Use Of The Kitabisa.Com Application In The Implementation (Crowdfunding) In Indonesia

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Abstract,

Social movements aim at victims who experience accidents or difficulties due to loss of property, life or residence. The role of the community in this area is of course to provide assistance by collecting donations or assistance. They coordinate their practices in the fundraising process, starting from collecting, calculating, managing, and distributing aid to disaster victims, with multi-stakeholder collaboration to carry out fundraising activities. the existence of the Internet not only helps people's lives, but changes them slowly and gradually. This research uses the method of literature review (library research) in which the author collects data obtained from many reliable sources, such as through books, journals and other written sources that can support the discussion of the contents of this article. Especially since the internet is now easily accessible for mobile internet use with smartphones as well. Convenience is shown when it offers convenience that is usually carried out directly and now can also be used indirectly. Fundraising is a way of pooling money from people online without face-to-face contact. Crowdfunding is relatively simple in its process. Entrepreneurs, also known as project founders in the crowdfunding process, publish their project ideas on online fundraising platforms, as well as potential investors interested in the project. The aim of the fundraising platform is to help entrepreneurs create semi-structured websites to promote their ideas and provide opportunities for consumers to acquire goods or services before the marketing process

Keywords: *Utilization, crowdfunding*

INTRODUCTION

Internet is function broadcasting global which done in a manner online with mechanism cooperative diffusion information and media and Interaction between someone with computer they no position detected geographical Internet also wrong evidence success profit determination funding and commitment.

Man as a leader in earth created to guide and ensure continuation life. leader this always a chain of responsibilities answer together with people other, because man and creature social each other help for guard balance natural, social, culture, economy and etc. People do Duty activity social (new tab ') for each other help without want reward what even from people and

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they must look for reward from God SWT. For example infaq, subsidy, alms, zakat and waqf. (Syafe'i, 2000)

Movement social services aim at victims which experience accident or difficulty because lost treasure thing, life or the place Live. Role Public in area this of course just for give help with method gather donation or help. They coordinate practice they in process fundraising fund, start from gather, count, manage, and distribute help to victim disaster, with collaboration multi party until do activity fundraising fund.

Development technology up to date moment this influence whole life and make people depend on technology. Besides fact that technology could make it easy fulfillment need somebody, technology also could make it easy help people. Convenience which lived moment this has created a strategy that could combined with the possibility of financial exchange.

in fact, existence Internet no only help life Public, but change it in a manner slowly and gradually. Especially because Internet now easy accessed for use mobile Internet with smartphones also. Convenience shown if through convenience offers usually carried out through direct and now also could used indirectly _.

Increasing users internet resulted part big the user known and used in various application, for example crowdfunding. Development technology which work same in field system information open opportunity new for para businessman for protection financial. protection financial alternative this crowdfunding.

fundraising fund is method combine money from people in a manner on line without contact stare advance. Crowdfunding relatively simple in the process. Businessman, also known as founding father project in process crowdfunding, publish idea project they in platforms fundraising fund on line, as well as candidate investors which interested with project the. Aim from platforms fundraising fund is for help businessman make site web semi-structured for promote ideas they and give opportunity for consumers so that obtain goods or service before process marketing.

In era media new this, Kitabisa.com is platforms which used as means fundraising fund and donation, platforms fundraising fund and donation on line for various need social. Start from help medical, development infrastructure like the place worship and House care, help disaster for Public which need. Aim from forum this is for Upgrade mark gotong cooperate with inhabitant through forum the. Website Kitabisa.com use rent service fundraising fund that is

like service rent website as collection container donation and service rent Settings finance donation which collected in website Kitabisa.com.

RESEARCH METHOD

This research is a research with qualitative methods. This research method is also classified as postpositivistic because it is based on the philosophy of postpositivism, as well as an artistic method because this research process is more artistic in nature or lacks patterns. McMillan and Schumacher (1997) define qualitative methods as a particular tradition in the social sciences that fundamentally relies on observing people in their own realms and relating to these people in their own language and terms.

RESULTS AND DISCUSSION

1. *Crowdfunding* Indonesia

in his job as service supplier donation on line which no give anything to donors, us can involved in crowdfunding based donation. We could user the and as provider fund and information that keep going updated in connection with donations distributed.

based background behind business or purpose project, application The Bible includes in crowdfunding non-profit because project established in inside for aim related variety benefit such as humanitarian benefits, health, education, facilities and infrastructure, nature and animal. However if seen from rating based adhesiveness original organization, Crowdfunding application We can possible two thing Type, e.g. independent and individual (because Project could designed by someone) and entered (top plan also be initialized from group).

Key for crowdfunding exists wisdom collective for work just as well in evaluation project. In crowdfunding, even no there is threatening businessman lost company control they when they submit application Increased funding Crowdfunding also function, as an indicator is there is product or service in new market. (Kim, T., Por, MH, & Yang, 2017) expand on explanation previous crowdfunding capable interpreted Becomes calling or offer that usually done through internet Provide source power finance as well as form gifts and exchanges mass product front or sort of gifts and right voice.

Massolution classifies crowdfunding into 4 categories: (Massolution., 2012):

1. Crowdfunding based peers, is donor if the grantor gets
   existence of Compensation form of justice or income or agreement share about results project.
2. Credit-based crowdfunding receives compensation funds received by the magazine or rates. Then get donations return loan moment project done is considered succeed.
3. Crowdfunding based rewards, that is donor as giver loan which provide Receive financing profit or compensation in form besides money.
4. Donation-based crowdfunding, is a lender who makes sure the funds don't want anything in return from the people who started it project.

Wrong one provider crowdfunding Donations good online or in application, that is Bible. Kitabisa.com one of company which walk in part social and company social which using Technology forward fundraising digital funds (crowdfunding). (Ardiansyah, 2018)

Website this managed by Rhenald rude and "house of change" hers. Kitabisa.com is crowdfunding social first in Indonesia which put forward idea social cooperation that is faith, if want educate self myself change, every people have to join and join offer help whatever is given (Irfan, student, & Social, no dated).

We can is company which trust the platform strategy open, it means every Individuals expectations have same for carry out page donation for We can During fundraising fund. Requirements like verification identity and violation law Indonesia.

Regarding budget operational being a startup social our enterprise can determine exists something promotion 5% from all donate in page donation online, however for Upgrade disaster natural and Zakat imposed cost administration 0%. this style possible We for focus on improving technology and service for make it more easy Activities fundraising fund in Indonesia. We also can have permission and legal because it's registered and supervised by Ministry Law and Right Fundamental Office Man accountant with results which enter sense Without except (We can, nd). Asit is phenomenon We can as Crowdfunding suppliers use the website and application study this by researcher.

Application We can for give solution for people which no have it Know aim fundraising fund routine you fit. Provided through many filters User fundraising fund also shown with content narrative who will also be a source of information about the part wanting help except breadth giving. Application this also ensure openness with information latest because effect

from present which given in in Application this also could help After that, remind user to give to get a salary monthly.

Sort of superiority, we too can do so clarify a number of point in description can be read in Appstore and User play store in column About Application This. Some benefits this summarized in point following:(Irfan, M., Student, 1, & Social, nd)

1. Donation and zakat simple Easy and fast blessing the application "Kitabisa-Donasi & Zakat On line", Time only need time 11 second.

2. Donations received are distributed starting from IDR 1.00

3. Kitabisa work same through five national bank like BCA, Independent, BRI bni and bni Sharia as Payment partner donation and zakat.

4. Not only banking We can also took Go-pay and Purse Kindness as partners payment zakat and no zakat there is banking

5. Yes feature "feedpipes" which possible user application follow recording for kind or donation routine.

6. Exist function "update" which could do this is easy obtained for report users in a manner open and good about gifts written live by raiser funds and team We can.

No all donation collected Fleas book, but also can sort by three type that is trendy, go done and new. Donation also received shared Becomes around 20 factions _ could selected by user. Multiple Categories baby and child sick, medical and care health, disaster nature, humanity, the place worship, activity social, Scholarship and Education, Zakat, Means and Infrastructure, Candidate President, Category Others, Panti care, present and accept love, repeat fundraising year Fund, Disabled, Help Animal, Family for family, creation creative (film, book, etc.) and to Environmental

2. History Kitabisa.com

PT. We can Indonesia established on initiative a student achievers and spirited social from Faculty Economy University Indonesia. Man named Mohammed Alfatih East or normal greeted Timmy this at first is student which very near with the lecturer, Rhenald rude, founding father house of change. With guidance Rhenald rude and awareness social which tall, Timmy succeed start fundraising fund on line (crowdfunding) collaborate with colleagues which

understand IT for help him develop startups which moment this known with Fundraising Website this. kitabisa.com. (Kitabisa, 2019)

Site crowdfunding Kitabisa.com launched on 17 September 2014 in America Pacific Palace Jakarta with Rhenald Kasali We can as coach and founding father Vikra Ijas. Then Rhenald Kasali share background behind and history founding We can which started on mid year 2013 and led by Timmy and guys. Idea start We can started through opinion so there is two part which got more many source power and want help people other which need, temporary in side other there is part which could offer idea and program great which help they which have more many source power. can help enough for help people other which need. For that's site crowdfunding Kitabisa.com present for connect second split parties. (Belleflamme, P., Lambert, T., & Schwienbacher, 2013)

Crowdfunding is an implementation of combining fund from a number big people with aim distribute it for aim which already set before, for example Help disaster natural, financing project, financing humanity, and payment other. Process crowdfunding running while some people share help finance for support and finance something project. Crowdfunding is method fundraising fund on line which utilise access to network family, friendship, and group community through media social like Instagram, Facebook, Twitter, and media social other for more easy interesting interest investors. (Ahlers, 2015)

Platform crowdfunding Very represent use Digital Humanity. Namely, combine projects social which take approach humanities, use Skills digital for Upgrade activity humanities. Like which assumed by Tomczak and Brem (Kartosapoetro, 2020) crowdfunding in world digital able to interpret it as exclamation open to unite funds via Internet in form donation, donation or in imbalance Support for initiative which aim he. do Duty social.

We can always innovate for the convenience and advancement of facilities, for keep going give hope to Public, in matter this breeder and donor, to give it easy and pleasant, as well as event which safe_ and open. There is many function donation, various method payment, donation cheap start from 10,000 rupiah, page fundraising fund could accessed when just through website or through application which released on year 2017. We could launch a number of program Foundation We Can, which aim for make the more many people which feel impact from We Can, especially hope which tall for build opportunity fundraising fund Public.

Moment use application crowdfunding, we could inviting Public general for donate through account which has been formed using e-mail personal or without account. For user which already have account, program We can like alms, zakat, each other care and poor and will introduced in platforms the. Innovations which initiated by para founding father and manager We can growing very fast since beginning presence, show that thinking creative child Indonesia of course outside normal if done in a manner accurate. Program in above maybe not once occur on many people, because because habit Public on generally, for example moment count zakat, enough share zakat in a manner stare advance to institution or people, however on in fact moment this No Through development technology, children foster capable modernize method distribution zakat or practices good other.

Besides on line, We can have office for para activist Kitacan for look after crowdfunding. Office We can conveniently located in Jl. Ciputat Raya No.27D, RT.1/RW.7, Pd. Betel nut, Subdistrict Kebayoran Long, City Jakarta South, Area Special Capital Jakarta 12310. Moment do activity, We could apply discount administrative as big 5% from whole donation which collected, Fund Special Disaster Natural and Zakat will enforced as big 0%. Model this has validated in accordance with regulation law Indonesia and Islam moment this is

3. Management of Kitabisa.com in Indonesia

Platform Kitabisa.com displays upload fundraising fund urge in Home site web and serve picture which touch heart to candidate donor. Message prominent as well shows number of donations which collected, so that now can offer score that certainty tall to candidate donor.

Kitabisa.com also facilitate 1.5 million fundraising fund good every the month (Kitabisa.com). No total which small. Matter this show that kitabisa.com can rally fund in many community digital. In cyber media parsing (AMS) meant for learn opportunity new which appear in platforms kitabisa.com. In matter this, culture give in a manner online or normal We call with gift digital. Analysis going on on four level: room media, document media, object media, and experience

current user registers as donor, user offered 14 groups support which suggested by platforms. User determine 3 charities , class which set for donation displayed. Then will appear feature "Start Share Kind" in accordance with category which chosen. Exist also "Raising Fund Emergency" which covers donation health emergency. User then choose function for donated. (Handojo, A., & Wibowo, 2012)

Kitabisa.com use function payment electronic like donation bag, that is storage credit in program. Payment method present can be done via function gifts bag, method virtual accounts and purse digital other like Go-Pay, Fund, Link Only Shopee Payments and genius Payments. Call only (Breloff, 2010) money electronic as tool payment, bill and etc in form application. Money electronic no only develop as tool payment. but that also can Becomes method for save money and send.

After You finish payment, channel donation will saved in function "Present I" and You will look update about progress donation, like Users can also afford resolve donation regular or reminder donation. User able to recognize the date certain for donation. Preference reminder could arranged with open property account, then clicking reminder donation for enable reminder. Page main also have prayers people good in form text and prayers para helper in form videos.

Say good often used in Kitabisa.com. This same his fault with tactics branding digital where even. According to (Kartosapoetro, 2020), type platforms crowdfunding must form brand digital which strong for endure and compete. Digital branding could Becomes supporters urgent in income, maintenance, and customer storage for form reputation which good.

Kitabisa.com choose say good as form digital branding. Branding which displayed state that contributor Kitabisa.com is people good which already do good. Besides that, regards from people good and hashtag good person always tell me at Kitabisa. Various story prayer through text and videos also found in document media. Prayer this come from they which has accept help as well as prayer from para donor which each other pray kind. Story prayer the form prayer happiness, I'm grateful, strength, and patience, as well as saying accept love to they which has help.

Temporary that, fundraising funds can create content fundraising fund with upload text and photo. Text containing condition and description detail about recipient benefit, as well as taking pictures for describe text. Donor could share content in media social other with clicking knob share. Aim share content is for interesting contributor new to content. as stated in. (Schlagwein, 2016) people pushed for share utility in network social on line they for Upgrade awareness will utility in various media social

relationship   community in platforms Kitabisa.com is wrong one cultural picture inclusive. Where culture inclusive is form collaboration community and help for success

platforms that alone. _culture inclusive is culture with the hindrance relatively low for form room which require expression artistic, participation Public, strong help for make and share design, and instructions informal in where participant which more experienced share knowledge they with participant new ie link society in expansion information. Besides that, appearance technology new repair relationship man with technology which there is and activity related. However, activity this will spread if culture support deployment.

Kitabisa.com can maintain culture and tradition Public Indonesia that is gotong cooperate, principle kinship, gotong cooperate and gotong cooperate. Besides that, Kitabisa.com also adhere mark religion that is mark alms. People Indonesia believe that give alms bring many kind. Values this bring efficiency and mark on gift digital.

On levels experiential the correlation is motive somebody for give good in a manner on line nor offline is same that is desire for help fellow, help people which not enough capable and for worship. So also emotion which appear from give is empathy, love Dear and I'm grateful on what which already owned. However which different from give in a manner on line is the process. Process donate in platforms Kitabisa.com more easy and simple. Donation channeled only with very click. In matter this, information about continuation donation could identified with clear, because para donor get notice about distribution donation which given.

CONCLUSION

We cannot avoid developing technology one by one. Part of human life changes according to this development, including how to use technology applications that are currently easy to find in everyday life on smartphones. There are more and more changes in people's behavior now with smartphones near the internet that we can use with their applications. From results discussion this could concluded that application We can will developed more carry on with add functions which interesting, so that user could keep going help, for example. B. Save in fundraising fund, search in fundraising fund, donation through model payment which different and also Fulfill obligation payment zakat. Besides that, We also can use application We can which focus on two function that is fundraising fund and payment zakat. Program this also addressed for user which want distribute zakat and donation however need method other which more simple and efficient. Service fundraising fund on line separated Among website and application We can is feature which not yet available for service fundraising fund We can.

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