THE DEVELOPMENT OF DIGITAL SOCIOPRENEURSHIP IN INDONESIA AND ITS IMPLEMENTATION ON THE KITABISA.COM PLATFORM

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ABSTRACT

Social entrepreneurship is a form of entrepreneurship that is oriented towards achieving social goals through the realization of a vision, mission, and innovative ideas designed to address social issues. This practice generally starts on a limited scale, but can generate significant social and economic impact. Social entrepreneurs play an important role in providing alternative solutions to various social problems that have not been fully addressed by the public or private sectors. With the development of digital technology, various online fundraising or crowdfunding platforms have grown rapidly and made it easier for the public to channel and collect financial support. In this context, this study aims to analyze the development of sociopreneurship through the use of the crowdfunding platform Kitabisa.com. The results of this study are expected to broaden the understanding of the benefits and challenges faced by sociopreneurs in developing their social activities through the Kitabisa.com platform.

Keywords: Development, Sociopreneurship, Crowdfunding Platform.

I. INTRODUCTION

The development of information technology has become a major factor driving significant changes in various aspects of human life. The use of digital technology allows work to be carried out more efficiently and effectively, particularly through the presence of the internet as the primary medium most easily recognized and used by the public. The internet has not only transformed the way people communicate, but also facilitates a variety of daily activities, such as shopping, discussing, exchanging information, and accessing various digital-based services through online platforms that are increasingly developing in today's digital era.

Along with advances in information technology, the concept of entrepreneurship has also shifted, particularly in response to the disparity between economic growth and social welfare. Social conditions such as poverty and welfare disparities remain ongoing issues, leading to the emergence of various social activities aimed at reducing these disparities. In this context, social entrepreneurs emerge as individuals who strive to realize visions, missions, and innovative ideas to address social problems. The term social entrepreneur has evolved as a driver of change by combining new ideas, creativity, and ethical values to produce real solutions oriented toward the interests of society.

Social entrepreneurship is conceptually understood as entrepreneurial activity based on social goals, where initiatives are generally initiated on a small scale but capable of having a broad impact on society. The presence of social entrepreneurs contributes to creating alternative solutions to various social and economic problems that have not been fully resolved. Data shows that the number of sociopreneurs in Indonesia as of 2018 reached approximately 340,000 business units, although this figure is still considered not optimal for maximum support and collaboration with government programs. The most popular sociopreneurship sectors include the creative industry, agriculture and fisheries, and the education sector, reflecting a focus on developing a social-value-based economy.

The drive to become a sociopreneur is influenced by various factors, one of which is humanitarian motivation. The presence of young sociopreneurs makes a significant contribution to national development, particularly through job creation for groups with limited access to formal employment. The advantage of young sociopreneurs lies in their ability to utilize information technology to reach broader resources and empower communities more inclusively.

In carrying out their role, a sociopreneur is required to possess a strong personal character that is relevant to their social mission. This character serves as a key asset in achieving success, not only in business but also in realizing social goals such as community empowerment, environmental management, and improving the quality of life. Character development is crucial for the younger generation, especially millennials, who are required to have the courage to innovate, social sensitivity, and resilience in facing market dynamics. However, there are still sociopreneurs who lack the character and determination to fully fulfill this role.

Advances in technology, marked by the rapid development of communication media, have expanded opportunities for information dissemination and social interaction. Digital media has become the most accessible communication tool and is utilized by the public for various purposes, ranging from social interaction and economic activities to social initiatives such as donations and fundraising. The success of information dissemination in social activities depends heavily on the level of trust between the parties involved, as trust forms the basis for individual and group decision-making regarding participation in a social activity.

This belief encourages the use of new media as a means of communication oriented towards social change, including in the practice of donations and crowdfunding. The concept

of fundraising in Indonesia is not new, as it has long been part of a culture that upholds the values of mutual cooperation and social awareness. These cultural values have given rise to various digital-based fundraising platforms, one of which is Kitabisa.com, which serves as a modern platform for channeling social awareness among Indonesians in a broader and more organized manner.

II. LITERATURE REVIEW
Fundraising or Crowdfunding in Indonesia
Crowdfunding practices have been widely used by the public long before the term "crowdfunding" was coined (Aziz et al., 2019:98). Fundraising activities, such as collecting donations or contributing to community service projects, are traditional methods. As we know, Indonesia has a cultural tradition of fundraising, and the concept is well-known.

A traditional form of fundraising frequently practiced in everyday life in Indonesia is commonly known as the "gabungan" (joint fundraising) system. This system is designed to raise funds from individual or group contributions to achieve targets and goals. This fundraising activity can be carried out by anyone from various backgrounds, in large or small amounts, depending on the agreement.

In this modern era, crowdfunding platforms have emerged, making it easier for anyone looking to provide financial assistance or raise funds. The emergence of crowdfunding platforms has become a means of connecting fundraisers with donors. These platforms are also connected to e-banking and e-wallets, such as DANA, OVO, Link Aja, GoPay, and ShopeePay, making it easier for the public to donate.

The Essence of Kitabisa.com
Sitanggang and Manalu (2018) put forward four arguments regarding crowdfunding on Kitabisa.com, the essence of which was discovered through website content analysis and phenomenology. They stated that Kitabisa.com has a paradox: Kitabisa.com is an online donation platform, but it is also possible for Kitabisa.com to profit from it.

III. RESEARCH METHODOLOGY
This research uses a literature review. The purpose of a literature review is to serve as a problem-solving tool based on a thorough and critical examination of relevant sources. The analytical technique in this literature research is carried out by collecting information from various sources needed as a source of ideas used to explore new ideas that are then used as material to draw conclusions from the existing information. The theoretical sources obtained
through library research, namely as the basis and main instrument in subject research practices. Literature studies can be obtained from various sources such as journals, books, documents, the internet and libraries.

IV. RESULTS AND DISCUSSION
As one of Indonesia's leading digital fundraising platforms, Kitabisa.com has undergone institutional development in line with technological dynamics and the social needs of the community. Founded in 2013 by Alfatih Timur, the platform initially functioned as a social movement. Over time, in 2014, Kitabisa.com transformed into a digital-based online donation platform. This transformation was driven by its founders' vision to integrate social movements with the use of digital technology as a means to facilitate individuals, communities, and groups in online fundraising.

In its operations, Kitabisa.com provides various features that support digital philanthropy activities, including zakat services, mutual care, and fundraising. This platform

also offers interactive features that enable communication between donors and fundraisers through the "Doa-doa #OrangBaik" channel, as well as an alarm-based reminder feature that serves to encourage consistent user donations. The existence of these features demonstrates Kitabisa.com's efforts to build a donation ecosystem that is not only functional but also participatory.

The crowdfunding mechanism on Kitabisa.com essentially follows a strict selection and verification process to maintain public trust. Prospective fundraisers are required to register and submit a proposal to the platform before a campaign can go live. The platform then conducts a selection and verification process to minimize the potential for social conflict. Under certain circumstances, such as large-scale fundraising, management will temporarily suspend campaigns to ensure the validity and accountability of ongoing campaigns, as is the case with fundraising during the pandemic.

Kitabisa.com's communication strategy is also supported by the use of social media, promoting the slogan "Connecting Good People" and embedding the #GoodPeople identity among its users. This approach plays a role in building a positive image and strengthening the brand's positioning in the public mind. Through this strategy, Kitabisa.com has succeeded in becoming one of the most recognized fundraising platforms while attracting the interest of the younger generation to participate in social activities. Trust in the platform is a key foundation that is continuously maintained, not only through service excellence, but also through consistent communication to survive the competition and build long-term engagement with the audience.

In its operational scheme, verified fundraisers are primarily responsible for the campaigns they run, while the platform acts as an intermediary between donors and fundraisers. Donors have the freedom to choose which campaigns to support, and the collected funds are then transferred to the platform's account. After the fundraising period ends, the platform processes the disbursement of the funds to the fundraisers' accounts in accordance with applicable regulations.

Every fundraiser is subject to platform operational costs in accordance with established policies. Kitabisa.com applies a 5 percent deduction from total donations for operational needs, with exceptions such as fee waivers for natural disaster campaigns or certain government-determined circumstances. Regardless of whether the donation target is reached, the funds raised will still be distributed to the fundraiser.

In a market context, Kitabisa.com leverages Indonesia's predominantly Muslim demographic as a strategic opportunity to encourage donation participation. The presence of zakat and waqf features reflects the strong role of religious values in the development of this platform's services. This strategy also aligns with Kitabisa.com's corporate social responsibility approach, including through a matching grant mechanism aimed at building community sympathy and loyalty. By integrating religious values into its digital services, Kitabisa.com strives to expand its active user base and strengthen the sustainability of Indonesia's digital philanthropy ecosystem.

V. CONCLUSION

The concept of crowdfunding is now familiar to Indonesians, as it has been practiced for generations to help others, both individually and in groups. Kitabisa.com is a platform accessible to all ages. However, users must be at least seventeen years old. Kitabisa.com can be a great place to donate or raise funds in today's digital age. Given the current situation in Indonesia, the development of new media, including Kitabisa.com, has the potential to continue growing.

Kitabisa.com's social campaign fundraising campaign is conducted with potential donors through digital media. The social campaign, disseminated by fundraisers through social media, is an effort to convey a message to potential and current donors to participate and continue donating. Kitabisa.com, as a fundraiser, is open to distributing social campaigns, so that fundraisers can receive responses from donors and create engagement by attracting donations from potential donors.

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