

Penggunaan crowdfunding selama pandemi Covid-19 oleh micro-celebrity Indonesia = The Use of crowdfunding during the Covid-19 pandemic by Indonesian micro-celebrity

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Abstrak

Pandemi Covid-19 merupakan masalah yang sedang dihadapi secara global oleh masyarakat dunia, tak terkecuali Indonesia. Akibat pandemi, muncul masalah seperti penurunan angka tingkat ekonomi, merosotnya pendapatan, menurunnya jumlah lapangan kerja, Pemutusan Hubungan Kerja (PHK), meningkatnya angka pasien terinfeksi dan kematian, terbatasnya Alat Pelindung Diri (APD), dan lain sebagainya. Pada situasi dimana kondisi pandemi memberikan dampak kepada setiap orang tanpa terkecuali, sifat solidaritas muncul dan mendorong keinginan manusia untuk saling membantu sesama. Sifat tersebut merupakan bentuk dari community resilience. Salah satu upaya community resilience yang dilakukan masyarakat di masa pandemi adalah crowdfunding. Tokoh populer seperti micro-celebrity pun ikut turun tangan dan menginisiasikan proyek crowdfunding secara online melalui platform Kitabisa. Makalah ini bertujuan untuk melakukan analisis deskripsi terkait bagaimana micro-celebrity menggunakan crowdfunding dalam rangka membantu sesama masyarakat yang terdampak akibat pandemi Covid-19. Selain itu, penelitian ini juga akan membahas bagaimana social influence yang dimiliki oleh micro-celebrity dapat mempengaruhi proyek crowdfunding melalui metode penelitian desk research. Dalam proses pengumpulan dana crowdfunding, social influence yang dimiliki oleh micro-celebrity memegang peranan penting. Analisis yang dilakukan pada dua saluran social influence, yakni pengaruh informatif dan normatif, menunjukkan adanya sikap positif calon pendana terhadap keputusan berpartisipasi memberikan dana dalam proyek crowdfunding micro-celebrity.

.....The Covid-19 pandemic is a problem that is being faced globally by the world community, including Indonesia. As a result of the pandemic, problems arise such as decreased level of the economy, decreased income, decreased number of jobs, layoffs, increased number of infected patients and deaths, limited Personal Protective Equipment (PPE), and so on. In a situation where pandemic conditions affect everyone, solidarity emerges and encourages human desire to help each other. This trait is a form of community resilience. One of the community resilience efforts carried out by the community during this pandemic is crowdfunding. Popular figures such as micro-celebrities also stepped in and initiated an online crowdfunding project through Kitabisa. This paper aims to conduct a descriptive analysis regarding how micro-celebrities use crowdfunding in order to help the communities affected by Covid-19 pandemic. In addition, this study will also discuss how the social influences of micro-celebrities can affect crowdfunding projects through desk research methods. In the crowdfunding process, micro-celebrities' social influence play an important role. An analysis carried out through two social influence channels, informative and normative influences, shows that potential lenders have a positive attitude towards the decision to participate in providing funds for micro-celebrity's crowdfunding project.