpapan program. Transparency significantly improves the quality of reports on the utilization of donation funds, which in turn positively affects donor trust. The decrease in the amount of rice distributed and the decrease in the number of beneficiaries in the first semester of 2024 are due to deflation in Indonesia, the lack of regular personal communication to all donors and the lack of implementation of digital public relations practices. The BMI Balikpapan team needs to bring BMI customer service that is more personalized to each donor and adopt various Digital PR strategies to face digital disruption by utilizing SEO techniques, CRM services, Google Ads services and Big data. Improving more personalized customer service and using an effective digital Public Relations strategy can help BMI Balikpapan increase donor trust, donor diversity and increase donations in the GIB Balikpapan program.

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