Donation Campaign Strategies of Five Islamic Philanthropic Organizations (Qudwah Indonesia, Human Initiative, Rumah Zakat, Dompet Dhuafa, DT Peduli) in Fundraising for the Palestinian Humanitarian Tragedy During October-November 2023

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KEYWORDS	ABSTRACT
Campaign Strategy; Islamic Philanthropy; Social Media Campaign	This research investigates the donation campaign strategies employed by five Islamic philanthropic organizations (Qudwah Indonesia, Human Initiative, Rumah Zakat, Dompet Dhuafa, and DT Peduli) during the Palestinian humanitarian crisis in October-November 2023. Using a descriptive qualitative approach with Systematic Documentary Review, data was collected through interviews with content managers and observations of digital media platforms, particularly websites. The analysis revealed that each organization tailored its campaign strategies to its internal policies, emphasizing transparency, trust-building, and convenience to encourage donations. The findings show that the donation strategies varied across organizations, with common features such as the use of clear messaging, trust signals, and interactive elements. The study concludes that effective communication strategies, including transparency and ease of access, play a crucial role in increasing public trust and donor engagement.

Introduction

According to the World Giving Index 2021 released by the Charity Aid Foundation (CAF), Indonesia is the most generous country with a score of 69% with the highest score on the indicators of donating to foreigners/strangers, donating money and volunteer activities. The humanitarian tragedy that occurred in Palestine has attracted the attention of various countries, including Indonesia. During November 2023, Indonesia has carried out 2 stages of sending aid to Palestine, both sourced from the government, individuals, organizations and philanthropic institutions (Adiputera & Missbach, 2021; Djuyandi et al., 2021; Janah & Humaidi, 2021).

Philanthropy is defined as the conceptualization of the practice of voluntary giving, the provision of voluntary services, and voluntary associations to help those in need. The presence of philanthropic institutions is one of them to fulfill the principles of social justice in achieving basic needs by target groups in a sustainable manner, both domestically and abroad. In a book titled

Philanthropy in a Multicultural Society (2019), Janah quotes the Merriem-Webster Dictionary to give the meaning of philanthropy, namely caring for others through efforts, activities, and actions to improve welfare by providing humanitarian assistance.

Forum filantropi Indonesia sebagai wadah perkumpulan lembaga filantropi mencatat lebih dari 120 anggota yang tergabung, baik berbentuk individu, organisasi maupun yayasan. Latar belakang munculnya lembaga filantropi di Indonesia antara lain oleh banyaknya suku, ras, agama dan budaya. Beberapa organisasi filantropi yang lahir karena motif agama Islam sebagai agama rahmatan lil alamin, didorong karena perintah kepada umatnya untuk membantu sesama dengan kegiatan peduli dan berbagi.

In conducting fundraising, Indonesian philanthropic institutions use new technology-based media to receive and disseminate humanitarian information. New media or new media according to Lievrow and Livingstone has 4 aspects that distinguish it from old media, namely: first, recombinant is the result of a continuous combination between existing technology and new innovations, second, networked is users who are interconnected and can be senders or receivers so that 2-way communication is established, third, ubiquitous is a personal tool that provides access to a variety of content that is individualized or communication services and the fourth interactive is to provide a means to form, search and share selective content.

According to the results of a survey by the Indonesian Internet Service Providers Association (APJII), it was found that the penetration of internet use in Indonesia in 2023 will reach 78.19% or 215 million people and will continue to increase along with the increase in population and technological advancements. An increase in online activities and transactions will increase the use of online transactions which ultimately helps philanthropic institutions in fundraising. This is in line with BAZNAS's study to encourage various zakat institutions to elaborate technological advances through the digitization of communication channels in their activities (Pusat Kajian Strategis Badan Amil Zakat Nasional, 2021).

One of the new media is a website or site, which is a collection of pages that display information on text data, still image data or motion, animation, sound, video and or a combination of all of them, either static, i.e. the content of the information rarely changes and is unidirectional, or dynamic with information that is interactive in both directions. The use of new media in the form of a website by philanthropic institutions emphasizes maintaining public trust as prospective donors with certain rules. James G Barners, in his book Secrets of Customer Relationship Management, explains that trust involves a person's willingness to behave a certain way comes from the belief that their partner will give him what he or she expects. The existence of public trust or trust in the website of philanthropic institutions as a fundraising strategy or crowdfunding is very necessary. This is supported because the value of mutual cooperation to help others, both individually and together, is a habit in Indonesian society. The presence of a crowdfunding platform is able to play a role in bringing together the potential of community generosity with innovative and innovative parties.

With the growing activities of philanthropic institutions in Indonesia, the Indonesian Philanthropic Code of Ethics (KEFI) was issued by the Indonesian Philanthropic Association (PFI)

in 2021 as an effort to prevent ethical problems and emphasize the importance of accountability in a philanthropic institution related to the trust of fund contributors. With the code of ethics, it is hoped that there will be no attempt to degrade the object of the donation purpose.

From this background, researchers are interested in conducting this research because of the proliferation of Islamic-based philanthropic organizations by utilizing new media as a tool to campaign for humanitarian donations. The formulation of the problem designed by the researcher is How is the communication strategy through the use of digital media by 5 philanthropic organizations (Qudwah Indonesia, Human Initiative, Rumah Zakat, Dompet Dhuafa, DT Peduli) to donate to the Palestinian humanitarian campaign as a form of relationship with the public?

The purpose of this study is to find out the campaign strategies of 5 philanthropic institutions in raising funds for the Palestinian humanitarian tragedy in October-November 2023.

Research Methods

The Systematically Documentary Review method is used by researchers in carrying out observations (Watajdid et al., 2021). The method applied is to identify, analyze digital media content owned by 5 philanthropic institutions (Qudwah Indonesia, Human Initiative, Rumah Zakat, Dompet Dhuafa, DT Peduli) and elaborate with research results that are relevant to the formulation of the problem determined by the researcher. The type of research used by researchers is qualitative descriptive to find out an image and state of a thing by descripting. The reason for choosing this method is to obtain realistic data that occurs in the field at the time of making observations. The qualitative approach to the systematic review method is a step in summarizing the data obtained through observation on the communication strategies of 5 philanthropic institutions for analysis.

Among the digital media used by 5 philanthropic institutions, the researcher chose a website to observe. This is because the development of fundraising sites or websites or crowdfunding is increasingly mushrooming in Indonesia.

Types, Collection Techniques and Data Analysis Techniques

The data used to conduct the research is sourced from primary and secondary data. Primary data is data from fundraising content for the Palestinian humanitarian tragedy during a specified time obtained from website observation activities. Secondary data for research is supporting data in the form of sentences obtained from simple interviews with officers who are authorized to manage content on the website or website of philanthropic institutions.

The data collection method carried out by the researcher is by interviewing in the form of questions and answers which are carried out based on questions from the formulation of the problem. Interviews were conducted with informants who have the position of copywriter in the marketing communication (marcom) division and Media Activation Manager of 2 philanthropic institutions that handle content creation strategies and fundraising for the Palestinian humanitarian tragedy. The second method is observation to systematically search for and compile data obtained from observations on websites or websites from 5 philanthropic institutions. Observation activities

are also obtained from various sources such as literature studies, books, previous research and other reliable sources.

The implementation of observation with the systematically documentary review method focuses on analyzing the content of sites or websites owned by 5 philanthropic institutions systematically with the following guidelines:

1. Types and information provided on the site or website

To find out what types and information are provided by the 5 Islamic philanthropic institutions, it is done by looking at the content offered to the public. In this case, the researcher limited observation to content related to fundraising for the Palestinian humanitarian tragedy with an observation period focusing on content delivered during October to November 2023 on each media platform. The types of information observed include:

    a. Website display interface.

    b. Ease of access to fundraising,

    c. Donation achievements as an illustration of talkback,

    d. Involvement of other parties to encourage potential donors.

2. Guidelines in compiling fundraising content on the website can be in the form of a code of ethics or unwritten rules or agreements within philanthropic institutions.

Results and Discussion
Philanthropic Institute Profile

1. Qudwah Indonesia

Qudwah Indonesia is present as a philanthropic institution under the Indonesian Humanitarian Example Foundation which focuses on the humanitarian field of responding to natural disasters, wars, prolonged conflicts and deteriorating economic conditions. The beginning of the establishment of Qudwah Indonesia in Bekasi City was to collect donations for humanitarian victims due to war and conflict in Palestine. As time progresses, Qudwah Indonesia expands humanitarian action because it sees domestic and world conditions.

2. Human Initiative

Human Initiative (HI) is a humanitarian organization that was established on December 10, 1999 and has a Theory of Change (TOC) strategy that focuses on the positive impact of 3 cores, namely: community empowerment, child protection and disaster management and emergency response. Domestic and foreign legality is pocketed by HI, including from the Ministry of Social Affairs, UN-ECOSOC and Europe Aid. The volunteer network that HI has successfully created is 3000 volunteers from all over Indonesia in the Human Initiative Volunteer Energy (HIVE) community. As a corporation, HI maintains institutional accountability by implementing humanitarian standards in the form of Sphere International & PSEA International and by implementing good governance principles such as the Anti-Terrorism Law, Presidential Regulation Nio. 18 of (2017), Child Safeguarding Policy and ISO 9001:2015.

3. Rumah Zakat

It is a zakat institution that has been inaugurated as the National Zakat Institution on July 2, 1998 using the name Ummul Quro Social Wallet (DSUQ) which in 2006 changed to Rumah Zakat (RZ). With the slogans Senyum Juara, Senyum Sehat, Senyum Mandiri and Senyum Lestari, RZ expands the service field to 4 services, namely education, health, economic empowerment and environmental sustainability initiatives. Not only moving domestically, RZ has expanded humanitarian programs in 30 countries which made RZ designated as a special consultative by the UN Ecosoc (Economic and Social Council) in 2016.

4. Dompet Dhuafa

The philanthropic institution which was established on July 2, 1993 received a positive reaction from the public, especially Republika readers as the starting point for reporting the emergence of Titled Dompet Dhuafa. In 1994, Dompet Dhuafa was separated from the Republika General Daily under the name of the Dompet Dhuafa Republika Foundation. The government, through the Ministry of Religion of the Republic of Indonesia, inaugurated Dhompet Dhuafa as a National Zakat Institution. Among its missions are building human values and independence; increasing community donation participation and community empowerment and developing zakat as an alternative to poverty alleviation.

5. DT Peduli

According to the meaning on its official website, the National Amil Zakat Institution Daarut Tauhiid Peduli is a non-profit institution that focuses on the management of zakat, infaq, alms and waqf funds. The priority activity is to increase economic strength for the community so that the principle of empowerment and community independence is created. LAZ DT Peduli was founded by KH. Abdullah Gymnastiar on June 16, 1999 as part of the Daarut Tauhiid Foundation. Determination of LAZ DT Peduli by the Minister of Religion on June 11, 2016.

Communication Strategy

Observations were made on 5 Islamic-based philanthropic institutions, namely Qudwah Indonesia, Human Initiative, Rumah Zakat, Dompet Dhuafa and DT Peduli. A philanthropical movement is intensively carried out in the midst of the humanitarian tragedy that befell the people of the State of Palestine. This is due to the impact caused by the conflict that occurs not only health problems, but also access to basic necessities and economic slump. With the existing conditions, the Palestinian people have to face shortages of food, access to electricity, drinking water, and even health facilities. Fundraising actions are increasing in response to the impact of the conflict. Various efforts by philanthropic institutions in Indonesia to carry out fundraising programs through various methods and strategies, one of which is using digital information media (Hadi, 2011; Herna et al., 2019).

Observations that have been made by looking at the types and information on each philanthropic institution website are described through the following table:

Table 1. Results of Website Observation of 5 Philanthropic Institutions

	Qudwah Indonesia	Human Initiative	Rumah Zakat	Dompet Dhuafa	DT Peduli
Website Address	https://qudwahindonesia.id	https://human-initiative.org/	https://www.rumahzakat.org/id	https://www.dompetdhuafa.org	https://www.dtpeduli.org
Home/Home Display	The headline contains the urgent needs of Palestine and information on the stage of providing assistance that has been carried out along with dates and photos. Equipped with a Hyperlink that says **Donate Here** (orange)	The headline is titled #Situation Report Konflik Palestina-Israel when opening the website with an attractive image display and title, followed by a full link to the news.	Content about Palestine is not displayed directly on the homepage.	The latest news updates on Palestine became the main headline and were immediately seen when opening the website with a persuasive display of images and titles. Equipped with a Hyperlink that says **Donate Now** (Green and White)	There is a headline containing Palestinian news equipped with a QR Code that can be directly scanned by donors and landing page information dtpeduli.org/pedulipalestina in the headline image. Displaying #unggulkankepedulian hashtags in each donation campaign
Information on how to donate Humanitarian to Palestine	Directly Click **Donate Here** (orange) on the Palestine Headline	There is a **Donation** menu in red (easy to see) at the top of the website. If clicked, it will take you to a web page https://solusipeduli.org/	Select the **Program menu**, select **Disasters**. Then go to the landing page of **the @rumahzakataction Instagram Account** as the Official Account of the Disaster and Humanitarian Action Unit @rumahzakat. If you want to donate by clicking the link in your Instagram bio and then being directed to the page https://www.rumahzakat.org/donasi	Directly Click **Donate Now** (green and white) on the Palestine Headline and will go to the landing page https://www.digital.dompetdhuafa.org	a. **Scan QR Code** pada Headline Palestina b. **Search** Program dengan kata kunci **Palestina**
Palestinian Humanitarian Program Menu	There is a menu **to select the Kindness Program** accompanied by	There is a **menu of Selected Programs** on the https://solusipeduli.org/	There is a **Program Recommendation menu** on the	There is a Let**'s Help Them menu on the https://www.digital.dompetd**	The results of the Palestine Program search, there are several fundraising programs

	information on the Poster, Title, Name of the target country (Indonesia, Palestine and International) with different colors, a graph of the donation target, the percentage of funds achieved, the nominal amount of funds collected, and the remaining time. If clicked, it will display more complete information in the form of program description, fundraiser, donation history (can be filtered by the largest, oldest, latest donations and by prayer).	website, but fundraising for Palestine is not included in the selected programs, so it must be searched with Palestinian keywords, for example. This program is accompanied by information: Posters, titles, graphs and percentages of donation achievements, nominal donations collected, nominal donations distributed, number of donors. Interesting information: a. There is a minimum nominal donation and multiples apply. b. There are reports of the delivery of funds to Palestine, c. There is a table of recapitulation of dates, donor names and nominal.	https://www.rumahzakat.org/ donasi website which contains various fundraising programs along with information on posters, titles, nominal collected, number of donors, and donation fields with a certain minimum. What is interesting is using the role of influencers, both artists and institutions/organizations (photos and names are listed on the poster).	**huafa.org website** which contains various humanitarian fundraising activities along with information on the title, implementer, amount of funds collected, donation target graph, remaining days, and nominal amount that has been collected and poster. There are several interesting things, namely: a. There are more than 1 theme, including: ambulance waqf, public kitchen, solidarity action, etc., b. There is an Affiliate Fundraiser, opening opportunities for anyone who wants to raise funds with certain conditions. c. Is there a Whistle Blowing System with the sentence **This program is suspicious? Criticize.** If you click Report, you will be asked to log in.	accompanied by information: posters, titles, graphs of funds collected, target funds and a choice of donation nominals. Below it is information containing the latest news, donor names and nominals.
Talkback (Palestinian humanitarian donation achievement or number of donors/volunteers)	Latest fundraiser reaches 57% with 43 days remaining.	4,017 active volunteers	500,000 donors	The most donations in solidarity actions were 29,753 donors even though the cut-off / remaining fundraising days are still 409 days away.	In some Palestinian donations, there are 16,673 donors.

Based on the table above, there are similarities and differences between the five philanthropic organizations in communication strategies, especially in conducting Palestinian humanitarian donation campaigns.

a. Qudwah Indonesia

In Palestinian donation campaign activities, it is no different from creating fundraising content for other programs. According to an informant from Qudwah who serves as a copywriter in the Marcom (Marketing Communication) Division, he explained that the content produced is for the benefit of the organization and ads for fundraising. The design included in each donation campaign content is guided by the Graphic Standard Manual (GSM) which requires the following scope:

  i. Organization Logo
 ii. Headline
iii. Subhead line
 iv. Account Number
  v. Description of Forms of Help
 vi. Supporting Images
vii. Social media logos

In the GSM published by Qudwah, there is no regulation regarding the content of the content, so the poster is designed with a sad visual to play the emotional side of the donor who sees the Palestinian donation campaign as shown in the following image:

Figure 1. Poster of the Indonesian Qudwah Donation Campaign (Displaying Sorrow)

This is in line with the researcher's observations. Headlines that are arranged in sentences that are straight to the point and attractively designed are part of efforts to make it easier for people to understand and form behaviors or behaviors to donate without further ado. Supported by the callto action sentence, Qudwah provides a message to make it easier to invite people to donate directly. The existence of urgent need information from the headline is additional information to prospective donors who will donate, that currently in Palestine is in need of any assistance. There is also information on the stage of providing aid as a form of report on the distribution of aid to Palestine that has been realized, as an effort to inform and increase donor confidence that the

donations they have given have been channeled. This can be seen in the following image visualization:

Figure 2. Information on the Stage of Providing Qudwah Assistance Indonesia

As far as the observations are made, Qudwah does not use third parties, either influencers or figures, as partners in fundraising. According to the researcher's informant, in helping the achievement of donations through social media, it is done by placing ads or advertisements on the social media metaInstagram and Facebook.

In the theory of uses and gratification, the audience basically uses mass media based on certain motives, while the media is considered to be trying to fulfill the audience's motives. If this motif is fulfilled, the needs of the audience will be met. In the end, media that is able to meet the needs of the audience will be called effective media (Kriyantono, 2006: 204). The Qudwah website media provides information and builds public satisfaction, including:

i. Regarding events happening in Palestine through the description and latest news feature that contains brief news, photos, and information on how to donate.

ii. Urgent needs provide explanations and instructions for prospective donors to estimate the amount of donations so that they can meet the needs of what will be channeled through Qudwah.

iii. The target of fundraising and updating the identity of donors is an important part for the public as an effort to provide certainty to each donor that in real time, they can see whether their donations have been included in the donation list or not.

In the end, the Qudwah website was able to increase public confidence after receiving useful input as a motive for donating.

b. Human Initiative

The Human Initiative (HI) in creating content for Palestinian fundraising on its website has a principle or code of ethics that is held, namely dignifying the beneficiaries by not showing news angles that contain sadness, weakness or horror (blood, wounds). It can be seen from the following figure:

Figure 3. Palestinian Humanitarian Donation News Human Initiative

HI has guidelines in conveying information in each humanitarian activity contained in the Public Communication, Media and Digital Technology document in accordance with the following table:

Table 2. Human Initiative Content Publication Rules

	Allowed		Not allowed
1	Stories of activities with children	1	Surname, No.ID, date of child's birthday
2	Child's first name	2	Names of parents and their place of residence (name of village, sub-district)
3	Child's age	3	School name and address
4	Origin Region (province/district)	4	Encourage/participate in illegal child behavior, such as holding weapons, child soldiers, child prostitution, child trafficking
5	Parents' work	5	Not exploiting the child's vulnerability in times of trauma/grief, helpless victims
6	Photos of children dressed appropriately	6	Language that implies power relations
7	Children's favorites	7	Insulting/humiliating
8	Positive things about children	8	Children use clothes with writing/images that contain violence or are not in accordance with the moral standards of society
		9	Exposing genitals
		10	Contains sexual elements
		11	Uploading/distributing images / videos / stories that are ungraded and contain violence
		12	Geo-tagging the child's location
		13	Activities alone with children

The fundraising process carried out through the website is classified as fundraising with an open target or non-existing donors, namely donors who have not been registered with philanthropic institutions, so before fundraising, it requires permission from the government through the Ministry of Social Affairs of the Republic of Indonesia in the form of Money and Goods Collection (PUB) activities. According to an HI informant who has the position of Media Activation Manager, most donations for Palestine are only addressed to existing donors which are made directly to the donor

through broadcast messages either email or Whatsapp. This makes the role of the website the main tool for disseminating the latest information on Palestine and the fundraising activities that will and have been carried out by the Human Initiative. Among the contents of the message conveyed to the public through the website are how the conditions are in Palestine, what are their needs and how the community can help, as shown in the following image:

**Figure 4. Palestine Human Initiative's Current Situation Information**

On their social media, there is a mission to express support for Palestine and the publication of humanitarian actions carried out by HI. The fundraising activities carried out through the official website human-initiative.org directed to another page, namely solusipeduli.org. This is because the main page human-initiative.org there is no fundraising process, but emphasizes the situation report from Palestine. Meanwhile, the solusipeduli.org website is a special site owned by HI to conduct fundraising or crowdfunding which in the future is targeted to be able to become a crowdfunding website for the public such as Sharing Happiness, kitabisa.com, etc.

As the general public, researchers could not find information on whether the campaign strategy through the HI website had a role in the achievement of donations. This is due to the absence of open information regarding the nominal collected in each fundraising activity through the website. If in each donation collection page there is no Whistleblowing facility, but on the bottom home page there is a Whistleblowing HI facility as a safe and confidential system for each individual to disclose alleged violations with a guarantee of security and confidentiality for the reporter. It was explained that violations that can be reported can come from internal HI, both workers, volunteers, interns, outsourced workers and consultants who work on behalf of HI.

c. Rumah Zakat

Data from a journal states that Rumah Zakat (RZ) has gained public trust as shown by 500,000 donors until 2019 with 35.5 million beneficiaries of RZ services. The 14th Reasonable Opinion Without Exception (WTP) was also successfully maintained in the 2019 financial statements. RZ partners of 46 corporate CSR and 29 media partners and communities are an opportunity that can be used as partners in conveying donation campaign messages on the condition that there is collaboration in fundraising activities between the two parties. Although the website already provides payment digitization, RZ also accepts office visit services to receive donations from muzaki. This is said to be an effort to improve the quality of donor trust in RZ (Sofiyawati, 2022).

When viewed from the Palestinian campaign donation message, RZ maximizes the role of influencers, both artists and institutions/organizations (photos and names are listed on posters) as a source of external messages both from artists or ustadz/ustadzah. The source of internal messages can come from administrators, volunteers and service beneficiaries. With external sources from various circles as an effort to boost the Palestinian campaign donation movement, it aims to maximize the achievement of donations. This is in accordance with the spirit of collaboration which requires synergy with various parties in achieving empowerment in Indonesia. Influencer engagement can be seen in the following figure:
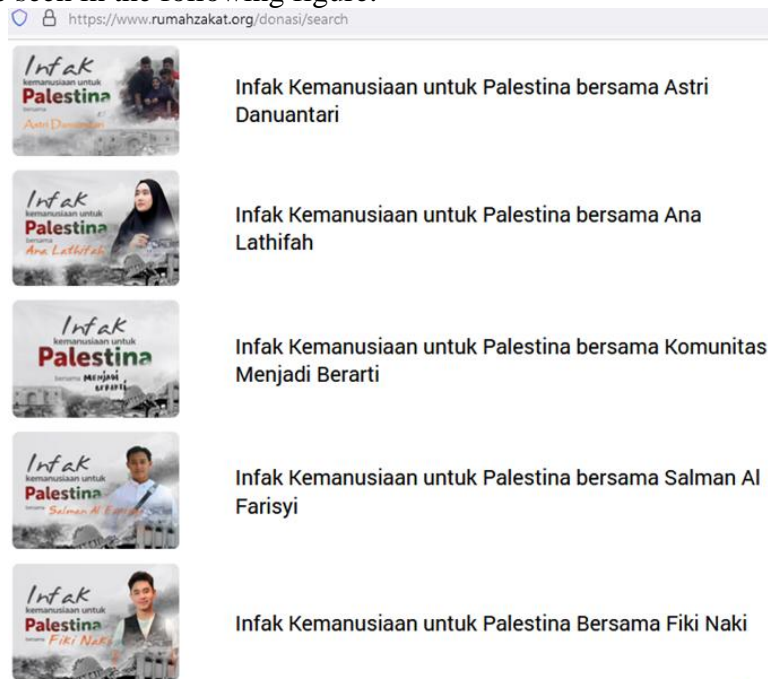
Figure 5. Influencer Involvement in Collecting Rumah Zakat Funds

Publicity as RZ's method to attract donors from various interests. With influencers involved, people who have a tendency to idolize influencers will donate. According to the theory of use and effect, it is assumed that individual characteristics and the level of media access have an impact on the decision to use, thus affecting whether a person chooses to use or not to use certain media. (Ismawati, 2019). The presence of influencers will represent inclusive donation activities from Rumah Zakat from various views that are most relevant to the community.

d. Dompet Dhuafa

In an effort to optimize fundraising, Dompet Dhuafa (DD) utilizes advertising features, brand ambassadors and figures. Based on limited observations made by researchers, interesting information was found using the role of fundraisers, opening up opportunities for anyone who wants to raise funds with certain conditions as a strategy to persuade muzaki. Messages with heroic stories of the beneficiaries were also shared by DD through his social media. This is a strategy to build sympathy from muzaki with a story telling caption and ending with a persuasive sentence. The design of messages wrapped in the form of photos and videos, illustrations, banners and banners is used to convey inspiring, light and fun information in campaigning for Palestinian humanitarian donations and inviting kindness to muzaki. The inclusion of the logo and the selection of orange color which means spirit is the uniform tone in each donation campaign. The use of

certain colors can reinforce an organization's branding and help create a consistent look and feel across websites or apps, as well as build a visual identity (Sakhinah & Arbi, 2019).

In gaining the trust of donors, Dompet Dhuafa provides a Whistleblowing System facility in each of its fundraising programs. This is because to raise funds, a philanthropic institution must be transparent and accountable according to the rules of the Ministry of Social Affairs of the Republic of Indonesia.

Figure 6. Whistle Blowing System (Report) Facility Dompet Dhuafa (bottom right)

e. DT Peduli

In campaigning for Palestinian donations, it is always followed by hashtags or hashtags #unggulkankepedulian as a form of paying important attention in designing the message that you want to convey. The success of communication strategies or campaigns carried out by 5 philanthropic institutions is determined by the response given by the community in the long term. Of course, in persuading the public, efforts are needed to identify the community, the purpose of disseminating information, message design and the selection of communication channels. In the world of philanthropy, there are several factors that can influence muzaki (donors) in giving or not giving their zakat through a philanthropic institution. The ease of giving zakat through philanthropic institutions is important in raising funds through the website. DT Peduli provides a QR Code facility on each poster, so that with a single click, donors can easily distribute their donations (Amri et al., 2023).

DT Peduli realizes that by utilizing QRIS, several advantages are obtained, namely easy, fast, practical, up to date and also protected and supervised by Bank Indonesia.
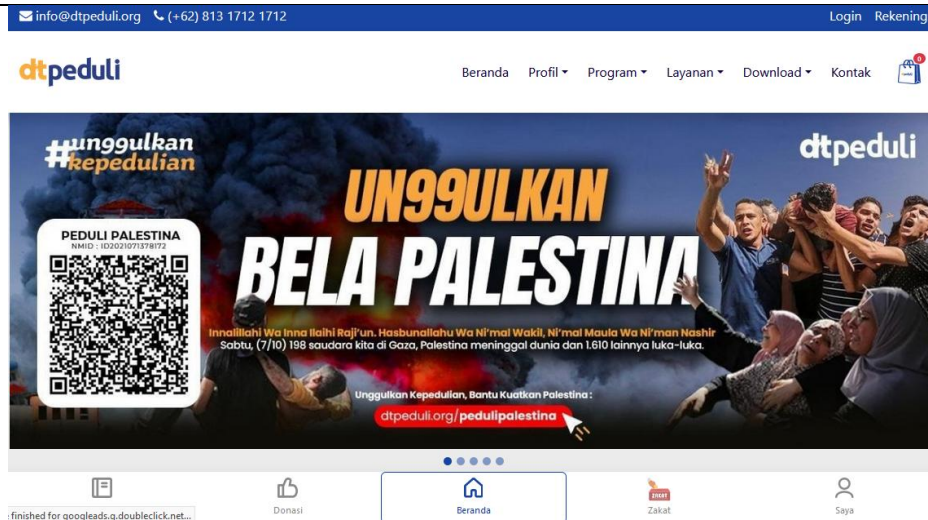
Figure 7. QR Code to Distribute DT Care's Palestinian Aid

Philanthropic Institution Donation Campaign Talkback

According to some beliefs of philanthropic institutions, talkback as the goal of a communication strategy to the public is not necessarily the achievement of donations in the form of nominal from the results of fundraising, but how philanthropic institutions as non-profit organizations are able to show their existence as institutions that have an impact on humanity. Thus, the communication strategy used in conducting humanitarian donation campaigns has added value (value added) rather than just targeting the nominal amount of donation collection. From the results of the observations made by the researcher, the achievement percentage column illustrates that fundraising through website media is very effective and gets a positive response from the community (Nugroho & Purnomo, 2013).

Based on the findings and discussion above, it can be concluded that:

Table 3. Research Conclusion

Trust	Each philanthropic institution has its own way of attracting public trust to donate. Communication strategies to attract trust are carried out such as: implementing a **Whistle Blowing System,** Using **influencers, Information on the Distribution Stage** that has been done previously, Inviting **Affiliate Fundraisers,** and displaying **donor data**
Ease	To make it easier for donors, the five Islamic philanthropic institutions use real-time information**,** accompanied by donation achievement charts. Each information is accompanied by a Share option**,** making it easier for donors to share fundraising campaigns with friends using social media (Whatsapp, IG, Telegram, etc.). Some use **QR Codes** to make it easy for donors to donate.

Comfort	With menus displayed accompanied by signs with certain colors, providing comfort to donors. There is a philanthropic institution that designs a mobile-friendly website. To maintain the privacy of donor recipients, some philanthropic institutions adhere to a code of ethics or rules or agreements within their organizations in creating content design.
Innovation	The five philanthropic institutions have different improvement efforts, there is one institution that raises donations with various themes. There is also one institution that maximizes the network with affiliate fundraising, so it is not exclusive in fundraising
Public Response (Talkback)	Of the five Islamic philanthropic institutions observed, they received feedback from the community as donors with an average achievement of more than 50% of the donation target. Even the remaining time is still hundreds of days, billions of donations have been collected. This proves that the donation campaign for the Palestinian humanitarian tragedy carried out by 5 Islamic philanthropic institutions, has been successful in persuading the public to donate. Some philanthropic institutions measure the success of the public response by being able to position themselves in educating the public about humanity.

Conclusion

Each Islamic philanthropic institution has its own donation campaign strategy for the Palestinian humanitarian tragedy. When viewed from the aspect of building trust, convenience, comfort, and innovation, the five Islamic philanthropic institutions have run well. The public response as feedback from the donation campaign also yielded results in the form of donation behavior with an average target of 50% and thousands of permanent donors throughout Indonesia. Apart from the factors already mentioned, the donating behavior of people in Indonesia is influenced by the belief to help others according to Islamic teachings.

In terms of making observations, researchers have limitations, namely: 1. Observations made on communication strategies and donation results as talkbacks provide limited space for researchers. With a wider time and network, researchers can see from the data on the number of permanent donors, financial statements, and triangulation of corporate communication strategists through digital media, especially websites. 2. Limited does not observe all components of the campaign donation program, both how to determine the choice of program and how philanthropic institutions foster the belief of muzaki to make or not make donations through philanthropic institutions. 3. Observations are made on the scope of the website from the headline display and donation collection programs, so that other information from other parties is not explored to the maximum, for example to fundraiser affiliates whether they can maximize in helping the donation campaign or to the influencers who are invited to campaign whether they are aware of themselves or there is a return in conducting a campaign with the observed Islamic philanthropic institution.

As a perfection of the next research, the researcher gave the following suggestions: 1. For philanthropic institutions, if they use a third party as an external source of information, both in the form of influencers and fundraisers, to pay attention to their market potential which is adjusted to the principles prioritized by philanthropic institutions. In addition, campaign innovations to be maintained and strengthened with distribution evidence (photos and dates) so that public trust can be maintained. 2. For the next researcher, to explore whether there is a code of ethics used by each philanthropic institution and to multiply secondary data sources from various organizations such as BAZNAS, BPK and others to take pictures of the latest studies and financial statements of the philanthropic institutions studied. In addition, to map philanthropic institutions that will be researched according to their respective preferences, for example those based on Islam, those that support research, those that excel in socio-cultural and other.

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