



Analysis of Using Instagram in Increasing Donations

(Case Study of Celebrity Instagram Fadil Jaidi, Taqy Malik, Atta Halilintar, and Tasya Farasya)

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Abstract. This research aim to analyze the use of instagram to increase donation in helping the war victim in Palestina. The campaign did by celebrity instagram (celebgram) and they help to boost the amount of donations. Celebgram Fadil Jaidi, Taqy Malik, Atta Halilintar, and Tasya Farasya used several style of campaign, and the result showed that the amount of donation can reached billions of rupiah. Richard Perloff describe several item to analyze how influencer reach their audience, such as the use of message structure, message content, framing, language, and emotional appeals. The result of this research are, celebgram use video, picture and certain words or sentence to influence their followers. They raise the term of humanity, empathy, explicit, persuasive kind of language to attract their followers to donate.

Keywords: content analysis · donations · instagram · celebgram

1 Background of Study

Communicators play an important role in disseminating information. Communicators can be a person or institution who sends messages to audiences (Changara, 2016). Great communicators can reach out and get a broad attention. The communicator can be a public figure or someone who is widely known by the public with a good reputation. This is an important point in this research, as how communicators disseminate, maximize, and invite others by using their social media to provide assistance or donate. Thereby, they can attract people to donate.

To influence the audience, techniques and strategies that are proficient in using media are needed (Arianto, 2021). The strategy used by the communicator determines whether someone is interested or not in providing assistance. Especially on social media, these techniques and strategies can be seen from the use of words, images, and the intensity of the content being shared.

Between 11–21 March 2021, four Instagram celebrities (celebgrams) conducted a fundraising campaign on their Instagram accounts to invite their followers to provide assistance to victims of the war in Palestine. The collected aid reached tens of billions of rupiah.

Table 1. List of Celebrities and Amount of Funds Collected

Celebgram name and instagram account	Followers	Days of Fundraising	Total of Donation (billion)	Number of Donors
Fadil Jaidi @fadiljaidi	6.2 Mio	4 days	6.334.154.205	118.837
Taqy Malik @taqy_malik	2.4 Mio	2 days	5.012.408.120	73.943
Atta Halilintar @attahalilintar	21.9 Mio	6 days	2.062.652.133	25.003
Tasya Farasya @tasyafarasya	4.8 Mio	4 days	1.483.711.895	14.584

Source: Kitabisa.com and Indonesiadermawan.id

Donations are held on the Kita Bisa website page (kitabisa.com) and Indonesiadermawan.id as the largest crowdfunding website in Indonesia. The four celebgrams are Fadil Jaidi, Taqy Malik, Atta Halilintar and Tasya Farasya.

The Table 1 provides a brief description of total donations collected by each celebgram, number of followers, days of fundraising, and the number of netizens who participated. Selebgram invites their followers to make donations using a certain style of language. They use videos, post photos that contain text, or use videos of the impact of war and war victims to maximize public attention. The data shows how significant the influence of celebgrams in inviting followers to make donations.

The author chose helping victims of the Palestinian war issue, because this fundraising is biggest campaign in the Kitabisa.com and Indonesiadermawan.id applications. Through campaigns by celebgrams on their Instagram accounts, Indonesian netizens donate tens of billions to Palestinians in just a few days.

Social Media instagram has many advantages. It is fast, wide reach, attractive interface features, and interesting features. Reported from businessnewsdaily.com, some of the interesting features of Instagram are posting photos and videos as its main function, following, followers, hashtags, highlights, homepage, Instagram stories, tagging/tagging, liking posts, comments, and direct messages. Instagram Stories is one of the most popular features. Photos and videos shared through stories will disappear 24 h after being posted. Stories contain not only videos and photos but text, music, polls, polls, timelines, stickers and links. The link feature is used by celebgram to share links, so that their followers can go directly to the donation page easily and quickly.

Donations by people of Indonesia, through all the process in instagram and webpage, are proof of how Indonesian citizens care, concern and help the humanitarian crisis in Palestine, as the minimal action to help the terrible incident that occurred in that country. This fundraising event, we can conclude that Indonesians have strong and powerfull actions on humanitarian issues.

2 Literature Review

2.1 New Media

Denis McQuail in Angharad N Valdivia: *A Companion to Media Studies* (2003) book, describes new media as a new form of old media with additional use of technology, which is always developing. New media is also defined as a massive change in the production and production of news using technology (Martin et al., 2009).

New media emerged with some expectation of increasing productivity, new creativity, and communicative. There are several contexts that can refer to the word New Media, such as new textual experiences through the latest technology, for example related to media consumption patterns. Second, as a new way of representing the world, an immersive virtual environment, interactive screens, and paid multimedia. Third, changes in the use and acceptance of media channel in everyday life, which means investing time in media technology.

The presence of new media facilitates many levels of human communication, from intrapersonal communication to mass communication. They can be cheaper, portable or easy to carry, and people can create content everywhere. Users can manage the communication activities, such as editing, conveying, or retracting the message conveyed (Frederick et al., 1988). New media does not replace old media. However, it is adding or supplementing communication services that are inaccessible or expensive. Discussing new media, cannot be separated from the role of technology, new technological devices and how people practice it in the workplace, home, education sector, and various other sectors. As technology develops, new media will always develop in terms of form and impact the society.

Today, the audience of new media plays an important role. Their contributions, collaboration, creativity, image, and video exchange generate media content and provide diversity in information production. This is the result of how media forms have changed from one-way communication to communication with the priority of users who are able to produce content. Everyone can publish something online. Content becomes diverse and unlimited, available in the form of new media which today is known as the online media system.

The increase of new media users plays an important role. The greater the participation in the media, the more active users are to vote, publish, comment, provide links, and read online content. The change from passive to active participation in the media is getting bigger, so that the use of public space to communicate is maximized. People can express their opinions and arguments. At the same time, it also builds a media culture, namely a culture of participation. There are many sources of content available, communicating with other people, and being able to engage in dialogue compared to the one-way communication that is the hallmark of mass communication. (Siapera, 2017).

2.2 Message Strategi

Good message will have an impact and acceptance in the audience. According to Perloff (2017), there are several items in messages that are delivered by communicators and important to notice, such as message structure, message content, framing, language, and emotional appeals.

2.2.1 Message Structure

The message structure is divided into several groups, such as conclusion drawing, message sidedness, and order of presentation. Conclusion drawing is a message that is clear or explicit, provides an overall conclusion and more persuasive. A clear and straightforward message will give the audience a good picture of what the communicator wants to convey. In giving conclusions, it must be noted that the message is conveyed explicitly, clearly, and also humanely.

Message sidedness is divided into two, one-sided arguments and two-sided arguments. One-sided arguments convey messages by using arguments from one perspective/side of a problem. The two-sided argument conveys the message delivered using arguments from two perspectives/sides related to a both problem from the communicator's and communicant's side.

Order of presentation describes how a series of messages are delivered, it is divided into two, what it calls Primacy or Recency. Primacy is the idea conveyed at the beginning of the message, so that the recipient of the message will tend to see or receive subsequent messages. While Recency is a message that is conveyed accompanied by new ideas, so that the recipient of the message will pay more attention to the new message when compared to the old message.

2.2.2 Message Content

There are several points that must be noticed in the Message Content, they are Evidence and Narrative. Evidence relates to how the message is conveyed using accurate, factual, and quantitative information. Narrative relates to how the characters, storylines, and information conveyed in scenes, characters and conflicts that occur.

2.2.3 Framing

Framing is the selection of some aspect of reality and make it more prominent to define a certain definition. The way messages are framed can influence a person's attitude. In this case, framing that is conducted by the communicator should be able to frame the message according to the target audience. The selection of certain facts or ideas will emphasize the message. The more often a particular context is described, the more prominent it becomes.

2.2.4 Language

Language is not only translated directly as language. There are elements of contemporary language, speed of speech, strong and weak ways of speaking, use of metaphors, figures of speech, and political language. Speed of speech can enhance persuasion when the goal is to get attention. Speed of speech is also effective when the goal is to be labeled as a competent person. In other conditions, speaking speed is not as likely to increase credibility or persuasion, when the message concerns sensitive, olde audiences. In this situation, speaking slowly can accentuate the communicator's sympathy, empathy, and goodwill.

2.2.5 Emotional Appeals

Emotions are a person's subjective feelings that can affect behavior motivation. There are two types of emotional appeals: fear appeal and guilt appeal. Fear appeal aim to giving fear by imagining the negative impact that will occur if the message is not obeyed. Guilt Appeal aim to make audience feel guilt of what happening.

3 Research Methodology

This study uses a qualitative approach, the results are obtained by analyzing the content of the Instagram celebrity content. The content will analyze to understand the use of words, photos, and videos shared by the celebgram (Table 2).

The data used in this study consisted of primary data and secondary data. Primary data is Instagram posts of 4 Indonesian celebgrams who are conducting fundraising campaigns. The four celebgrams are Atta Halilintar, Fadil Jaidi, Taqy Malik, and Tasya Farasya. The author limits it to the four celebgrams because of their wide reach (they have millions of followers) and their large contribution impact.

The data are stories and Instagram feed posts from the four celebgrams in the period 11–21 May 2021. This data consists of captions when the celebgrams are conducting campaigns and invitations to donate. While secondary data is the result of a literature review conducted by the author by taking information relevant to the research. From the data collected, the author gets 8 images posts by Fadil Jaidi, and 1 videos. Taqy Malik, 20 posts, two of them are videos. Atta Halilintar 13 posts, 4 of them are videos. Tasya Farasya 3 posts. This data is the most important item of the research, because it becomes the material to be analyzed from the structure of words, how to invite, speaking style, use of post background, and expressions of the celebgram.

Data collection is done by directly accessing the Instagram of the four celebgrams, as well as accessing the donation link that they shared during the fundraising period. From the donation link, people can check how much the actual daily increase in donations is.

Table 2. Message content analysis tool

Konsep	Unit Analisis	Dimensi	Penjabaran
<i>message structure</i>	<i>conclusion drawing</i>	Giving Conclusion	Communicators provide explanations of incident, conclude, provide ideas clearly and straightforwardly
		One-sided argument	Arguments in messages are conveyed on a one-sided perspective
	<i>message sidedness</i>	Two-sided argument	Arguments in messages are conveyed from multiple perspectives

(continued)

Table 2. (continued)

Konsep	Unit Analisis	Dimensi	Penjabaran
	<i>order of presentation</i>	<i>Primacy</i>	The idea is conveyed at the beginning of the message
		<i>Recency</i>	Messages are conveyed with continuing new ideas
<i>message content</i>	<i>evidence</i>	Factual Statement	The message is a statement based on facts or things that really happened
		Quantitative information	Messages contain information of numbers or quantities
		Opinions from Trusted Sources	The message is opinions given directly by trusted sources, or experts
	<i>narrative</i>		Narrative messages include characters, storylines, and dramatic events that describe the situation better
<i>framing</i>			Framing certain issue
<i>language</i>	<i>speed of speech</i>	fast	The way to convey a message tends to be fast to get the attention of the audience
		Slow	The way to convey messages tends to be slow according to the target audience
	<i>Powerless/powerful language</i>	Powerless	communicator not too excited
		Powerful	communicator look excited to get attention of the audience
	<i>intense language</i>		Repeated use of certain words
	<i>political language</i>		Use politics words
<i>emotional appeals</i>	<i>fear appeal</i>		The communicator describes the consequences that will occur and causing fear
	<i>guilt appeal</i>		The communicator describes the events that occurred that caused sense of guilt

4 Result

4.1 Analysis 1: Taqy Malik

According to message structure, Taqy Malik explained about the events that occurred and the urgency to provide immediate help. Messages are conveyed using one perspective, based on his own perspective of seeing events. Many facts are shown through shared video clips, such as posts on Instagram feeds regarding the rocket attacks repeatedly, the ruins of buildings, and explosions. Data were also conveyed regarding the number of victims, the number of rockets, the amount of aid that had been collected. Simultaneously, Taqy revealed the number of donations when it reached 750 million, 1 billion, 2.5 billion, 3.3 billion, 4 billion, 5 billion, 6.3 billion rupiah. In terms of narrative, he use of the word 'good people' (orang baik) which refers to the donors who have succeeded in this fundraising. Taqy also often praise netizens who have donated. Regard to framing, Taqy sees this case as a humanitarian issue that requires immediate help. In terms of language, slang language is used, with intonation that tends to be fast to attract public attention, using words that refer to political issues. Regard to emotional appeal, Taqy uses words that can be said give fear because he spreads some video about the attack.

4.2 Analysis 2: Fadil Jaidi

According to message structure, Fadil Jaidi conveyed a message by inviting young people to make donations. The language used is calm but on the other hand also conveys the importance of making donations. Many facts also described by Fadil Jaidi, such as quantitative data on how long the attacks took days, the number of donations that have been collected, so that his followers know the numbers that have been achieved from his fundraising activities. He posted a lot of donations when it reached 600 million, 1 billion, 2 billion, 3 billion, 5 billion numbers that he collected in just 1 day. From a narrative perspective, Fadil Jaidi emphasizes the importance of brotherhood and mutual help among others. Regarding the framing, Fadil places a lot of emphasis on the role of young people to contribute, not remain silent when big incidents occur but also to help people who were in trouble. In terms of language, Fadil used slang language, straightforward and not long-winded, prepares the link needed to make a donation, and repeatedly uses the word 'help' to emphasize the meaning that he wants to convey. In terms of emotional appeals, Fadil Jaidi did not use any language that would create feelings of guilt or fear if the donation was not made.

4.3 Analysis 3: Atta Halilintar

According to message structure, Atta Halilintar conveyed the message in a very straightforward language, to the point, and describes several things that were happening, such as the rocket attacked, the victims, and the immediate need to help. Atta gave important ideas in the early stages of raising donations, such as the importance of helping brotherhood during this month of Ramadan. Atta did not use much quantitative data such as of victims, but simultaneously shares the amount of donations collected. Like when it reached 250 million, 1 billion and 2 billion. In terms of the narrative, Atta tried to build

a narrative that young people can help people who were suffer. In terms of language, Atta explained very powerfully like the style he had built so far. He also often mentions the repeated use of words such as 'Free Palestine' in his campaigns to show the right solution to this problem. In terms of framing, Atta places a lot of emphasis on humanitarian issues that need to be resolved immediately. Meanwhile, in terms of emotional appeals, Atta often shows videos of attacks that can make his followers feel afraid.

4.4 Analysis 4: Tasya Farasya

According to message structure, Tasya Farasya conveyed the message, straightforwardly to help people in need, added by several videos and pictures to support her statement. Tasya gave the main idea at the beginning of campaign such as video attacked were taking place in Palestine and many people are dying because of these attacks. In terms of narrative, Tasya tried to always include the family element, and explained the importance of living in peace. Tasya didn't provide much quantitative data, but everything is based on her point of view, seeing humanity as an important things to put first. In terms of language, Tasya is the type of person who has a loud and powerful voice, she also used a lot of slang words to attract people to donate. In terms of framing, Tasya places a lot of emphasis on the importance of being together with family in the month of Ramadan and an incident like this should not have happened. Meanwhile, in terms of emotional appeals, Tasya invites many people to donate and raises feelings of emotion about what happened. AUTHORS Masita is a master student in Hasanuddin University, majoring Communication Study at Social and Political Faculty. She has interest in study about mass media and new media specially in social media, new marketing model, and impact of influencer.

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