

## Analisis penggunaan Appeal dalam Platform Crowdfunding di Indonesia = Analysis of Appeal application in Indonesia's Crowdfunding Platforms

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### Abstrak

Abstrak: Crowdfunding merupakan praktik penggalangan dana secara kolektif dengan bantuan teknologi internet. Sebuah kampanye crowdfunding perlu mengumpulkan banyak pendukung agar target dana tercapai, sehingga penting bagi penggalang dana untuk mengemas strategi komunikasi kampanye sedemikian rupa agar khalayak tertarik untuk berdonasi. Melalui penelitian ini, peneliti ingin menganalisis penggunaan guilt appeal dalam strategi komunikasi kampanye crowdfunding dan implikasinya terhadap keberhasilan penggalangan dana. Analisis dilakukan secara tematik kepada kampanye crowdfunding di Indonesia berdasarkan elemen teks dan visual yang digunakan. Peneliti menemukan bahwa guilt appeal memiliki dampak signifikan dalam mendorong niat pendukung untuk berdonasi. Namun, terdapat faktor-faktor lain yang mempengaruhi keberhasilan kampanye crowdfunding seperti kredibilitas penggalang dana, durasi kampanye, dan pemasaran media sosial.

.....Abstract Crowdfunding is an internet-based platform that allows people to raise funds collectively. A crowdfunding campaign needs to gather many backers in order to achieve its goal, hence it's important for fundraiser to create a great campaign communication strategy that attracts people. This research aims to analyze how guilt appeal is used in crowdfunding communication strategy and its implication on crowdfunding's success. The analysis was carried out thematically to three crowdfunding campaigns in Indonesia based on text and visual elements used. This research found that guilt appeal has a significant impact in encouraging backers' intention to donate. However, there are other factors that influence crowdfunding campaign's success such as fundraiser's credibility, campaign duration, and social media marketing.