

ABSTRAK

PENERAPAN STRATEGI FUNDRAISING PADA NON GOVERNMENT ORGANISATION PADA DISASTER DI PEDULI MUSLIM YOGYAKARTA

Randi Apriandi Amier
14423032

Indonesia merupakan negara yang rawan bencana, sehingga Indonesia perlu adanya penanganan serius baik sebelum dan sesudah bencana. Peran pemerintah dalam penanganan bencana sudah cukup baik, namun peran pemerintah belum berjalan maksimal. Oleh karena itu kehadiran NGO sangat membantu pemerintah dalam meringankan beban pemerintah. Tujuan penelitian ini adalah untuk menjelaskan penerapan strategi *fundraising* di Peduli Muslim Yogyakarta. Metode penelitian yang digunakan adalah deskriptif kualitatif dan teknik pengumpulan data observasi, wawancara dan dokumentasi. Hasil penelitian Penerapan strategi *fundraising* di Peduli Muslim adalah dengan media online saja yang berupa website dan media online kegiatannya dengan menyebarkan poster. Dengan memiliki akun media sosial yaitu facebook, youtube, instagram, twitter dan telegram yang memiliki jumlah pengikut atau suka yang berjumlah lebih dari 400rb orang. Selain itu pengembangan SDM merupakan hal penting dalam meningkatkan dana karena berkaitan dengan laporan kegiatan dan bahasa sosial media yang akan menarik calon donatur dan mempertahankan donatur yang lama. Strategi melalui media sosial merupakan langkah yang lebih mudah dan efisien tanpa mengeluarkan banyak biaya dan waktu seperti penambahan gaji pegawai pencari dana, cetak spanduk, karena pada era sekarang banyak yang masyarakat menggunakan media sosial.

Kata Kunci: NGO, Bencana Alam, *Fundraising*

ABSTRACT

THE IMPLEMENTATION OF FUNDRAISING STRATEGY BY NON GOVERNMENT ORGANISATION TO DISASTER AT PEDULI MUSLIM YOGYAKARTA

Randi Apriandi Amier
14423032

Indonesia is a country that is prone to disaster. Hence, there is a need for serious management both in pre- and post-disaster. The role of government in disaster management is quite good but the role of government is not maximal yet. For this, the existence of NGO (Non-Government Organization) is very helpful for government. The aim of this research is to explain the implementation of fundraising strategy at Peduli Muslim Yogyakarta. This research used the descriptive-qualitative method and the technique in collecting the data was through observation, interview and documentation. The results of the research showed that the implementation of fundraising strategy at Peduli Muslim was by using the online media in the form of website and online media. Meanwhile, its activity was by distributing the poster. Peduli Muslim also had a social media accounts including Facebook, YouTube, Instagram, twitter and telegram that had the followers or likes more than 400 thousand people. In addition, the development of Human Resource is something important in fundraising as it is related to the reports of the programs. Meanwhile, an interesting language used in social media could attract the prospective donors and maintain the existing donors. The strategy through social media is a simpler and more efficient measure that does not require high cost and longer time such as increasing salary for the employee in doing fundraising or in making banners as in the today era, there have been many people using social media.

Keywords: NGO, Natural Disaster, Fundraising

November 22, 2019

TRANSLATOR STATEMENT

The information appearing herein has been translated
by a Center for International Language and Cultural Studies of
Islamic University of Indonesia
CILACS UII JI. DEMANGAN BARU NO 24
YOGYAKARTA, INDONESIA.
Phone/Fax: 0274 540 255