

The Role of *Sharia Crowdfunding* in Poverty Reduction in Indonesia

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Abstract

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Poverty in Indonesia is still a significant problem with many people living below the poverty line. This study aims to analyze the role of sharia crowdfunding in reducing poverty through the provision of access to capital for micro and small businesses that are not reached by conventional financial institutions. The research method used is a literature study, where secondary data is collected from various journal sources such as Google Scholar, Scopus, Copernicus, and ScienceDirect related to sharia crowdfunding and poverty in Indonesia. The results of the study show that sharia crowdfunding platforms, such as Kitabisa.com, have managed to raise significant funds that contribute to poverty reduction by expanding access to funding and creating social solidarity in the community. However, challenges such as dependence on assistance and verification of beneficiaries still need to be overcome so that the impact is more optimal. In conclusion, sharia crowdfunding has proven to be effective in helping to reduce poverty and strengthen the sharia economy in Indonesia, although it needs improvement in some aspects of its implementation.

Keywords: *Sharia Crowdfunding, Poverty Reduction, Kitabisa.com*

INTRODUCTION

Poverty is still a significant social problem in Indonesia, with many people living below the poverty line and facing economic difficulties (Jaelani et al., 2023). Poverty in Indonesia is caused by a variety of factors, including economic inequality, low access to education and skills training, and a dependency on the unstable informal sector (Triatmo et al., 2020).

In Indonesia, several active sharia *crowdfunding platforms* contribute to poverty reduction. We can.com is one of the largest, enabling fundraising for a wide range of social, educational, and health projects, including aid for micro-enterprises (Kitabisa - Donasi, Zakat, Wakaf, Dan Saling Jaga Se-Indonesia, n.d.). Crowde is specifically aimed at the agriculture and livestock sectors, helping farmers and ranchers get funding to increase their production and income. RuangGuru, although known as an education platform, also supports the financing of education for underprivileged children through *crowdfunding programs*. In addition, Baitul Maal wa Tamwil (BMT) is a sharia microfinance institution that provides financing to micro and small businesses, accompanied by training to increase business capacity. These platforms not only provide access to capital in

accordance with sharia principles, but also contribute to poverty alleviation, providing new hope in achieving more inclusive prosperity.

This downward trend reflects the positive impact of various efforts made by the government and society in addressing poverty problems in Indonesia, including the potential role of *sharia crowdfunding*. *Sharia crowdfunding* as one of the innovative solutions in poverty reduction can provide wider access to capital for the community, especially for micro and small businesses, which contributes to increasing income and job creation (Arzam et al., 2023).

However, the slowdown in recent years shows the remaining challenges in achieving more aggressive poverty reduction targets (Abdullah & Susanto, 2019). Therefore, it is important to evaluate and improve programs such as *sharia crowdfunding* so that they can contribute more effectively in tackling poverty in the future (Fathiyah Razan & Widyastuti, 2022). The data used in this analysis came from the Central Statistics Agency (BPS) of Indonesia, which is an important reference in describing the condition of poverty in the country and its relevance to poverty reduction in Indonesia through *sharia crowdfunding*.

Table 1
Procurement of KitaBisa.com Fundraising Program

No	Date	Total Fundraising
1	31 December 2017	17.864.056.800
2	31 December 2018	233.224.847.418
3	31 December 2019	480.924.936.094
4	31 December 2020	835.081.268.370
5	31 December 2021	1.070.006.479.987

Source : Processed Data, KitaBisa.com Financial Statements 2017-2021

Table 1 shows a very significant growth in total fundraising on KitaBisa.com platforms from 2017 to 2021. On December 31, 2017, the total funds raised reached Rp 17.86 billion. This amount jumped drastically in 2018 to Rp 233.22 billion, recording an increase of more than 1,200%. This surge is most likely driven by the increase in public trust in this *crowdfunding platform* and the success of large campaigns that have attracted many donors. This upward trend continued in 2019, with total funds raised reaching Rp 480.92 billion, which showed growth almost double from the previous year.

In 2020, total fund collection again experienced a sharp increase to Rp 835.08 billion, reflecting an increase of around 73.6% from the previous year. This increase can be attributed to the increased need for social assistance due to the COVID-19 pandemic, which triggered many fundraising campaigns to help affected communities. The peak occurred in 2021, where the total

fundraising reached a record high of Rp 1.07 trillion. This shows the high level of public participation and the growing trust in KitaBisa.com as an *effective and transparent fundraising platform*.

Overall, this data shows that in a five-year period, KitaBisa.com *platform* experienced very rapid growth, both in terms of the number of campaigns and donor participation. This significant increase reflects KitaBisa.com's important role in facilitating social assistance, especially in emergency situations such as the pandemic. Consistent growth every year shows that people are becoming more aware and interested in contributing through this *platform*, thus strengthening KitaBisa.com's position as one of *the largest fundraising platforms in Indonesia* (*Audit YKB 2021.Pdf - Google Drive*, n.d.).

Therefore, innovative and inclusive solutions such as sharia crowdfunding are very important in helping the poor. Sharia *crowdfunding platforms* can provide access to financing that is in accordance with Islamic principles, support micro-businesses, and improve the economic well-being of the ummah in a fair and sustainable way. The following are the previous research, namely (Hendratmi et al., 2019) Finding that 68% of small business owners in Malaysia who use sharia *crowdfunding* have seen an increase in income and are able to expand their businesses. (Mansyur & Isman, 2024) Indicates that 80% of micro-entrepreneurs in Indonesia report increased access to capital and 70% experience significant business growth, contributing to poverty reduction. (Sheela et al., 2023) Revealing that 65% of respondents are more interested in investing in sharia-based projects, increasing community participation and local economic contribution. (Nuryitmawan, 2023) Stating that 75% of sharia *crowdfunding* beneficiaries have experienced an increase in economic welfare, contributing directly to the reduction of poverty rates.

Previous research above provides strong evidence that sharia *crowdfunding* has the potential to contribute to poverty reduction in various contexts, including Indonesia. Further research will help strengthen understanding of the factors that can maximize the positive impact of *sharia crowdfunding*.

This study aims to analyze the role of sharia crowdfunding in reducing poverty through the provision of access to capital for micro and small enterprises that are not reached by financial institutions.

METHODS

This study uses a *literature study* approach to analyze the impact of *sharia crowdfunding on poverty reduction in Indonesia* (Foà, 2019). This method allows researchers to collect, evaluate, and analyze previous studies that are relevant to the topic being studied (Ragil & Neves, 2022). The

secondary data used was obtained from various international journals, articles, and publications that discussed *sharia crowdfunding*, and poverty, with a focus on publications between 2019 and 2023 (Rakhmawatie et al., 2022).

The data collection procedure begins by identifying the source through academic databases such as *Google Scholar*, *Scopus*, *Copernicus*, and *ScienceDirect*. Researchers select relevant sources based on certain criteria, such as credibility and relevance to the research topic (Imanulrachman et al., 2019). Once the data sources were collected, content analysis was carried out to identify the main themes, findings, and methodologies used in previous studies. The results of this analysis were synthesized to build a comprehensive theoretical foundation regarding the contribution of *sharia crowdfunding* to poverty reduction (Mylostyvyi et al., 2023).

However, this method of *literature review* has limitations, such as dependence on the availability and quality of previous research, as well as the usual potential in the selection of sources that can affect the results of the analysis. Nevertheless, this research is expected to provide a deep understanding of the role of *sharia crowdfunding* as a sustainable economic instrument that can contribute to poverty reduction in Indonesia.

RESULTS AND DISCUSSION

The Role of Kitabisa.com in Meeting the Consumptive Needs of the Community

Kitabisa.com as the largest sharia crowdfunding platform in Indonesia has an important role in helping people meet their consumptive needs, especially for those in emergency situations or urgent conditions. While *sharia crowdfunding* generally focuses on raising funds for productive purposes such as education, or health, these *platforms* also allow raising funds for urgent consumptive needs such as medical expenses, disaster relief, and daily necessities for underprivileged families. In this case, Kitabisa.com supports people affected by the disaster to obtain relief funds, such as food, clean water, clothing, and temporary shelter. With the various facilities offered, Kitabisa.com not only helps meet consumptive needs but also strengthens the sense of social solidarity between residents. This shows how *sharia crowdfunding* can be an effective solution in overcoming urgent social problems (Hakim & Nisa, 2024).

Kitabisa.com has several main roles in meeting the consumptive needs of the community. First, the *platform* provides quick access to financial assistance for people who are in emergency situations, such as urgent medical needs or natural disasters that result in loss of livelihoods. With the help of funds collected in a short time, the community can meet basic needs such as medical expenses, temporary shelter, and food. Second, Kitabisa.com widely used for health fundraising, such as surgery costs or treatment of chronic diseases, especially for those who do not have health

insurance or social security. Through donations from the community, the funds needed can be raised to meet medical needs without having to go into debt or sell valuable assets (Pratiwi et al., 2023).

In addition, Kitabisa.com also plays a role in helping victims of natural disasters, such as earthquakes, floods, or volcanic eruptions, by providing funds for consumable needs such as food, clean water, clothing, and temporary shelter. The *platform* also supports underprivileged families with daily consumptive needs, including children's education costs and food needs. More than that, Kitabisa.com facilitates social solidarity and mutual cooperation by allowing the community to help each other in meeting urgent needs. It provides not only physical assistance but also moral and emotional support. Finally, Kitabisa.com helps reduce the financial burden of the underprivileged by preventing them from being entangled in excessive debt, as well as raising awareness about the importance of zakat, alms, and infak in Islamic philanthropy (Rahmawati et al., 2024).

With platforms such as Kitabisa.com, people can more easily engage in philanthropic activities that are in accordance with Islamic principles, such as zakat, alms, and infaq. This encourages more people to participate in helping others, as well as strengthen a sense of social care. Through the contributions given, both in the form of funds and moral support, Kitabisa.com also plays a role in creating a more inclusive social environment and caring for common welfare. In addition, this platform also serves as a means to educate the public about the importance of sharing and helping each other in order to achieve more equitable social welfare. With platforms such as Kitabisa.com, people can more easily engage in philanthropic activities that are in accordance with Islamic principles, such as zakat, alms, and infaq. This encourages more people to participate in helping others, strengthen a sense of social care, and make a positive impact on those in need. Kitabisa.com facilitates donations in various forms, both funds and moral support, thereby strengthening the network of solidarity between citizens (Saepul Rohman et al., 2022).

Kitabisa.com not only helps in terms of meeting urgent consumptive needs, but also has a long-term impact on community empowerment. By facilitating access to needed funds, the platform allows individuals and families previously trapped in poverty or financial hardship to get the support they need to improve their quality of life. This can accelerate the economic and social recovery process for those who are facing major challenges in their lives, as well as give them the opportunity to rebuild a better life. Kitabisa.com not only helps in terms of meeting urgent consumptive needs, but also has a long-term impact on community empowerment. By facilitating access to the funds needed, the platform allows individuals and families who were previously

trapped in poverty or financial hardship to get the support they need to improve their quality of life (Darma, 2023).

Funding Mechanism for Consumptive Needs in Kitabisa.com

Kitabisa.com adopted several sharia mechanisms in the management and distribution of funds, such as sadaqah, zakat, and grants. In the context of consumptive needs, the mechanism of sadaqah and grants is often used to raise funds which are then distributed directly to individuals or families in need. For example, a fundraiser for someone who needs surgery or treatment for a serious illness. The funds collected through this kind of campaign are directly used to meet consumptive needs, namely urgent health costs. The funds distributed through this platform ensure that the distribution process is in accordance with sharia principles, namely without the absence of *riba* or elements that are contrary to Islamic law (Naisabur et al., 2023).

In addition, Kitabisa.com also pay attention to the principles of transparency and accountability in every funding campaign. Every fund raised can be monitored by donors through reports available on the platform. This gives funders a sense of confidence that their donations are used according to the goals that have been set. In addition, the platform also allows donors to choose campaign goals that align with their concerns, such as treatment, education, or disaster relief. With this approach, Kitabisa.com not only meets urgent consumptive needs, but also builds social trust in society to continue to participate in sharia-based philanthropy (Naisabur et al., 2023).

Kitabisa.com implemented a strict verification system to ensure that the campaigns carried out are completely legitimate and meet sharia criteria. Each campaign posted on this platform goes through a selection process that involves background checking beneficiaries and verifying their needs. This process aims to avoid potential misuse of funds and ensure that the assistance provided actually reaches those in need. In addition, periodic monitoring of ongoing campaigns is also carried out to ensure that the funds collected are used in accordance with the agreed goals. With this system, Kitabisa.com can maintain the integrity and trust of the public in the platform, as well as ensure that the funding provided can have a real impact on the recipients (Rahmawati et al., 2024).

Technology is a very important tool in increasing accountability and transparency in Kitabisa.com. The platform leverages a variety of technology features to make it easier for donors to monitor the progress of the campaigns they support. For example, donors can view detailed reports on fund usage and can communicate directly with campaign managers for more information. The use of this technology not only strengthens transparency, but also speeds up the process of distributing funds and minimizes the potential for administrative errors. Thus,

Kitabisa.com able to create a more efficient and trustworthy philanthropic ecosystem by the wider community. In addition to technical and operational aspects, Kitabisa.com also plays a role in educating the public about the importance of sharia principles in philanthropic activities. Education about zakat, alms, and grants is very important to build public awareness of their participation in helping others (Pratiwi & Rahmawati, 2023).

Implications of Sharia Crowdfunding for Poverty Alleviation

Sharia crowdfunding in Kitabisa.com has the potential to break the cycle of poverty by helping poor families meet their basic needs without having to be entangled in debt. With this platform, the community can raise funds directly for urgent needs such as medical expenses or disaster assistance. The funds raised are used to meet consumptive needs, which allows poor families to survive in emergency situations without a debt burden that can worsen their financial condition. Thus, funds that should be used for emergency needs can be diverted for more productive purposes, such as children's education or small businesses. This helps improve the quality of life and opens up opportunities to improve the economy in the long term. Kitabisa.com not only provides temporary assistance, but also supports community empowerment, so that they can get out of poverty and build a more stable and independent life (Darma, 2023).

Table 2

Poverty Data in Indonesia from 2020-2023

Year	Total Poverty (People)	Up/Down	
		Σ	%
2020	27.550.000	-	-
2021	26.500.000	(1.050.000)	3,81%
2022	26.160.000	(340.000)	1,28%
2023	25.900.000	(260.000)	0,99%

Source : Data Processed by the Indonesian Statistics Agency (BPS) 2024

Based on Table 2 which shows poverty data in Indonesia from 2020 to 2023, there is a significant downward trend in the number of poverty in the early years, although the rate of decline begins to slow down in the following years. In 2020, Indonesia recorded a poverty of 27,550,000 people. This figure then decreased to 26,500,000 people in 2021, which recorded a decrease of 1,050,000 people or around 3.81%. This decline may be influenced by various factors, one of which is the government's social policy interventions that are more focused on post-pandemic economic recovery and social assistance programs designed to support the poor. In addition, the emergence of *sharia crowdfunding* platforms , such as Kitabisa.com, also plays an important role in

providing access to the public to get direct assistance in the form of productive and consumptive social funds, which can ease the burden of the lives of the poor.

In 2022, the number of poor people decreased again to 26,160,000, with a decrease of 340,000 people or 1.28%. This decline indicates that although poverty continues to decrease, the rate of decline is beginning to slow down. This may reflect difficulties in overcoming extreme poverty or new challenges such as inflation affecting people's purchasing power. However, social-based initiatives, including *sharia crowdfunding*, can play a big role in reducing these social inequalities. By raising funds for urgent needs such as medicine, education, and disaster relief, platforms like Kitabisa.com can help poor families meet their basic needs without having to be entangled in debt, potentially reducing poverty rates in the long run.

The downward trend continues in 2023, although the number of poverty has only decreased by 260,000 people, bringing the total poverty rate to 25,900,000 people, with a percentage decrease of only 0.99%. This smaller decline shows that there are limitations in poverty alleviation efforts that are carried out conventionally. Factors such as global economic difficulties, fluctuating prices of basic commodities, and the need for further transformation in social welfare systems pose major challenges. In this case, *sharia crowdfunding*, with its ability to directly raise funds for individuals in need, can be a solution to provide faster and more targeted support. As public awareness of the importance of sharing in the sharia context develops, these *crowdfunding platforms* can further strengthen their role in breaking the cycle of poverty that occurs in Indonesia.

Overall, despite significant poverty reductions in the early years, major challenges still exist in achieving comprehensive poverty alleviation. Technology-based and social approaches, such as *sharia crowdfunding*, can be one of the effective solutions to accelerate the economic recovery process for the poor, by providing access to funds that can be used for urgent needs. For this reason, it is important for the government and the community to continue to support initiatives like this in order to accelerate the process of poverty reduction in Indonesia (BPS, 2023).

Encouraging Social Solidarity

The platform connects those who want to help with those in need. This strengthens the sense of social solidarity and helps to foster awareness of the importance of mutual aid in Islam. *Sharia crowdfunding* emphasizes the principles of social justice and balanced distribution of wealth, which are at the core of Islamic economics. One of the biggest challenges in using *crowdfunding* for consumptive needs is the potential for dependency. If the poor rely too often on outside assistance without any effort to be economically independent, this can become a problem. Therefore, financial education and entrepreneurship training programs are needed for aid recipients to ensure

that they are not only dependent on assistance, but can also improve their well-being independently.

Transparency and Accountability

Verification of urgent and valid needs must be strengthened to avoid abuse. Kitabisa.com need to continue to improve transparency and accountability by providing donors with clear and detailed reports on the use of funds. This is not only to ensure that assistance reaches the rightful, but also to maintain public trust in the platform. High transparency in fund management is an important aspect that shows the platform's commitment to sharia principles that prioritize honesty and trust in every transaction. With a system that can verify the flow of funds, donors feel more confident that their contributions are being used for the right purpose (Naisabur et al., 2023).

In addition, to ensure better accountability, Kitabisa.com can use blockchain technology in monitoring and reporting every fund transaction in real-time. The use of this technology can help prevent data manipulation and increase transparency, as any changes in transactions will be permanently recorded and can be audited by third parties. Thus, the community will feel more confident that the funds they donate are actually used to help people in need, not misused for other purposes (Pratiwi & Rahmawati, 2023). Increased transparency can also be done by providing feedback or direct reports to donors regarding the use of funds that have been given. This gives donors a sense of confidence that they are directly involved in the process of distributing aid. In addition, Kitabisa.com can create a platform that makes it easier for donors to track the progress of the campaigns they have supported, either through the app or website. By providing information that is easily accessible and understandable, donors can see the positive impact of their contribution to people in need (Darma, 2023).

Maintaining transparency and accountability within a sharia crowdfunding platform such as Kitabisa.com not only supports donor satisfaction, but also creates a long-term effect on the sustainability of the platform itself. When people know that the funds they donate are being used efficiently and effectively, they are more likely to continue to provide assistance. In this way, Kitabisa.com can strengthen its position as a trustworthy sharia crowdfunding platform that has a positive impact in the long run, especially in helping those in need in times of emergency (Hakim & Nisa, 2024). Donor trust is very important in sharia crowdfunding. To ensure that donated funds are used appropriately, Kitabisa.com must continue to implement an accurate and detailed reporting system. This increased trust can also be gained through the delivery of more transparent information about the parties receiving assistance and how the funds are allocated. By integrating technology that allows donors to view reports on the use of funds in real time, Kitabisa.com can

increase existing trust and attract more donors to participate in fundraising campaigns (Rahmawati et al., 2024).

DUSCUSSION

Kitabisa.com has become one of the sharia crowdfunding platforms that contributes greatly to supporting people to meet their urgent needs. Not only limited to productive needs such as education and small businesses, but also include consumptive needs such as medical expenses, disaster victim assistance, and daily necessities. In emergency situations, such as natural disasters or critical health conditions, people can take advantage of this platform to get funds quickly. This is especially helpful for those who do not have access to conventional funding sources such as insurance or bank loans. With a sharia-based approach, Kitabisa.com offers a no-riba solution that is not only financially helpful but also in accordance with the principles of social justice in Islam. Technology plays a crucial role in Kitabisa.com's success as a *crowdfunding platform* (Ramadan, 2023).

With features such as transparent reporting, real-time donation tracking, and easy access through apps or websites, people are increasingly trusting and interested in participating in this philanthropic activity. Technology also allows the fundraising process to be more efficient, from verification of needs to distribution of aid. In addition, donors can choose campaigns that match their concerns, such as educational, health, or disaster assistance. This approach not only accelerates fund collection but also increases public trust in the transparency of fund management. One of the main impacts of this platform is to help poor families meet their basic needs without having to be entangled in debt. For example, in the case of expensive medical costs, Kitabisa.com provide direct access to donors to help patients in need (Wahyudi, 2022).

This allows poor families to allocate their resources to other needs, such as children's education or small business development. Thus, the platform not only provides short-term assistance but also supports long-term economic empowerment. Through this approach, Kitabisa.com become one of the effective tools in breaking the cycle of poverty in Indonesia. Kitabisa.com also become a bridge that connects those who are able to help with those in need. With the spirit of mutual cooperation strengthened through Islamic principles, such as zakat, alms, and infaq, this platform creates a strong culture of social solidarity. Donors not only provide financial assistance but also moral support to those in need. This creates a deeper sense of concern among the community (Nasution, 2022).

In addition, the existence of Kitabisa.com helps educate the public about the importance of sharing and contributing to common prosperity, which ultimately strengthens social cohesion in Indonesia. Despite its many advantages, Kitabisa.com also faces several challenges, such as

potential misuse of funds and people's dependence on external assistance. Therefore, the platform needs to continuously improve verification and accountability in each campaign. The use of blockchain technology, for example, can be a solution to ensure that every transaction is recorded securely and transparently. In addition, education for beneficiaries about financial management and economic empowerment must be part of long-term efforts. Thus, Kitabisa.com is not only a temporary solution but also a tool to create a more economically independent society in the future (Haryanto, 2023).

CONCLUSION

The most important findings in this study show that sharia crowdfunding has a significant impact on reducing poverty in Indonesia. Poverty data, which shows a decrease every year from 2020 to 2023, shows the potential contribution of platforms such as Kitabisa.com in helping people in need. Although the decline in poverty rates has begun to slow down in recent years, sharia crowdfunding has proven to not only provide much-needed financial support, but also strengthen social solidarity through mutual cooperation and community concern for others. The concept of sharing in the context of sharia, such as zakat, alms, and grants, encourages more people to participate in poverty alleviation, creating a more inclusive and caring social environment.

The limitation in this study lies in the literature review approach used, so that most of the findings are theoretical and cannot be tested empirically. By relying on secondary data, this study cannot directly measure the impact of sharia crowdfunding on poverty reduction in Indonesia. In addition, this study does not include an in-depth analysis of external factors such as government policies, fintech regulations, or infrastructure that can affect the effectiveness of sharia crowdfunding platforms in the long term. Therefore, while the findings can provide a good picture, direct measurement of the impact generated by sharia crowdfunding is still needed.

For further research, an empirical approach involving primary data is highly recommended to measure the direct impact of sharia crowdfunding on poverty reduction. This can be done through surveys or interviews with beneficiaries as well as platform operators to gain deeper insights into the social and economic impacts caused. Research at the regional level, such as Bukittinggi, can also provide a local perspective that is more relevant to the characteristics of the local community. In addition, this study should examine influential external factors, such as government policies, fintech regulations, and digital infrastructure, which can enrich the understanding of the crowdfunding ecosystem in Indonesia. Long-term research is also needed to evaluate the sustainability of the benefits of sharia crowdfunding in poverty reduction. The development of innovation models, such as the integration of sharia crowdfunding with

productive waqf or the application of blockchain technology to increase transparency, could be an interesting area to research. The multidisciplinary approach, as well as international comparative studies on the success of sharia crowdfunding in other countries, are expected to provide useful new insights to strengthen the role of sharia crowdfunding in poverty alleviation in Indonesia.

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