

ABSTRACT

Indonesia faces significant social challenges, particularly extreme poverty, which is a key focus of the Sustainable Development Goals (SDGs) 1.1. One approach to addressing this issue is through crowdfunding, which engages the public in supporting social campaigns. Sharinghappiness.org is a platform that facilitates public contributions; however, it has not yet fully optimized public participation and fundraising efforts. Therefore, a more in-depth evaluation of the platform's performance in mobilizing public support for poverty alleviation is necessary.

This study aims to evaluate the performance of Sharinghappiness.org in mobilizing active public participation in addressing social issues, particularly related to SDGs 1.1. The evaluation covers various factors influencing public participation, such as donor trust, ease of access, transparency in fund management, influencer impact, brand awareness, and the platform's inclusivity in reaching diverse communities. The objective of this research is to provide a clearer understanding of the effectiveness of the strategies implemented by Sharinghappiness.org.

The research employs a qualitative approach. Data were collected through in-depth interviews with five key informants directly involved in the operations and campaigns of Sharinghappiness.org. The analysis focused on identifying key factors that influence the platform's performance in encouraging public participation and engagement in social campaigns.

The findings indicate that donor trust and ease of access are the most dominant factors affecting public participation. Additionally, transparency in fund management and reporting significantly increases donor loyalty and trust. However, challenges remain in terms of inclusivity and optimizing the use of influencer impact, which has not been fully leveraged to expand campaign outreach.

This study contributes strategic recommendations for Sharinghappiness.org and similar crowdfunding to enhance the effectiveness of their social campaigns. It is recommended that Sharinghappiness.org focus on improving user experience, adopting more structured marketing strategies, and expanding collaborations with influencers and other organizations to strengthen public trust and participation. These steps are expected to increase fundraising success and support the achievement of SDGs 1.1 targets in Indonesia.

Keywords: crowdfunding, active community involvement, SDGs 1.1, extreme poverty, fundraising strategies.