

CELEBRITY ENDORSEMENTS IN CROWDFUNDING MANAGEMENT CASE STUDY: YAYASAN KITABISA (Kitabisa.com)

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ABSTRACT

Indonesia is well known with its high population and keep growing. The population increase will give rise to opportunities in the form of increased human resources, in other hand there are challenges to be faced: the availability of jobs and social problems. A business program that is attached to the achievement of social goals or better known as social entrepreneurship is the solutions. One of the forms of social entrepreneurship is online crowdfunding, the online fundraising activities that involving the public to provide financial support for business unit or run a particular project where the backers or donators will get rewards in accordance with applicable provisions. Although the crowdfunding platform has considerable potential and opportunities in Indonesia, there are challenges like donation targets that have not been reached because they failed to build trust from backers. Collaborate with notable people like celebrities as spokespersons in effort to campaign the projects become their strategies. The study conducted on online crowdfunding in Indonesia, Yayasan Kitabisa (kitabisa.com), which often donated funds and using celebrities as endorsers of the projects. The aim of the study is to compare the role of celebrities and non-celebrities in the social campaign on kitabisa.com based on the results of donations collected in certain periods of time. The results of the study are to provide information on the effectiveness of the use of celebrities as endorsers in raising social funds in the crowdfunding platform kitabisa.com.

Key words: Crowdfunding, Celebrity Endorsements, Social Entrepreneurship

ABSTRAK

Indonesia merupakan salah satu negara yang cukup dikenal dengan kepadatan penduduknya dan jumlahnya dapat terus bertambah. Pertumbuhan penduduk yang terus meningkat, akan memunculkan berbagai peluang berupa sumber daya manusia yang bertambah, di satu sisi terdapat tantangan yang harus dihadapi yaitu ketersediaan lapangan kerja dan permasalahan sosial. Sebuah program usaha digalakan dengan pencapaian tujuan sosial atau yang lebih dikenal dengan istilah *social entrepreneurship*. Salah satu bentuk dari *social entrepreneurship* adalah *online crowdfunding* yang merupakan kegiatan penggalangan dana secara daring yang melibatkan masyarakat luas untuk memberikan bantuan dana bagi pihak yang akan membangun unit usaha atau menjalankan proyek tertentu dimana para *backers*/donator akan memperoleh *reward* sebagai bentuk imbalan sesuai dengan ketentuan yang berlaku. Meskipun *platform crowdfunding* memiliki potensi dan peluang yang cukup besar di Indonesia, terdapat tantangan seperti target donasi yang tidak tercapai karena gagal membangun kepercayaan dari *backers*. Berkolaborasi dengan pihak-pihak terkemuka seperti selebriti sebagai juru bicara dalam usaha untuk mengkampanyekan proyek menjadi strateginya. Studi dilakukan pada *online crowdfunding* di Indonesia, Yayasan Kitabisa (Kitabisa.com) yang sering melakukan penggalangan dana berbentuk donasi dan menggunakan selebriti sebagai *endorser* dari projects. Tujuan dari penelitian ini adalah untuk membandingkan peran dari selebriti dan bukan selebriti berdasarkan dari hasil donasi yang terkumpul dalam kurun waktu tertentu. Hasil penelitian kecil ini dapat memberikan informasi mengenai efektifitas penggunaan selebriti sebagai *endorser* dalam penggalangan dana sosial di *platform crowdfunding* Kitabisa.com.

Kata kunci: kewirausahaan sosial, selebriti, crowdfunding, endorsers

INTRODUCTION

Indonesia is one of the most well-known countries with its population density. The Ministry of Communication and Informatics of the Republic of Indonesia (2017) stated that in 2017 Indonesia is still predicated as the fourth most populous country in the world and expected to continue to penetrate up to 300 million people. This is supported by population census results in 2010 conducted by the Indonesian Central Bureau of Statistics (Badan Pusat Statistik Indonesia) that Indonesia will experience an increase in population in the years to come².

Increasing population growth will create opportunities and challenges to be faced by the Indonesian government. When viewed from the side of opportunity, the increase in the number of people can be interpreted as the availability of human resources in large numbers that can encourage the resilience of the country's economy becomes stronger. However, the number of human resources needs to be balanced by the availability of sufficient employment. The President of the Republic of Indonesia, Jokowi, stated that the population problem demands the fulfillment of food, clothing, health, education and employment (Hidayat, January 14, 2016). This is a challenge for the government of Indonesia to continue to create jobs so that citizens can be efficient to meet their needs and in the long term can help the country's economic growth, it is expected to minimize various social problems that arise.

Social problems that often arise within societies can be caused by the imbalance and poverty as the result of population growth. In an international forum, the Indonesia Development Forum (IDF), explained that efforts to reduce inequality and poverty are systematic and integrated step to achieve inclusive, quality, equitable and sustainable growth

through job creation, increased population productivity, competitiveness of Micro, Small and Medium Enterprises (MSMEs), improving the quality of basic public services (such as water supply, sanitation, nutrition, mother knowledge, and health services at the local level), provision of social assistance programs, and others (Ministry of Communications and Informatics Republic of Indonesia, August 9, 2017). In this case, the various programs and activities designed to reduce the social problems that can not only be done by the government, but also the role of support from the business world. Kotler, Kartajaya, and Huan (2017) argue that business entities (firms) are in more advantageous position to advance people in terms of access to resources, efficiency in running processes, and creativity in solving problems. Thus, it is expected that business person can participate in assisting the Indonesian government in prospering the community through its business activities.

All types of businesses attached to the achievement of social objectives, better known under the term of social entrepreneurship. Austin, Howard, and Jane (2006) define social entrepreneurship as an innovation and social value that shaping the activity and can occur in non-profit, business, or government sectors. In this case, the underlying impulse of social entrepreneurship is to create social value instead of personal or shareholders wealth. Various types of activities can be done for the realization of social objectives, one of them is through fundraising activities. The fundraising business unit that is currently experiencing growth in several countries including Indonesia, namely online crowdfunding.

Fundamentally crowdfunding is one of the fundraising techniques that involve the public or "crowd" to provide financial assistance for the party who start a business venture or run a particular project (Vergara, 2016). In online crowdfunding, project owners (known as

² <https://www.bps.go.id/>, last access on Dec 26th 2017, 1:03 PM

fund seekers) campaign for a program or activity they will be doing on crowdfunding platforms or websites to gain public support or "crowds" (known as investors / backers) and investors / backers will gain an award or reward for the funds they have provided according to the applicable conditions. "Crowdfunding" technique is quite popular in North America and Europe, then rapidly growing into the Asian region, including Indonesia.

Lambert and Schwienbacher (in Ibrahim & Verliyantina, 2012) states that the core of online crowdfunding is an open call made over the internet for the provision of financial resources either in the form of donations or in the form of rewards to support an initiative for particular purposes. In this case, the types of fundraising that popular in Indonesia are mostly donation better known as donation-based crowdfunding. Donation based crowdfunding is generally intended for non-profit projects or activities and the basic concept of this type of fundraiser is to collect hundreds of small donations to achieve funding objectives (Rossi, 2014 & Vergara, 2016).

Although online crowdfunding has considerable potential and opportunities in Indonesia, but not a few business units that stop operating, such as Wujudkan.com. The closing of the services because of donation targets to fund-raisers were not achieved (Atmodjo, June 27, 2017). In the same source it stated that one of the biggest challenges when running a crowdfunding business is to build trust that makes people want to raise funds through related platforms. One of the strategy that crowdfunding entrepreneurs could use to build trusts in donors is to collaborate with leading institutions, famous person, or parties such as celebrities (Bachdar, May 10, 2017).

Some of the literature on advertising explained that many business people use celebrities as spokespersons in effort to campaign for their products, whether in the form of goods or services.

This is because every celebrity has a charm and quality that can attract public attention (Isaac, 2008). Hsu & McDonald (in Isaac, 2008) stated that the use of celebrities in advertisings is empirically effective methods in persuasive communication. A similar statement was also made by Friedman & Friedman that celebrities are the most effective endorsers compared to others, such as professional experts, corporate leaders, or fellow consumers (Seno & Lukas, 2007). In this case, celebrities are famous people in the community, such as a movie or soap opera star, model, comedian, presenter, sportsman, scientist, business person, politician, singer and other famous people (O'Mahony & Meenaghan and Hsu & McDonald's in Isaac, 2008). Henri Simamora (in Wahyono, 2013) states that the support of celebrity has three levels, when the celebrity is physically attractive, when the celebrity is trusted by the public, and when the celebrity's image fits the promoted product.³

One of the online crowdfunding businesses in Indonesia who often do fundraising in the form of donations and using celebrities as endorsers of their program is the Yayasan Kitabisa (Kitabisa.com). Kitabisa is one of the online crowdfunding platforms in Indonesia founded by M. Alfatih Timur on June 6, 2013 and listed on Ministry of Law and Human Rights, and obtained PUB (Fund and Goods Raising Permit) from Ministry of Social Affairs with Ministerial Decree no. 478/HUK-PS/2017. Kitabisa provides a platform for individuals, communities, organizations, or companies that want to raise funds and donate for a variety of social, personal, creative, or other goals using online technology. Through the open platform policy provided by Kitabisa, everyone can be the initiator of a project or social activity that requires fundraising by communicating the

³<http://www.pendidikanekonomi.com/2013/02/selebriti-sebagai-endorser-produk-dalam.html>, last access on Dec 26th 2017, 8:35 PM

project in progress and donors have the freedom to participate in the project or social activities available on the platform. In conducting the business, Kitabisa charged maximum of 5% of total donation fee for a campaign, except for natural disasters and zakat (0% administration fee).

In contrast to "Wujudkan" who decided to close its online crowdfunding service, Kitabisa actually experienced an increase in the funds they received during 2016 (Atmodjo, June 27th, 2017). The focus in the social field considered to be the key to Kitabisa's success to date. As for some social activities that have been done by Kitabisa by using celebrities as their endorser in fund raising from donors, such as collaboration with Dian Sastrowardoyo in "Dian Sastro Scholarship" program, Anya Dwinov in campaign #anyanyetir4antcharity fund raising for 100 the poor children in Central Java, Bali, Palu and Poso, Andien Aisyah and Luna Maya to raise funds for children of cancer fighters at Yayasan Pita Kuning Anak Indonesia in "Andien Anniversary" & "Birthday Luna Maya" program, and many others. Their success makes the authors interested to know how the celebrity endorsements as an initiator of the campaign can bring success in raising funds through kitabisa.com platform. The research is done by comparing the results of donations collected in a certain period seen from the initiator of fundraising that comes from celebrities and not celebrities. The results of this study are expected to contribute the literature about crowdfunding and celebrity endorsements as a supporter of fundraising campaign to success, especially in the form of donation-based crowdfunding.

LITERATURE REVIEW

Crowdfunding

Crowdfunding is one of the fundraising techniques that involve the wider community or "crowd" to provide financial assistance to those who will start a

business venture or run a specific project (Vergara, 2016). Belleflamme, Lambert, and Schvienbacher, (2014, p.588) state that crowdfunding involves an open call, mostly through the Internet, for the provision of financial resources either in the form of donation or in exchange for the future product or some form of reward to support initiatives for specific purposes. In the other hand, crowdfunding is defined as the process of taking a project or business, in need of investment, and asking a large group of people, which is usually the public, to supply this investment (Forbes & Schaefer, 2017). Based on several definitions that have been described previously, the authors conclude that crowdfunding is the process of raising funds from the public through the internet that aim to support the financing of a business or project undertaken by a certain party.

The basic concept of crowdfunding is to raise money through relatively small contributions from a large number of people (Bradford, 2012). Unlike typical business financing, which comes primarily from wealthy individuals and institutional investors, crowdfunding raises money from the general public. An entrepreneur or project owner can communicate their idea with little expenses to millions of potential investors using the internet (Rossi, 2014). In crowdfunding, a project owner initiates a campaign on a crowdfunding platform or website (Vergara, 2016). The project owner, known as the "fund seeker," elicits financial support for the project from the public and those who gives financial support are called "backers" or "investors". These backers/investors, in turn, receive something in exchange for their support, called a "reward" depending on the type of crowdfunding or platform's policy.

As mentioned before, the essence of crowdfunding is fund raising from the public or "crowd" through the internet to provide financing support for particular

business venture/project. Nevertheless, there are several types of crowdfunding which have different characteristics in practice. There are four general types of crowdfunding models that defined by how differently the “rewards” or “benefit” received by backers/investors : donation-based crowdfunding, reward-based crowdfunding, lending-based crowdfunding, and equity/royalty-based crowdfunding (Galuszka & Brzozowska, 2015).

- a. Donation-based crowdfunding
Type of crowdfunding where backers/investors receive nothing in return for their contributions—not even the eventual return of the amounts they contributed (Bradford, 2012).
- b. Reward-based crowdfunding
Type of crowdfunding where backers/investors receive some kind of reward in return for their contribution (Galuszka & Brzozowska, 2015). Bradford (2012) state that the reward model offers something to the investor in return for the contribution, but does not offer a financial return such as interest, dividends, or part of the earnings of the business/projects. The reward could be tangible, such as a key chain, or it could be something intangible, such as the investor’s name on the credits of a movies or receive the album or the right to buy the album at a reduced price upon completion if the project owner is producing a music album (Bradford, 2012 & Vergara, 2016).
- c. Lending-based crowdfunding
Type of crowdfunding where backers/investors receive payment and/or interest on their investment (Galuszka & Brzozowska, 2015). Rossi (2014, p.13) state that “lending-based crowdfunding offers funds to an entrepreneur that wants money but doesn't want other shareholders”.
- d. Equity/royalty-based crowdfunding
Type of crowdfunding where backers/investors receive a share of

revenue earned in return for their investment (Galuszka & Brzozowska, 2015). Bradford (2012, p.24) state that “equity crowdfunding offers investors a share of the profits or return of the business they are helping to fund”.

The type of crowdfunding that we will explore in this study is a donation-based crowdfunding.

Celebrity Endorsements

Celebrities are the personalities that are well known in public either because of their credibility or of their attractiveness or both of these (Zipporah & Mberia, 2014). Friedman and Friedman defined celebrity as a person with a global fame and who can be an entertainer, sportsperson, etc (Poghosyan, 2015 p. 32). Another definition states that celebrities are well-known among the public, such as a movie or soap opera star, model, comedian, presenter, sportsman, scientist, businessman, politician, singer, and other famous people (O'Mahony & Meenaghan and Hsu & McDonald's in Isaac, 2008). Thus, it can be concluded that celebrities are people who are known by the public because of their expertise or profession in a particular field, whether in the entertainment world, sports athletes, and so forth.

Celebrities appear in public in different ways : when fulfilling their profession, attending special celebrity events, present in news/magazine, or act as spokes people in advertising to promote products and/or services (Jain, 2011). When a celebrity "gives / lends" his name in product/service advertisements, then they can be said to act as an endorser. In this case, celebrity endorsements are understood by Keller as a type of a brand promotion where a famous person is used in the marketing campaign to advertise the product or service by using his or her fame and place in society (Poghosyan, 2015). Compared to the other types of endorsers, famous people, such as celebrities, achieve a higher degree of attention and recall (Jain, 2011).

The attachment of celebrities in advertisement shows powerful result on credibility, communication invoke, recall, acceptability of the advertisements, and finally on purchase intentions (Menon et al., 2001 & Lafferty and Golsmith, 1999 in Khan, Rukhsar, and Shoaib, 2016). It can happen because celebrities are well-known, resulting in more accessible representations in memory of consumers (Erfgen et al. in Knoll & Matthes, 2017). Once a celebrity endorsement grabs their attention, consumers are assumed to become more interested in the advertised object as compared with a – non endorsed or other-endorsed object and also tend to be more motivated to assess what kind of object a celebrity is endorsing (Knoll & Matthes, 2017). Furthermore, celebrity endorsements are assumed to increase attitudes and purchase intention toward the endorsed object.

However, there are several attributes that determine the success of celebrity endorsements. Celebrities who are perceived to have expertise or knowledgeable are more persuasive and generate higher intentions to purchase the endorsed product (Ohanian in Wymer and Drollinger, 2015). The other attribute refers to the celebrity's trustworthiness. Erdogan (in Khan, Rukhsar, and Shoaib, 2016) defined trustworthiness as the fairness, honesty, and credibility of an endorser. Khan et al. (2016, p.3) stated that "it is commonly principle a person you trust beginning is a source to easily satisfy you to believe in unseen thing, that person is more believable than any other in society". The physical attractiveness of celebrity also become one of the attributes that can support the success of the endorsed object. Prior research has found that endorser's physical attractiveness increased advertisement effectiveness for products used to enhance consumer attractiveness (Wymer and Drollinger, 2015). The degree to which the celebrity endorser is perceived by the audience to be likeable may also become the attribute that

can influence the audience (Khatri in Wymer and Drollinger, 2015). Likeability refers to the degree to which one is considered to be friendly, cooperative, and associated with high levels of prosocial behavior and low levels of aggression (van der Linden et al. in Wymer and Drollinger, 2015).

There are some advantages using celebrities as endorsers. Poghosyan (2015) stated that celebrity endorsements can make the brands trusted among the consumers as they start to think of the product as one with a high quality and even somewhat valuable without even a thought of checking the information. That can happen because their trust and appreciation to the celebrity which endorses the product automatically transfers to the promoted product itself which is very beneficial for companies. Brajesh & Gouranga (in Khan et al., 2016) found that celebrity endorsement makes the positives result of the company sales increase. On the other hand, celebrity endorsements eventually fail and in most cases the main reasons are (Poghosyan, 2015; Zipporah and Mberia, 2014) :

- The celebrities's personal issues and lifestyle. Celebrities's inappropriate public behavior and professionally ethical mistakes during endorsement period may have a negative effect for company or brand.
- The risk of overshadowing the endorsed object or brands. The project may fail because of the consumers' main concentration on the celebrity endorsees' rather than the endorsed object.
- Multi brand endorsement by the same celebrity would lead to overexposure, thus the endorsed object might not have major influence or meaning to the audience or consumers.

Prior Research

There are several previous studies that have been conducted with the aim to see the dynamics of crowdfunding platform practice in depth. One of the study was

conducted by Ethan Mollick in 2014 with the title “The dynamics of crowdfunding: An exploratory study” that offers a description of the underlying dynamics of success and failure among crowdfunded ventures. This exploratory empirical study aims to analyze the understanding of crowdfunding by using the universe of US-based projects on Kickstarter, the largest crowdfunding site that covering over \$237 million in funding pledge to 48,526 projects (Mollick, 2014). The study suggests that social capital and preparedness are associated with an increased chance of project success; geography aspect also related to the nature and success rates of projects.

Another study was conducted by Raymond Allan G. Vergara in 2016 under the title “Determinants of Crowdfunding Success: A Multi-case Study of Philippine-Based Projects. By using a multi-case study approach, this study offers an explanations of what influences the crowdfunding project’s success in Philippine. The samples of the study are five successful crowdfunding campaigns from two active platforms: Active Connect and The Spark Project, completed between 2011 and 2015. This study suggests that social networks, funding targets, funding duration, platform endorsement, and underlying project quality are closely associated with project success in the Philippine context (Vergara, 2016).

Both studies provide the basis for the authors to conduct research on the aspects of the successful fundraising a project in crowdfunding platform in Indonesia. Specifically, the authors will focus on the endorsement aspect by looking at the role of celebrity as an endorser in the successful funding of the crowdfunding project. In this case, the main difference with previous research lies in the crowdfunding model to be studied. Research conducted by Mollick and Vergara focuses more on projects with the type of reward-based crowdfunding, while the author will examine social projects

type donation-based crowdfunding. The lack of research that discusses donation-based crowdfunding encourages authors to see in depth the aspect of the project’s success drivers on crowdfunding platforms with this model. Thus, through this research is expected to contribute the literature on donation-based crowdfunding that useful for further research.

METHODOLOGY

Yayasan Kitabisa (Kitabisa.com) is chosen as a case study due to its potential capability for the implementation of online crowdfunding for the academic research project. The main purpose of using case study as the research strategy is because the authors want to provide a clear framework along the research process which focuses on the Kitabisa.com only. Moreover, the case study strategy will be relevant for the researcher to gain more insight and rich understanding of the context of the research and the processes being enacted (Eisenhardt & Graebner, 2007). The study chose the campaign that using celebrity endorsement and not using celebrity endorsement from each 20 crowdfunding campaign categories in Kitabisa.com, posted and active until February 5th, 2018. The types of projects fall under different categories: education, diffability, creative works, health, animal rescue, charity, social activities, orphanage, natural disaster, environment, family for family, environment, infrastructure, product innovation, gift, humanity, zakat, house of worship, venture capital, and birthday fundraising. The study picked campaigns that have been featured in online sources and gathered from a host of data and information sources: crowdfunding platform pitch, news articles, social media posts and pages (Instagram) of both the project owner and project, and similar sources.

RESULTS & DISCUSSION

Yayasan Kitabisa (kitabisa.com)

Kitabisa.com is one of the online crowdfunding platforms in Indonesia founded by M. Alfatih Timur on June 6, 2013. Kitabisa provides a platform for individuals, communities, organizations, or companies that want to raise funds and donate for a variety of social, personal, creative, or other goals using online technology. Kitabisa.com also provides facilities especially for Indonesian people to donate, because the platform is presented in Bahasa Indonesia. As a legally recognized organization, Kitabisa.com is already listed on Ministry of Law and Human Rights, and obtained PUB (Fund and Goods Raising Permit) from Ministry of Social Affairs with Ministerial Decree no. 478/HUK-PS/2017.

The front page of Kitabisa.com's website displays three main menus namely Galang Dana, Donasi, and Zakat. Through the open platform policy implemented by kitabisa.com, anyone who has passed the identity verification and not violate the law in Indonesia can be the initiator of a project or social activity that requires fundraising by communicating their project through the website Kitabisa.com. In this case, donors have the freedom of choice to participate in the project or social activities available on the platform. On the website kitabisa.com there are available several categories of campaigns that can be selected by the donors, ranging from Scholarships & Education, Toddler & Children's Health, Building Houses of Worship, to Financing A Product & Innovation. The value of donations of a campaign and a list of donor names can be seen clearly on the website. Donors will get the latest information about the disbursement of funds that already committed by campaigner sent via the donator's personal email and can also be viewed on the website.

In conducting the business, Kitabisa charge an administrative fee of up to 5% of total donation for a campaign.

Meanwhile, fund raising for natural disasters and zakat is free of charge (0% administration fee). Chief Marketing Officer of the website Kitabisa.com, Vikra Ijas said that the administration fee is used to cover the operational costs as well as the development of its technology and web services. Currently, a total of 8.854 campaign has been funded, donations collected approximately Rp 211 billion and has 580.419 registered members on the platform.

Based on data collected by the authors it appears that Kitabisa.com online platform has 20 categories of fundraising campaigns. There are 17 categories in Kitabisa.com platform aimed for social fundraising, 2 categories aimed for giving gifts and birthday, and one category is the joint capital for product development and innovation. Each category initiated by both the organization and the public. Overall, there are 9 categories of campaigns that get celebrity support in fund raising through the Kitabisa.com platform.

The data contained in the funding achieved column shows that the achievement of campaign fundraising done with celebrity support exceeds the specified target value. The success achieved in 7 categories, namely Scholarships & Education (Appropriate 100%), Toddlers & Children's Health (134% of Goals), Family for Family (141% of Goals), Social Activities (Appropriate 100%), Products & Innovation (107% of goal), House of Worship (107% of goal), and Birthday Fundraising (199% of goal). Birthday Fundraising is a new feature that is being developed by Kitabisa that is celebrating a birthday by raising funds to be given to people who need it. In this case, the New Birthday Fundraising category that has the support from celebrity like Raisa Andriana, managed to get the highest fundraising target achievement when compared with other categories.

Celebrity endorsement on campaigns in Kitabisa.com platform

largely represents individual names and there are only two organizations/foundations that using celebrity endorsements, the Scholarship & Education category and Family for Family. On the other hand, the results of data collection by the authors show that the achievement of targets from campaigns conducted without the use of celebrity endorsements can meet the targets if the project owner is from an organization and not an individual. It is found in Scholarship & Education (Appropriate 100%), Social Activities (Appropriate 100%), Animal Rescue (Appropriate 100%), Products & Innovation (Appropriate 100%).

Based on the previous explanation, it can be said that the support of celebrities as individuals and organizations in social campaigns on Kitabisa.com platform has an important role that can help the success of fundraising efforts. This is assumed to occur because basically the party who wants to raise funds will not be willing to be a donator if they do not have the trust that donated funds will be properly channeled and used according to the real purpose. Therefore, trust becomes one of the important aspects underlying donor fund-raising deals to project owners in crowdfunding platform (Agrawal, Catalini, and Goldfarb in Beier & Wagner, 2015). That means celebrities and reputable organizations are often perceived as credible among the public, so the support of celebrities in fundraising campaigns can foster trust and encourage their beliefs to become donors. This assumption is supported by the explanation of Poghosyan (2015) which states that celebrity endorsements can make the brands trusted among the consumers as they start to think of the product as one with a high quality and even somewhat valuable without even a thought of checking the information. That can happen because their trust and appreciation to the celebrity which endorses the product automatically

transfers to the promoted product itself which is very beneficial for companies.

In addition to the success in achieving fundraising targets, the number of donors in table 1 indicates that campaigns initiated by celebrity names are capable of move others to provide donation funds. It can happen because celebrities are well-known, resulting in more accessible representations in memory of consumers (Erfgen et al. in Knoll & Matthes, 2017). Once a celebrity endorsement grabs their attention, consumers are assumed to become more interested in the advertised object and also tend to be more motivated to assess what kind of object a celebrity is endorsing (Knoll & Matthes, 2017). Campaign in the Scholarship and Education category with the name of a celebrity is able to move people to contribute as much as 186 donors, campaign category Toddlers and Children's Health with the initiator of the celebrities were able to move 1,059 people to become donors, the high number of donors who contribute are also found in other categories, namely social activities (490 backers), Products & Innovations (414 backers), Houses of Worship (797 backers) and Birthday Fundraising (334 backers).

In practice, the role of celebrities in communicating fundraising campaigns often utilizes social media, such as Instagram because the popularity of the celebrities able to produce quite a lot of followers. Authors found some celebrity activities when communicating a social campaign using the Kitabisa platform to raise funds from the public, as shown in Figure 1. It appears that the number of responses obtained after a celebrity uploaded/posted a campaign from Kitabisa can reach tens of thousands. The response can be seen from the number of followers who liked the post and the number of viewers. Beier & Wagner (2015) stated that the relationship quality between project initiator and public as developed by online communication, whether it

happens inside a crowdfunding platform or outside, influences the motivation of potential supporters or backers to spend (more) money on a project. Thus, the presence of fundraising campaign fundraising by celebrities through social media may enable their followers to donate, especially if the communication is made in the form of personalized design along with pictures or videos that can inspire the public emotionally.

CONCLUSIONS & IMPLICATIONS

Based on data collection, it can be concluded that celebrity endorsements in the online crowdfunding platform Kitabisa.com have higher amount of donation collected and they have important role in helping the success of achieving the target donations. Celebrity endorsements, whether done with the use of celebrity names in the organization or the involvement of the celebrity itself as a campaign initiator, can be a momentum that inspires the public or the wider community to donate. The results of this study can add information about the importance of celebrity endorsements in the crowdfunding management. However, this study has shortcoming, such as the authors did not examine the specific characteristics of celebrities who can drive the success or failure in fundraising efforts to donate on a related crowdfunding platform. These can be the basis for further research, so that the general overview about celebrity endorsement in fundraising through crowdfunding platform in Indonesia can be more comprehensive and detailed in the future.

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Table 1
Case Comparison Matrix

NO	Category	Number of Campaigns				Funding Achieved		Number of Backers		Funding Target		Status Campaign	
		Inisiator Campaign		Celebrity Endorsement	Without Celebrity Endorsement	Celebrity Endorsement	Without Celebrity Endorsement	Celebrity Endorsement	Without Celebrity Endorsement	Celebrity Endorsement	Without Celebrity Endorsement	Celebrity Endorsement	Without Celebrity Endorsement
		Organization	Public										
1	Beasiswa & Pendidikan	37	34	1	70	* 46,000 IDR ** Appropriate 100% of goal	* 2,040,000 IDR ** Appropriate 100% of goal	186	13,220	Open goal	Open goal	Unknown	328 more days
2	Difabel	5	2	0	7	-	* 77,700 IDR ** 78% of goal	0	500	-	100,000 IDR	-	9 more days
3	Karya Kreatif (Film, Buku, dll)	1	2	0	3	-	* 28,300 IDR *** 3% of goal	0	32	-	850,000 IDR	-	112 more days
4	Lingkungan	5	3	0	8	-	* 22,800 IDR **	0	183	-	Open goal	-	Unknown
5	Panti Yatim	5	7	0	12	-	* 762,900 IDR ** 76% of goal	0	1,563	-	1,000,000 IDR	-	Unknown
6	Fun for Charity	1	2	0	3	-	* 154,100 IDR ** 31% of goal	0	136	-	500,000 IDR	-	2 more days
7	Balita & Anak Sakit	12	46	2	56	* 200,000 IDR *** 134% of goal	* 425,600 IDR ** 85% of goal	1,059	1,328	150,000 IDR	500,000 IDR	37 more days	20 more days
8	Bencana Alam	1	3	1	3	* 4,500 IDR *** 23% of goal	* 83,400 IDR ** 42% of goal	23	138	20,000 IDR	200,000 IDR	Unknown	51 more days
9	Family for family	83	1	1	83	* 14,000 IDR ** 141% of goal	-	84	-	10,000 IDR	-	143 more days	-

NO	Category	Number of Campaigns				Funding Achieved				Number of Backers		Funding Target		Status Campaign	
		Initiator Campaign		Celebrity	Without	Celebrity	Without	Celebrity	Without	Celebrity	Without	Celebrity	Without	Celebrity	Without
		Organization	Public	Endorsement	Celebrity	Endorsement	Celebrity	Endorsement	Endorsement	Endorsement	Endorsement	Endorsement	Endorsement	Endorsement	Endorsement
10	Kegiatan Sosial	9	1	1	9	* 103,200 IDR *** Appropriate 100% of goal	* 100,000 IDR ** Appropriate 100% of goal	490	156	Unknown	Open goal	Unknown	Unknown		
11	Menolong Hewan	4	6	1	9	* 38,400 IDR *** 8% of goal	* 304,400 IDR ** Appropriate 100% of goal	119	978	500,000 IDR	Open goal	116 more days	Unknown		
12	Produk & Inovasi	2	12	1	13	* 174,300 IDR *** Appropriate 100% of goal	* 8,400,000 IDR ** Appropriate 100% of goal	414	21,702	Open Goal	Open goal	Unknown	51 more days		
13	Sarana & Infrastuktur	16	33	0	49	-	* 550,000 IDR ** 92% of goal	-	1,746	-	600,000 IDR	-	51 more days		
14	Bantuan Medis & Kesehatan	9	40	0	49	-	* 271,000 IDR ** 93% of goal	-	757	-	290,000 IDR	-	Unknown		
15	Hadiah & Apresiasi	5	5	0	10	-	* 49,000 IDR 55% of goal	-	361	-	90,000 IDR	-	33 more days		
16	Kemanusiaan	8	3	0	11	-	* 8,600,000 IDR ** 86% of goal	-	25,649	-	10,000,000 IDR	-	Unknown		
17	Modal Usaha	6	2	0	8	-	* 19,000 IDR ** 21% of goal	-	63	-	93,000 IDR	-	154 more days		
18	Rumah Ibadah	15	28	1	42	* 153,400 IDR *** 107% of goal	* 1,800,000 IDR ** 37% of goal	797	5,545	5,000,000 IDR	200,000 IDR	7 more days	326 more days		
19	Zakat	18	0	0	18	-	* 2,000,000 IDR **	-	7,698	-	Open goal	-	Unknown		
20	Birthday Fundraising New	0	6	3	3	* 53,600 IDR *** 199% of goal	* 67,700 IDR *** 131% of goal	334	83	27,000 IDR	50,000 IDR	Campaign has finished	Campaign has finished		

Note: * The highest of donation collected

Source: www.kitabisa.com

Picture 1 Celebrity's Social Media

106,941 views

therealdisastr Hi friends... support #BeaSiswaDian lewat kitabisa.com/
dianrunforcharity

Every cents counts!!

273,960 likes

raisa6690 Terimakasih teman2 semuanya untuk "kado" terbaik !! Semoga semua niat & doanya menjadi berkah, dan bantuannya berguna bagi saudara2 kita yang membutuhkan 🙏 for more info go follow @donasibuku.id & @kitabisa.com . Once again, thank you so much!!

2,972 likes

arie_kriting Assalamu alaikum Wr. Wb.
Sudah 61 Bayi meninggal di Asmat, Papua. Melalui kesempatan ini, kami memanggil kawan-kawan sekalian untuk menyatukan hati, memberikan bantuan untuk meringankan kondisi di sana. Bagi yang berkenan, bantuan bisa disalurkan melalui kami dengan cara berdonasi melalui KitaBisa.com. di : <https://m.kitabisa.com/bantuasmata>

LINK UNTUK BERDONASI JUGA ADA PADA BIO AKUN INSTAGRAM SAYA INI.

Hormat.

#KitaBisaBantuAsmat #Asmat #Papua #Indonesia

34,613 views

tommykurniawann @Regranned from @kitabisa.com - Bagaimana jika sebuah Masjid tidak memiliki sumber air untuk tempat wudhu? Ini yang terjadi dengan Masjid Darul Hijrah, Mamboro (NTT)

Tonton video ini untuk tahu kisah lengkapnya!

Di Hari Jumat yang penuh berkah ini, @tommykurniawann (aktor) mengajak kita untuk tak tinggal diam melihat kondisi Masjid Darul Hijrah. Kamu bisa ikut berdonasi dengan cara, klik: kitabisa.com/untukmasjdmamboro

Kata adalah doa, mari kita doakan agar masjid di Mamboro segera memiliki tempat wudhu. Caranya, ketik: "Tempat Wudhu Untuk Darul Hijrah" di kolom komentar!

#donasimasjid #masjdmamboro #NTT #tommykurniawan #kitabisa #orangbaik - #regrann

Liked by  and 76,015 others

nawashihab Mari dukung @pesawatR80 produk asli Indonesia karya anak bangsa untuk terbang tinggi!

Pesawat R80 murni buatan Indonesia dengan arsitek eyang BJ Habibie, disponsori oleh PT. Regio Aviast Industri (RAI) dan dikerjakan oleh PT Dirgantara Indonesia. Total biaya pembuatan prototype pesawat R80 mencapai lebih dari Rp.200 Miliar. Sedangkan keseluruhan biaya usaha mencapai sekitar 20 Trilyun Rupiah.

Uang sebanyak ini sedang digalang baik secara langsung melalui investment bankers, maupun dicarikan oleh pemerintah Indonesia dalam hal ini BAPPENAS. Jadi, tidak hanya bertumpu pada crowdfunding (patungan publik)

Crowdfunding nilai utamanya bukan di jumlah donasi, tapi sebagai bukti dukungan atas kebangkitan teknologi Indonesia!

Campaign ini memiliki reward. Misalnya, foto donatur akan ditampilkan di badan pesawat R80, donatur bisa mendapatkan tshirt, hoodie atau jaket bomber seperti yang saya gunakan ini. Ayo buat R80 terbang lebih tinggi lagi!

Klik tautan:

kitabisa.com/nawashihabuntukR80 #PesawatR80

#TerbangkanPesawatIndonesia

#catatannajwa

#matanajwa **jaket bomber ini bisa didapat sebagai reward jika kita ikut patungan lewat tautan di atas***