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The Digital Transformation of Gotong Royong: Analyzing Kitabisa.com as Cultural Adaptation in Crowdfunding

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ABSTRACT

Indonesia, with its cultural diversity and strong tradition of mutual cooperation, has great potential to adopt the crowdfunding model. Mutual cooperation, which is a core value in Indonesian society, reflects a spirit of solidarity and collaboration. With the increasing reliance of Indonesian society on technology in daily life, it is important to explore how crowdfunding platforms can contribute to social and economic development. The purpose of this research is to represent the digital phenomenon that has a positive role for the Indonesian people who have the cultural adaptation of mutual cooperation. In this context, crowdfunding platforms such as Kitabisa.com emerge as a bridge connecting the spirit of Islamic Economy with modern technology. The method used in this research is field study by conducting an analysis approach through content (content analysis). The results of this study indicate that Kitabisa.com not only offers a crowdfunding platform but also reinforces the principle of mutual cooperation, which is the core of Indonesia's social values. Additionally, Islamic economic values play a role in enhancing community participation in achieving common goals and sustainable social development. The Kitabisa.com platform can create deeper impacts because it better understands the social and cultural context of Indonesian society and effectively utilizes local networks and communities.

INTRODUCTION

Public service as a tradition that has become a characteristic of Indonesian society, passed down from generation to generation by our ancestors, which contains educational value. Activities like this are commonly known as Gotong Royong. A strong indication that gotong royong is a hallmark of Indonesian society is seen in the Toraja tribe in South Sulawesi, which implements a labor cooperative to manage the rice fields or lands owned by other citizens [1, p. 3] Gotong royong is also considered a form of social solidarity. This activity is a form of cooperation that provides reciprocal benefits in the form of a community commitment to help each other meet their individual or collective needs, which in turn fosters a sense of devotion among fellow community members [2]. As the saying goes, "Loyalty is, as it were, the uninstitutionalized precursor of solidarity; it is the spilling over of motivation to conform with the interests or expectations of others beyond the boundaries of any institutionalized or agreed obligation. Collectivity orientation, on the other hand, converts this propensity into an institutionalized obligation of role expectation. Then, whether the actor feels like it or not, he is obligated to act in certain ways and risks the application of negative sanctions if he does not [3, p. 2]. However, along with the pace of Globalization, the tradition of mutual cooperation is gradually eroding. This is caused by the ups and downs of people's lives today, where they prioritize their own pride. When viewed from the benefits of the mutual cooperation culture, it becomes one of the activities that can ease relationships among people. The adaptation of this mutual cooperation culture, in particular, can cultivate the good values needed in society. Not only traditions are bound to globalization, but also the advancement of information

technology that has changed all human efforts. Now, various tasks can be completed faster and with higher efficiency using advanced technology. The internet, as a significant technological advancement, allows people to communicate, shop, and work through online platforms. The rapid development and penetration of the Internet in Indonesia have also been leveraged by start-ups and groups of start-up business actors to create applications to support their activities. By taking advantage of the potential of Internet advancements and understanding current societal psychology, the Internet has become a fertile ground to support work on a large scale. One example is seen in the breakthrough phenomenon of Web 2.0 applications based on online platforms that have recently become a trend, namely crowdfunding platforms. This crowdfunding phenomenon is evidence of the evolving communication methods due to rapid technological information advancements that cannot be halted [4]. Crowdfunding is an alternative financing method that is different from traditional methods. Its principle is similar to conventional fundraising, but crowdfunding allows all individuals and economic groups to contribute, whether in small or large amounts [5]. Essentially, crowdfunding still focuses on raising funds for projects, companies, or campaigns, but now uses a new method, namely the internet. This mechanism is crucial for accelerating the flow of information related to funding and reaching a wider audience with high frequency [6].

Currently, crowdfunding is known as one of the forms of media that continues to evolve every year. In America, known for its technological sophistication and internet, crowdfunding began to gain popularity in 2008 with the introduction of the world's most popular websites, Kickstarter and Indiegogo. The rise of these two sites has catalyzed the expansion of the crowdfunding industry globally, particularly in the United States. In 2013, Indonesia followed suit by launching several crowdfunding platforms such as Wujudkan.com, Sculpture.com, Ayopeduli.com, GandengTangan.com, and Kitabisa.com. Additionally, many non-profit organizations in the fields of entertainment, education, health, culture, and other areas have also utilized these platforms. The platforms that emerged in Indonesia are primarily based on reward-based crowdfunding and donation-based crowdfunding. Fundraisers receive rewards in the form of services and goods from donors. The rewards provided can be in the form of items like. Fundraisers receive rewards for services and goods from donors. The rewards can be in the form of items such as merchandise, or special benefits such as invitations to dinners, meet and greets, exclusive concerts, etc [7, p. 158].

Kitabisa.com is a crowdfunding platform in Indonesia that records the largest transactions and remains active in fundraising. This platform facilitates donations and fundraising online. Both individuals, communities, foundations, and organizations can initiate fundraising on Kitabisa.com for various purposes, such as medical assistance, education, the construction of places of worship, and disaster relief [8, p. 165]. Kitabisa.com was founded in July 2013, became an official foundation in 2014, and in 2015, a new team of kitabisa.com started establishing PT Kitabisa Indonesia (<http://kitabisa.com/>) and developed. This platform is now set to function. Kitabisa.com embraces Indonesian culture and promotes the values and norms of mutual cooperation through its online platform. Through this platform, everyone can achieve anything together. This aligns with the psychology of the Indonesian society which is friendly, communal, collective, and likes to collaborate [9, p. 3].

The mechanism of this platform is very attractive to investors and carries out social and economic activities in the community. This mechanism is a set of rules established by the platform to facilitate the matching of the community and funding organizations with the community and organizations being funded. In addition to its very appealing mechanism, it is also interesting to see what kind of communication patterns are used by crowdfunding actors when donating their money. In this modern era, the emergence of the crowdfunding website kitabisa.com plays an important role in connecting funders and campaign developers. On the kitabisa.com website, you will find many cases where not all projects are funded and not all social projects receive significant funding. For example, an individual campaign may only have a few donors [10, p. 7]. Amid the rapid development of technology and digitalization, traditional fundraising methods have undergone significant transformation. One of the most important innovations in this regard is crowdfunding, a method that utilizes the internet to collect funds from a large number of people with small contributions. Crowdfunding has become a popular alternative for funding various initiatives, ranging from creative projects to social campaigns and humanitarian aid [11]. However, in Indonesia, where the values of mutual aid and cooperation are an integral part of the community culture, crowdfunding is not just a method of raising funds, but also a way to strengthen and renew these traditions. In this context, the platform Kitabisa.com emerges as a leading example of how the concept of crowdfunding can be adapted to reflect and promote Indonesia's characteristic system of mutual aid [12, p. 788].

METHODS

In writing this research, the author uses qualitative research methods [13]. The data sources collected from activities include interviews, observations, and literature such as books, journals, and websites related to the research topic. The analysis method used is content analysis. Content analysis in general is understood as a method that includes all analyses regarding the content of a text, but on the other hand, content analysis is also used to describe a specific analytical approach [14]. The purpose of this approach is to ensure that the author has valid sources during writing and allows for re-analysis while still based on the original context.

RESULTS AND DISCUSSION

Introduction of Gotong Royong.

Gotong royong is a hallmark of Indonesian culture that originates from the ancestors, making it very important to preserve and maintain its existence. The various cultures of Indonesia become the distinctive identity of this nation, where the Indonesian people highly uphold what has become the philosophy of their lives, which is realized through the practice of mutual cooperation. Mutual cooperation is a principle of living together based on a sense of family, willingness in the form of helping one another to achieve social welfare [15]. The gotong royong activity is an implementation of the value of Pancasila, the unity of Indonesia, in addressing communal life issues accompanied by the value of social justice. Bhinneka Tunggal Ika is the motto of the Indonesian nation that upholds the importance of gotong royong activities to unite the nation. Gotong royong plays such a big role in maintaining peace, togetherness, harmony, cooperation, and also brotherhood among the community [16]. However, changes are happening so quickly with the emergence of globalization that leads to a decline in culture, one of which is the decline of the gotong royong culture. As a result of globalization, the spirit of nationalism and patriotism has faded, especially among the younger generation, where the impact of globalization is a global sense of individualism, which causes the spirit of gotong royong to diminish. This can be proven by the fact that each individual's attitude is more focused on gadgets than on communicating with the surrounding community [17]. Therefore, it is necessary to hold something that refers to the idea that the existence of the internet is not a disaster, but rather that the existence of the internet is a technological advancement that brings many positive impacts that must be tried in order to achieve a goal. This includes progress in connecting the sources of materials in fundraising activities to help each other within the social community [2, p. 3].

Crowdfunding

Crowdfunding is an activity that involves fundraising collectively (massively) accompanied by technology-based support. This technology-based fundraising is aimed at social crowdfunding, with a process based on a sense of voluntariness. The mechanism of fundraising in this manner is generally promoted through social media or by targeting donors from Indonesia. The advantage of fundraising through this technological system is that it can be done anywhere by anyone. This system is specifically named the Crowdfunding Platform [18]. Crowdfunding can also be understood as an open call process through the internet aimed at gathering financial resources, either in the form of donations or reward gifts, for specific purposes. In crowdfunding, the power of the crowd is utilized to fund small businesses, welfare development projects such as orphanages, and various other initiatives [19]. Crowdfunding differs from other early-stage funding methods due to the differences in the relationship between funders and founders, which varies according to the type and purpose of the funding being carried out. [20, p. 21] In crowdfunding itself, it offers various products that contain a relationship between the funders and the founders aimed at avoiding any overlap that may allow funders to achieve their goals. Some of the products offered in crowdfunding include [4].

- 1). Donation Based: Donation-based or charity crowdfunding. This type of crowdfunding is usually used by nonprofit organizations or fundraising efforts that do not expect profit, aimed at raising funds for people in need. For example, fundraising for victims of natural disasters, building orphanages, etc.
- 2). Reward-Based is appreciation on crowdfunding. This type of fundraising offers rewards in the form of tangible non-financial items, such as thank-you notes, acknowledgment as a sponsor, or it may also include goods such as cars.
- 3). Lending Based is Loan-based crowdfunding means that the funds raised are provided as loans, with the expectation that the invested capital will be returned along with the expected rate of return.
- 4). Equity Based: This equity-based crowdfunding utilizes fundraising that provides donors with the opportunity to own shares in the company they are funding.

1. The history of Kitabisa.com

It all began with a young man born in Bukittinggi, December 27, 1991, who started Kitabisa.com. The young man named Alfatih Timur, commonly called Timmy. For him, his father is the primary role model in his life. His father taught him social values through actions, as he worked as a doctor serving for decades in remote areas, specifically in West Sumatra. Since childhood, Timmy has enjoyed participating in various activities from elementary to high school. It was evident that he had potential from an early age. Timmy completed his Bachelor's in Management at FEB-UI. Besides studying, Timmy also participated in various organizations, but this did not hinder his studies.

After graduating, Timmy became an assistant to a professor named Rhenald Kasali, who is a prominent lecturer at FEB-UI. Not only that, Timmy also served as Project Manager at a consulting and training company that is managed by Professor Rhenald himself. At that time, Timmy met many social communities with various problems, one of which was the difficulty in obtaining donation funds. He then thought about how to connect those in need of funds with those who want to donate. Finally, after researching several international social crowdfunding platforms such as GoFundMe, Timmy launched the Kitabisa movement in 2013. Subsequently, the Kitabisa Foundation was established in 2014, followed by PT Kitabisa which was also established in 2015 [21]. In Kitabisa, the one acting as a mentor is Professor Rhenald, who also contributed financial support and office space when Kitabisa was established. Timmy was also introduced to Vikra Ijas by Professor Rhenald, who then joined Kitabisa in June 2014 as Chief Marketing Officer.

2. Platform of Kitabisa.com

Kitabisa.com with the tagline #OrangBaik is a donation-based crowdfunding platform founded in June 2014 by Alfatih Timur. This website and application exist with the purpose of becoming a bridge or a place for collaboration among good people in Indonesia. The platform focuses on social issues and community needs, such as poverty, humanitarian efforts, and health. This platform allows individuals to campaign about project descriptions, goals, and the funding targets they want to achieve [12, p. 786]. Kitabisa.com with the tagline #OrangBaik is a donation-based crowdfunding platform founded in June 2014 by Alfatih Timur. This website and application exist with the purpose of becoming a bridge or a place for collaboration among good people in Indonesia. The platform focuses on social issues and community needs, such as poverty, humanitarian efforts, and health. This platform allows individuals to campaign about project descriptions, goals, and the funding targets they want to achieve [22].

Fundraising through the crowdfunding platform Kitabisa.com can be done quickly because users are provided with the convenience of donating without strict social structures or limitations for supporters. Kitabisa.com implements a crowdfunding model, where funds are collected from the general public and donors contribute to individuals or organizations in need [23]. The uniqueness of the structure of this network society compared to conventional society lies in the fact that it is built on internet technology. All procedures on the Kitabisa.com website are designed with technical mechanisms that facilitate the work of donors. The structure within this network society is different from the hierarchical (vertical) structure that typically flows from top to bottom or vice versa, as found in the real world (offline) [24].

In terms of legality, Kitabisa has obtained permits and legal status to carry out all fundraising activities. This platform has been approved by the Ministry of Law and Human Rights (Kemenkumham) for PUB (collection of money and goods) permits, as well as receiving approval from the Ministry of Social Affairs (Kemensos) and the Ministry of Communication and Information (Kominfo) for PSE (Electronic System Organizers), as well as from the National Zakat and Amir Agency (BAZNAS). To demonstrate responsibility and transparency to the community, the Kitabisa Foundation regularly audits its fundraising and donation activities managed by an independent public accounting firm every year. All financial reports of the Kitabisa Foundation are accessible to the public in a transparent manner.

3. Impact of Gotong Royong in Kitabisa.com

There are many conveniences obtained from crowdfunding activities on kitabisa.com. This platform offers various transaction options, such as fundraising, donations, zakat payments, and contributions to help others, all of which can be accessed through their website. By applying agency theory, the ease of transactions can be analyzed through the relationship between the fundraiser (principal) and the funder (agent) in online crowdfunding. Additionally, the use of kitabisa.com also demonstrates the importance of facilitating the fundraising transaction process [23], [25]. The contributions from kitabisa.com are not limited to financial donations, but also involve sharing social ideas and direct engagement as volunteers in various projects. By becoming a volunteer, individuals have the opportunity to participate directly in the implementation of the projects they support. By being on site, they can witness firsthand the impact of their assistance on the beneficiaries and gain valuable experience in the process. In addition, Kitabisa.com also provides facilities to raise support through social media platforms. By sharing information about the supported projects, users can expand their reach and connect with many people who may be interested in contributing. The wide dissemination of information raises public awareness of social issues and increases the chances of obtaining greater support. More than just raising funds, Kitabisa.com also. The widespread dissemination of information raises public awareness of social issues and increases opportunities for gaining greater support. More than just raising funds, Kitabisa.com also facilitates broader collaboration and cooperation among various individuals and groups [26].

The collaboration of the crowdfunding platform Kitabisa.com in fostering mutual cooperation as evidence of the adaptive culture of the Indonesian people.

Crowdfunding technology is an innovation built on the values of mutual cooperation and empathy among people. With the decreasing time that people have to engage in social activities, this technology offers a solution to social cases by allowing people to make financial contributions as a form of assistance. With crowdfunding technology, people can now more easily raise funds or make donations, which can be accessed from anywhere as long as there is an internet connection. They can also contribute small amounts of money according to their individual capabilities. This crowdfunding technology utilizes digital networks and is integrated with banking systems, enabling individuals to make donations through money transfers [10]. In Indonesia, the concept of crowdfunding for fundraising has significant potential for further development. With widespread internet access and user-friendly platforms, crowdfunding has become an attractive option for raising funds. The potential for the development of crowdfunding in Indonesia is very promising for the future. [27] With easy access to the internet for the public and user-friendly platforms, crowdfunding has become an attractive option for raising funds. One of the crowdfunding platforms or online fundraising platforms in Indonesia is the Kitabisa.com application. Online donation platforms like Kitabisa are increasingly strengthening their position as one of the main players in philanthropic crowdfunding in the country [4]. With a spirit of mutual cooperation, Kitabisa.com connects kindness through its open platform policy. This means anyone can create a donation page on Kitabisa.com in just a few minutes, as long as they meet the identity verification requirements and comply with the laws applicable in Indonesia. As a social enterprise startup, Kitabisa.com implements an administration fee of 5% of the total donations for campaigns, except for natural disaster campaigns and zakat which are exempt from administration fees.

This model allows Kitabisa.com to focus more on technology and service development, as well as simplifying the fundraising and donation processes in Indonesia, while facilitating all parties who wish to raise funds [28]. Kitabisa.com also requires every campaign to provide updates and reports on the use of funds through the campaign page on their site, so that all donors can access this information. On their website, Kitabisa.com states that as an open platform, they cannot fully guarantee the authenticity and results of every fundraising campaign. Therefore, it is advised for donors to contribute to campaigns that are already known or trusted. Kitabisa.com offers various types of fundraising, including for medical aid, scholarships, foundation or orphanage programs, the construction of places of worship, schools, or public infrastructure, disaster relief, as well as fundraising for alumni or communities, and more [29]. Kitabisa.com also requires every campaign to provide updates and reports on the use of funds through the campaign page on their site, so that all donors can access this information. On their website, Kitabisa.com states that as an open platform, they cannot fully guarantee the authenticity and results of every fundraising campaign. Therefore, it is advised for donors to contribute to campaigns that are already known or trusted. Kitabisa.com offers various types of fundraising, including for medical aid, scholarships,

foundation or orphanage programs, the construction of places of worship, schools, or public infrastructure, disaster relief, as well as fundraising for alumni or communities, and more [21], [30].

With the existence of crowdfunding technology, fundraisers can leverage networks on crowdfunding sites to expand the reach of their fundraising activities. This provides an opportunity to receive more donations or even larger amounts of donations. This is made possible because internet technology has no regional limitations. As long as the network is connected globally, the audience that can be reached is also broader. With the inevitability of technological advancement, social processes have adapted to current conditions. This change has also impacted the development of other aspects [31] Social change is a process that results in changes in the structure and function of social systems. It refers to variations in accepted ways of life, which can be caused by changes in geographical conditions, material culture, population composition, ideology, or the diffusion and discovery of new things within society. Crowdfunding technology, in turn, changes the patterns of social interaction and communication in society [11].

CONCLUSIONS

Collaboration through crowdfunding platforms and Kitabisa.com plays a significant role in strengthening gotong royong (mutual cooperation) in Indonesian society. Crowdfunding platforms generally provide a means for individuals and groups to raise funds from many people to support various social, business, or personal initiatives. These platforms facilitate broad community participation in funding innovative ideas and solutions to social problems. On the other hand, Kitabisa.com, as one of the leading crowdfunding platforms in Indonesia, particularly emphasizes the aspect of gotong royong which has long been an integral part of Indonesian culture. Kitabisa.com focuses on raising funds for various social needs, such as disaster relief, education, health, and other socio-economic projects, by integrating strong local values. Kitabisa.com is able to create a deeper impact because it better understands the social and cultural context of Indonesian society, as well as effectively leveraging local networks and communities. Overall, both crowdfunding platforms in general and Kitabisa.com contribute to the development of mutual assistance in Indonesia, which is one of the cultural forms of Indonesian society. However, Kitabisa.com offers an additional advantage in terms of connectivity with local communities and adaptation to specific needs and cultural values of Indonesia, which helps strengthen social bonds and facilitates the implementation of projects that have a direct positive impact at the community level.

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