

ABSTRACT

Humans as social beings, lives depend on each other. They live in a way to help each other. At this time, people who live well often to help others by providing donations. In this era where everything started to change, especially in terms of technology advances, the donors now are easy to make donations anywhere, anytime. It happened because many third parties who is willing to distribute these donations. One of the examples is Alfamart. With the donation program, Alfamart invites consumers to donate to the underprivileged. One of the ways to donate is to agree when the cashier 'round off' the rest of the cashback from their shopping transaction to use it as a donation. The number of news regarding this kind of donation, form perceptions among the public, especially from Alfamart's consumers itself. This study aims to determine consumer perceptions on a 'round off' message about transferring cashback into the donation. This research is a qualitative research with descriptive studies. The data in this study were obtained from in-depth interviews and observation. Informants in this study consist of five informants, which is divided into three main informants and two supporters. Based on the results of this study concluded that consumer perceptions are divided into two, those who agree and disagree. However, the three informants felt that this kind of donation actually is a great activity if it's done correctly with the information and socialization which shared evenly with all consumers.

Keywords: *Consumer Perception, Cashback, Donation, Alfamart.*