

# CHAPTER I

## BACKGROUND

### 1.1. Research Background

In the digital 4.0 era, the feature expansion of social media opens up opportunities for many things to happen. The high number of social media users today comes from all ages and generations. Survey data conducted by Annur (2020) shows that people in the age of 25 to 34 use social media the most, with 20,6% male and 14,8% female users, and that age group is also known as Millennial Generation. Just like others, social media must have a good and bad impact. In accordance with how the user responds to these changes and developments.

One of the positive changes from the development of social media is the ease with which humans can be involved in many things, one of them is the easy access to donate. According to Dewantry et al., (2015:17), Donation is a gift that has a voluntary nature with no profit in return, although donations can be in the form of food, goods, clothes, toys or vehicles, but this is not always the case, in disaster emergencies or events. under certain other circumstances. The donation that is done using social media is called crowdfunding.

Based on data from the Zelle app published by Leonhardt (2020), millennials in the United States at the age of 25-34 gave the most donation to others during the pandemic. Three out of four millennials have supported financial aids to family, friends and even to a non-profit since the pandemic began. Same goes with our country, Indonesia. A survey conducted by *Gopay and Kopernik* on the digital donation ecosystem, namely the Digital Donation Outlook 2020 during the period from August to October 2020, based on the donation frequent and age group, millennial generation occurs the most by making 1.5 donations monthly on average. An increase of 20% from before covid-19 in conventional and digital donation (Casalderrey, 2020), which means that the habit of donating millennials during the pandemic has increased significantly. Most crowdfunding platform that is used is *Kitabisa.com*.

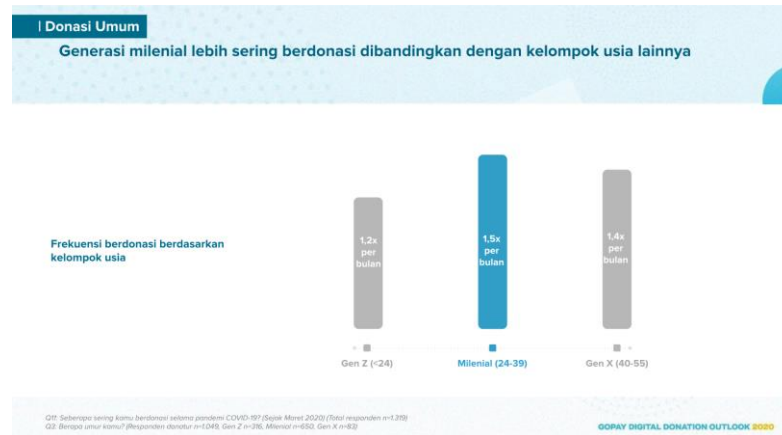


Figure 1. 1. Gopay and Kopernik Survey Result

(Source: kopernik.info Accessed on June 30<sup>th</sup>, 2022)

If we take a look into the issue we have in Indonesia, there is one sector that has been developing but still have a small improvement. Whereas of 2021, the World Population Review held a ranking in the Education Rankings by County 2021 category and Indonesia was ranked 54 out of 78 countries. The data also shows that of the five ASEAN countries in the ranking, Indonesia is the 4th country with the best quality education, which is on the second from below.

In Indonesia's presidential regulation number 63 of 2020 regarding the determination of residential areas for 2020-2024, there are 62 regions spread over 6 provinces that are categorized as underdeveloped areas or is called the 3T. These areas are determined based on 6 indicators, including the people's economy, human resources, facilities, regional financial condition, accessibility, and regional characteristics. Of the six provinces, West Nusa Tenggara is one of them, specifically North Lombok district. One of the issues facing the 3T area is access to education.

If you take a closer look at the Education Balance data for the West Nusa Tenggara province, from total 50 special schools spread around the province, North Lombok district has only 2 units, which is the least amount of special schools in West Nusa Tenggara. This is certainly a concern for the researcher where the issue of education in the 3T area is still an unsolved problem (Kemendikbud, 2022).

Table 1. 1. Regional Education Balance 2021 by Special School Category

Scope	Education Unit	Class	Student	Group per class	Dropout
West Nusa Tenggara	50	876	3.715	955	15
North Lombok	2	16	91	19	2

(Source: npd.kemendikbud, accessed on September 20<sup>th</sup>, 2022)

To tackle those problems stated, some parties were contributing. They are *Ballooney* and *ABILITAS ID*. *Ballooney* is a young-led business that sells decorating supplies, and *ABILITAS ID* is a non-profit organization that is engaged in empowering students with special needs. At the end of 2021, they both collaborated to organize a fundraising project namely *#RumahBaruSLBTAO* to build a special school located in North Lombok, namely SLB Tao. This project was part of the ongoing project “Happiness Project” that was conducted by since January 2021.

The uniqueness of this project is that it was conducted by not only a social movement, but also by a business unit. *ABILITAS ID* is known as its specialty in doing social movement. However, *Ballooney* has a business tagline called “#WeDeliverHappiness”, it is a commitment to share happiness for everyone including the inclusive community. Therefore, this project was made. From October to December 2021, they carried out the fundraising through the Kitabisa.com platform and through manual payments with a total of 200 million donations. By June 2022, the school has officially operated. Of 414 donors, one of them is the millennial generation. Seeing the efforts made by *ABILITAS ID* and *Ballooney* by carrying out a fundraising project to build educational facilities for children with special needs is a form of supporting the government’s development plans to address educational problems in North Lombok as one of the 3T area.

Previous Research with the same subject has been carried out by Alfyani et al., (2021) and Amalia et al., (2020) on the factors behind the millennial generation giving or donating. In Alfyani et al., (2021:282), the result that there is an influence of attitudes, knowledge, and actions on the level of awareness of donation. Meanwhile, Amalia et al., (2020) revealed that the innovation and effectiveness of the platform were the influencing factors.

Research with the same theory have been done by Jeffres et al., (2008) using TRA to predict organ donating consent and intention. It measures 3 main aspects of

this theory which are attitude, social norms, and behavioural intention and found that while attitude and normative beliefs were related to both intention and signing behavior, they did not add in any significant manner to the predictive power of intention in predicting signing behavior.

Previous research was also done by Wong & Chow (2018) about the Organ Donating Behavior measured by TRA. They measure both attitude and subjective norms using direct and indirect measurement, dividing attitude as cognitive and affective questions, favorable-unfavorable outcome, and a single segment for subjective norms.

This research uses Qualitative method with a Phenomenology approach to present donors' motivation in making donation through a descriptive and reflective explanation. The researcher uses one of the Information-Integration theories of Communication named the Theory of Reasoned Action by Martin Fishbein and Icek Ajzen that was introduced in 1975. The aspects investigated are Attitude and Subjective Norms. Several research with similar object were done using Quantitative method with different location of study and research area. Data collection used are interview and documentation, data analysis used is Miles and Huberman Model, and for the Data Verification method used is the Source Triangulation method.

Therefore, this research is aimed to understand the aspects of Theory of Reasoned Action in millennial's donating behaviour using the Qualitative method. The expectation of this research is to give significance or development in the number of donors in the future fundraising projects.

## **1.2. Research Purpose**

The purpose of this research is to understand the aspects of the Theory of Reasoned Action influencing the millennial's decision, such as:

- a. The Attitude aspect of millennial's donating reason
- b. The Subjective Norms aspect of millennial's donating reason

## **1.3. Research Question**

Rahardjo (2017:1) stated that research questions always begin with the emergence of a problem which is often referred to as a research question certain phenomenon,

because the quality of the research is determined by the weight or quality of the question asked. The research question of this research is **“What are the Attitude and Subjective Norms factors that influence millennials’ behavior in making donation to the #RumahBaruSLBTao Fundraising Project”**.

#### 1.4. Research Benefit

This research has benefits for two parties, including:

##### 1.4.1 Theoretical Benefits

This research contributes to the theoretical discourse related to the factors that encourage millennials to donate to the #RumahBaruSLBTAO campaign based on communication theory and motivation. So that it is expected to be able to provide a new perspective on the relationship between communication and motivation in making donation.

##### 1.4.2 Practical Benefits

This research is expected to be able to contribute in practical terms to various parties, namely fundraisers and prospective donors as material for implementing strategies and making decisions related to determining fundraising targets.

- a. Fundraisers, are expected to be able to carry out strategies for formulating fundraising ideas to achieve better targets
- b. Future Donors, it is hoped that there will be more donations made in the future with critical considerations from previous experiences

#### 1.5. Research Timeline

This research is done for total 11 months, starting from March 2022 to January 2023.

The detailed timeline can be seen by this table below:

Table 1. 2. Research Timeline

No.	Type of Activity	2022										2023
		Mar	Apr	May	June	Jul	Aug	Sep	Okt	Nov	Dec	Jan
1	Research Introduction											
2	Tittle Seminar											
3	Proposal Preparation											
4	Data Collecting											
5	Data Processing and Analysis											

6	Thesis Examination												
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(Source: Obtained Data, 2022)