Effectiveness of Online Based Fundraising Sites

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Abstract. The purpose of this study is to identify the effectiveness of one of the online fundraising sites. The method used in this research was descriptive qualitative as the method to present a complete picture of breakthroughs in online-based fundraising. The results of this study are to identify the effectiveness of one of the online fundraising sites developed in Indonesia, as well as the benefits provided by the site. This research was conducted by discussing the Purpose of Donation, Donation System, and Payment Method that was carried out using the application.

1. Introduction
New media plays an important role in the process of social change in society. The presence of new media in presenting information tends to trigger social change and bring influence on the determination of people's lifestyles. New media is closely related to the presence of the Internet in the world. Even though in the development of new media is not only limited to the Internet, but the Internet is the most dominant tool or media in the new media era [1]. According to Flew, the Internet is the latest media, the most discussed, and perhaps the most important incarnation of New media [2]. Now many web-based access and fundraising are on the convergent path: where their intersection is online fundraising [3].

According to Hazard Corson Finnerty, a pioneer of online fundraising at the University of Pennsylvania Library, predicts, "As more people use the Internet to make purchases and collect information, they will also use the internet to contribute [4]. This eventually led to a variety of online fund-raising sites. Fundraising sites are nonprofit organizations that have attendance or websites on the Internet. This system is integrated with a charitable organization website [5].

According to Tedham, Ashley with the holding of fundraising, it is hoped that many people will empathize and be able to help those in need other than that it can increase concern for someone regardless of ethnicity, race and religion [6]. The methods and systems for online donation and sending customized cards, about providing improved systems and methods to make online donations to organizational forms [7]. According to Bennett, R Impulsive donations decisions during online browsing of charity websites [8]. However, which examines helping to fill important gaps in current knowledge about online fundraising. And finally the research by L entitled Building Donor Loyalty: The Antecedents and Role of Commitment in the Context of Charity Giving [9]. Of the four previous studies, none of them examined the problem of effectiveness of fundraising sites so the authors chose to raise this matter for research. To create an effective system, the system must be transparent to users, fast and easy to use, and the system must also be flexible, making it easier for people to make changes by social campaigns and donating online through screens on smartphone or computer devices which save time and effort [10]. Online donations have many advantages, one of which is not limited to space and time so that they can socially campaign and donate anytime and anywhere. Hyper personal communication states that the absence of non-verbal communication actually helps in interacting, because when personal communication occurs someone feels comfortable to express themselves in communication through
computer media. The purpose of this study is to determine the effectiveness of using online fundraising sites. And qualitative descriptive is the method used in this study, which serves to present a complete picture of breakthroughs in online fundraising.

2. Method
The method used in this research was descriptive qualitative as the method to present a complete picture of a breakthrough in online-based fundraising, and to use previous research related to the collection of donations so that it can analyze how much effectiveness the online fundraising site is in Indonesia.

3. Results and Discussion
To facilitate the community in raising funds, both in the form of donations, charity, sacrifice and others. So a site called kitabisa.com is created that makes it easy for people to raise funds. For example, if the community wants to raise funds for disaster victims or for other purposes, then the community no longer needs to collect funds by conventional means, namely by going directly down the road. Now this has been facilitated by making fund-raising online, which can be done anytime and anywhere. Many donors are far more confident with this online fundraising because it guarantees the security of the distribution of funds. [11] It can also anticipate fraud on behalf of donations for humanity (Figure 1).

![Figure 1. Home. Figure was adopted from kitabisa.com/ on Aug 29th, 2018](image-url)

On this home page, there is a menu section with two choices, namely donations and charity. There are also search engines to make it easier for donors to search for campaign titles. Attached contact number to consult. Also on this menu page, we can find out the number of campaigns that have been funded, the amount of donations that have been collected, zakat distributed and the number of people who have joined the campaign. There are also, popular fundraising websites in Indonesia [12]. In this study, we utilize information technology systems to make it easier for people with this site (see Figure 2).
In the campaign view, donors can choose campaigns that will be donated by funds in accordance with the attached campaign title (see Figure 3).

**Figure 3.** Selected Campaign. Figure was adopted from kitabisa.com/ on Aug 30th, 2018

After donors choose a campaign that they want to contribute, donors choose the choice of donation now. On this page, the number of donations that have been donated and the number of targets to be achieved is attached. As for the percentage and duration of the campaign. Also written a description of the campaign, to provide complete information to donors (see Figure 4).
In the donation and payment system page, it is divided into two parts, namely donations and payments. In the donation section there is a column to fill the amount of donations and support for the victims. In the payment section, there is an identity form and payment method that you want to use (see Figure 5).

**Figure 4.** Donation and Payment Method. Figure was adopted from kitabisa.com/ on Sep 1st, 2018
After you chose the payment method, the total amount of funds that must be paid, and the destination account number will be attached. If within 5 hours the funds are still not processed, donations are automatically cancelled by the system.

4. Conclusion
Technological developments provide convenience for the community, especially in business. People are more comfortable to make payments online and do not need to leave home, only using cell phones and the internet can all be done quickly and efficiently. Through this site, people have the convenience of donating, not worrying about transfer payments and the public can monitor the distribution of donations they have given.

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