

Communication Strategy of Peduly Gotong Royong Foundation in Building Volunteer Re-participation in Surabaya

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ABSTRACT

Peduly Surabaya is how people called Peduly Gotong Royong Foundation which is located in Surabaya. Peduly Surabaya started volunteer activities involving external parties in June 2023. In a month, there are around 3-5 volunteers who return more than twice in the same month. This statement shows that the level of re-participation in Peduly Surabaya is relatively high. With a case study method, the case that can be studied from Peduly Surabaya is the strategy in attracting volunteers to return to Peduly Surabaya's new volunteer activities. Based on the result, there are six strategies. These six strategies include internal and external strategies that are communicated directly or through online media. First, choose a management team that is communicative and has high initiative in accordance with Peduly's value. Second, consistently communicating various activities online Third, convey the results of evaluations and learning from previous activities. Fourth, communication through many media. Fifth, familiarize volunteers in creating content about Peduly Surabaya. Sixth, transparency regarding the function of donation contribution.

Keywords: *Organizational Communication; Charity Communications; Communication Strategy; Re-participation; Volunteer Activities.*

INTRODUCTION

One of the generous non-profit organizations in Indonesia is Peduly Surabaya, which is still part of Peduly Gotong Royong Foundation (Peduly). There is an interesting achievement that Peduly has achieved in volunteer activities. Based on an pre-research interview with Zain Al Multazam (personal communication, January 28, 2024) as CEO and Founder of Peduly on WhatsApp, volunteer activities by Peduly have been carried out since 2021 by the internal community. In another sense, only people in the community participate. However, Peduly just started gathering volunteers by recruiting external parties in 2023.

In a post on the Instagram account @Peduly_id, Peduly (December 5, 2023) stated that there were 3,360 volunteers participating in its activities in 2023. These volunteers were spread

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across 168 activities in 9 cities. Those nine cities are Surabaya, Malang, Jakarta, Bandung, Yogyakarta, Surakarta, Bogor, Jember and Semarang. Peduly's volunteer activities focus on 3 areas, namely humanity, education and the environment. This volunteer activity is self-funded. According to Ikhsanil (October 14, 2022), one of the speakers in the content owned by IMCONNECTID TV who has a volunteer program, self-funded is an activity where the volunteers themselves pay the operational costs of the activity, not from the company or party holding it. In another sense, volunteers also raise funds at a cost determined by Peduly.

Uniquely, even though they have to sacrifice valuable costs, time and energy, the volunteers return to participate in the next volunteer activity. This means that they have to pay a number of operational costs or what is called a donation contribution by Peduly. Based on Peduly Surabaya's Volunteer Guide Book (2023), the donation contribution amounts to around IDR 160,000.00 to IDR 300,000.00 for new volunteers. Meanwhile, re-participator volunteers have to pay around IDR 60,000.00 to IDR 100,000.00. This contribution is adjusted to the type of volunteer activity carried out. An example is the "Mangrove Planting Expedition with Adik Panti" activity in Surabaya where the donation contribution is IDR 200,000.00 for new volunteers and IDR 90,000.00 for re-participator volunteers.

Through WhatsApp, the researchers also successfully conducted an pre-research interview with the volunteer manager from Peduly Surabaya named Salsabilla (personal communication, January 26, 2024). In that interview, Salsabilla stated that there were a total of 171 volunteers, divided into 130 new volunteers and 41 re-participator volunteers in December 2023. Moreover, the volunteer activities by Peduly as a whole organization just began in 2023. In another sense, these 41 volunteers are likely to re-participate in volunteer activities by Peduly Surabaya after less than a year since they also participated in activities there. Even within a month, there are about 3-5 volunteers who return more than 2 times in the same month. This statement indicates that the level of re-participation at Peduly is quite high. Therefore, a case that can be studied from Peduly Surabaya is the strategy in attracting volunteers to re-participate in the relatively new volunteer activities of Peduly Surabaya.

Peduly Surabaya has competitors who also organize similar volunteer activities. One of them is Kitabisa, which has a program called Voluntrip. This Voluntrip program has been in existence since 2022, a year earlier than Peduly Surabaya. Similar to Peduly Surabaya, volunteer activities in Kitabisa Surabaya are held every Saturday and Sunday each week. Every project is run in a day. Moreover, the volunteer activities of Kitabisa in Surabaya are also self-funded. It means volunteers contribute in donations for the operational costs of the activities, same as Peduly. So, volunteers should choose one of them to join every week.

There is previous research that discusses the desire to re-participate in volunteer tourism with the title "Participate in volunteer tourism again? Effect of volunteering value on temporal re-participation intention". Based on the results, life satisfaction influences the short, medium and long term desire to return to volunteer tourism. However, the most answers are in the long term, followed by the medium term and short term. As an explanation, the short term referred to is that it will return again in the next 12 months. The medium term referred to is that it will return again in the next 3 years. The long term referred to is returning again in the next 5 years. Research using this survey method was distributed at Good News Corps' homecoming event

which was held in Busan, South Korea in 2019. There were a total of 337 respondents aged 20-37 years and dominated by women at 55.8% and students. as much as 78.3% (Chua, Meng, Ryu & Han, December 18, 2020).

The volunteer tourism concept was also adapted by Peduly Surabaya in organizing volunteer activities. Where, Peduly Surabaya often holds educational activities at tourist attractions in Surabaya, such as Flora Park, Suroboyo Park, and Wonorejo Mangrove Forest. Most of these volunteer activities are held in 1 day and take around 3-4 hours. The longest activities at Peduly are only held for around 2-3 days. So far, volunteer activities by Peduly have been packaged simply with the goal to gain valuable knowledge when you return home. The targets of Peduly's volunteer activities are orphans and the elderly. Based on the YouTube account named Traveling Silly Places (November 17, 2021), volunteer tourism or also known as voluntourism is a combination of volunteer activities and traveling.

From the research entitled "Participate in volunteer tourism again? Effect of volunteering value on temporal re-participation intention" above. The desire to return to volunteer tourism activities in the next 5 years (long term) is the most frequently chosen compared to short term options (return within the next 1 year) and medium (return within the next 3 years). However, some volunteers at Peduly can return more than twice a month. This includes a short period of time. This is what makes this research even more interesting to find the cause. There must be a communication strategy from Peduly that attracts the attention of its volunteers.

The above research is certainly different from this one. Starting from the object, subject, and location of the research, which are different. The subject of this research is the volunteer manager and the board members of Peduly Surabaya. Meanwhile, the object of the research is the communication strategy of Peduly Gotong Royong Foundation in building volunteer re-participation in Surabaya. So, the fundamental difference is that the researchers focus more on re-participation and the charity communication strategy of the Peduly Gotong Royong Foundation, especially Peduly Surabaya in organizing volunteer activities to attract re-participants

When discussing communication strategies, this strategy from Peduly is categorized as charity communications because it is related to doing good deeds. According to Sally Hibbert (2016, p. 102), charity communications is a communication method or strategy to develop the attraction of donors so that they want to participate in good deeds with the organization that designed the strategy. According to Direct Change (October 22, 2020), which is a charity organization, charity is the act of conveying kindness to other people without expecting anything in return. There are some examples of good deeds discussed by Pramesthi (January 23, 2024) who is one of the writers in the Popmama.com community group. Some of the descriptions are in accordance with activities at Peduly, such as giving a smile and a friendly greeting, participating in environmental cleanup activities, and volunteering in orphanages or in nursing homes or rehabilitation centers.

With the above background explanation, the researchers conduct research with the title "Communication Strategy of Peduly Gotong Royong Foundation in Building Volunteer Re-participation in Surabaya".

LITERATURE REVIEW

Organizational Communication

Based on Mulyana (2000), organizational communication is described as originating from formal groups communicating and setting the same goals. Effendy (2003) states that communication strategy serves as a guide from planning and managing communication to achieve goals. There are several things that must be present for the strategy to run effectively. First, the objectives or goals must be clear and understood by all members of the organization. Second, maintaining initiative. Where, the strategy should determine steps and set actions against events, not react to events. Third, concentration should be done by focusing large forces for a time, and a place that is determined. Fourth, the strategy should be complemented with support and dimensions for flexibility and maneuverability. Fifth, the strategy should provide leadership with commitment and responsibility for achieving the main goals. Sixth, the strategy should be prepared to utilize secrecy and intelligence to attack the enemy at an unexpected time. Seventh or the last, the strategy secures the entire organization and all important operations of the organization (Ruslan, 2002).

Charity Communications

Charity communications is a strategy of communication to develop the appeal of donors so that they want to contribute together with the organization that designs this strategy (Hibbert, 2016, p. 102). Contributions in charity communications can be in the form of donations and participation in volunteer activities. Based on the Charities Regulator (2016), charity communication also has several goals or objectives. These objectives are divided into 4 (four). First, improve communication with all stakeholders. Second, increase awareness about the charitable activities carried out by the charity. Third, increase transparency and ensure greater accountability of charities. Fourth, ensure all stakeholders can communicate easily with the charity.

Fundraising Communications

Fundraising communications is part of charity communications in Hibbert's literature on "The Routledge Companion to Philanthropy". Fundraising is a process of influencing the community, both individuals as individuals or representatives of the community or institutions to distribute their funds to an organization. In order to be realized, there must be strategic steps (Purwanto, 2019, p. 12). Bendapudi et al. (1996) said that there are 5 (five) aspects of the message in the content that affect the response to the invitation to contribute. The five are the need for help, representation of beneficiaries, beneficiary-donor similarity, social labeling, and social comparison.

The need for help is an explanation that should be given by a charitable organization regarding the existence of those who need help. According to Guy and Patton (1988), making people aware if anyone needs help is an important driver in charity activities. Guy and Patton

continued that the urgency to be helped will make the community move because there will be personal benefits or pleasures as helpers.

Representation of beneficiaries is closely related to the need for help. Traditionally, most charities have used negative circumstances to bring about benefits that can be obtained by the community. However, in its development, negative and positive situations are assessed equally and used in a balanced manner. Some studies explain that there is no difference between describing negative and positive circumstances in attracting people to contribute (Feldman & Feldman, 1985; Brolley & Anderson, 1986; Adler et al., 1991).

Beneficiary-donor similarity explains that individuals will tend to help others who have similarities to them. Research shows that their stress intensity is reduced when they can help others who are similar to them. This reduced stress intensity is considered an advantage for them (Piliavin et al., 1981; Margolis, 1982).

Social labeling explains that labeling individuals will encourage individuals to contribute. Research of Kraut (1973) states that individuals who are labeled generous will contribute more. Those labeled as ungenerous, while contributing less.

Social comparison explains that individuals will compare themselves with others. When seeing other individuals contribute a lot, then individuals will be encouraged to contribute a lot as well. If the previous contributor gives in large amounts, individuals will give more. Conversely, if a small amount is given by a previous contributor, then the individual gives only enough (Croson & Shang, 2008).

Fundraising activities that are growing today do not only focus on raising money. However, the fundraising activity was also combined with volunteer activities that went directly into the field. This is because "just giving" is less motivating to participate for some people. This is the same as a study entitled "Social Media Charity Campaigns: A Study On The Motivation To Participate" by Slattery (2015). The result of this study is that participation is less because activities through social media are just giving without going directly into the field.

Citizen Re-participation in Social Activities

Khairuddin (1992) wrote that Hoofstede defines participation as taking part in one or more parts of a process. If it is given an additional "re-" which means 2 (two) because it comes from the second note of the diatonic scale, it means it will become the second participation. In addition, the additional "re-" also means to return, so it means becoming a return participation (Lektur.id, February 11, 2024). Therefore, re-participation is the process of re-engagement or second involvement of an individual in various community-related activities.

METHODOLOGY

As a descriptive qualitative research, this research has a goal to collect information from the phenomena being researched and describe the information (Mudjianto & Zeliatifanny, 2018; Denzin & Lincoln, 1994). This research will describe the communication strategy of

Peduly Gotong Royong Foundation in building volunteer re-participation in Surabaya. Next, the method is case study with the case of within a year Peduly gains a lot of re-participant. This case is good to learn how Peduly Gotong Royong Foundation makes strategies in building volunteer re-participation. This is in line with the statement of Yin (2015) that said if case study is a method that answers the questions 'how' and 'why' in research questions that discuss interesting phenomena. Where, the researchers only have a little control over the events being studied. To learn the strategy, the subject of the research is the strategy makers. They are the volunteer manager and the assistants. To confirm that the strategy really gains a lot of re-participant, researchers will also collect the information from the volunteers who have participated more than once. Researchers will do an interview and observation to collect the information.

RESULTS AND DISCUSSION

6 Strategies of Peduly Surabaya to Building Volunteer Re-participation

First, Choose a Management Team that is Communicative and Has High Initiative in Accordance with Peduly's Value

First strategy is talking about team building in Peduly Surabaya. Based on an interview with Salsabilla (personal communication, April 25, 2024) as a Volunteer Manager of Peduly Surabaya, she has the right to choose with whom she will work. Personally, she will choose a person who is good in communication and has a high initiative. Then, the CEO & Founder Peduly, named Zain Al Multazam (personal communication, May 13, 2024) also agreed with what Salsabilla said. He also added that a person who Peduly selected must be in line with Peduly's value. Peduly's value is about sharing goodness. Not only that, but the value at Peduly is also about understanding that everyone has the right to be a volunteer and that kindness can come from everyone.

According to Ruslan (2002), he states that objectives and goals must be understood by all members of the organization. Apart from that, Ruslan also said that maintaining initiative is necessary. Where, strategy should determine steps and determine actions to events, rather than reacting to events. That way the strategy can run effectively. Then, someone who communicates well is usually called a communicative person. Communicativeness is a feeling of enjoyment in talking, socializing and collaborating with other people (Listyarti, 2012). This understanding is supported by Suyadi (2013) who states that communicative people have a friendly or proactive attitude, namely open attitudes or actions towards other people through polite communication so as to create good collaborative cooperation. In practice, communicative people usually create a comfortable social atmosphere, inviting situations and an attractive environment. Apart from that, communicativeness requires the involvement of several people to help each other in completing tasks.

After that, researcher reflected the statements from Salsabilla and Zain to the point of view of Peduly Surabaya's administrators and volunteers. Peduly Surabaya's administrators are divided into 2, Project Officer and Social Media Team. Both are really communicative and having an initiative to communicate about some next projects to volunteers. The Project Officer

has the duty to be a PIC to create and run some volunteer activities. So, after a project has done, the Project Officer who has the duty to be a PICs in the next projects will communicate and ask volunteers to join the next projects. They have the initiative to get closer to volunteers so they can communicate and invite volunteers to join in the next projects. The Social Media Team also uses direct message features on social media to communicate the next projects, said Adil, Social Media Specialist of Peduly Surabaya, said. The difference is Social Media Team using the official account of Peduly Surabaya, not the personal account.

Next is about the volunteer's perspective about this strategy. Dwi Nova and Widya Ajeng, Peduly Surabaya's volunteers, confirmed what the Project Officers did.

"When I joined for the first time, I was told something like "Come on, join again next time!""

(Dwi Nova)

"Usually, when we do volunteer activities, we are approached by the committee, like "eh, sis, there's another project. Do you want to come or not?""

(Widya Ajeng)

There's also another volunteer, named Yudistira. He said that Peduly Surabaya's administrators are really professional. He can see it from how they executed the project. The administrators really know what they should do. Not only for the personal job desk, but when there is a job desk vacancy because a committee member couldn't come.

"They back up each other's work. Like the activities at Liponsos, not many administrators came. Well, finally, there are several administrators who back up each other's work. Being a photographer, sometimes hosting the event too. It's like they already know each other's moves. Also at the Batik House, yesterday, there was Peduly's administrator who immediately backed up to be the MC. There is already chemistry between them. If one is like this, the other should be like this. If about communication, it's like they already know each other"

(Yudistira)

Second, Consistently Communicating Various Activities Online.

The second strategy is about the activities that Peduly Surabaya's administrators communicate to volunteers consistently. The consistency of the activities come from standard operating procedure that CEO & Founder of Peduly, Zain Al Multazam, has made. Salsabilla, Volunteer Manager of Peduly Surabaya, said that in a month, there are usually 6 projects that administrators should create. Each project will be good if the volunteer who joins is 25 volunteers.

“In one month, we have 6 projects. Well, the quota is because there is a target. So, there is a target from the office that each project must have 25 volunteers”
 (Salsabilla)

This target makes the administrators try to create activities that are interesting and liked by volunteers. So, the volunteers want to join or rejoin with Peduly Surabaya.

“Usually we survey first. For example, from the past months, we see what activities were most popular among volunteers. So, later we will make it like that, but modified. So, if possible, we don't do repetitive activities”
 (Salsabilla)

Researcher was interested in how an activity from project one to the other was modified by the Peduly Surabaya’s administrators and asked Salsabilla again. Salsabilla answered that she added several additional activities, as well as carrying out different activities that could possibly be done in the same location and target.

“When there was a seedling planting activity at the Kebun Bibit Wonorejo. The first one, the activities are just planting seeds, eating, and going home. The activity did not cause such a closeness. Finally I made the second one. At that time, we were playing chase and it turned out that they were happy because they were closer to the target, younger siblings from a community. Like adding other fun activities”
 (Salsabilla)

Based on researchers' observations obtained from Peduly Surabaya social media, there were further developments in the activity of visiting Kebun Bibit Wonorejo. On May 12 2024, there will be a BBQ Party activity at the same place. Researchers found this out from a post on Instagram Story of Peduly Surabaya (May 6, 2024).

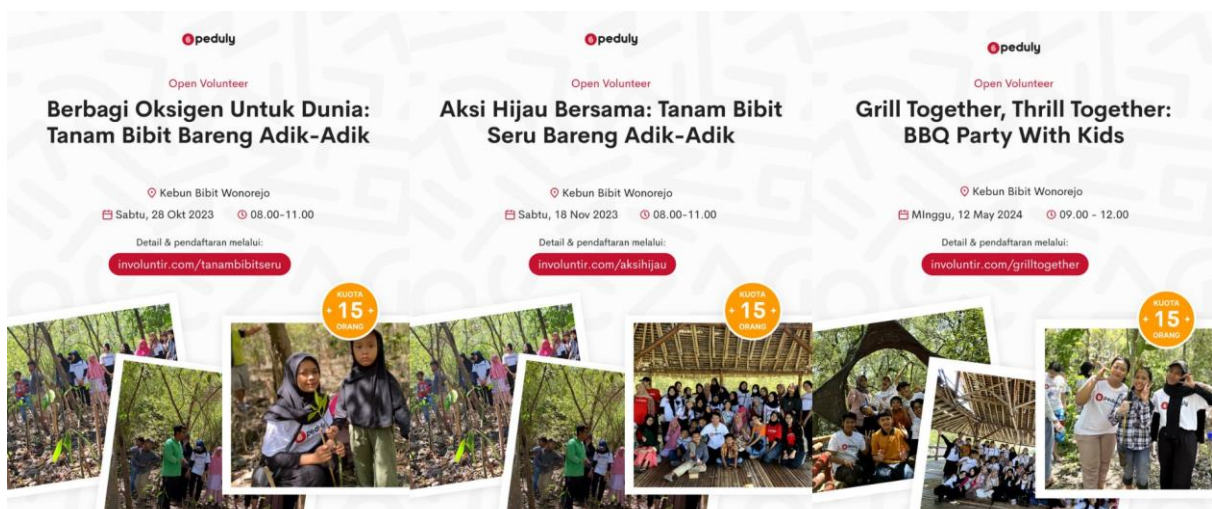


Figure 1 Series of Volunteer Activities Visit Kebun Bibit Wonorejo
 Source: Researcher Documentation, May 28, 2024

Based on all the results of interviews with the administrators and volunteers of Peduly Surabaya, the researchers concluded that there were 2 patterns of volunteer re-participation. First, come back if there are activities that the volunteers find interesting and different from before. Second, volunteers return to events that target the same targets as those targeted in previous activities. This is like how Salsabilla said in the interview.

“Usually, they want to experience all the activities. For example, for the first time, volunteers took part in a visit to the place of children with disabilities. Then, in the next project, they will definitely take part in a visit to grandma and grandpa. Basically what they think is fun and closeness to the target. The targets here are grandma and grandpa, disabled, and so on. Sometimes there are also those who want to join because they are close to the target, for example DEC's little brothers and sisters. If they are already close to them, they will join again if the next project targets DEC's little brothers and sisters”

(Salsabilla)

From the volunteers' point of view, it seems there is a match with the words of Salsabilla, especially what Dwi Nova said in the interview.

“The first activity I participated in was indoor activity. Meanwhile, what I see on social media, most of the activities are outdoor. Moreover, the last time I participated was outside activity. So, I want to participate again”

(Dwi Nova)

So, the various activities created by Peduly Surabaya based on the data above are outdoor walking activities, such as visiting activities to Kebun Bibit Wonorejo. Then, there are visiting activities to homes for the elderly and to community homes for disabled children. Besides those activities. There are still many activities such as museum date, picnic date, river exploration activities, mangrove planting expedition with orphans. Then, there are trips to the zoo, teaching activities, and many more activities.

Next is about the perspective of volunteers regarding Peduly Surabaya's various activities which are communicated consistently. Dwi Nova, as one of the volunteers who interviewed, said that she has trust to Peduly Surabaya because Peduly Surabaya has created many projects before and was created for useful purposes. Of course, those projects have come from consistency because there must be 6 projects in a month.

“This is a volunteer activity. Then there are many activities that have been created before. So, if we donate to an activity that is useful, why not, right? So, just believe it, especially since this activity has been done many times”

(Dwi Nova)

Yudistira, another volunteer, also said the same things. He also added that the supremacy of Peduly Surabaya is that the administrators have prepared activities well in advance.

“What stands out the most from Peduly Surabaya is there are lots of activities that are always held every week. Then the places are new, and the projects are also new. So, it doesn't seem like there's much repetition in one project to others. Maybe just the same place, but the activity is different. Then the activities that will be held for next 2-3 weeks usually are already on the registration website. So, it's been prepared. That's what really stands out about Peduly. Other organizations usually announce their activities suddenly”

(Yudistira)



Figure 2 Series of Museum Date Activity Posters from Peduly Surabaya
Source: Peduly Surabaya, 2023



Figure 3 Activity Poster of "Painting and Picnic Date: Creating an Unforgettable Evening" from Peduly Surabaya

Source: Peduly Surabaya, September 23, 2023



Figure 4 Series of the River Exploration Activities Posters from Peduly Surabaya
Source: Peduly Surabaya, 2023



Figure 5 Activity Poster of "Mangrove Planting Expedition with Adik Panti" from Peduly Surabaya
Source: Peduly Surabaya, August 12, 2023



Figure 6 Activity Poster of “Jalan-jalan ke Kebun Binatang Surabaya bareng Adik DEC” from Peduly Surabaya

Source: Peduly Surabaya, July 30, 2023

Third, Convey Evaluation Results and Learning from Previous Activities

Peduly Surabaya actively asks for criticism and suggestions for evaluation materials. Based on the source, the researchers divided the evaluation into two, namely “based on personal observations of the administrators” and “from volunteers”. The researchers will discuss the personal observations of the administrators from “observing volunteers' habits” and “personal evaluation of activities”. “Observing volunteers' habits” has been mentioned briefly in the previous strategy. Where, based on observations from the management, there are 2 patterns of volunteer re-participation. First, participate again when the target of the activity is the same. Especially if there is closeness between the volunteers and the target. Second, participate in activities that are new and different from those previously participated in.

Apart from that, the administrators pay attention to the title of the activity on the poster. The administrators always try to create titles that can attract volunteers to participate again. They began to experiment using Indonesian, English, and combining the two languages. Based on Salsabilla's experience, she once changed the title of the activity and it apparently influenced the addition of volunteers. Apart from that, she also said that the English title invited more volunteers. Therefore, the titles on the Peduly Surabaya volunteer activity posters are mostly in English at this time. Meanwhile, according to Mega, the title she created will highlight interesting activities and targets.

Next, the target of volunteer activities are also evaluated. Mega said that target Targets that are able to welcome volunteers well, such as being enthusiastic when approached, will make volunteers happier. There are two targets that continue to be visited for this reason, namely Rumah Anak Prestasi (RAP) and a home for the elderly at Jambangan.

“Maybe because at RAP, the children from there are really welcome. Very welcome and really fun, even though they are disabled. But, they were still enthusiastic about welcoming us. Excited to play with us. So volunteers who at first seem awkward, over time, can seem to let go, like they can immediately have fun together. So, it seems like the RAP is more involved than us. The thing is, our intention is to always invite volunteers to join us again. But maybe because they like the atmosphere at RAP. So, they are interested in joining again.

Apart from RAP, there is a home for the elderly, especially at Jambangan. Grandma and grandpa there like to dance. So, we often have sessions from the project officer, we often have sessions like there are a few minutes where we can dance together. So, the moment we stood up and we danced together to the front, there was a session like that. Well, the volunteers were actually the same as RAP, who at first seemed awkward, didn't know what to do or what to discuss. Then during the dancing session, grandma and grandpa were having fun, volunteers were happy too. As a result, a home for the elderly at Jambangan is very popular among volunteers as RAP”

(Mega)

Still within the evaluation source criteria “based on personal observations of administrators”, the researcher will describe the second discussion, namely “personal evaluation of activities”. Salsabilla said that she had failed in carrying out an activity titled “Makan KFC bareng Adik-adik Pantii”. This activity was created at the beginning when Peduly Surabaya started to focus on running a volunteer program. Where, Salsabilla assessed that the failure of this activity was due to the volunteers' ignorance regarding the allocation of donations from donating Rp. 200,000.00, not just for KFC meals. The researcher will also describe the way Peduly Surabaya responds to this by discussing the source of evaluation “from volunteers” because it will discuss a lot about donation contribution.

Evaluation sources “from volunteers” can be obtained from various sources. First, there is a certificate collection form in the form of a Google Form which is distributed after the event in the activity group. There is a criticism and suggestions section in the certificate collection form. Second, there was a personal discussion with several volunteers. This can be done directly and through the media. This is usually obtained directly when the administrators invite the volunteers to hang out. Usually the administrators are very open to criticism and suggestions for future volunteer activities. Meanwhile, via media, you can use direct messages on the administrators' personal account or the official Peduly Surabaya account. Third, the Social Media management from Peduly Surabaya has impression and message content. The process of making it is to attract several volunteers after carrying out the activity. Then the volunteers were asked about the excitement, impressions and messages, and what they got. Adil, as Social Media Specialist from Peduly Surabaya, said that these messages will be used as evaluation material for future activities.

Pengambilan Sertifikat "Cooking Beyond Barriers: Making Fruit Sando With Disabilities Child"

Pengisian formulir maksimal h+7 acara setelahnya form akan ditutup dan dikirimkan kepada melalui email atau pada deskripsi grup dalam jangka waktu h+14 hari setelah acara

Nama kamu yang digunakan untuk sertifikat *

Your answer

Berikan ulasan dari kegiatan ini *

Your answer

Kritik dan Saran *

Your answer

* Indicates required question

Submit Clear form

Figure 7 One of the Certificate Collection Forms
Source: Researcher Documentation, May 17, 2024

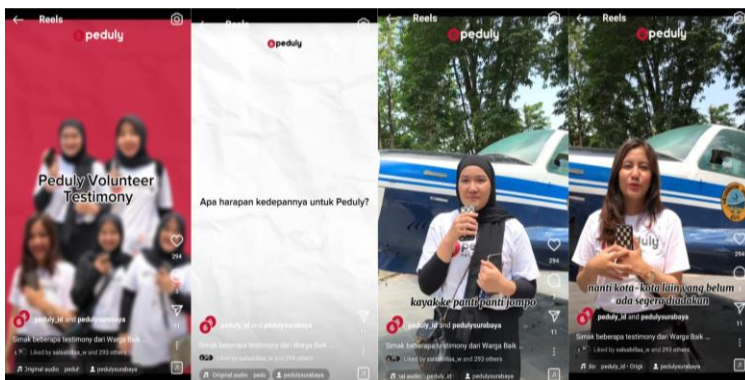


Figure 8 One of the Volunteer Testimonial Content
Source: Peduly_id & Peduly Surabaya, January 15, 2024

In interviews, researcher asked a lot about donation contributions. There have been several criticisms asking Peduly Surabaya to inform about the donation contribution from the start. This is because volunteers usually register first and then are given a guidebook. If they agree with the contents of the guidebook, one of the contents of which is regarding donation contribution, they are asked to transfer the donation. Only after the transfer is complete, volunteers will be included in the activity group that has been registered. Currently, Peduly Surabaya always puts in the caption of its posts if the activities involve donations and there is a difference in the amount of donations between old volunteers (members) and new ones.

Apart from that, Peduly Surabaya’s administrators also tried to explain to the volunteers about the donation contribution. Where, for each activity there is a different amount of donation contribution according to what is needed. Then, there are different donation amounts between old volunteers (members) and new ones. This difference is because old volunteers no longer have to pay for volunteer clothes. Based on Mega's story, he once faced volunteers who initially objected to the donation contribution made by Peduly Surabaya. After being explained by Mega, the volunteer participated several times. The volunteer took part in visiting the Rumah Anak Prestasi 3 times. When the researcher interviewed Mega, visits to Rumah Anak Prestasi had been made 3 times.

pedulysurabaya Warga baik yang bingung weekend ini mau ngapain, Gimana kalo ikut minly yuk? Kita jalan2 sore explore Kota Surabaya bareng Peduly Surabaya! ✨

Wah ga sabar banget, pasti bakal seruu sambil foto2 merekam kenangan bareng temen-temen volunteer! Jangan lupa daftar yaa di event Discovering Surabaya's Intersections: A Journey with Young Explorers!

Acara ini akan diadakan pada :

📅 Sabtu, 18 Mei 2024

🕒 14.00 - 17.00

📍 Taman Apsari

🏠 HTM

Rp. 190.000

Rp. 85.060 (membership)



Follow @pedulysurabaya dan daftar jadi volunteer melalui :
involuntir.com/exploresimpang

#volunteersurabaya #relawansurabaya #volunteerpeduly

May 6

**Figure 9 One of the New Captions from Peduly Surabaya's Volunteer Activities Post
Source: Peduly Surabaya, May 6, 2024**

Halo Volunteers!

Peduly sedang membuka kesempatan bagi teman-teman yang ingin memanfaatkan waktu weekend dengan kegiatan sosial, suka jalan-jalan sekaligus berbagi kebahagiaan untuk berpartisipasi dalam acara yang akan diadakan pada:

📅 Minggu, 27 Agustus 2023

🕒 08.00-11.00 WIB

📍 Museum di Surabaya

"Jika kamu ingin berbagi kebahagiaan, carilah orang yang membutuhkannya dan berikan kepada mereka."

Daftarkan diri kalian di :
involuntir.com/museumdate3

**Figure 10 One of the Old Captions from Peduly Surabaya's Volunteer Activities Post
Source: Peduly Surabaya, 2023**

Fourth, Communication Through Many Media

There are 3 communication media activated by Peduly Surabaya. This media is social media that is popular with young people, such as Instagram, TikTok, and Whatsapp groups. Peduly Surabaya is not closed to anyone who wants to join. However, the focus is targeting young people such as generation Z.

Based on research entitled "Characteristics of Internet, Smartphone, and Social Media Usage among Generation Z in South Jakarta after the Covid-19 Pandemic", written by Nurbaiti (2023). Researcher took sources from this research because the setting of this research was after the Covid-19 pandemic. This is in accordance with the findings from interview data with Zain Al Multazam (personal communication, May 13, 2024), as CEO and Founder of Peduly. Where, he stated that there was a change in community habits so that donations which were originally the main activity of Peduly were changed to volunteer activities. These changes in value researchers can occur in the media used by society as well. The results of Nurbaiti's research state that the media that are popular in generation Z are Whatsapp, YouTube, TikTok and Instagram. From 50 respondents, 49 answered that they often communicate via WhatsApp. Then, 21 out of 50 respondents like YouTube, 14 out of 50 respondents like TikTok, and 7 out of 50 respondents like Instagram.

Meanwhile, other research conducted during the pandemic with the title "Penggunaan Media Digital Generasi Z Selama Masa Pandemi Covid-19" also stated that WhatsApp was popular among generation Z (Suwana et al., 2020). Followed by YouTube and Instagram. Meanwhile, TikTok is in 7th place out of 12 media which are studied. From these two studies, it turns out that there is no change regarding Generation Z who likes to communicate via WhatsApp. Then, most previous research in Indonesia discussed the influence of the media on political and commercial participation. Rarely does anyone discuss the influence of media on the social participation of Generation Z in charitable organizations.

Researchers only found research entitled “Pengaruh Akun Tiktok Pandawara Group Terhadap Kampanye Pengurangan Sampah Plastik Pada Generasi Z” written by Putra & Raymond (2024). This research discusses charitable organizations that are active in volunteer activities in nature. However, this research discusses more about the influence of Pandawara's Tiktok account on the plastic waste reduction campaign rather than volunteer participation in the activities held. The results of his research show that the Pandawara Group Tiktok account has a high influence on the campaign to reduce plastic waste in generation Z.

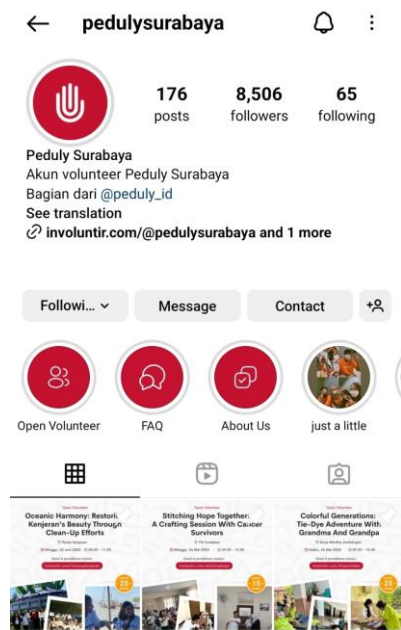


Figure 11 Peduly Surabaya’s Instagram Account
Source: Researcher Documentation, May 22, 2024



Figure 12 Peduly Surabaya’s TikTok Account
Source: Researcher Documentation, May 22, 2024



Figure 13 Peduly Surabaya’s Group on Whatsapp
Source: Researcher Documentation, May 14, 2024

Fifth, Familiarize Volunteers in Creating Content about Peduly Surabaya.

In the past, Peduly Surabaya wanted every volunteer who took part in the activity to create content related to their activities. Therefore, to take the certificate, volunteers must upload 1 piece of content on one of their social media. Currently, to take a certificate at Peduly Surabaya it is no longer mandatory to create content. For Zain Al Multazam (personal communication, May 13, 2024), as CEO and Founder of Peduly, this provision was removed because Peduly Surabaya volunteer activities were good. There are already a lot of volunteers and every time there is an activity, the volunteers who take part almost always meet the target. The volunteer target for an activity is 25 volunteers and this is determined by the center based on an interview with Salsabilla (personal communication, April 25, 2024). However, content collaboration activities are still ongoing and open.

Apart from that, Peduly Surabaya also invites and provides content collaboration space on Instagram. This is because Instagram has a collaboration feature. As said by Adil (personal

communication, May 10, 2024), as Social Media Specialist Peduly Surabaya, Peduly Surabaya provides special days for collaborative content from volunteers. These days are Saturday and Sunday. However, based on researchers' observations, there was also collaborative content uploaded apart from those two days.

The content created by these volunteers is included in user generated content (UGC). This is because UGC is information about a product or business that is created voluntarily by users. Users here refer to consumers and non-consumers. UGC is believed to be a powerful marketing communications instrument in encouraging social interaction because consumers see it as reliable and credible information (Tang, Fang and Wang, 2014; Roy, Datta and Basu, 2017). In particular, UGC is highly trusted by generation Z (Patel, 2017 in Savale, Rahul, Medhekar, & Deshmukh, 2024). In this research, Peduly Surabaya is focused on generation Z volunteers. Dwi Nova, Peduly Surabaya volunteer, took part in volunteer activities by Peduly Surabaya, and decided to re-participate because of UGC contents. She explained that the UGC content she saw was an outdoor activity, while the first activity she participated in was an indoor activity. So, she wanted to take part again in Peduly Surabaya's outdoor activities.



Figure 14 Collaboration Content from Volunteer with Peduly Surabaya in “Mangrove Magic: Volunteer Expedition for Coastal Ecosystem Restoration”

Source: @Toelsmn & Peduly Surabaya, April 21, 2024



Figure 15 Collaboration Content from Volunteer with Peduly Surabaya in “Art Therapy: Creating Together With Those Living Mental Health Condition”
Source: @Kiranawanaprastha & Peduly Surabaya, March 31, 2024



Figure 16 Some Content from Volunteers After the Provision is not Required to Make a Video to Take the Certificate
Source: Researcher Documentation, May 19, 2024

<p>Formulir Pengambilan Sertifikat:</p> <p>Petualangan Pemadam Kebakaran: Bersama Adik - Adik Lucu Mengenal Dunia Kesiagaan</p> <p><i>Pengisian formulir maksimal h+7 acara setelahnya form akan ditutup dan dikirimkan kepada melalui email atau pada deskripsi grup dalam jangka waktu h+14 hari setelah acara</i></p>	<p>Nama kamu yang digunakan untuk sertifikat</p> <p>Your answer</p> <hr/> <p>Tautan Konten</p> <ul style="list-style-type: none"> - Konten bercenta tentang pengalaman selama menjadi volunteer - Konten harus mention ke akun @peduly_id @peduly-surabaya - Posting konten bisa di instagram / tiktok / linkedin - Pastikan bukan story atau konten yang hilang 24 jam - Pastikan akun tidak dikunci ya <p>Your answer</p> <hr/> <p>Berikan ulasan dari kegiatan ini *</p> <p>Your answer</p> <hr/> <p>Kritik dan Saran *</p> <p>Your answer</p>
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Figure 17 One of the Old Certificate Collection Forms from Peduly Surabaya
Source: Researcher Documentation, May 11, 2024

Sixth, Transparency Regarding the Function of Donation Contribution.

Peduly Surabaya always tries to communicate transparently about the function of the existence of donation contributions determined by them. Where, there is a guidebook which contains information about the activities being held, as well as what donations are distributed to. In general, these donations are channeled towards volunteer t-shirts, volunteer certificates, and several needs according to the activity, such as snacks, food, transportation for targets. Each activity usually has different needs. Therefore, between one activity and another there is usually a difference in the amount of the donation contribution.



Figure 18 Donation Contributions Section from One of Peduly Surabaya’s Guidebook in 2024

Source: Peduly Surabaya, 2024

Apart from being explained in the guidebook, the administrators are also very willing to explain transparently to volunteers who ask questions personally or through the official Peduly Surabaya’s account. Based on Mega's story, if she receives questions about donation contributions, she will explain as clearly as possible to the volunteers what the donations are allocated for. Thanks to her explaining contributions honestly and openly, there were volunteers who took part in volunteer activities at Peduly Surabaya three times (Mega, personal communication, April 25, 2024).

The volunteers that researcher interviewed, namely Widya Ajeng and Yudistira, were also happy because of the clarity of the donation contribution at Peduly Surabaya. Where, Widya Ajeng felt more comfortable doing volunteer activities at Peduly Surabaya than the volunteer activity platform she previously participated in because he felt it made more sense in allocating his donations. Likewise Yudistira, he also felt happy with the transparency of the use of donations from Peduly Surabaya (W. Ajeng, personal communication, May 2, 2024; Yudistira, personal communication, May 4, 2024).

Charities Regulator (2016) states that one of the aims or objectives of charity communications is to increase transparency and ensure greater accountability of charities. In research entitled "An Experimental Analysis of the Effect of Transparency on Charitable Nonprofit and For-Profit Business Organizations", the results show that organizations that are able to communicate transparently gain greater trust and positive behavioral intentions.

Especially for charitable organizations (Auger, 2011). Research entitled "Explaining Trust in Canadian Charities: The Influence of Public Perceptions of Accountability, Transparency, Familiarity, and Institutional Trust" also produces the same thing. Where, a higher perception of existing transparency will be associated with a higher level of trust in charitable institutions (Farwell, Shier, & Handy, 2019).

Meanwhile, according to research entitled "The Effects of Corporate Philanthropy Communication Perception Variables on Brand Equity and Loyalty", consumer perceptions of transparency have an indirect effect on consumer trust. This is because it is mediated by consumer-company identification. Likewise with the effect of transparency on consumer loyalty. This is because it is mediated by company-consumer identification and brand equity (Han, 2023). Han also quoted previous research by Bonn, Cronin, & Cho (2016). This quote explains that consumer-company identification has an effect on consumer behavior, such as consumer loyalty and the desire to repurchase. Tussyadiah (2016) emphasized that consumer loyalty, when viewed from the perpetrator's perspective, means that consumers make repeat purchases or continue to use the products or services offered. The difference in results between Han's research and previous research is in the addition of brand equity between company-consumer identification and consumer loyalty.

Company-consumer identification (CC-Identification) discusses the relationship between volunteers and companies. According to Bhattacharya and Sen (2003), CC-Identification represents the relationship between consumers and companies, forming the basis for deep and mutually beneficial customer-company relationships. Meanwhile, according to Kotler and Keller (2009), brand equity is defined as the added value given to a product, whether in the form of goods or services. Simamora (2001) stated that one of the benefits of brand equity for companies is strengthening the loyalty of old consumers. Meanwhile, the benefits for consumers are that consumers are helped, feel confident, and are satisfied with their experience with the company.

In this research, the guidebook provides a complete picture of a volunteer activity. Starting from information about Peduly, the value of Peduly, namely sharing kindness, explanation of activities, donation contributions, what they say which is a testimonial, registration flow, everything is in the guidebook. The clarity of this information guides volunteers to provide feedback by participating in volunteer activities. In this activity, the relationship between Peduly Surabaya and volunteers deepens. Moreover, by participating in activities, volunteers can communicate directly with parties from Peduly Surabaya.

CONCLUSION

Peduly Gotong Royong Foundation (Peduly) is headquartered in Surabaya. There are 41 reparticipator volunteers out of a total of 171 volunteers who joined in December 2023 at Peduly Surabaya. Even in a month, there are around 3-5 volunteers who return more than twice in the same month. This statement shows that the level of re-participation in Peduly is relatively high. Then, researchers interviewed Peduly's coordinator, especially Peduly Surabaya and its volunteers.

From those interviews, researchers concluded that there were 6 communication strategies from Peduly Surabaya that were able to build re-participation from volunteers. First, choose a management team that is communicative and has high initiative in accordance with Peduly's value. Second, consistently communicating various activities online. Third, convey evaluation results and learning from previous activities. Fourth, communication through many media. Fifth, familiarize volunteers in creating content about Peduly Surabaya. Sixth, transparency regarding the function of donation contribution.

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