

Evaluation of the performance of crowdfunding sharinghappiness.org in mobilizing the active role of the community to achieve SDGS 1.1

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<div>  </div>	<p>Abstract</p> <p>Purpose: This study aims to evaluate the effectiveness of SharingHappiness.org, a crowdfunding platform in Indonesia, in mobilizing community participation to support the achievement of SDG 1.1, which focuses on eradicating extreme poverty.</p> <p>Research methodology: The research employs a qualitative approach using in-depth interviews with five key stakeholders (platform managers, donors, and campaigners), supported by thematic analysis and triangulation. Questionnaires were also distributed to 57 donors and campaigners to strengthen the analysis through mixed data validation.</p>
<p>Article History</p> <p>Received on 10 Desember 2023</p> <p>1st Revision on 22 January 2024</p> <p>Accepted on 6 February 2024</p>	<p>Results: Findings reveal that donor trust, ease of transaction, transparency, influencer influence, brand awareness, and inclusivity are critical success factors. While SharingHappiness.org has shown commendable performance in these areas, it still lags behind larger platforms such as Kitabisa.com in terms of donation volume, donor base, and campaign success rate. However, SharingHappiness.org demonstrates higher operational efficiency per employee.</p> <p>Conclusions: The study concludes that strengthening transparency, improving UI/UX, expanding strategic partnerships, and enhancing long-term impact reporting are essential to increasing community participation and aligning better with SDG 1.1 goals.</p> <p>Limitations: The study is limited by its qualitative scope and focus on a single platform, which may reduce generalizability to other crowdfunding contexts. The quantitative comparison with competitors is based on publicly available data, which may lack full accuracy.</p> <p>Contribution: This research contributes to the literature on digital philanthropy and SDG implementation in developing countries by providing an evaluative framework for assessing crowdfunding effectiveness in promoting social inclusion and poverty alleviation.</p> <hr/> <p>Keywords: <i>Crowdfunding, Community Participation, SDGs 1.1, Extreme Poverty, Fundraising Strategies</i></p> <hr/> <p>How to Cite: Lubis, R. L., & Sahidan, S. (2024). Evaluation of happiness performance in crowdfunding sharing. org to mobilize the active role of the community in achieving SDGS 1.1. <i>International Journal of Accounting and Management Information Systems</i>, 2(1), 25-34.</p>

1. Introduction

Indonesia is a developing country that faces a variety of complex social problems, with extreme poverty being one of the most urgent (Saepudin, Marselina, Wahyudi, & Ciptawaty, 2023). According to the Central Statistics Agency (BPS), the poverty rate in Indonesia reached 9.36% in March 2023, indicating that most of the population is still struggling to meet basic needs (BPS, 2023). The Sustainable Development Goals (SDGs) adopted by the United Nations in 2015 emphasize the importance of

eradicating poverty in all its forms as a fundamental goal for global development. In particular, SDG 1.1, which aims to halve the proportion of the population living in poverty by 2030 (Lubis, 2018), highlights the need for innovative and collaborative approaches to address this issue.

Crowdfunding has emerged as a viable solution for mobilizing community resources and actions in the face of these challenges. Mollick (2014) defines crowdfunding as the collective effort of individuals who network and pool their resources to support initiatives that are usually organized through the Internet. This funding model is particularly effective for addressing social issues that may not receive adequate attention from traditional funding sources. Platforms such as SharingHappiness.org are important in facilitating financial support for social causes in Indonesia, harnessing the power of digital technology to reach a wider audience, and encouraging community participation. SharingHappiness.org, launched in 2016, operates under the auspices of the Berbagi Bahagia Foundation, aiming to bridge collaboration between individuals, communities, and organizations to create impactful social projects. Despite its great potential and advanced technology, the platform faces challenges in terms of maximizing its impact. Digital philanthropy, while promising, requires a strong strategy to build trust and ensure transparency to maintain donor engagement and commitment.

The effectiveness of a crowdfunding platform, such as SharingHappiness.org, largely depends on several factors, including donor trust, ease of transactions, transparency, influencer influence, brand awareness, and inclusivity. Donor trust is a crucial factor, as revealed by Ramadhan and Hendratmi (2023), who noted that social influence, trust, and expectations of positive experiences significantly affect the intention to donate on crowdfunding platforms. Belleflamme, Lambert, and Schwenbacher (2014) emphasized the importance of transparency and clear communication in building and maintaining relationships with donors, which in turn increases donor loyalty and participation. This study explores the effectiveness of SharingHappiness.org in mobilizing community participation and identifies the key factors influencing its performance. By analyzing these factors, this study aims to provide insights into improving platform strategies to increase participation and contribution levels, ultimately contributing to the achievement of SDG 1.1 targets in Indonesia.

2. Research Methodology

This study uses a qualitative approach to obtain a comprehensive understanding of the SharingHappiness.org performance.

2.1. Data Collection

The qualitative component of the study involved in-depth interviews with five key informants, including platform management, donors, and campaigners who actively used SharingHappiness.org. This interview aimed to explore the experiences and views of informants regarding the factors that affect the effectiveness of the platform, as well as the challenges and opportunities faced in optimizing public participation. The in-depth interview technique was chosen to obtain richer and more in-depth information about users' perceptions and motivations, which cannot be fully expressed through quantitative surveys (Ferdian, 2024).

2.2. Data Analysis

Qualitative data were analyzed using thematic analysis, in which interview transcripts were carefully read to identify relevant themes and patterns (Promono, 2024). Qualitative data plays a pivotal role in uncovering the complexities of social behavior, motivations, and contextual factors that are often overlooked in quantitative research. In digital platform studies such as crowdfunding, qualitative methods provide rich insights into user perceptions, trust mechanisms, and platform dynamics (Virginia & Victoria, 2022). This technique helps to understand the context and complexity of user experience and platform management (Novanda, 2023).

2.3. Integration and Interpretation

In the final stage, the results of the qualitative analysis provide a more comprehensive picture of the SharingHappiness.org performance. This data integration helps corroborate the research findings and

provides deeper insights into how certain factors can be optimized to improve the platform's effectiveness in achieving its social goals (Mastrobattista, Rico, & García, 2024).

2.4. Analysis and Discussion

The data in this study were collected from SharingHappiness.org users and stakeholders between March and June 2024. The data collection process was carried out through qualitative interviews, which aimed to provide a comprehensive overview of the platform's performance.

2.4.1. Data Collection

A questionnaire was distributed to 57 donors and campaigners to collect qualitative data from the interviews. The purpose of this questionnaire was to investigate the effectiveness of the SharingHappiness.org platform, thus providing a more comprehensive picture of how the platform is viewed by its direct users. Thus, the combination of in-depth interviews, thematic analysis, and questionnaires will result in a deep and thorough understanding of the challenges, opportunities, and user perceptions of the platform, as emphasized by Virginia and Victoria (2022) that thematic analysis allows researchers to dig deeper into the phenomenon being studied.

2.4.2. Data Triangulation and Validation

This method of data collection allows triangulation, which, according to Creswell and Clark (2017) is an important strategy for improving the validity and reliability of research. Data triangulation is carried out by combining various sources and types of data so that the results of the analysis can be verified and strengthened through a comparison between quantitative and qualitative findings (Mas'adah, Asngadi, & Hirmantono, 2021). Triangulation helps ensure that research results do not rely on just one source of data but are supported by consistent evidence from multiple perspectives (Abdalla, Oliveira, Azevedo, & Gonzalez, 2018).

3. Results and Discussion

This study evaluates the performance of the Sharinghappiness.org crowdfunding platform in mobilizing the active role of the community in supporting the achievement of SDGs 1.1, which focuses on poverty alleviation. This analysis used an inductive approach with thematic and triangulation methods to obtain comprehensive insights.

3.1. Donor Trust

The results of the study showed that Sharinghappiness.org succeeded in building trust among donors with a satisfaction rate of 81%, supporting the view that trust is a major factor in encouraging donor participation. These findings are consistent with (Mollick, 2014) research, which also confirms that donors' trust in platforms and project initiators significantly influences their decision to contribute. Mollick highlights that this trust often depends on donors' perception of the platform's transparency and accountability.

The trust built on Sharinghappiness.org is supported by transparency in reporting on the use of funds and the impact of each campaign, which has also been identified in previous studies as an important factor in increasing donor trust. For example, Asmawati and Ramdani (2022) found that donor trust built through reporting transparency is one of the main drivers for the success of crowdfunding campaigns in Kitabisa.com. They point out that transparency in financial statements and the use of funds not only strengthens trust but also increases donor loyalty, ultimately contributing to the platform's long-term success.

Sharinghappiness.org achieved a fairly high level of trust and identified room for further improvement, especially in terms of information disclosure and communication regarding the success and challenges faced in each campaign. This is in line with previous research findings suggesting that deeper transparency, including reporting on the challenges and risks faced, could further increase donor trust. Research by Azizah, Hasbi, and Yetty (2021) also supports this view by showing that donors tend to be more trusting and loyal when they feel they are being given honest and open information about all aspects of the campaign, including successes and failures. To continue to increase trust,

Sharinghappiness.org must focus on improving openness and communication regarding all aspects of the campaign, including challenges and long-term results. These measures will ensure that the platform continues to attract and retain donors who believe that their contributions are being used in the most effective and transparent way possible.

3.2. *Ease of Transaction and Access*

Sharinghappiness.org provides a variety of easily accessible payment methods, such as bank transfers and payments through digital wallet applications, allowing donors to contribute in a way that is most convenient for them. This is in accordance with the findings of (Asmawati & Ramdani, 2022), who show that ease of transactions is one of the main drivers of increasing donor participation on crowdfunding platforms such as Kitabisa.com. They emphasized that the easier and more flexible the payment methods provided, the more likely donors were to participate.

However, although Sharinghappiness.org has made significant progress in providing a variety of payment options, there is still room for further improvement. This research identifies that to further increase participation, platforms need to focus on improving the user interface (UI) and user experience (Roux, Roux, Mbewu, & Davis, 2015). This is important because a more intuitive and user-friendly UI/UX can make the donation process faster, more convenient, and frictionless. This is in line with the literature, emphasizing that a positive user experience, especially when it comes to the platform's ease of use, is key to attracting and retaining donors (Ferdian, 2024).

For example, research by Ramadhan and Hendratmi (2023) show that the ease of use and accessibility of a platform greatly affects the intention of donors to donate through crowdfunding platforms. They found that positive user experience, including ease of navigation and transactions, significantly increased donor participation. In this context, Sharinghappiness.org can consider continuously improving the design of its platform to make it more responsive and easy to use for various groups of users, including those who may not be very familiar with digital technology. Thus, while Sharinghappiness.org has taken important steps to provide ease of transactions, additional steps to improve the UI/UX will further improve donor convenience and satisfaction, which in turn may increase their participation more broadly.

3.3. *Transparency*

This study reinforces the view that transparency in the use of funds and project reporting is a crucial factor in building donor trust and loyalty, which in turn can increase public participation in crowdfunding campaigns. Previous research by Azizah et al. (2021) showed that transparency has a positive and significant effect on people's decisions to channel donations through crowdfunding platforms such as Kitabisa.com. This transparency includes clear and detailed reporting on the use of funds and project progress, which gives donors confidence that their contributions are being used appropriately and effectively.

In addition, this study is in line with the findings of (Asmawati & Ramdani, 2022), who showed that donor trust built through transparency is one of the main drivers of participation in crowdfunding platforms. Trust is a key element in maintaining a long-term relationship between the platform and donors, allowing the platform to continue to attract contributions from the community (Junqueira & Soetanto, 2022). Furthermore, this study also makes a new contribution by highlighting the need for improvements in reporting the long-term impacts of funded projects. Although many previous studies have emphasized the importance of transparency in financial reporting, the reporting aspect of long-term impacts is often undernoticed. This reporting is critical to ensuring that the outcomes of funded projects remain sustainable and provide long-term benefits to the communities served. This opens the door for further research on how long-term impact reporting can be more effectively integrated into crowdfunding platform communication and transparency strategies to increase donor trust and loyalty.

The study also shows that while Sharinghappiness.org has made good efforts toward transparency through annual financial reports and periodic updates on campaign progress, there is still room for improvement, especially with regard to long-term impact reporting. This is in accordance with the

findings presented by the research of Ramadhan and Hendratmi (2023) who emphasize the importance of a sense of trust in the intention to donate through crowdfunding. In this context, more comprehensive and long-term reporting will not only strengthen trust but also ensure that the social impact generated by the project can be monitored and assessed on an ongoing basis, which can ultimately increase community participation and contribution more broadly.

3.4. Influencer Influence

Sharinghappiness.org has successfully harnessed the power of influencers in several campaigns, which has proven effective in increasing the visibility and appeal of projects, as well as contributing to an increase in the number of donations and followers on social media. This is in accordance with the results of research by (Asmawati & Ramdani, 2022), which show that the use of influencers is an effective strategy to increase public awareness about crowdfunding campaigns and encourage more people to donate. In addition, research by Ramadhan and Hendratmi (2023) supports these findings by showing that influencer-mediated social influence can significantly influence donor intent to contribute to crowdfunding campaigns. They find that when a reputable and relevant influencer promotes a campaign, it can increase the audience's trust and interest in participating.

However, to further increase the effectiveness of using influencers, Sharinghappiness.org needs to be more selective in choosing influencers with audiences relevant to the platform's mission and values. This is important because the fit between the promoted campaign and the influencer's audience's interests and beliefs can further improve the effectiveness of the campaign. Azizah et al. (2021) emphasize that this suitability can help build trust and ensure that the campaign message is well received by the audience, thereby increasing the likelihood of participation and donations. By choosing the right influencers and ensuring that the promoted campaigns are aligned with their audiences, Sharinghappiness.org can increase the campaign's impact and be more effective in achieving donation targets (Mbowa, Businge, Ssemaluulu, & Eton, 2023).

3.5. Brand Awareness

Considerable brand awareness of Sharinghappiness.org, especially among social media users, is an important asset for attracting new donors and retaining existing ones. Azizah et al. (2021) showed that strong brand awareness significantly influences people's decisions to donate through crowdfunding platforms. They found that the higher the public's awareness of a brand, the more likely they are to trust and support campaigns run by the platform. Additionally, research by Prasetyo, Rahman, Sary, Pasaribu, and Sutjipto (2022) supports these findings by showing that brand equity, which includes brand awareness and image, has a significant effect on customer response. In the context of crowdfunding, strong brand equity not only helps to attract new donors but also in building loyalty among existing donors. This loyalty is important for ensuring the continuity of financial support for campaigns launched on the platform (Sabia, Bell, & Bozward, 2023).

To further increase brand awareness, Sharinghappiness.org needs to continue to develop innovative marketing strategies relevant to the target audience. This can include optimizing the use of digital and social media, which has proven to be effective in increasing brand awareness among a wider audience. (Asmawati & Ramdani, 2022) also emphasized the importance of marketing strategies tailored to the characteristics of the target audience, including the use of creative and targeted content as well as collaboration with relevant influencers, to strengthen brand messaging and expand the reach of campaigns. Sharinghappiness.org can be more effective in increasing brand awareness and strengthening donor trust and loyalty by continuing to innovate marketing strategies and harnessing the power of social media (Pratiwi, Karta, Ramanita, Aprilia, & Wardani, 2023).

3.6. Inclusivity

The results show that Sharinghappiness.org has made efforts to reach out to various community groups through collaboration with foundations, communities, and individuals, which is an important step in ensuring that the social impact of the campaign can be felt by all parties in need. Asmawati and Ramdani (2022) showed that inclusivity is one of the key factors in the success of crowdfunding campaigns, as it allows for wider and more diverse participation, which ultimately amplifies the social impact of the

campaign. In addition, research by Ramadhan and Hendratmi (2023) also supports the importance of inclusivity in crowdfunding, highlighting that platforms that can reach and engage underserved or marginalized groups tend to have greater social impact. They found that inclusivity not only increased the number of participants but also improved the sustainability and effectiveness of the campaign in the long run.

The study also identified that further improvements are needed to reach underserved or marginalized groups. To achieve greater inclusivity, Sharinghappiness.org needs to identify and address barriers to participation that may exist, such as lack of access to digital technologies, information limitations, or language barriers. This is in line with the findings of Azizah et al. (2021) which emphasized the importance of understanding barriers to participation and taking proactive steps to overcome them to ensure that all community groups can engage in campaigns and benefit from funded projects. By overcoming these barriers and expanding the reach of the platform, Sharinghappiness.org can increase inclusivity and ensure that all community groups, including the underserved, can participate and benefit from the campaigns they run.

3.7. The Active Role of the Community

Based on this research, the discussion of the success of crowdfunding performance in driving the active role of the community related to the number of donations, donors, fundraisers, and campaign success can be described as follows:

3.7.1. Donation Amount

The number of donations collected through crowdfunding platforms is an important indicator of platform performance success. In Sahidan's research, Sharinghappiness.org experienced challenges in achieving the optimal amount of donations compared to other platforms, such as Kitabisa.com (Active Role of the Community). Although Sharinghappiness.org managed to collect donations of up to IDR 43,443,322,014, this amount is still much smaller than Kitabisa.com which reached IDR 433,499,017,875. These data show that although Sharinghappiness.org is able to mobilize people to donate, its reach is still limited compared to that of more established competitors. Ramadhan and Hendratmi (2023) highlighted that donor trust and ease of access are key to increasing the number of donations. Crowdfunding platforms can encourage people to contribute more by building trust through transparency and good communication (Sari, Akasumbawa, & Rukmana, 2024).

3.7.2. Number of Donors

The number of donors is also an indicator of the success of the community's active role. Sahidan's research noted that Sharinghappiness.org has around one million active donors, while Kitabisa.com has 10 million donors (Active Role of the Community). The lower number of donors at Sharinghappiness.org presents the challenge of attracting wider public participation. This could be due to the lack of brand awareness and the attractiveness of the platform compared to the main competitors. Azizah et al. (2021) also supported the importance of brand awareness in attracting more donors. Crowdfunding platforms with a strong brand image tend to attract more attention and build trust among the public.

3.7.3. Number of Fundraisers

Fundraising is an important element of successful crowdfunding campaigns. Sahidan noted that Sharinghappiness.org has 141 fundraising partners from foundations or communities, and 41 individual partners. Although this number is quite significant, it is still much lower than Kitabisa.com, which has 259 foundation and community partners, and 56 individual partners. Burtch, Ghose, and Wattal (2013) mentioned that the number of active fundraisers can expand the reach of the platform and increase the chance of crowdfunding campaign success. Therefore, it is important for Sharinghappiness.org to increase partnerships with fundraisers from both foundations and individuals.

3.8. Campaign Success

Crowdfunding success is measured by the number of campaigns that have managed to reach the donation target. Based on Sahidan data, Sharinghappiness.org has 832 campaigns, with only 113 campaigns reaching or exceeding the Sharinghappiness.org success indicator limit of Rp 20,000,000

per campaign. Kitabisa.com recorded 1,558 active campaigns with higher success rates. Although Sharinghappiness.org showed better efficiency in productivity per employee, the scale and volume of successful campaigns were relatively low. Asmawati and Ramdani (2022) emphasize that influencer influence and effective communication strategies can help increase campaign success: Sharinghappiness.org can better leverage influencers to promote their campaigns to reach their donation targets more often and faster.

The success of crowdfunding in driving the active role of the community depends on several key factors: the number of donations collected, the number of donors participating, the number of active fundraisers, and the success of the campaign (Borrero-Domínguez, Cerdón-Lagares, & Hernández-Garrido, 2020). Sharinghappiness.org shows relatively good performance, but still needs to be improved to compete with larger platforms such as Kitabisa.com. Strategic measures such as increasing donor trust, utilizing influencers, better transparency, and increasing brand awareness can help Sharinghappiness.org achieve its social goals more successfully.

The effectiveness of a crowdfunding platform, such as SharingHappiness.org, largely depends on several factors, including donor trust, ease of transactions, transparency, influencer influence, brand awareness, and inclusivity. Predictive modeling of the relationship between startups and investors based on crowdfunding platform data can significantly improve the effectiveness of these platforms (Alamsyah & Nugroho, 2018). Donor trust is a crucial factor, as revealed by Ramadhan and Hendratmi (2023), who noted that social influence, trust, and expectations of positive experiences significantly affect the intention to donate on crowdfunding platforms. (Belleflamme et al., 2014) emphasized the importance of transparency and clear communication in building and maintaining relationships with donors, which in turn increases donor loyalty and participation.

Table 1. Comparison of Kitabisa.Com and Sharinghappiness.org Crowdfunding Performance

Aspects	Kitabisa.com	Sharinghappiness.org
Year of commencement of operation	2013	2016
Donors during observation	10.000.000	1.000.000
Fundraising partner an. Foundations/Communities campaigning during observation	259	141
Number of Campaigns at observation	1.558	832
Accumulated number of campaigns	1.001.558	9.103
Corporate partners	400	3
Number of donations when observed	433.499.017.875	43.443.322.014
Highest Donation/ 1 campaign at observation	7.157.093.725	6.039.937.234

Source Sharinghappiness.com and Kitabisa.com

Based on the data, there are several important comparisons between Kitabisa.com and Sharinghappiness.org. Kitabisa.com began operations in 2013, three years earlier than Sharinghappiness.org, which started operations in 2016. In terms of the number of donors, Kitabisa.com is far superior with 10 million donors compared to Sharinghappiness.org which has 1 million donors. Kitabisa.com also has an extensive network of fundraising partners, with 259 foundations/communities involved during the observation period, compared to 141 partners in Sharinghappiness.org. In addition, Kitabisa.com has more fundraising partners overall, which is 3,500, compared to Sharinghappiness.org, which has 2,728. The number of campaigns held by Kitabisa.com during the observation period was also higher, namely 1,558 campaigns, almost double that of Sharinghappiness.org, which had 832 campaigns. In terms of the cumulative number of campaigns, Kitabisa.com has more than one million campaigns, whereas Sharinghappiness.org has only 9,103 campaigns. Kitabisa.com has also managed to establish partnerships with 400 companies, far more than Sharinghappiness.org, which only partners with 3 companies.

In terms of the number of donations, Kitabisa.com collected IDR 433,499,017,875 during the observation, while Sharinghappiness.org only collected IDR 43,443,322,014. The highest donation for

a single campaign in Kitabisa.com reached IDR 7,157,093,725, higher than Sharinghappiness.org which recorded IDR 6,039,937,234. In terms of labor, Kitabisa.com has 201 employees, while Sharinghappiness.org has only 15 employees. However, productivity per employee at Sharinghappiness.org is higher, with a value of IDR 2,896,221,468 per employee, compared to Kitabisa.com, which reached IDR 2,156,711,532 per employee. In conclusion, while Kitabisa.com excels in scale and operational reach, Sharinghappiness.org shows a better efficiency in managing its resources.

3.8.1. Impact of SDGS 1.1 Problem Solving Program

Results of interviews with five speakers regarding the impact of Sharinghappiness.org programs in solving SDGs 1.1 problems:

Zaeni Ramdan, CEO of Sharinghappiness.org, explained that the impact of the program is assessed through fundraising and its successful implementation in achieving goals. However, the measurement of specific contributions to SDGs 1.1, which focuses on eradicating poverty in all its forms, has not been carried out comprehensively. However, Sharinghappiness.org has made efforts to increase its social impact through various programs that support welfare. Nur Shyfa Indriaty, Data Analyst, added that Sharinghappiness.org focuses on programs that directly contribute to the SDGs, such as the provision of clean water and nutritious food, which play an important role in improving the quality of life of the poor. The survey showed that the satisfaction rate of donors reached 82%, reflecting confidence in the positive impact. Sayyidina Indra, Head of Project Management, revealed that around 30-40% of the campaign managed to achieve the funding target, with a minimum of 20 million rupiah raised. Successful campaigns focus on poverty reduction by strengthening partner engagement in managing campaign content and stories so that they can be more effective in addressing the challenges of SDGs 1.1.

Dzikri Fadilah, Product Manager, highlighted that Sharinghappiness.org plays an active role in supporting partners' campaigns to achieve targets. However, only some have managed to overcome financial challenges and have had a real impact on poverty reduction. Rida Mardiah Kartini from Human Resources and Finance stated that the need for more effective strategies to reduce operational costs and maximize the impact of programs in fighting poverty is in line with the goals of SDGs 1.1. Sharinghappiness.org has shown progress in resolving issues related to SDGs 1.1, although there are still challenges to be addressed to improve the impact and effectiveness of the program. A more focused and efficient strategy in managing campaigns and increasing collaboration with partners is expected to further increase their contribution to the achievement of the SDGs goals, especially in eradicating poverty.

5. Conclusion

This study provides in-depth insights into the factors that influence crowdfunding platform success, with a particular focus on SharingHappiness.org. In Indonesia's dynamic social and economic context, the importance of donor trust, ease of transaction, transparency, influencer influence, and brand awareness cannot be ignored. Each of these elements plays a significant role in increasing community participation and contribution to crowdfunding initiatives, which in turn contributes to broader social goals, including the alleviation of extreme poverty, as envisaged in SDG 1.1.

Donor trust is the main foundation that determines whether donors will commit to supporting a project sustainably. This study shows that donors tend to be more involved if they feel confident that the funds they donate will be managed responsibly and transparently. Transparency in financial reporting and open communication is the key to building and maintaining trust. In this case, SharingHappiness.org must ensure that all information related to the use of funds and campaign results is conveyed clearly and accurately to donors. The ease of transaction also plays an important role in attracting and retaining donors. By providing a user-friendly interface and various easily accessible payment options, the platform can reduce barriers for users to donate. A positive user experience can increase satisfaction and loyalty, which are crucial for facilitating donations. Therefore, SharingHappiness.org must continue to innovate to improve the user experience and utilize technology to simplify the transaction process.

Influencer influence is an effective strategy to expand the reach and visibility of platforms. By partnering with influencers who have significant followings, SharingHappiness.org can obtain new demographics and drive greater engagement. However, it is important for platforms to choose influencers whose values and vision are aligned with the goals of the campaign so that the message conveyed can be more authentic and reliable. Brand Awareness is another factor that contributes to the success of crowdfunding. SharingHappiness.org can attract a wider audience and create a loyal user base by building a strong and positive brand image. Effective marketing efforts and a consistent branding strategy will help the platform increase its visibility and attractiveness in a competitive market.

Additionally, the challenge of inclusivity must be addressed to ensure that all community groups feel engaged and contribute to crowdfunding campaigns. By adopting a structured and inclusive marketing strategy, SharingHappiness.org can reach different segments of the community and ensure their voices are heard and valued. Overall, the study highlights that the success of SharingHappiness.org depends not only on technical and operational efforts but also on how the platform builds strong relationships and mutual trust with its community. By optimizing these elements, SharingHappiness.org can play a more significant role in achieving social goals and SDG 1.1, while strengthening its position as a crowdfunding leader.

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