

## **ABSTRACT**

The improvement of the number of social media user in Covid-19 Pandemic leads to a phenomenon of the increasing amount of donation made by millennials. One of the fundraising projects that was supported by millennials is #RumahBaruSLBTao in order to build an education facility for disabled students in North Lombok District. This research is done to investigate millennials' motivation in making the donation. The method used in this research is Qualitative method with a Phenomenology approach. The data collecting methods use are interview with six informants; four millennial donators, one psychologist, and one project manager of the project, and documentation. The theory used in this research is using the Information-Integration theory of communication namely the Theory of Reasoned Action by Fishbein & Ajzen. The result shows that Attitude shows trust, preference & urgency of issue, spiritual, reward expectation, previous experience, and financial availability as the aspects influencing. Subjective Norms aspect found is the expectation of Relationship Development. This research hopefully can contribute to the literature of communication and motivation study, as well as for future fundraising projects.

**Keywords:** Intrapersonal Communication, Behavioral Theory, Donate, Motivation, Fundraising Project